

INDUSTRY	WEBSITE	CAMPAIGN
Dental - USA	www.bakersfieldsmiledesign.com	Standard Search & Smart Search
OBJECTIVE	Website Leads - Appointment bookings at a minimal cost	

Clicks

4.15K

±141

Conversions ▾

272.09

↑ 56.17

Phone call leads ▾

61.00

↑ 8.00

Cost ▾

\$10.8K

↑ \$1.46K



Date Range

June 2022 to August 2022

March 2022 to May 2022

Month ▾	Clicks	Conversions	Phone calls	Cost / conv.	Impression (Absolute Top) %	Avg. CPC	Cost
1.. Aug 2020	707	76	48	\$41.01	53.69%	\$4.41	\$3,116.78
2.. Jul 2020	1,121	92	67	\$37.24	39.48%	\$3.06	\$3,426.29
3.. Jun 2020	1,165	112	63	\$32.44	43.11%	\$3.12	\$3,633.64
4.. May 2020	864	73	32	\$41.67	48.32%	\$3.52	\$3,041.91
5.. Apr 2020	683	54	38	\$42.5	37.94%	\$3.36	\$2,295.09
6.. Mar 2020	879	73	61	\$39.81	20.44%	\$3.31	\$2,906.1



| About Bakersfield Smile Design

Number 1 choice dental clinic in Bakersfield. They offer every possible dental service to their patients to keep their dental worries away and achieve beautiful smiles. Their service belongs to a competitive industry (Medical) – especially when it comes to organic search engine results, therefore, they were looking to start Google Ads that will help them to increase the number of appointment bookings but at a minimal cost.

| Services, Solutions & Outcome

Client's goal was to set up a new Google Ads campaign to generate website leads, and call leads at a minimal cost. We planned to start with a **Search campaign to generate website leads**. We executed the project in 4 stages:

Stage I: Campaign Set-up - Understanding the Business and Identification of top service and 30 action-driven keywords and segregating them into separate ad groups.

Stage II - Optimization of Top-performing keywords, analyzing the search term report, excluding negative keywords, bid adjustments at the keyword level to scale up the conversions, and testing new ad formats. At this stage, we also suggested some advanced level optimization steps get better results including the suggestion of the smart campaign.

Stage III - After collecting enough performance history and leads we set up the campaign to appear only at the best times this helped us to bid effectively at the best performing hours. We also updated the campaign after having a competitive analysis using various tools. Apart from all the mentioned changes we worked on setting up a new smart campaign which helped us to scale up the conversions by a good amount.

Stage IV - We created a remarketing campaign where we retargeted the audiences who visited the website but left without filling out the form or making a phone call.



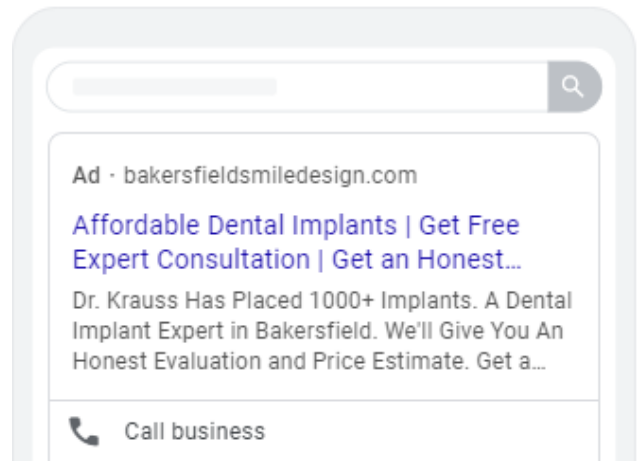
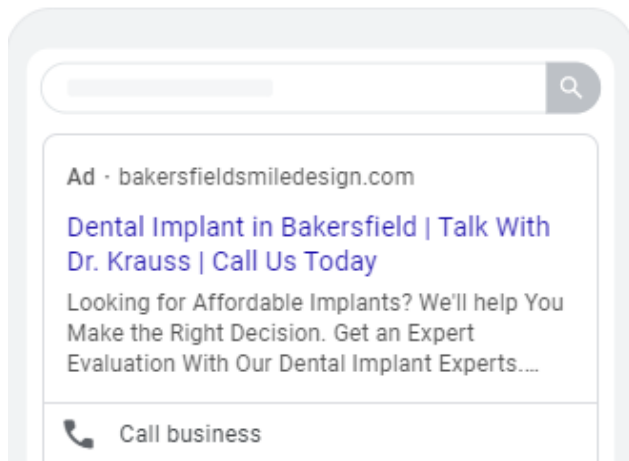
By concluding the above-mentioned phases we have always aimed for high conversions with the lowest CPA. Along with conversion stats, we also made optimization changes to increase the interaction rate by delivering good quality

Campaign Performance Overview

June 2022 to August 2022

Campaign	Budget	Status	Impr.	↓ Clicks	CTR	Conversions	Cost / conv.	Phone calls	Avg. CPC	Cost
Dental Implants - Smart New [ST]	US\$60.00/day US\$1,824.00/mon...	Eligible	28,589	2,491	8.71%	148.83	US\$36.72	43	US\$2.19	US\$5,464.94
Implant Campaign - Search	US\$30.00/day	Lin	4,306	907	21.06%	58.67	US\$46.66	26	US\$3.02	US\$2,737.32
Smile Makeover Smart - ST	US\$30.00/day US\$912.00/month	Eligible	26,234	749	2.86%	64.59	US\$40.52	30	US\$3.49	US\$2,616.81
Total: All enabled campa...			59,129	4,147	7.01%	272.09	US\$39.76	99	US\$2.61	US\$10,819.07

Text Ads



Top Performing Responsive Search Ad

[Affordable Dental Implants | Looking for an Implant Dentist | Dental Implant Price Quote](#)
 +12 more
bakersfieldsmiledesign.com/best_price/get_quote_now
 Dr. Krauss Has Placed 1000+ Implants. A Dental Implant Expert in Bakersfield. Contact Now! Can You Afford Implants? We'll Help You Make the Right Decision. Get a Price...
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