



Google Ads Orthodontic Case Study

Learn how we're transforming a New Jersey Orthodontist's Google Ads account into a free consultation booking machine.



3 Big Challenges

When we started managing an orthodontist's Google Ads account in June 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

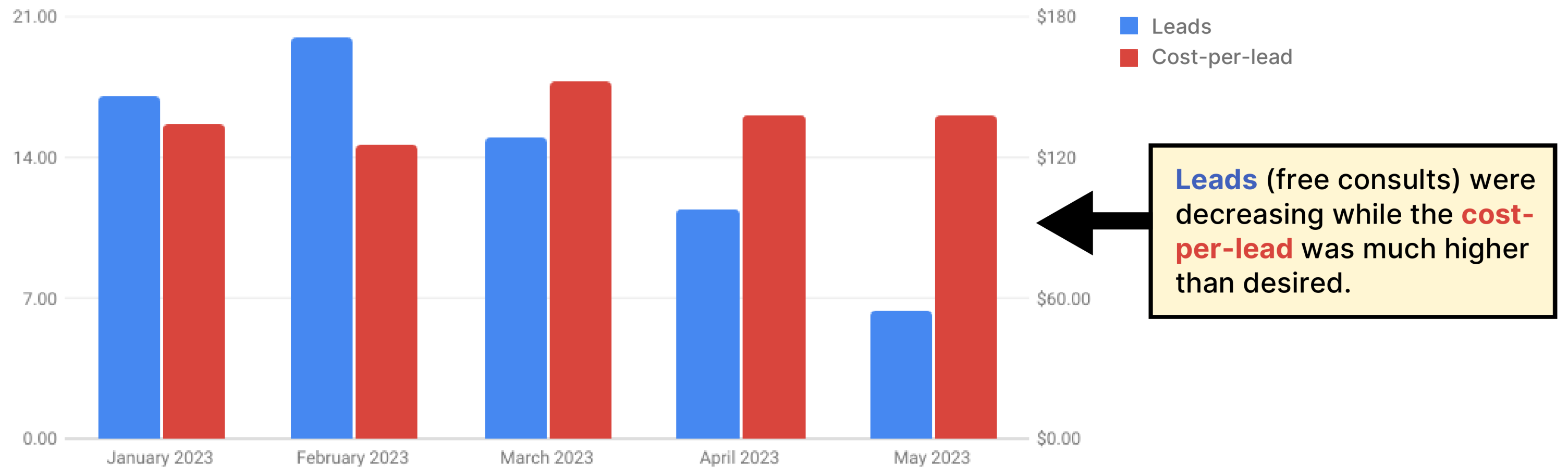
The average cost-per-lead (for a free consultation) was **higher than \$125**.

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*:



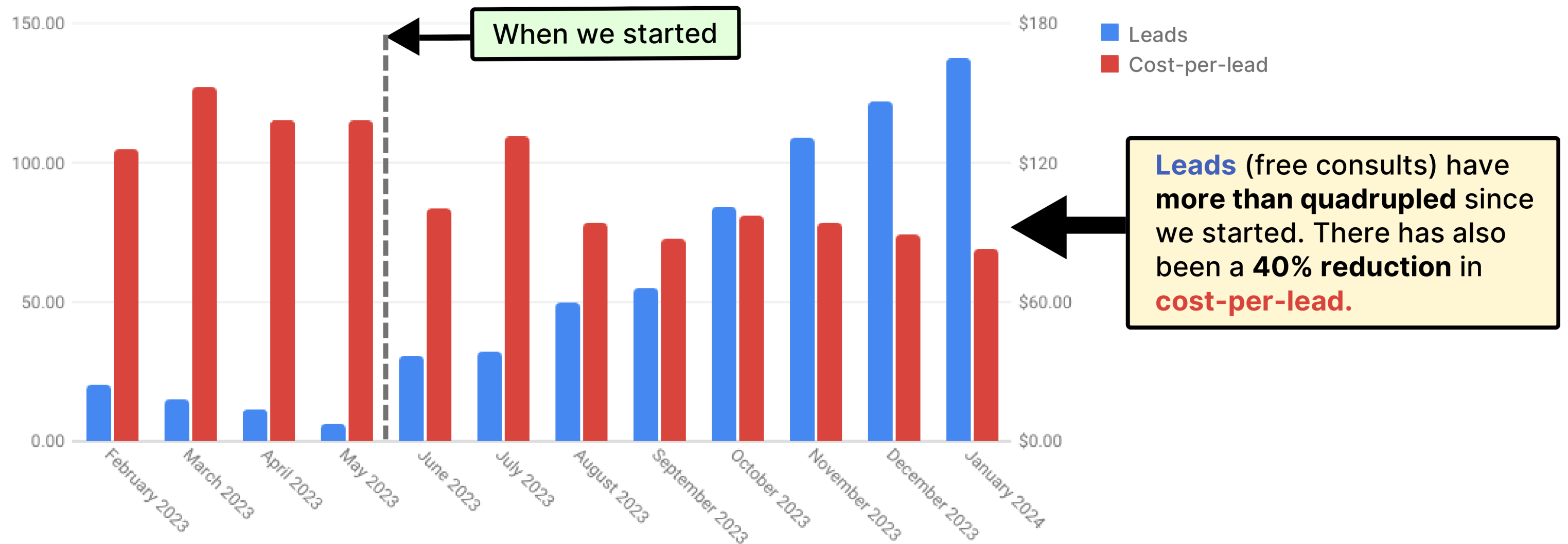
What Happened?

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>