



# Google Ads Chiropractic Case Study

Learn how we're transforming a North Carolina Chiropractor's Google Ads account into a free consultation booking machine.



# 3 Challenges

When we began to manage a chiropractor's Google Ads account in September 2023, we encountered three big challenges:

## 1 Lack of Bookings

Many website visitors were not taking advantage of a free consultation offer, resulting in a **loss of leads**.

## 2 High Acquisition Costs

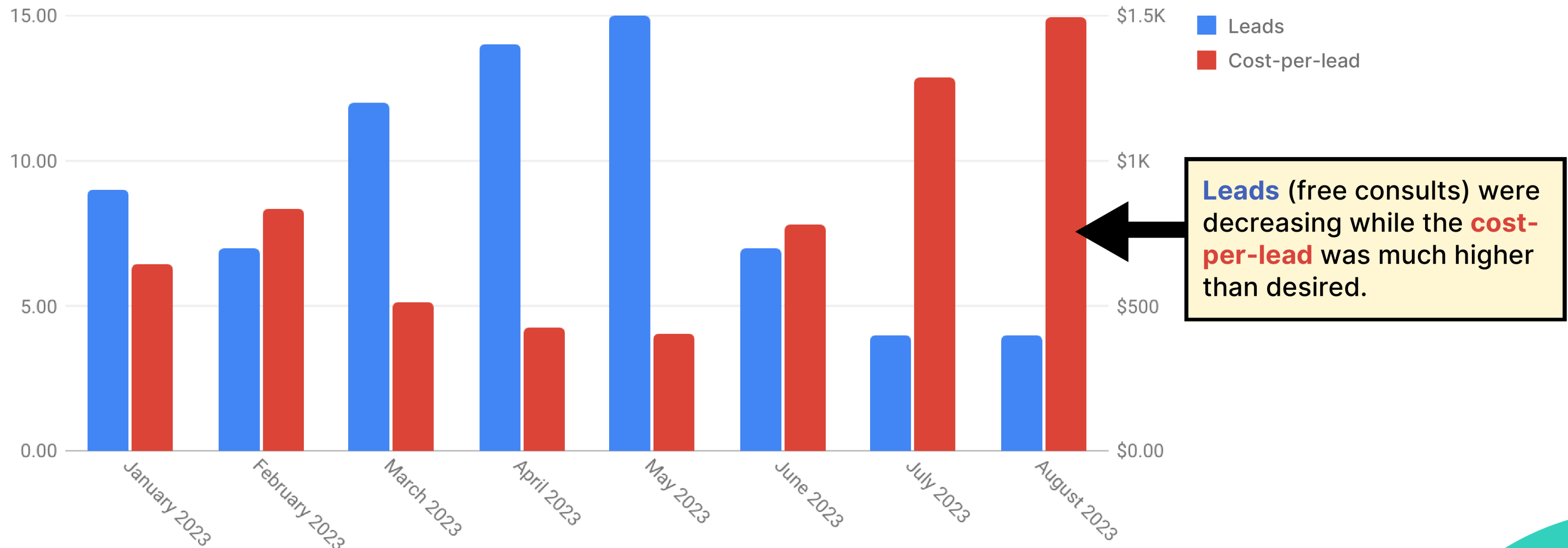
The average cost-per-lead (for a free consultation) during the summer of 2023 **exceeded \$1,000!**

## 3 Tracking Problems

Conversion tracking had not been set up fully. This **prohibited some important optimizations** for leads.

# Past Performance

Here is what the Google Ads leads and cost-per-lead metrics looked like *before we started*:



# What Happened?

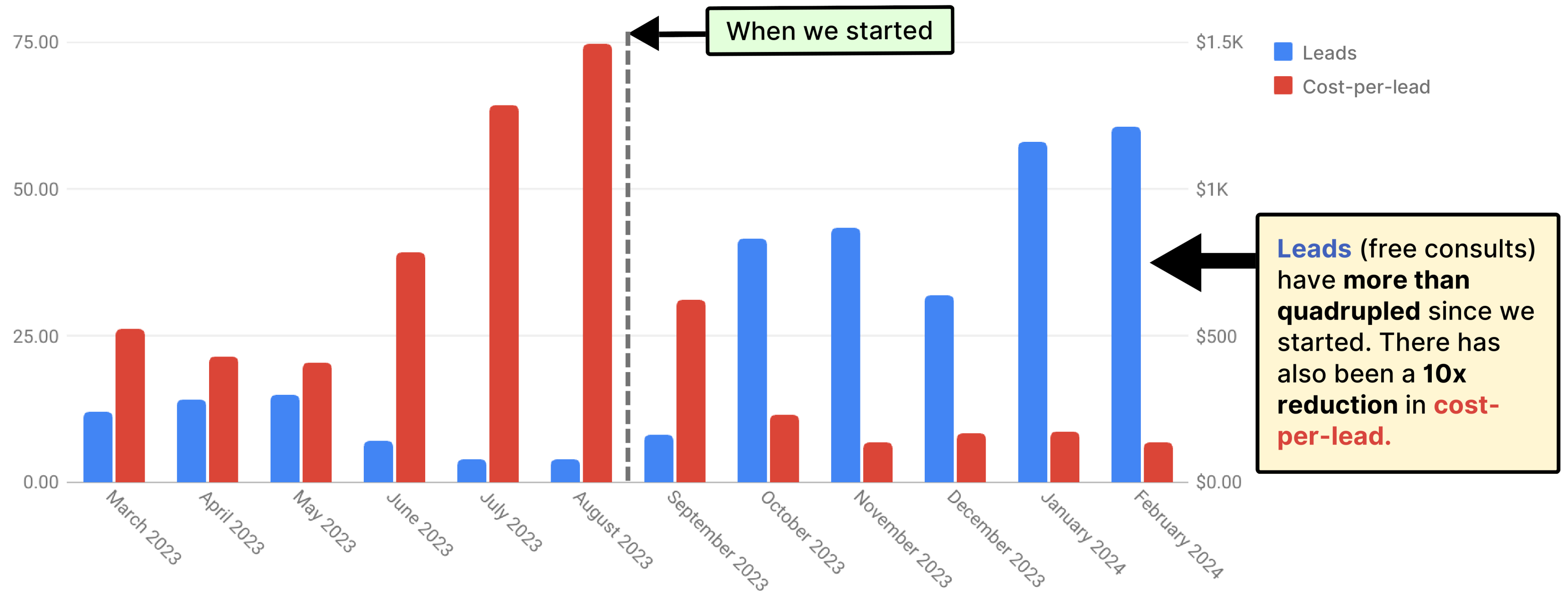
**As Google continues to push for a more AI-driven approach, this account relied too much on “old school” methods and was missing some important lead-optimization features.**

**This resulted in many lost leads and a higher cost-per-lead than desired.**



# The Results

Here are the results we obtained for this client.



# 6 Ways We Continue to Grow this Google Ads Account

## 1 Bid Smarter

We use advanced bidding strategies to connect with more people who are likely to become leads.

## 2 Optimize Keywords

We constantly refine our keywords by excluding those that are least likely to convert into leads.

## 3 Test Creatives

We regularly test different ad creatives to find the optimal messages to get more leads for less cost.

## 4 Improve Campaigns

Keyword suggestions and insights are carefully reviewed, and we add the best ones to the account.

## 5 Enhance Web Pages

We carefully review how visitors from Google Ads engage with the web pages and optimize them.

## 6 Analyze Lead Data

We review lead data in depth, identify any bottlenecks, and make improvements.

# How Well Do Your Google Ads Perform?

**Find out with a free audit and discover:**

- 3 important patterns that show you how effective your Google Ads account is at acquiring new leads.
- 5 ways to get more leads for less cost.
- The future of Google Ads and how to prepare for it.
- Any problems in your account and how to fix them.

**Schedule your free audit at <https://calendly.com/ppcperiscope/audit>**