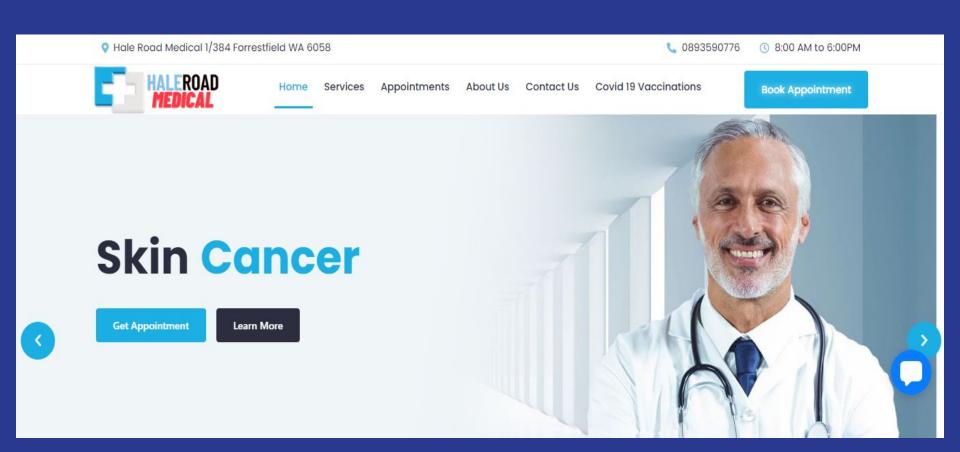


Case Study: Hale Road Medical "Google Ads"

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

Hale Road Medical



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

	(17)	7.277									70,000,000
	7	Campaign status: All enabled ADD FILTER					Q SEARCH	SEGMENT	COLUMNS REPORTS	♣ DOWNLOAD	EXPAND MORE
	0	Campaign ↓	Impr.	Interactions	Interaction rate	Avg. cost	Cost	Conversion	Cost / conv.	Conv. rate	Phone calls
	•	Restylane Filler	0	0	-	5.	A\$0.00	0.00	A\$0.00	0.00%	0
	•	Q Hale Road Medical	2,962	97 clicks	3.27%	A\$3.11	A\$301.54	3.00	A\$100.51	3.09%	13
	•	☑ 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
	~	Total: Account ③	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

A	77	II NOW I									36301.863686.1
	Y	Campaign status: All enabled ADD FILTER					Q SEARCH	= SEGMENT	COLUMNS REPORTS	DOWNLOAD	[] : EXPAND MORE
	0	Campaign ψ	Impr.	Interactions	Interaction rate	Avg. cost	Cost	Conversion	Cost / conv.	Conv. rate	Phone calls
	•	Restylane Filler	4,053	Ž1 clicks	0.52%	A\$0.43	A\$9.07	0.00	A\$0.00	0.00%	0
	•	Q Hale Road Medical	39,534	7,501 clicks	18.97%	A\$0.49	A\$3,712.73	1,270.06	A\$2.92	16.93%	1,435
	•	 GP	45,078	3,795 clicks	8.42%	A\$0.49	A\$1,852.70	592.97	A\$3.12	15.63%	0
		Total: All enabled campaigns	88,665	11,317 clicks	12.76%	A\$0.49	A\$5,574.50	1,863.03	A\$2.99	16.46%	1,435
	٧	Total: Account ①	88,665	11,317 clicks	12.76%	A\$0.49	A\$5,574.50	1,863.03	A\$2.99	16.46%	1,435

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

Best SEO Company in **India** With Guaranteed Google Page #1 Ranking Using White Hat SEO Strategies.Rank The Page is an adept team of SEO and Web experts with 10 years of extensive experience that ensures page one ranking for all our clients. Our business-centric approach clinches website ranking along the lines of the business goals with every component at the right place for every website.









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