



Conversions ▼

276.00

Cost / conv.

\$27.20

Dental Google Ads Case Study

Brand Intro:-

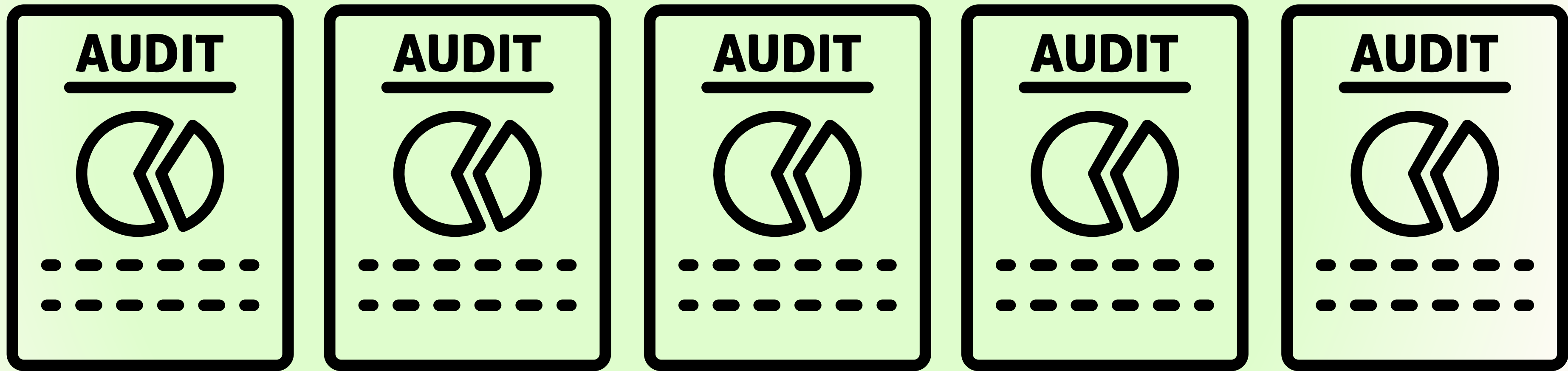
In this Case Study, we're going to cover a Dental Clinic Client who offers Dental services. We'll be taking a closer look at what we did to make this dental clinic successful. The Target Location for this client is Hollywood, FL and they were looking to generate more clients for his dental business

From 3 Leads to 300 For Dental Clinic



How We Started:-

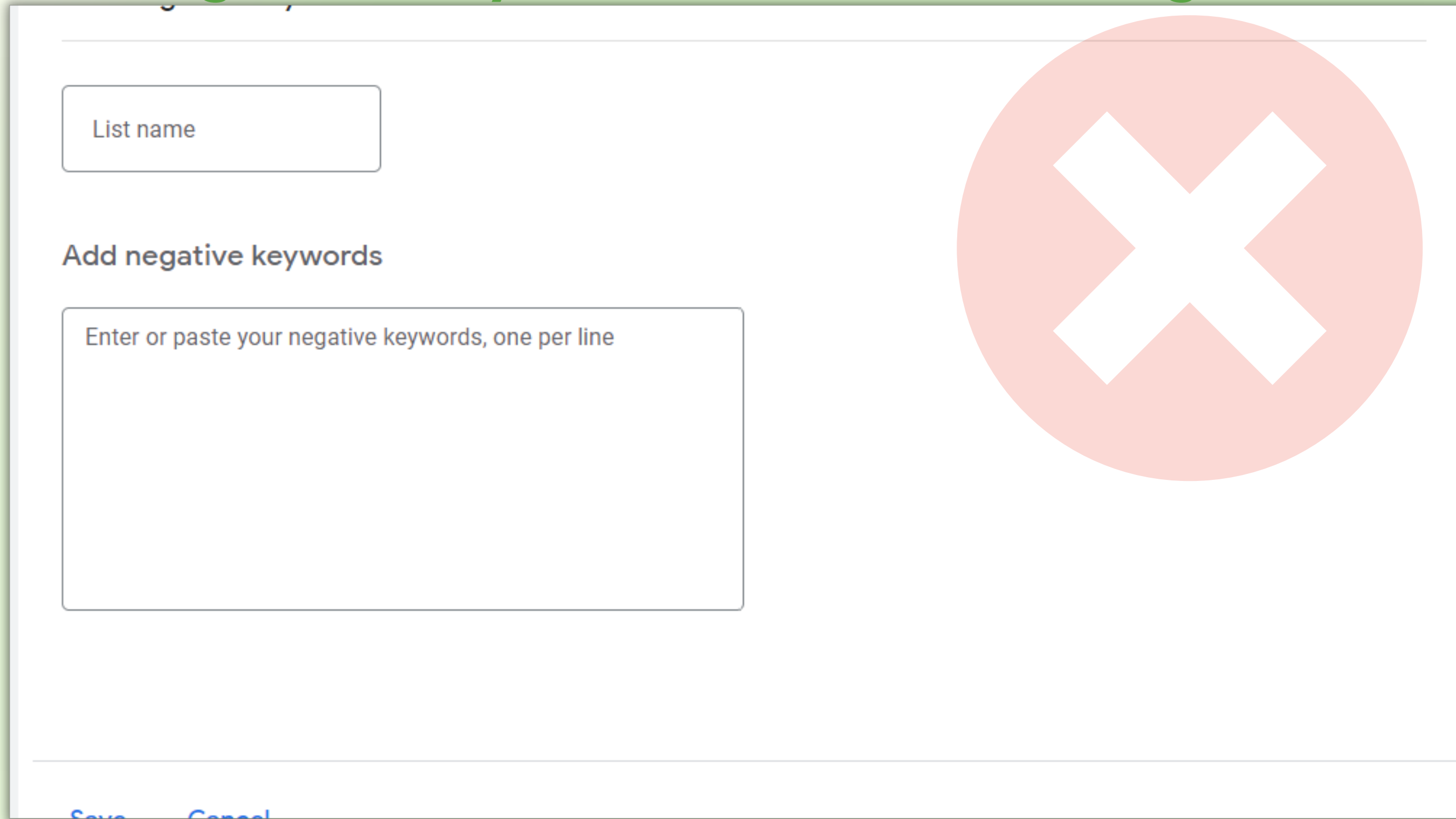
The client had been running Google Ads campaigns but was unhappy with the results from their previous advertiser. The campaign only resulted in 3 conversions even though they had spent near to \$1000. They wanted to increase their leads with Google Ads and approached us for a google ads campaigns audit in May 2022



Account Challenge :-

Our analysis showed that there were a lot of areas that needed improvement, such as:

#1. Negative keywords were not being used



The screenshot displays a Google Ads interface for managing negative keywords. It features a 'List name' input field, an 'Add negative keywords' section with a text area for entering keywords, and a large red 'X' icon indicating a missing or incorrect step. The interface is clean and modern, with a white background and light gray borders.

List name

Add negative keywords

Enter or paste your negative keywords, one per line

Save Cancel

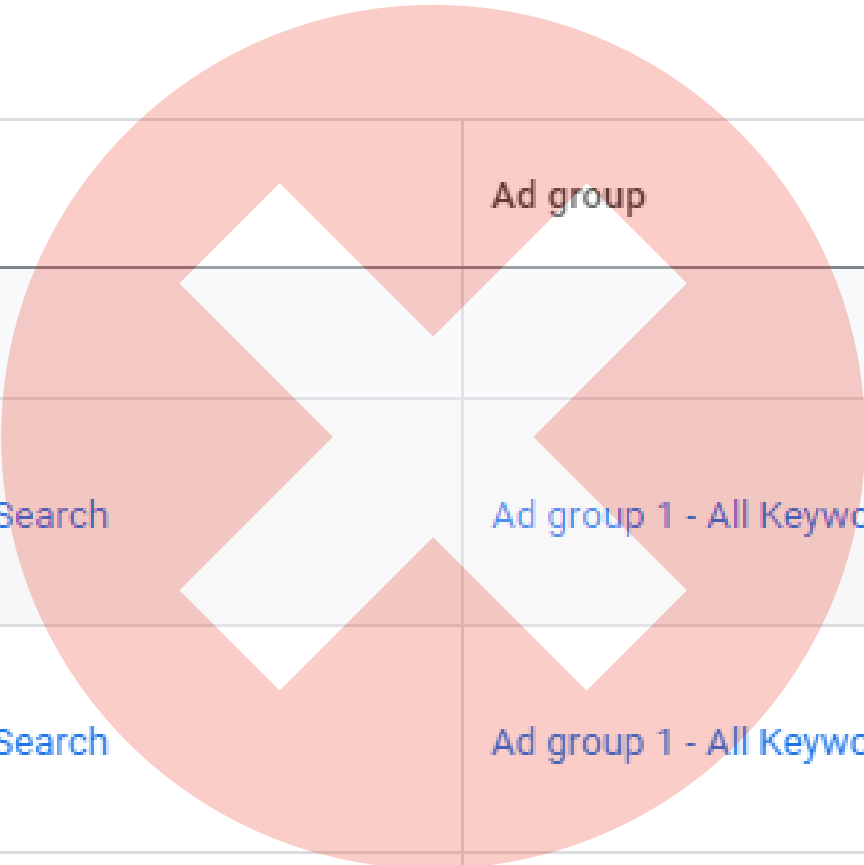
#2 Broad match was being used, resulting in irrelevant traffic

1

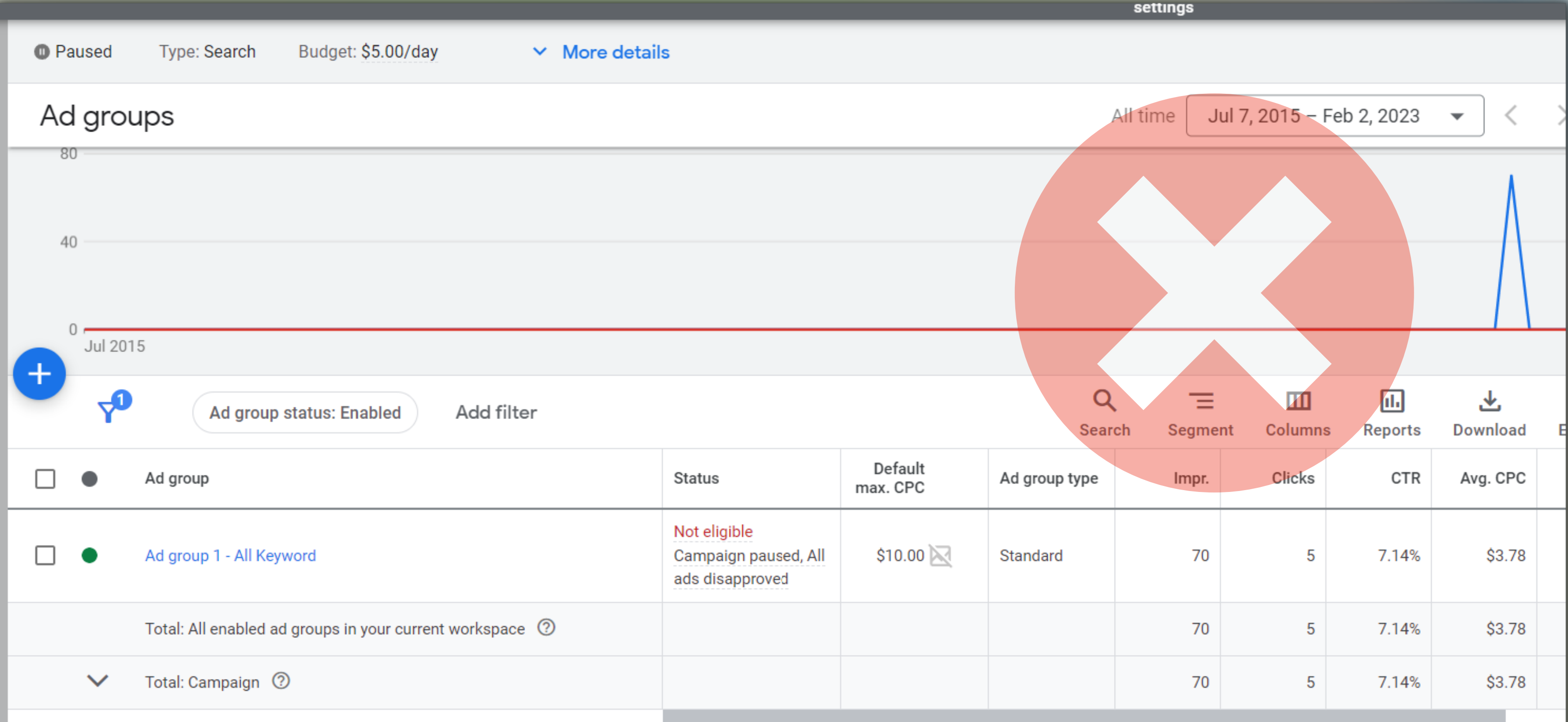
Keyword status: Enabled, Paused

Add filter

☐ ● Keyword	Match type ↓	Campaign	Ad group
Total: All but removed keywords in your current workspace ?			
☐ ● dentist	Broad match	Dental - Broad Search	Ad group 1 - All Keyword
☐ ● dental	Broad match	Dental - Broad Search	Ad group 1 - All Keyword
☐ ● affordable dentist	Broad match	Dental - Broad Search	Ad group 1 - All Keyword
☐ ● dental office	Broad match	Dental - Broad Search	Ad group 1 - All Keyword
☐ ● dentist near me	Broad match	Dental - Broad Search	Ad group 1 - All Keyword
☐ ● dental office near me	Broad match	Dental - Broad Search	Ad group 1 - All Keyword
☐ ● dental clinic near me	Broad match	Dental - Broad Search	Ad group 1 - All Keyword



#3 Ad grouping was not well set up



Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Eastern Time. [Learn more](#)
Some inventory may be provided through third party intermediaries.
You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.

#4. A/B testing was not in place

Paused

Type: Search

Budget: \$5.00/day

More details

Ads

All timeJul 7, 2015 – Feb 2, 2023

3

0

Jul 2015

+

1

Ad status: Enabled, Paused

Add filter

☐	☒	Ad	Ad group
☐	☒	Call [Top Rated] Dentist in Hollywood FL. Weekends Appointment Available. Visit Us Today. We Treat Every Patient As our Family. Affordable Dental Care. Book An Appointment Now. View assets details Ad group 1 - All Keyword	
Total: All but removed ads in your current workspace			
Total: Campaign			

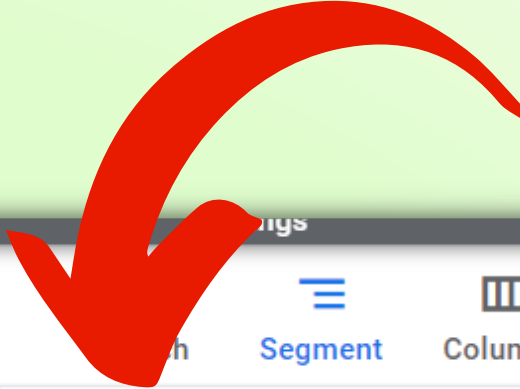
Search

Segment

Columns

Reports

#5. Poor Ad Copies



Ad		Status	Ad strength ↓	Ad type
[Ad description]		Working, Campaign paused		
[Ad description]		Eligible	Poor	Responsive search ad
[Ad description]		Eligible	Poor	Responsive search ad
[Ad description]		Eligible (limited) Policy (Health in personal advertising)	Poor	Responsive search ad
[Ad description]		Eligible	Poor	Responsive search ad
[Ad description]		Eligible	Poor	Responsive search ad

#6. Bids were not being optimized

Insights

Ad groups

Ads & assets

Landing pages

Keywords

Audiences

Content

Settings

Change history

Show less

Locations

Ad schedule

Devices

Advanced bid adj.

Drafts

Experiments

Get the Google Ads mobile app

PausedType: SearchBudget: \$5.00/dayMore details

AudiencesAll timeJul 7, 2015 – Feb 2, 2023Show last 30 days

0UnknownTop 10%11 - 20%21 - 30%31 - 40%41 - 50%Lower 50%

Hide table

Add filter

Ad group viewSegmentColumnsMore

	Household income	Ad group	Status	Bid adj.	Clicks	Impr.	CTR	Avg. CPC	Cost	
☐	●	Top 10%	Ad group 1 - All Keyword	Campaign paused	—	0	13	0.00%	—	\$0.00
☐	●	11 - 20%	Ad group 1 - All Keyword	Campaign paused	—	0	8	0.00%	—	\$0.00
☐	●	21 - 30%	Ad group 1 - All Keyword	Campaign paused	—	0	3	0.00%	—	\$0.00
☐	●	31 - 40%	Ad group 1 - All Keyword	Campaign paused	—	1	8	12.50%	\$5.78	\$5.78
☐	●	41 - 50%	Ad group 1 - All Keyword	Campaign paused	—	0	2	0.00%	—	\$0.00
☐	●	Lower 50%	Ad group 1 - All Keyword	Campaign paused	—	0	14	0.00%	—	\$0.00
☐	●	Unknown	Ad group 1 - All Keyword	Campaign paused	—	4	22	18.18%	\$3.29	\$13.14
Total: Hou...					5	70	7.14%	\$3.78	\$18.92	
Total: Cam					5	70	7.14%	\$3.78	\$18.92	

Edit demographics

#7. Quality score was poor

Settings																			
+ 1		Keyword status: Enabled, Paused		Add filter		Search		Segment		Campaigns		Reports		Download		Expand		More	
☐	☒	Keyword		Impr.	Interacti	Interacti re	Avg. cost	Cost	↓ Quality Score	Clicks	Conv. rate	Conversions							
Total: All but removed keywords in your current workspace ?				43,171	3,249 clicks	7.53%	\$9.37	\$30,452.80		3,249	18.10%	588.00							
☐	☒	"dentist in hollywood fl"		21	0	0.00%	—	\$0.00	2/10	0	0.00%	0.00							
☐	☒	[dentist in hollywood fl]		384	30 clicks	7.81%	\$13.48	\$404.45	2/10	30	26.67%	8.00							
☐	☒	"clear correct aligners"		6	1 clicks	16.67%	\$9.91	\$9.91	2/10	1	0.00%	0.00							
☐	☒	[implant supported overdenture cost]		1	0	0.00%	—	\$0.00	2/10	0	0.00%	0.00							

What we did:-

After conducting an audit of our PPC campaigns, we were able to identify which areas needed improvement. We started restructuring the campaigns and setting up different campaigns based on the services offered using the best PPC Practices.

Campaign status: All Ad group status: Enabled, Paused Add filter Save

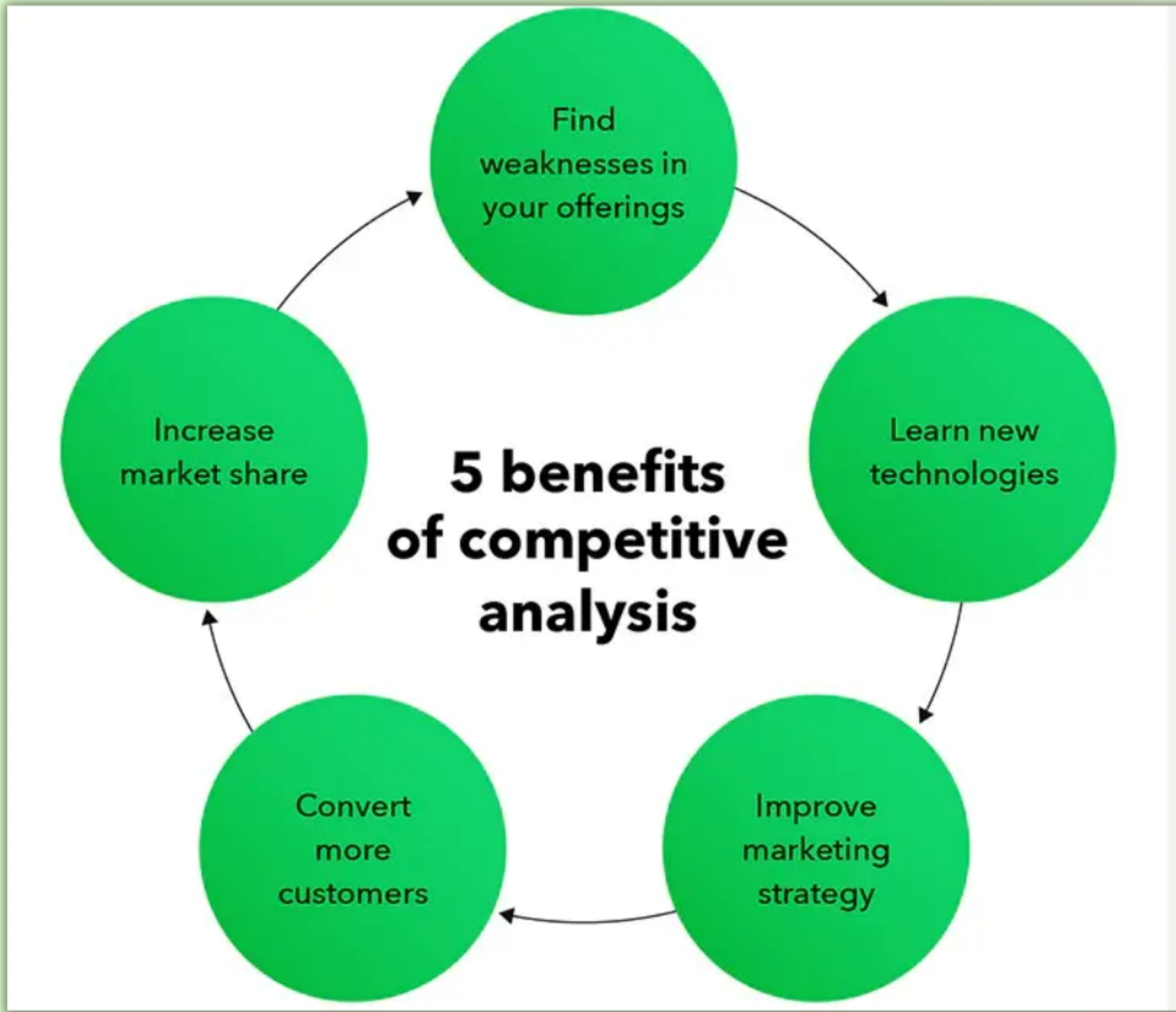
Campaigns All time Sep 26, 2022 – Feb 2, 2023 < > Show last 30 days

Sep 26, 2022 Feb 2, 2023

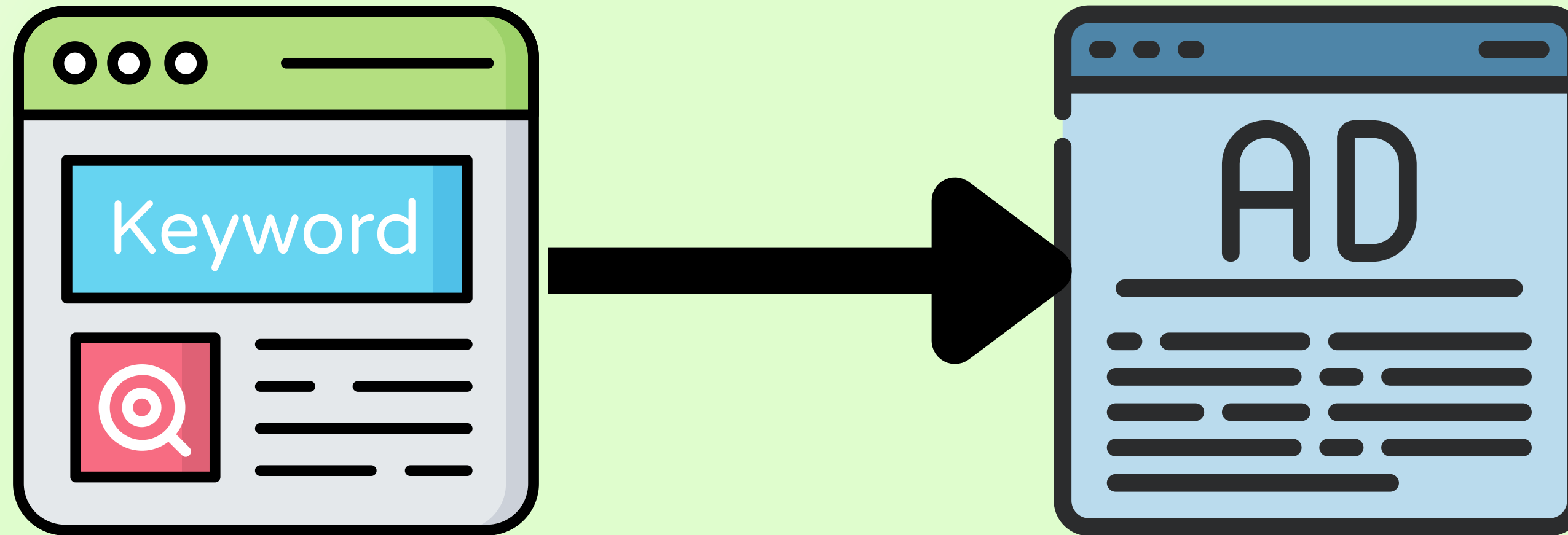
+ Add filter Search Segment Columns Reports Download Expand More

☐	☒	Campaign	Target	Status	Optimization score	Campaign type
☐	☒	SKAG Call Only Dental Implant	Day ☒	Eligible	–	Search
☐	☒	SKAG Call Only Crowns	Day ☒	Eligible	–	Search
☐	☒	SKAG Call Only Invisalign Braces	Day ☒	Eligible	–	Search
☐	☒	SKAG Call Only PPO	Day ☒	Eligible	–	Search
☐	☒	SKAG Call Only Dentist Near Me	Day ☒	Eligible	–	Search
☐	☒	SKAG Search Crowns	Day ☒	Eligible	–	Search
☐	☒	Search Invisalign Braces	Day ☒	All ads limited by policy	–	Search
☐	☒	SKAG Search PPO	Day ☒	Eligible	–	Search
☐	☒	SKAG Search Dentist Near Me	Day ☒	Eligible	–	Search
☐	☒	SKAG Search Dental Implant	Day ☒	Eligible	–	Search
Total: Campaigns in your current workspace						–

Conducted competitive analysis to see what tools and strategies our competitors are using.



Researched relevant keywords and crafted ad copy to match.



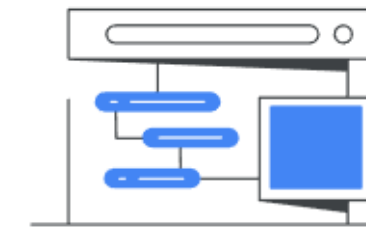
Discover new keywords

Get keyword ideas that can help you reach people interested in your product or service



Get search volume and forecasts

Get search volume and other historical metrics, plus forecasts for how they could perform



NEW

Organize keywords into ad groups

Save time by automatically organizing keywords into ad groups in your account

Created tightly themed Groups with 5-10 keywords each.

Ad groups

Last month

Jan 1 – 31, 2023

+

1

Ad group status: Enabled, Paused

Add filter

Search

Segment

Columns

Reports

☐	☒	Ad group	Status
☐	☒	Emergency Dentist	Not eligible Campaign paused
☐	☒	Emergency Tooth Extraction	Not eligible Campaign paused
☐	☒	Emergency Tooth Extraction Near Me	Not eligible Campaign paused
☐	☒	Urgent Dental Care Near Me	Not eligible Campaign paused
☐	☒	Emergency Walk In Dentist Near Me	Not eligible Campaign paused
☐	☒	Emergency Dentist Near Me	Not eligible Campaign paused
☐	☒	Same Day Emergency Dental	Not eligible Campaign paused
☐	☒	Emergency Dental Appointment	Not eligible Campaign paused
☐	☒	Emergency Dental Appointment Near You	Not eligible Campaign paused

Used relevant ad extensions as appropriate for each campaign.

settings

● Enabled Status: Eligible Type: Search Budget: \$50.00/day Optimization score: 97.9% [More details](#)

Assets

All time

Jul 7, 2015 – Feb 2, 2023

Table view

Associations

Upgraded

?

All Business name Business logo

✓ Sitelink

 Callout Structured snippet Call Lead form Price App Promotion

Legacy

?

All Image Dynamic image Location Affiliate location

+

1

Asset status: All but removed

Add filter

Segment

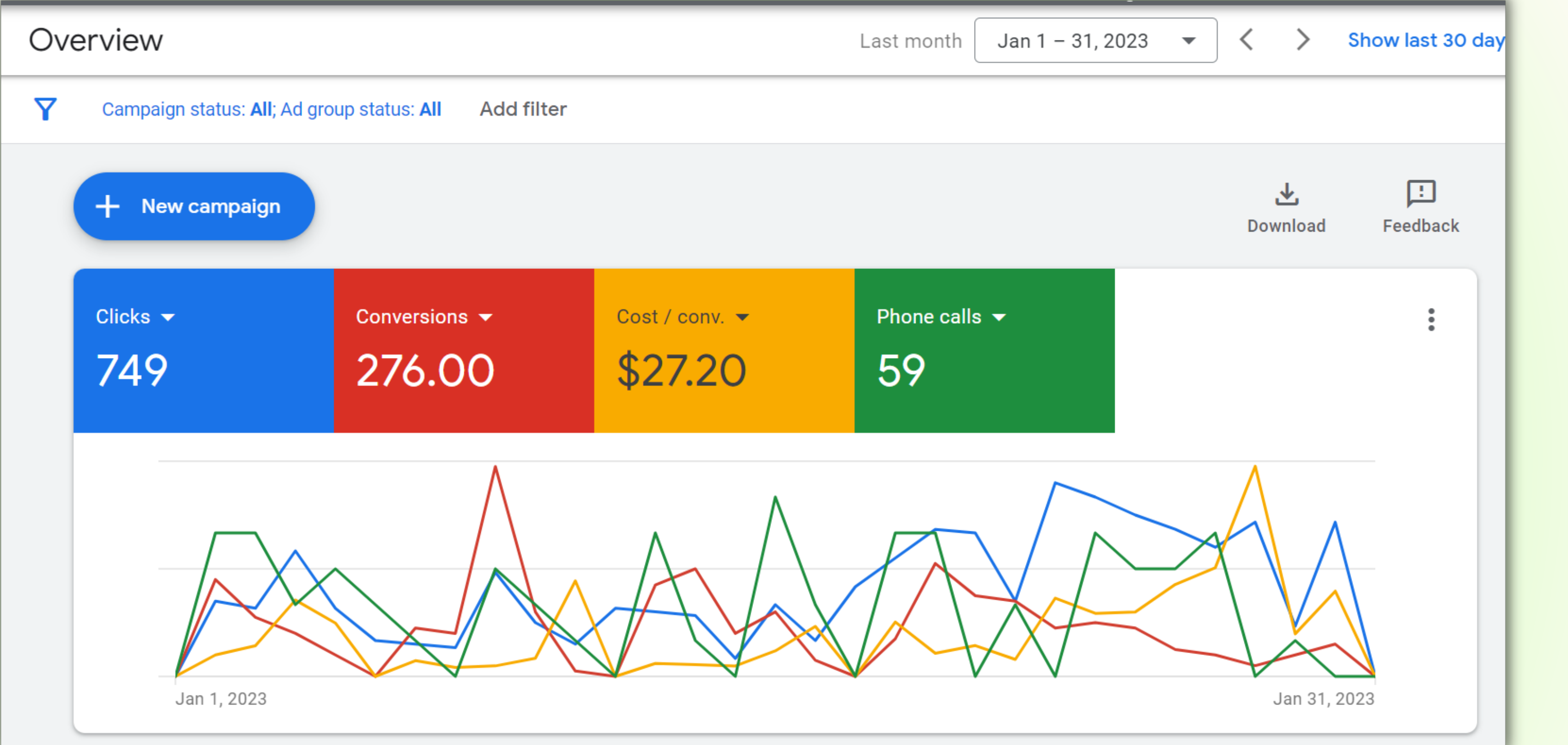
Columns

Reports

Download

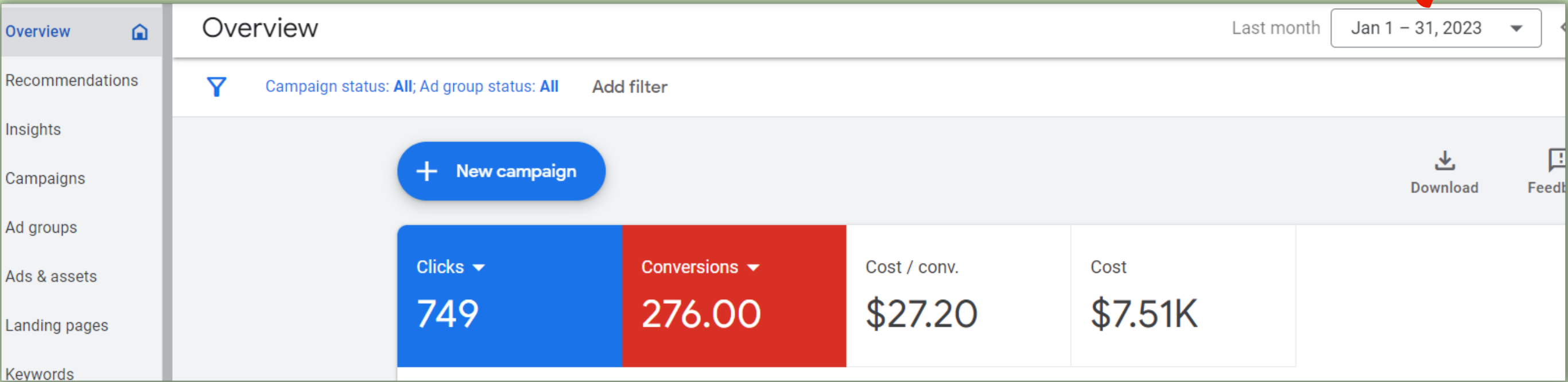
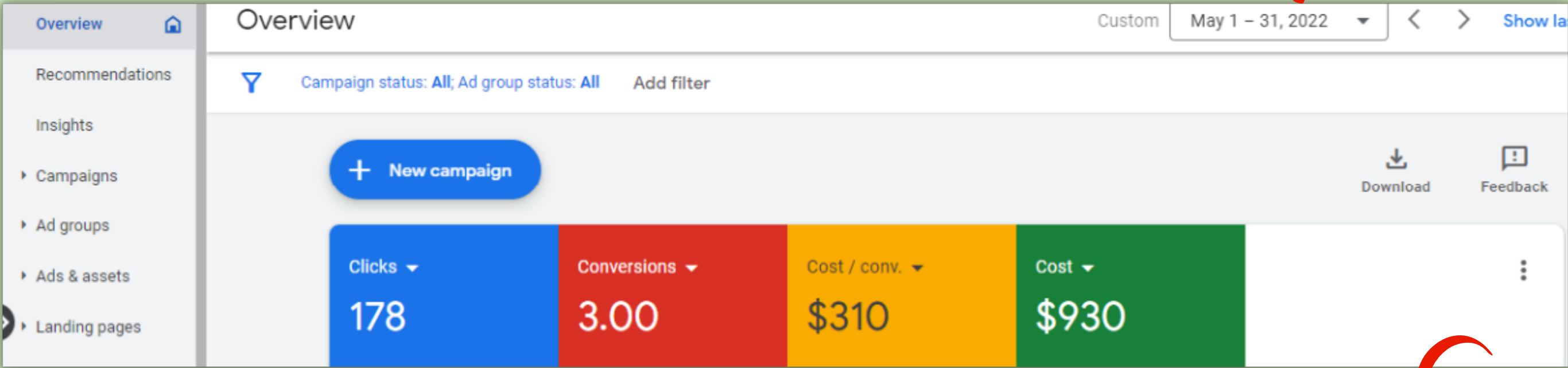
☐	☒	Asset	Level	Status	Source	CTR	Avg. CPC	Impr.	Cost	↑ Clicks	Conv. rate	Conv.
261222 Search Local 5 Miles Plantation Without Location Extension												
☐	☒	Testimonials See What Our Happy Patients Is Saying About Us	Campaign	Eligible	Advertiser	0.00%	—	2	\$0.00	0	—	
☐	☒	New Patient Specials Affordable Dental Care 300+ Five Star Reviews	Campaign	Eligible	Advertiser	8.33%	\$10.01	72	\$60.07	6	0.00%	
☐	☒	About Us We Offer A Full Range Of General Dentistry Services	Campaign	Eligible	Advertiser	9.71%	\$11.20	103	\$111.98	10	0.00%	
☐	☒	Emergency Dentistry We Are Open 7 Days and Accepting New Patients	Campaign	Eligible	Advertiser	9.04%	\$10.75	177	\$172.05	16	0.00%	
Total: Sitelinks						5.71%	\$8.94	701	\$357.72	40	2.50%	

This allowed us to not only get more leads, but also generate more phone calls. We also setup call-only campaigns to increase the number of calls coming in, as well as search campaigns to generate lead forms from the website.



After we implemented the new campaigns structure, we were absolutely amazed by the results we saw in the tenth month. In fact, they improved 8 times from what they were before. The CPA was impressive and nearly \$28 per lead. Just restructuring the campaigns made that huge of an impact.

- CPA reduced from \$300 to \$30, 10 Times Reduction in Cost Per Lead
- From 3 Leads to nearly 300 Leads.



☐	☒	Campaign	Score	Campaign type	Impr.	Clicks	CTR	Avg. CPC	Avg. cost	Cost	↓ Conver.	Conv. rate	Cost / conv.	Search impr. share	Phone calls
Total: Campaigns in your current workspace ?			—		11,049	749	6.78%	\$10.02	\$10.02	\$7,507.36	276.00	36.85%	\$27.20	20.77%	59
☐	☐	 Emergency Dentist Dentist Near Me 5 Miles Hollywood Without Location Ext.	—	Search	<u>1,174</u>	<u>65</u>	5.54%	\$15.77	\$15.77	<u>\$1,025.27</u>	64.00	98.46%	\$16.02	44.05%	8
☐	☒	 261222 Emergency Dentist Hollywood 5 Miles Without Location Extension	<u>1%</u>	Search	239	30	12.55%	\$18.97	\$18.97	\$569.10	51.00	170.00%	\$11.16	72.21%	3
☐	☒	 Emergency Dentist Near Me Tamarac	<u>5%</u>	Search	<u>1,099</u>	<u>42</u>	3.82%	\$20.21	\$20.21	<u>\$848.63</u>	45.00	107.14%	\$18.86	53.19%	9
☐	☒	 261222 Search Local 5 Miles Hollywood Without Location Ext.	<u>8%</u>	Search	445	28	6.29%	\$13.91	\$13.91	\$389.39	19.00	67.86%	\$20.49	73.37%	2
☐	☐	 Smart Search 5 Miles Tamarac	—	Smart	1,029	59	5.73%	\$8.45	\$8.45	\$498.80	17.00	28.81%	\$29.34	17.60%	6
☐	☐	 Smart Search General 5 Miles Hollywood	—	Smart	1,155	90	7.79%	\$5.44	\$5.44	\$489.68	15.00	16.67%	\$32.65	15.26%	4
☐	☒	 Implants Hollywood 7Miles CPC Enabled 17th Jan	<u>7%</u>	Search	<u>375</u>	<u>87</u>	23.20%	\$7.80	\$7.80	<u>\$678.86</u>	12.00	13.79%	\$56.57	30.68%	0
☐	☒	 Tamarac Local CPC 5 Miles	<u>7%</u>	Search	<u>276</u>	17	6.16%	\$14.59	\$14.59	\$248.03	10.00	58.82%	\$24.80	78.75%	2
☐	☒	 271222 Search General 5 Miles Tamarac Without Location Extension	<u>7%</u>	Search	278	16	5.76%	\$12.43	\$12.43	\$198.82	8.00	50.00%	\$24.85	19.57%	2

RESULTS

276.00 Conversions
\$27.20 Cost Per Lead



Now that we had a steady stream of leads, the next step was to assist those leads in becoming appointments and sales. We used GoHighLevel CRM to collect leads' data, automatically send messages to those leads, and then manage a detailed lead report.

This makes it simple for clients to turn leads into sales and provides them with high-level reporting.

The image is a collage of GoHighLevel CRM interface elements. It includes a calendar view with a 'NEW APPOINTMENT!' callout, a lead list with a 'NEW DEAL!' callout, a dashboard with a funnel chart and a '\$' callout, and a messaging interface with a conversation about a Summer Special.

Calendar View: Shows a weekly calendar for 'Brevett Fast Marketing - Mesquite, TX'. A blue callout bubble says 'NEW APPOINTMENT!'.

Lead List View: Shows a list of leads for 'Bedding Med Spa - Fresno, CA'. A blue callout bubble says 'NEW DEAL!'.

Dashboard View: Shows a funnel chart and a table with columns for 'Leads', 'Opportunities', 'Pipeline Value', and 'Conversion Rate'. A green callout bubble with a '\$' symbol is present.

Messaging Interface: Shows a conversation with a contact named Lauren. The messages are:

- Hi Lauren,
- Saw that you were interested in our Summer Special! Are you available to schedule an appointment?
- Sounds great! I'm available now. 😊

Thankyou