



**GREATDENTAL**  
WEBSITES

**PPC**

**Case**

**Study**

**How Google PPC Ads Transformed  
This Dental Practice's Patient Numbers**

# Highlights



Solo Practitioner, DDS



Fort Collins, CO



Population = 168,538



Monthly Ad Spend - \$1,500 to \$2,000 (average of \$1735.38)

**\$8.82**

Avg CPC (cost per click)

**\$20.26**

Avg CPL (cost per lead)

**\$42.73**

Avg CPA (cost per acquisition / conversion)

**5.91%**

Avg CTR (click thru rate)

**20.64%**

Avg Conversion Rate

Dental industry average conversion rate = 3.75% (april 2023 data)

**489**

Total Phone Calls From Ads

**350**

Total Form Submissions From Ads

**839**

Total Leads From Ads

**398**

Total Conversions From Ads

**27.16**

Avg Phone calls per month

**19.45**

Avg Form submits per month

**46.61**

Avg Leads per month

**22.11**

Avg Conversions per month

## How Google PPC Ads Transformed This Dental Practice's Patient Numbers

### Introduction

In an increasingly competitive market, it is vital for dental practices to adapt their marketing strategies to stay ahead. One such client and practice we work with, located in Fort Collins, CO (population 170,000), embraced our suggestion to use Google Pay-Per-Click (PPC) advertising and witnessed a substantial positive impact on its patient acquisition and practice growth.



## Background

Our client, a single practitioner, family-owned dental practice, has been providing services to its local community in and around the Fort Collins, CO area. However, they were seeking new ways to attract patients and ensure sustained growth. The practice has tried a variety of other marketing methods (local print ads, radio spots from time to time, etc) but did not see the type of consistent growth in bookings and patients they were looking for. They also have been engaged in a long term SEO campaign with GDW, and that does work in conjunction with the paid ad campaigns we will be discussing in this case study.

# Approach

As the other traditional methods were not yielding the needed practice results, this client decided to launch a Google PPC Ads campaign. With the help of our Paid Search experts at Great Dental Websites, they allowed us to take the following steps to ensure the success of the campaign:



## Detailed Keyword Research

We conducted keyword research to identify specific keywords relevant to dental services, such as "dentist near me", "dentist Fort Collins", "dental implants", "teeth whitening", "emergency dental care", and many other variations of these keywords. Additionally, a negative keyword strategy was enacted and updated frequently as leads and calls were analyzed to eliminate certain insurance based searches and demographic groups.



## Campaign & Ad Groups

Two major campaigns with multiple ad groups were created to target distinct services and demographics. These two campaigns were General Dentistry / Family Dentistry and Emergency Dentistry. This segmentation enabled the practice to address the unique requirements of potential patients, while also using their ad spend to fluctuate between both campaigns as costs can vary depending on seasons and patient behavior.



## Ad Copy

Compelling ad copy with strong call-to-actions (CTAs) was developed to encourage users to book an appointment or contact the clinic. The approach was to be seen as a trusted member of the Fort Collins community, while simultaneously showcasing a welcoming and professional dental brand to alleviate any patient fears of visiting their dentist.



## Website and Contact Form Optimization

To enhance the user experience and increase the chances of conversion, GDW optimized the dental practice's website and used our on-site contact form to drive PPC ads towards this form from each ad group.



## Bid Management & Budgeting

GDW thoroughly researched the local market competition and costs using planning tools and began to utilize smart bidding strategies of various types (maximize clicks, maximize conversions, time blocked targeting during specific hours, etc) to ensure ad placements in high visibility positions while maximizing the value of our client spend.

# Monthly Ad Spend & Results Overview

Our client consulted with us to find a budget and package that would suit their goals and market size/location. We agreed to launch these campaigns in our Level 2 PPC package, which we felt would adequately give us the time and budgets to have a positive impact on the client's booking numbers.

The costs and results to this point after 18 months can be see broken down below:

## Monthly Reporting & Analysis

- ✓ GDW and Google Recommended Monthly Spend: \$1500 to \$2000 per month
- ✓ Actual Client Avg Spend over 18 months: \$1735.38 per month on average

**\$8.82**

Avg CPC (cost per click)  
over 18 months

**\$20.27**

Avg CPL (cost per lead)  
over 18 months

**\$42.73**

Avg CPA (cost per  
acquisition/conversion)  
over 18 months

## Lead / Conversion Data

**489**

Avg Phone Calls Per  
Month From Ads

**350**

Total Form  
Submissions From  
Ads

**839**

Avg Phone Calls Per  
Month From Ads

**398**

Total Confirmed  
Conversions From  
Ads (calls and forms  
combined)

**27.16**

Avg Phone calls per  
month

**19.45**

Avg Form submits  
per month

**46.61**

Avg Leads Per Month  
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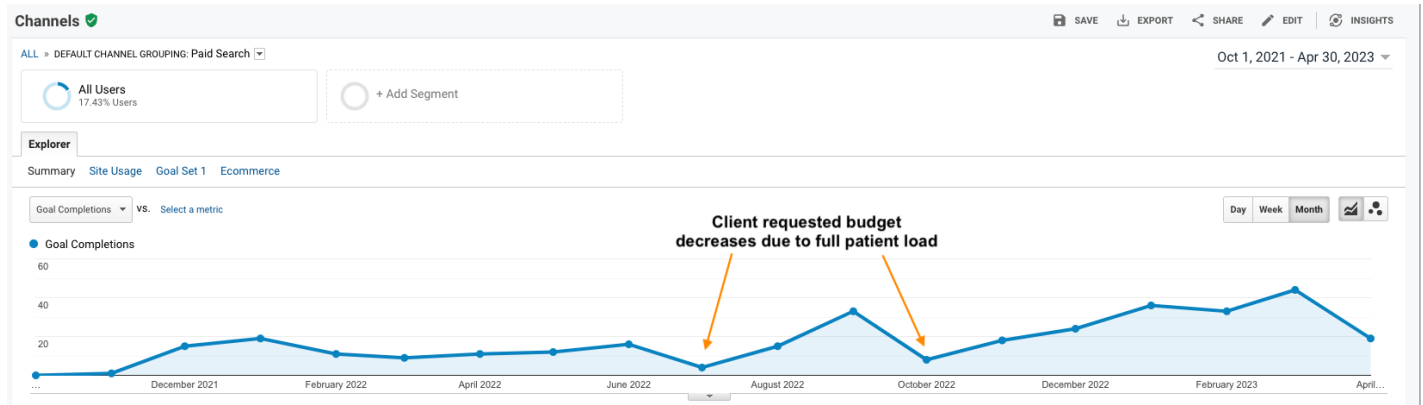
**22.11**

Avg Confirmed  
Conversions Per  
Month From Ads  
(calls and forms  
combined)

**Avg Confirmed Cost Per Acquisition / Booking From Ads = \$42.73**

# Overall Outcome and Context

Paid search: Goal Completions/ Month Since Campaign Launch:



Within the first two months of implementing the Google PPC Ads campaign, our client experienced immediate increases in both phone calls and form submissions from potential patients seeing and interacting with their ad campaigns. This has continued, with some seasonal and intentional fluctuations, for the past 18 months.

1. **Increased New Patient Acquisition:** The practice witnessed a remarkable **109% increase in average new patient appointments per month (11 to 23)**, resulting in healthier long term booking outlooks and increased practice revenue. **The total number of new patients verified over the past 18 months from these campaigns was 398**, spread mostly across general, implant, and emergency dental patients.

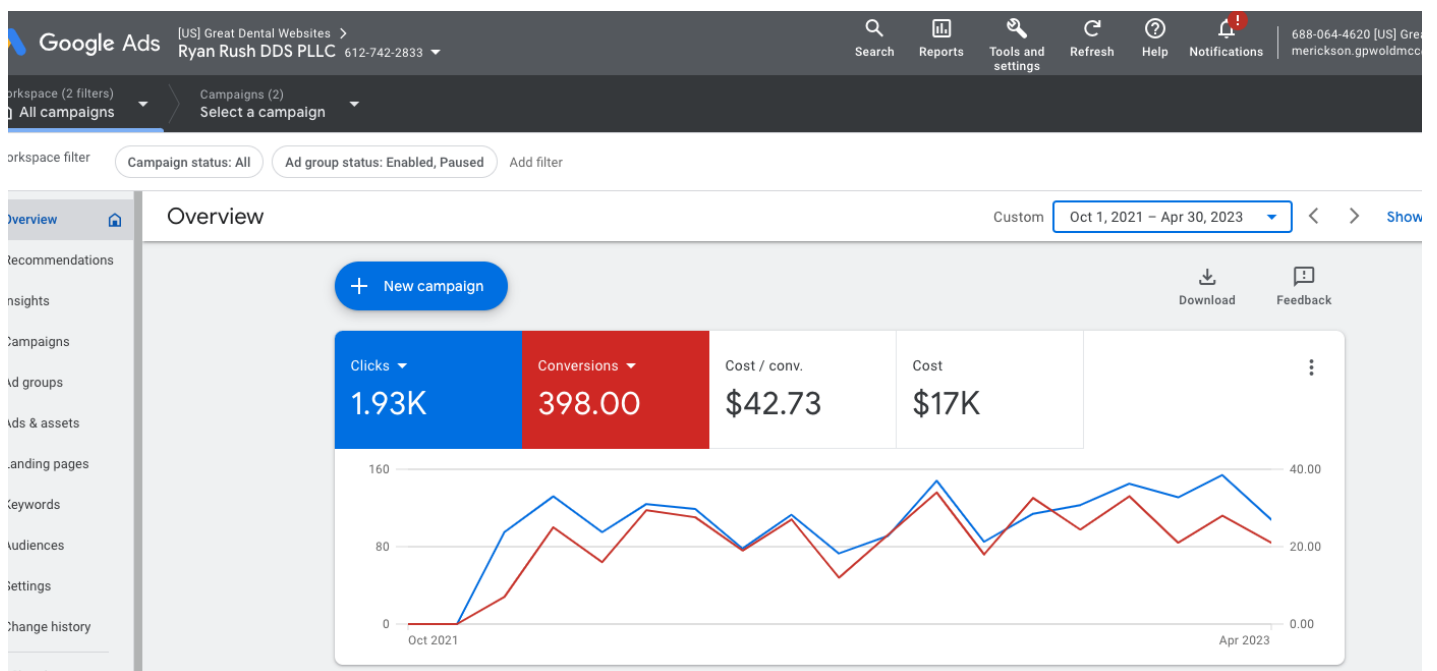
2. **Industry Matching Cost-Per-Click (CPC):** The average cost per click for the **18 month period was \$8.82**, allowing GDW to stay in line with the traditional range of costing. This average was made up of a **CPC of \$7.43 for General Dentistry and \$15.66 for Emergency Dentistry**, which is well known for much higher costs.

3. **Below Industry Average Cost-Per-Lead (CPL):** Through targeted ad placements, audience cultivation, and optimized ad copy, this client saw leads provided for **55% below the national average for dental patient PPC leads (\$45.10)** with an **astounding CPL of only \$20.26 over the last 18 months**. This allowed for a more efficient use of their advertising budget and to drive higher phone call and form submission totals upward.

4. **Outstanding Average Cost-Per-Acquisition (CPA):** At an almost unheard of **average CPA (or for this case study cost per actual conversion) of \$42.73**, this client has been able to maximize their margin and ROI on new patient acquisition via PPC ads, **beating out the industry average of \$150 per new dental patient cost by 71.51%**

5. **Improved Online Visibility:** The Google Ads campaigns have dramatically enhanced the online visibility of the practice, **with 17.43% of all website sessions and visitor traffic attributed to the PPC efforts and campaigns.**

6. **Enhanced Brand Awareness:** This has also helped to drive more **brand recognition** in the local community, and with the PPC campaign acting in conjunction with the aforementioned SEO efforts to **consistently have a "warm market" when advertising.** The campaigns for this client have helped the practice reach a wider audience, and strengthened their position as a leading provider of dental services in their community.



# Conclusion

The success of the Google PPC Ads campaign demonstrates the transformative potential of digital marketing for dental practices. It also helps to showcase that spending capital to continuously invest in your brand, practice, and ads that keep you in front of new, current, and potential future patients can and does pay off. By adopting a tried and true approach, this practice was able to expand its visibility, reach, and patient base, thereby ensuring sustained growth and success. The combination of targeted ads, compelling and custom ad copy, and optimized web pages using a functional contact form proved to be an effective strategy in overcoming the limitations of traditional marketing methods, and significantly improving patient acquisition and revenue.







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