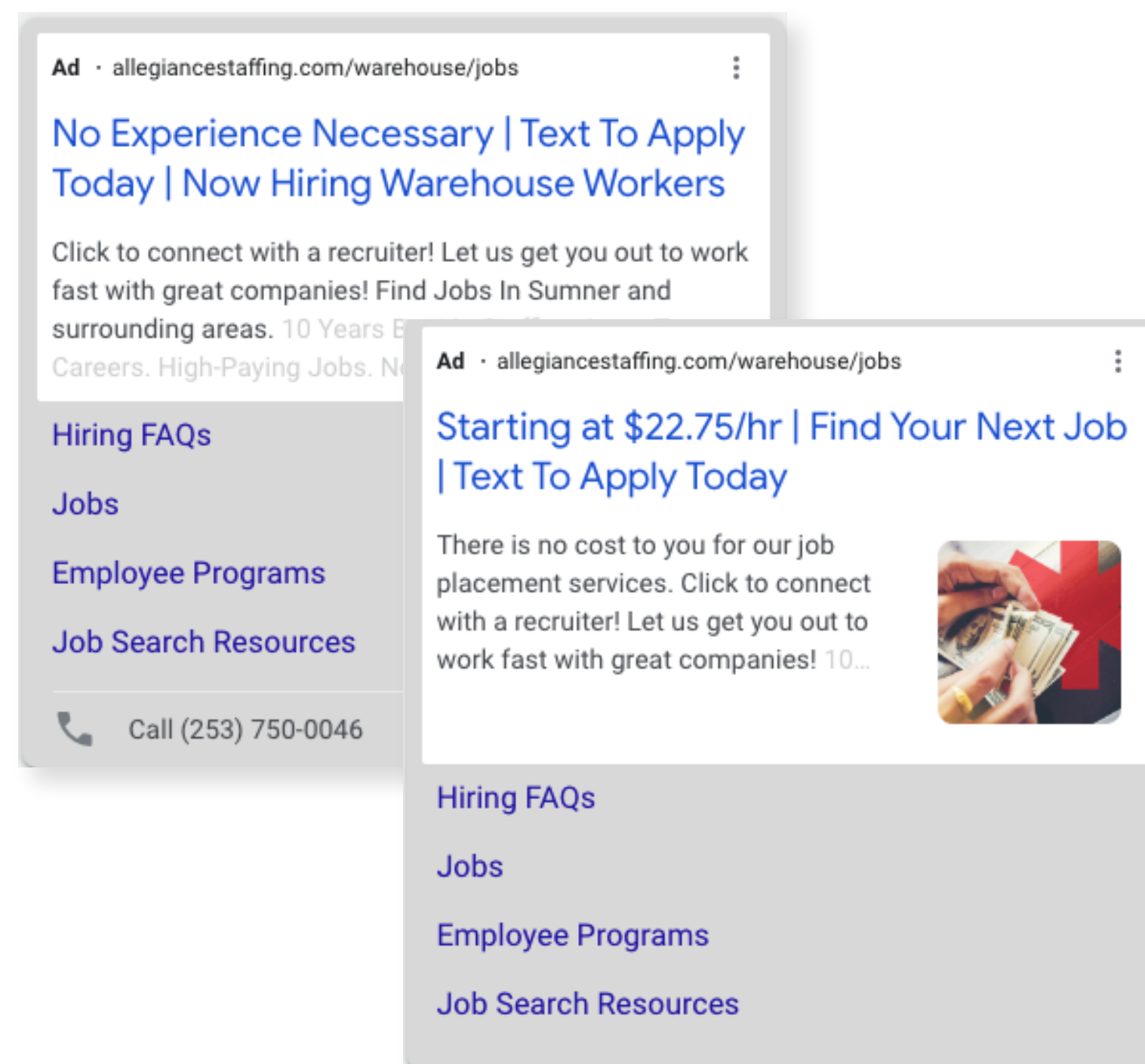


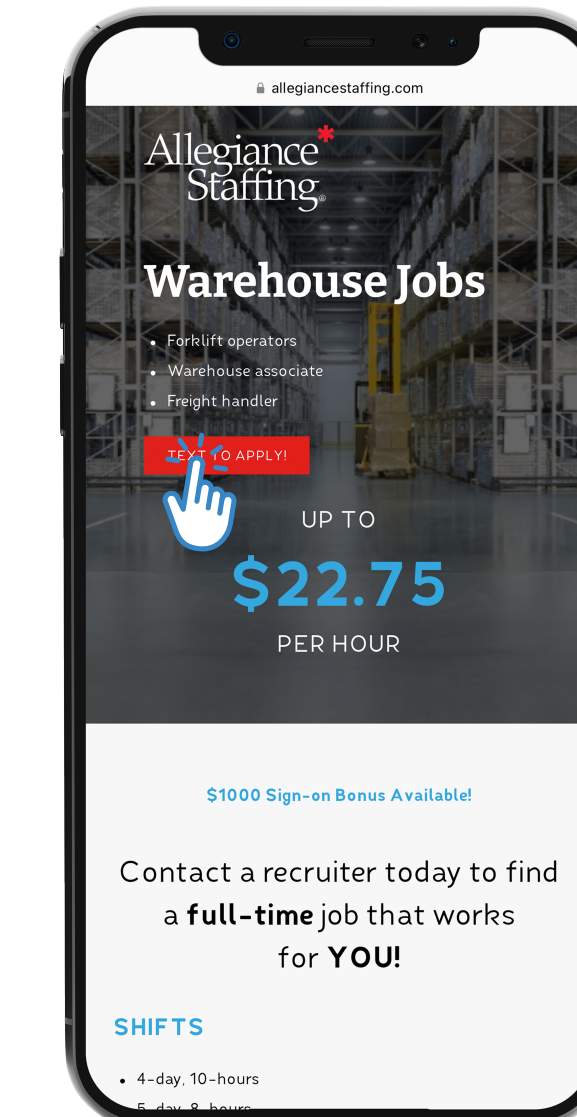
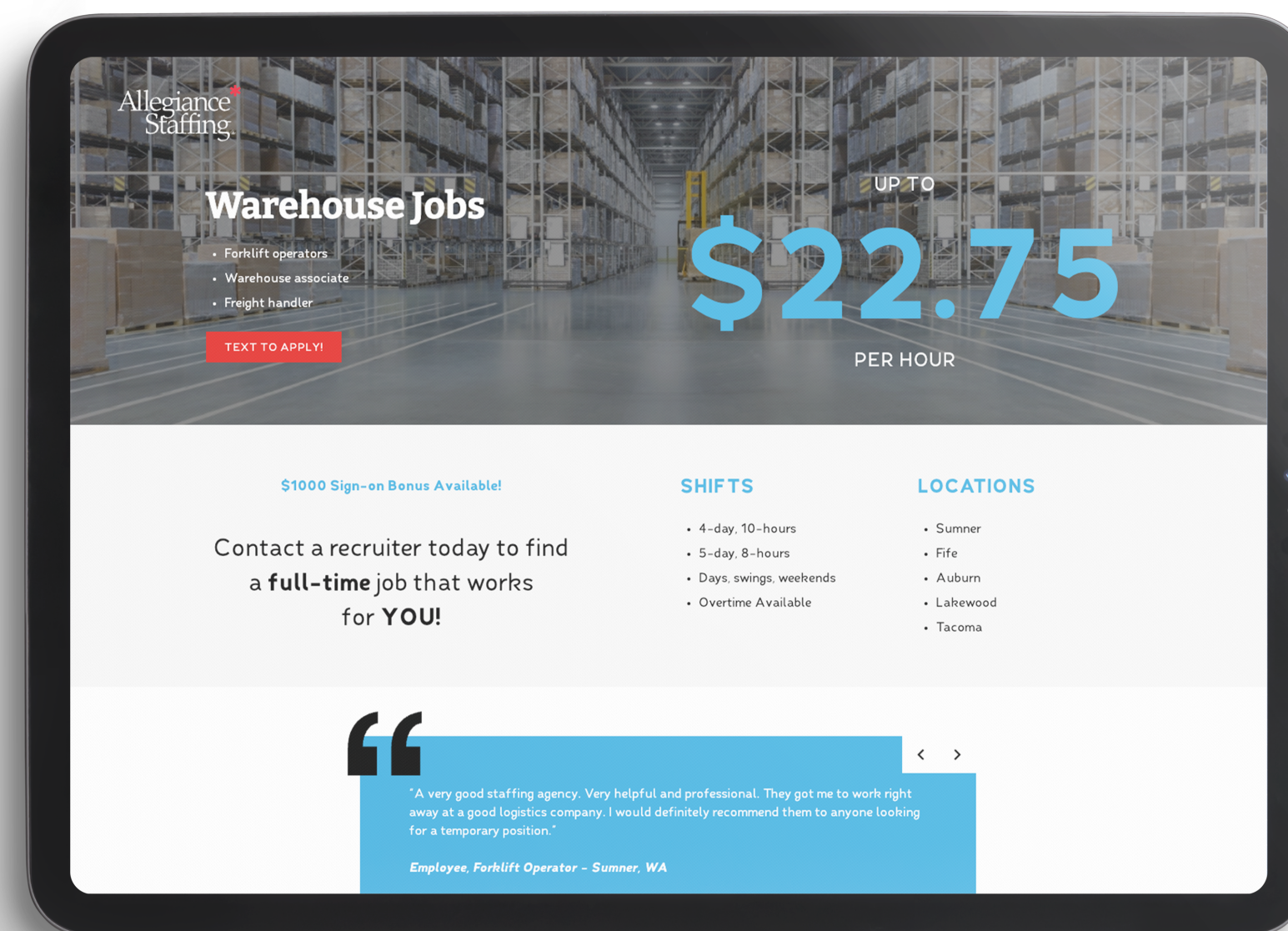
## A LANDING PAGE OPTIMIZED FOR QUICK CONVERSIONS

**Allegiance Staffing** is a national staffing agency specializing in the placement of qualified full-time and temporary workers with 40 locations across the United States. The owner of the Sumner, WA location was facing heavy competition for workers in that area, and needed a quick way to build a high-quality candidate pool at a budget that would deliver ROI. We created a landing page with a click-to-text CTA.

### Google Ads



### Landing Page



## The Results

**106,245**  
impressions

**11,421**  
clicks

**3,450**  
conversions

**30.2%**  
conversion rate

**52%**  
YOY **growth**  
in job candidates

**9%**  
YOY **decrease in cost**  
per job candidate  
lead