



Case Study : Hale Road Medical “Google Ads”

How we helped “Hale Road Medical” to maximize phone call and website leads for medical appointments

Hale Road Medical

Hale Road Medical 1/384 Forrestfield WA 6058

0893590776

8:00 AM to 6:00PM



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Client Overview

Client Name: Hale Road Medical

Industry: General Practice Clinic

Location: Forrestfield, Western Australia

Company Bio: Hale Road Medical is a dedicated General Practice Clinic located in Forrestfield, Western Australia and offers private and bulk billing consultations as a general practice to most patients who have a valid medicare.



Our Findings

- **No lead Form**
- **Multiple Phone Numbers**
- **No Extensions**
- **Only targeted audience with Search and Expanded Search ads.**
- **Irrelevant Search terms**
- **One Ad Copy**



Action Taken

- **Created Lead form**
- **Created Call Only Campaigns.**
- **Set up Call extension.**
- **Set up Conversion Tracking**
- **Created dynamic heading and description for ads.**
- **Optimized Bidding Strategy**

Results : Before

Campaign status: All enabled

ADD FILTER

SEARCH

SEGMENT

COLUMNS

REPORTS

DOWNLOAD

EXPAND

MORE

<div><div></div><div></div></div>	<div><div></div><div></div></div>	Campaign ↓	Impr.	Interactions	Interaction rate	Avg. cost	Cost	Conversion	Cost / conv.	Conv. rate	Phone calls
<div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div></div> Restylane Filler	0	0	—	—	A\$0.00	0.00	A\$0.00	0.00%	0
<div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div></div> Hale Road Medical	2,962	97 clicks	3.27%	A\$3.11	A\$301.54	3.00	A\$100.51	3.09%	13
<div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div></div> GP	21,441	5,663 clicks	26.41%	A\$0.18	A\$1,015.13	906.40	A\$1.12	16.01%	0
Total: All enabled campaigns			24,403	5,760 clicks	23.60%	A\$0.23	A\$1,316.67	909.40	A\$1.45	15.79%	13
<div><div></div><div></div></div>	<div><div></div><div></div></div>	Total: Account ⓘ	28,745	6,116 clicks	21.28%	A\$0.27	A\$1,645.06	1,011.97	A\$1.63	16.55%	42

Results : After

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Results

Metrics	Before	After
Impressions	24403	88665
Clicks	5760	11317
Calls	13	1435
Conversions	909	1863
Conversion Rate	15.79%	16.46%

About us - Rank The Page

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Contact us: +91-783-777-7045