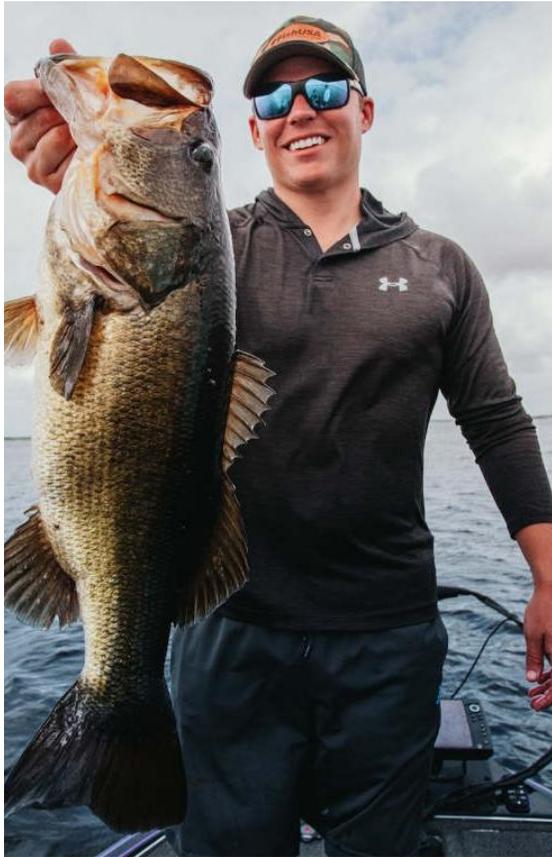


Blackcloud Fishing Charters

blackcloudfishing.com | Orlando, FL



Timeline: Q1 2022, Jan. 1 - Mar. 31

Ad Spend: \$1,314.07 (~ \$438/month)

New Leads: 138 Phone Calls & Emails

Cost-per-Lead: \$9.52

Avg. Trip Cost: \$500

Actual Trips Booked: 50

Generated Revenue: \$25,000 + Tips

THE PROBLEM

Ricky Congero, owner of Blackcloud Fishing Charters, needed to grow his client list outside of his current network, but his website wasn't showing up on page 1 of Google for his most important searches. Central Florida is a hot-spot for bass fishing, so competition from other established outfitters makes the first page a tough ladder to climb.

THE SOLUTION

With Google Ads, we've been able to show Blackcloud Fishing Charter ads *above* the existing page 1 search results - including the map portion showing other local outfitters - for phrases like "Orlando bass fishing guides", "bass fishing trips in Central Florida", and "Kissimmee Lake fishing guides".

Google Search Ads allow you to "skip the line" and have full control over what your search results say (think seasonality, pre-qualifying with pricing, etc.).

THE RESULTS

During Q1 of 2022, which is normally Ricky's "slow season", we were able to generate an additional 138 new leads for a total ad spend of \$1,314.07. That mean's Ricky was paying under \$10 for someone to contact him about his guided bass fishing trips which go for an average of \$500/trip.

50 of his Q1 bookings could be attributed to Google Ads, generating over \$25,000 in revenue (not including tips!).

TESTIMONIAL: CAPT. RICKY CONGERO

"I owe it all to Dan for making me a full-time guide. I was part-time guiding for two years. As soon as I began working with Dan, the increase in my inquiries tripled in just a week. In three months time, I booked 50+ trips and got so busy I had to forward trips to fellow guides. He knows the guiding business, makes adjustments when needed, sends monthly reports, and checks-in with me regularly. You won't regret working with Dan for all your marketing needs and management."

LIVE SEARCH RESULT EXAMPLE

Before running Google Search ads, Blackcloud Fishing Charters didn't show up anywhere on the first page of Google. By running a targeted campaign for people literally searching for the exact trips Ricky offers, we're able to show his search result at the top of the page and bring in new leads who otherwise never would've known he existed.

The screenshot shows a Google search for "orlando florida bass fishing guides". The search bar is at the top, with a search icon and a microphone icon. Below the search bar, there are filters for "All", "Maps", "Images", "News", "Videos", and "More". The search results show "About 5,620,000 results (0.46 seconds)".

The first ad is for "Blackcloud Fishing" with the headline "#1 Orlando Bass Fishing Guide - Fish Florida's Best Bass Lakes". The description says: "Experience the best of Florida bass fishing with Blackcloud Fishing. Book your date today! We'll customize a guided bass fishing trip near Orlando just for you. Get rates & info. 2022 Rates & Info · Book Now".

The second ad is for "Florida Bass Fishing" with the headline "Orlando Bass Fishing - Certify No Fish, No Pay Policy". The description says: "Just minutes from Disney No Risk with No Fish, No Pay Policy. Value Price Guarantee. All Inclusive Packages. Fishing with Disabilities. Fast, Easy & Secure. 25+ Years Experience. Get Instant Confirmation. 300+ Years Of Experience. 24/7... Cheap Orlando Charters · Online Reservations · 24-7 Online Bookings · Customer Reviews". There is a small image of a person holding a fish.

The third ad is for "Zak Fadden Fishing" with the headline "Orlando Bass Fishing Guide - Fish The Area's Best Lakes". The description says: "Catch trophy bass in Orlando's best lakes with professional bass fisherman Zak Fadden! Year-round availability. 4, 6, & 8-hour trip options. Everything is included! Let's fish. Rates & Lake Options · Book A Trip".

The fourth ad is for "Captain Erik" with the headline "Captain Erik's Trophy Bass - Orlando - Bass Guide". The description says: "Captain Erik specializes in finding the best Largemouth Bass in the Orlando area. Explore...".

Below the ads is a "Fishing Charters" section with filters for "Rating" and "Hours". There are two listings:

- Gators Big Bass Guide Services**: 5.0 stars (39) · Fishing charter. 2824 Conway Gardens Rd. "The best bass fishing guide service in Florida!"
- Native Bass Fishing Charters Orlando**: 5.0 stars (241) · Fishing charter. 5414 Snowflake Ct. "He was awesome fresh water bass guide."

On the right side of the screenshot is a map of Orlando, Florida, showing various locations and landmarks. A red pin is placed on the map near "Gators Big Bass Guide Services".

ADDITIONAL AD VARIATIONS

Here are examples of how Search Ads can look on desktop and mobile placements. Notice how they take up more “real estate” than typical Google search results, they use pre-qualifying ad copy for location, trip type, pricing, etc. before the searcher even gets to your website, and they offer users the option to call directly from the ad without clicking to your website.

Ad · blackcloudfishing.com/orlando/bass-fishing ▾ (407) 693-6153

#1 Orlando Bass Fishing Guide | Fish Florida's Best Bass Lakes

Call for available bass fishing guides near Orlando and hook up with trophy bucket-mouths! All-inclusive bass fishing. Spin & fly fishing available. Guide trips start at \$325. 4-8 Hour Trips. License Not Required. Spin & Fly Fishing. Based In Central Florida.

2022 Rates & Info See details for 4, 6, or 8 hour Florida bass fishing guide trips.	Book Now Send a message or call Capt. Ricky to reserve your day on the water.
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Ad · blackcloudfishing.com/orlando/bass-fishing ▾

Orlando Bass Fishing Charters | Catch Trophy Bass Near Orlando

Experience the best of Florida bass fishing with Blackcloud Fishing. Book your date today! We'll customize a guided bass fishing trip near Orlando just for you. Get rates & info. 4-8 Hour Trips. License Not Required. Spin & Fly Fishing. Based In Central Florida.

2022 Rates & Info See details for 4, 6, or 8 hour Florida bass fishing guide trips.	Book Now Send a message or call Capt. Ricky to reserve your day on the water.
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Ad · blackcloudfishing.com/orlando/bass-fishing ●

Bass Fishing Near Orlando | Fish Florida's Best Bass Lakes | Starting @ \$325

Call for available bass fishing guides near Orlando and hook up with trophy bucket-mouths! All-inclusive bass fishing. Spin & fly fishing available. Guide trips start at \$325. 4-8 Hour Trips. License Not Required. Spin & Fly...

[2022 Rates & Info](#)

[Book Now](#)

 Call (407) 693-6153

Ad · blackcloudfishing.com/orlando/bass-fishing ●

#1 Orlando Bass Fishing Guide | We'll Put You On Fish | Blackcloud Fishing Charters

Call for available bass fishing guides near Orlando and hook up with trophy bucket-mouths! All-inclusive bass fishing. Spin & fly fishing available. Guide trips start at \$325. 4-8 Hour Trips. License Not Required. Spin & Fly...

[2022 Rates & Info](#)

[Book Now](#)

 Call (407) 693-6153

CLIENT TESTIMONIALS

“One of the best business decisions I’ve made in my career as a fly fishing Outfitter was partnering with Dan from The Click Hatch. My bookings have gone through the roof since he took over. His attention to detail and follow up is one that all business owners should follow. I look forward to working with Dan for many years and would recommend The Click Hatch to anyone looking to build their business.”

Jeremy Jones, Owner/Guide, wasatchguideservice.com | Park City, Utah

“My guide service is building a reputation here in the Adirondacks and the quality leads he’s bringing in are turning into lifetime customers. I highly recommend this service as it is both extremely well-priced and effective.”

Andrew Sponable, cobblecreekoutfitters.com | Adirondacks, New York

“...worked diligently and methodically to ensure our target audience is being reached with the budget we have available. We have experienced an increase in calls and online inquiries for our new fly fishing guide service. I would highly recommend his services – he is affordable and totally worth it!”

Andrew & Kayla Maddox, upriverflyfishing.com | Buena Vista, Colorado

“Working with Dan at the Click Hatch was a great business decision. His advertising expertise makes my phone ring in the off season, and I’ve been able to book hunters for future trips. I didn’t think I needed advertising assistance, but just a few months of Dan’s help increased my business.”

Mike Elliot, Owner, discovermontanaoutfitting.com | Ennis, Montana

“During the pandemic-forced quarantine this past winter, my company La Garita Outfitters was literally getting no phone calls from potential clients until I hired Dan. Through Dan’s work creating Google ads our phones not only started ringing in March but led to serious clients that booked.”

Mike Bondurant, lagaritaoutfitters.com | Lakewood, Colorado

THE CLICK HATCH | theclickhatch.com

The Click Hatch works exclusively with guided tour operators, charters, & lodges to help them book more trips and grow their client lists using Google Ads. Get found at the top of search results and start dominating your market!

Who we work with:

The Click Hatch partners with industry-leading lodges like [2021 Lodge of the Year Madison Valley Ranch](#) in Ennis, Montana, smaller single-guide operations like [Salty Bird Fishing Charters](#) in Everglades City, Florida, and everything in between.

How it works:

We handle everything, you just book the trips. We create, manage, and report on your campaigns each month of your season and since everything is trackable, you'll know exactly how much you spent and how many leads it brought your business.

Here's the basic strategy for most businesses we work with: the first step is attracting the right people to your website - people searching for the exact trips you offer with intent to buy. If they reach out to you on their first website visit, awesome! Most websites rarely convert over 10% of website traffic, so what happens to all of those visitors who showed interest but left your site before reaching out? We can show ads to your recent website visitors to encourage them to come back to the site and call, email, or book online. You've experienced these... You're checking out a business or product online and then all of a sudden you're seeing ads for that business/product all over the internet. We can do the same thing for your guided tours and it works incredibly well - especially in markets or niches where people are planning ahead.

With proper tracking in place on your website, we'll know what search phrases are turning into leads making it easy to scale things up and trim off what isn't working. The longer we work together, the tighter the system gets and we have more data to understand how people are searching for your trips and which ones are contributing to the most leads.

Reasons our clients love us:

- Dedicated marketing rep
- Low all-inclusive monthly fee
- Exclusivity in your region
- No service contracts
- No percentage fees on trips booked
- First month of The Click Hatch fees are FREE

READY TO GET STARTED? TRY IT FREE FOR A MONTH AND ADD VELOCITY TO YOUR BUSINESS WITH GOOGLE ADS CAMPAIGNS THAT WORK.