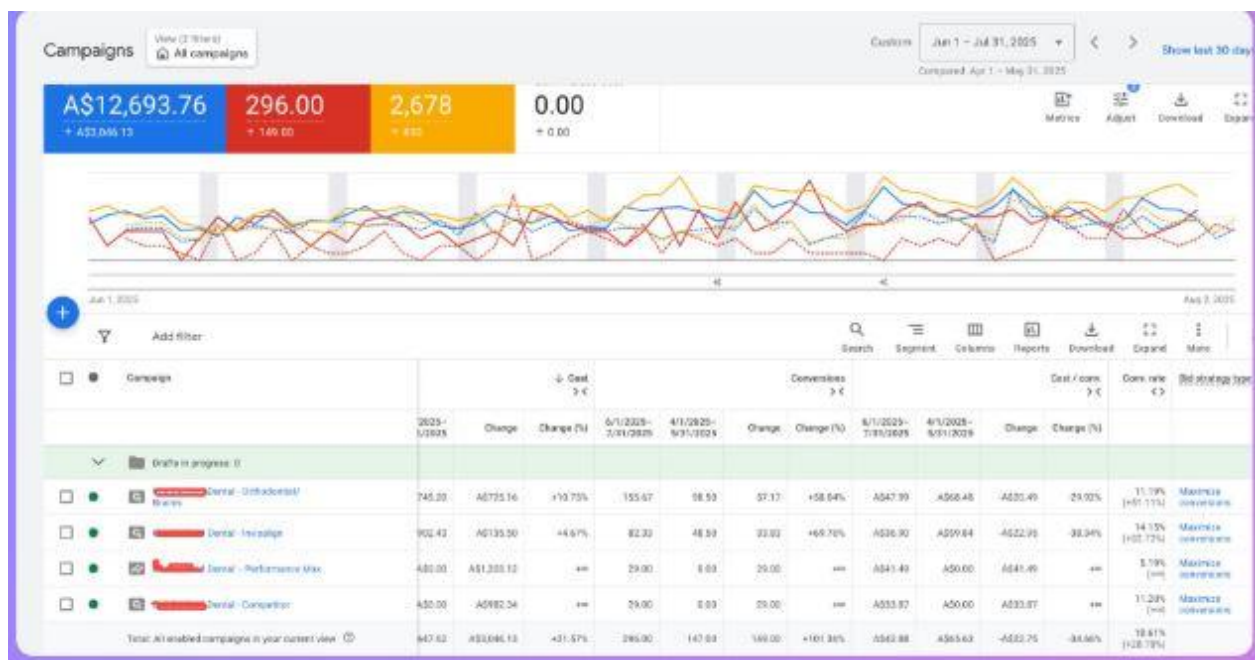


101% More Dental Leads in 2 Months with Smart Google Ads Strategy

The client wanted to scale lead volume significantly while maintaining or slightly reducing their cost per lead.



Helped an Australia-Based Dental Clinic Increase Google Ads Leads by 101% in Just 2 Month

The clinic wanted to increase lead volume without raising their cost per lead. Existing campaigns were fragmented, lacked focus on high-intent keywords, and missed opportunities like PMax and competitor targeting.

My Strategy:

Restructured campaigns around services and locations

Consolidated ad groups to help Smart Bidding learn faster and perform better

Used high-intent keywords for better lead quality

Launched Performance Max and competitor search campaigns

Applied smart bidding and ongoing optimizations to scale efficiently



The Results (After 2 Months)



Leads increased by 101% – more than double the number of enquiries



Cost per lead dropped by 34% – better results without overspending



Ad spend went up by 31%, but delivered much higher value