CLIENT CASE STUDY: PAID SEARCH, PAID SOCIAL & SEO

Yesterland Farm

Canton, TX (East Texas, near Dallas) | Fall Season 2026

01 The Challenge

A fall festival and agritourism destination has one short window each year to earn its revenue, and every competitor around Dallas and East Texas is advertising into the same weeks. The farm needed to be visible at the exact moment families search: Google search, Google Maps and TikTok, all at once. Ticketing runs through the farm's own platform, so conversion tracking had to be built and verified before a single dollar of spend could be judged. The goal: open the season profitable, keep scaling through the peak, and make the farm the obvious answer when families search for a pumpkin patch or farm festival near Dallas.

01 What We Did

- Google Ads management: search campaigns across ticket and visit keywords, with revenue and ROAS tracked to ticket sales
- TikTok Ads management: full-funnel video campaigns feeding ticket purchases, leads and site traffic
- SEO: title tags, meta descriptions, structured data and keyword research built around local fall-festival search
- Google Business Profile optimization with weekly seasonal posting

02 Campaign Channels

- YouTube video optimization and online listings and links
- Press releases for seasonal milestones
- Seasonal blog content supporting ranking pages
- Conversion tracking setup and verification through the ticketing platform

03 Results at a Glance

45.2x	$100,209	7,249	10
SEPTEMBER ROAS, GOOGLE ADS	OCTOBER REVENUE, GOOGLE ADS	OCTOBER TIKTOK PURCHASES	NO. 1 KEYWORD RANKINGS

05 The Numbers

Metric	September 2026	October 2026	Season to Date
Google Ads (conversion-tracked)			
Tickets / purchase conversions	812	1,021.91	1,833.91
Revenue	$71,809.79	$100,209.08	$172,018.87
Ad spend	$1,587.94	$2,952.62	$4,540.56
ROAS	**45.2x**	**33.9x**	**~37.9x**
Cost per ticket	$1.95	$2.89 (improved 68% during October)	-
Clicks	8,405	23,677	-
Conversion rate	9.7%	4.0%	-
Impressions	-	85.1K	-
Search impression share	-	42.8%	-
Avg revenue per sale	-	$98.06	-
TikTok Ads (Events Manager, trailing 30 days, Oct 5 to Nov 2)			
Ticket purchases	740	7,249	-
Leads (form submits)	-	72,986	-
Landing page views	12,854	100,501	-
Engaged sessions	19,400	101,968	-
Page views	46,205	137,581	-

Google Ads figures are conversion-tracked totals reported by Google Ads through the farm's ticketing platform. TikTok figures are event totals reported by TikTok Events Manager over a trailing 30-day window.

06 Search Visibility

10 keywords ranking **No. 1** on Google

15 keywords ranking in the top 5

22 keywords on the first page of Google

27 keyword rankings improved (October report)

Ranking searches include:

- “family farm near dallas”
- “pumpkin patch near dallas”
- “amusement park canton”
- “christmas carnival canton”
- “christmas farm festival canton”

07 What This Means

Profitability came first, then scale. The farm opened the season at 45.2x ROAS in September and kept growing, crossing $100,000 in Google-tracked revenue in October while cost per ticket improved 68% during the month. TikTok added a large top-of-funnel engine on top of paid search: 7,249 tracked purchases and roughly 73,000 leads in the October window. And the organic foundation kept building: ten keywords now rank No. 1 on Google, so families searching for a family farm, pumpkin patch or Christmas carnival near Dallas and Canton find the farm without paying for that click. Visibility across Google, Maps, AI search and social turns a short season into a durable one.