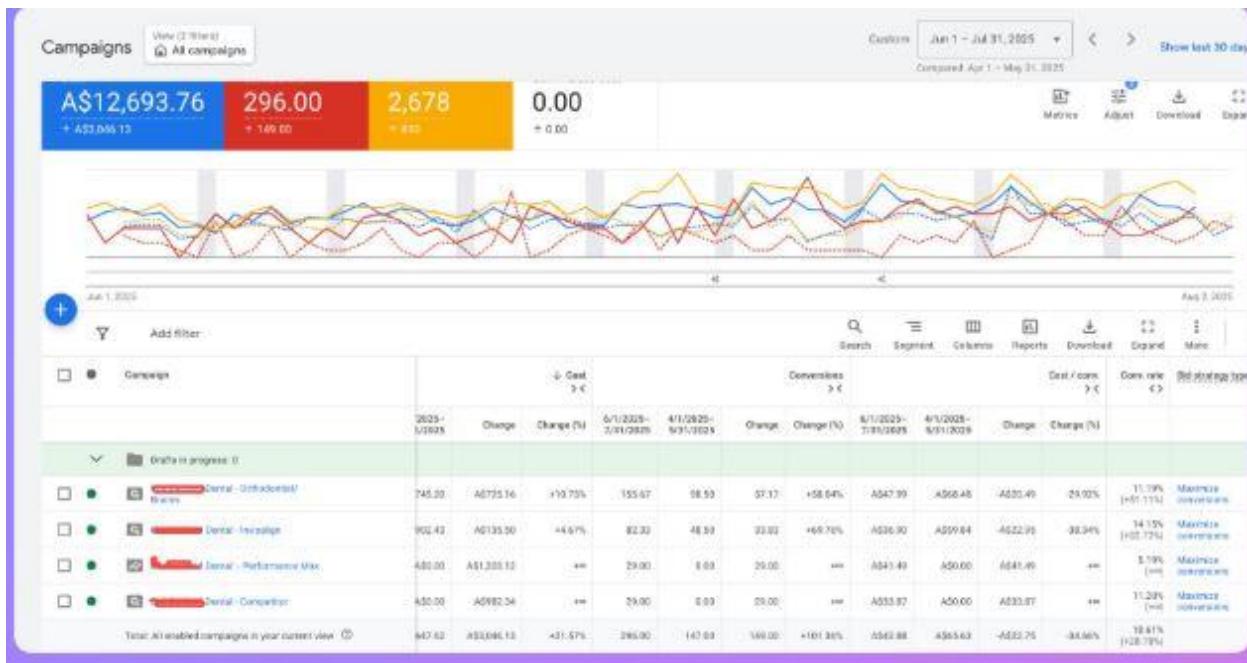


101% More Dental Leads in 2 Months with Smart Google Ads Strategy

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