Enamel Dentistry x Faisal Amin

A Dentist Google Ads Case Study

Overview :

Enamel Dentistry is a full-service dental practice dedicated to providing exceptional care for all your oral health needs. From routine cleanings and Invisalign® to advanced solutions like implants and sleep apnea treatments, our team of experts uses the latest techniques and technology to create healthy, beautiful smiles.

Faisal Amin

Name

Enamel Dentistry

Industry

Dental Care

Size

10+ Studios

Location

Austin, Texas

What did the client want?

Enamel Dentistry wanted to improve their Google Ads performance to attract higher-quality leads and increase conversions. They aimed to optimize their ad spend and track results accurately for a greater return on investment (ROI).

What was the problem they wanted to solve?

Enamel Dentistry's Google Ads campaigns were disorganized and had inaccurate conversion tracking, leading to wasted ad spend and poor lead quality. They wanted to optimize their campaigns for better performance and a greater return on investment.

Faisal Amin

The challenge

Enamel Dentistry, a dental practice specializing in implants, sleep apnea solutions, teeth cleaning, Invisalign® and more, was struggling with the following Google Ads issues:

Disorganized Ads: Campaigns lacked structure, making optimization difficult.

Incorrect Conversion Tracking: Conversion types were mismatched across ad groups. For example, a campaign was tracking app conversions when the client did not have an app.

Policy Violations: Most of the campaigns violated Google policies, limiting their visibility.

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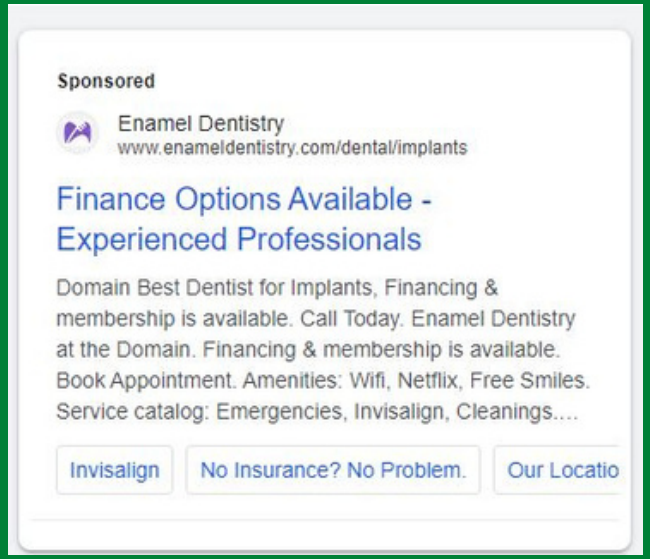
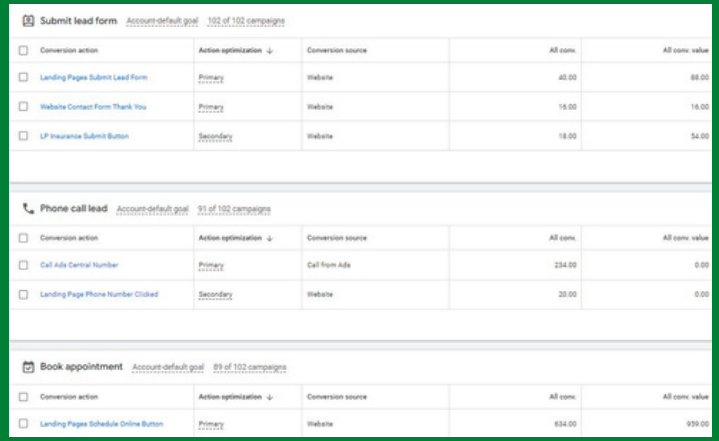
What I’ve done



Campaign Restructuring

Solution: Created a well-defined campaign hierarchy, likely aligning campaigns with specific services (e.g., Implants, Invisalign®, Teeth Whitening, etc.) and segmenting ad groups within them for finer targeting.

Rationale: Improves organization for easier management, optimizes budget allocation to top-performing services, and allows for more tailored ad messaging.



Conversion Tracking Correction

Solution: Established tracking for the actions Enamel Dentistry deems valuable: appointment bookings, contact form submissions, phone calls, etc. Ensuring each ad group tracks the most relevant conversion type.

Rationale: Generates accurate performance data, allows you to calculate true ROI, and enables optimization based on what actions are driving results.

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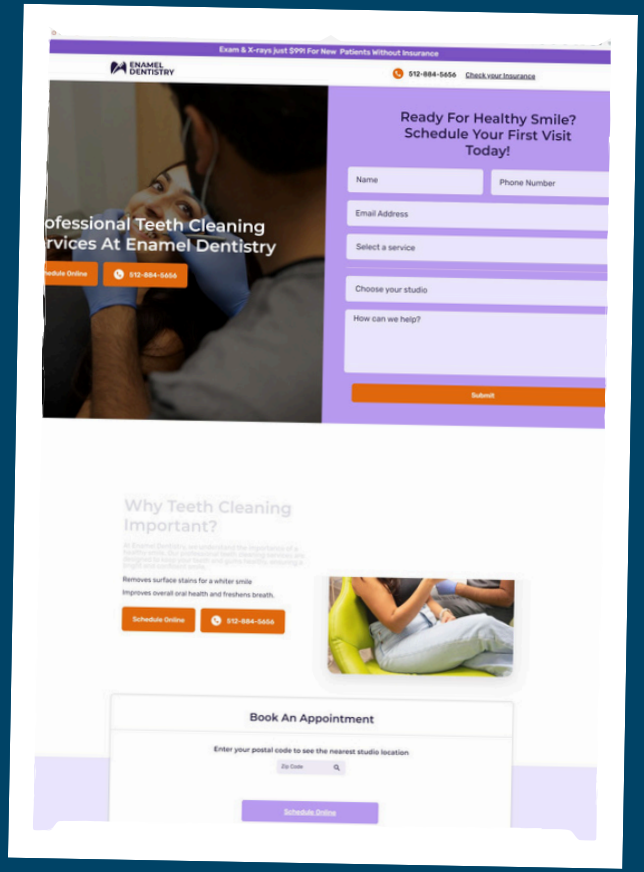
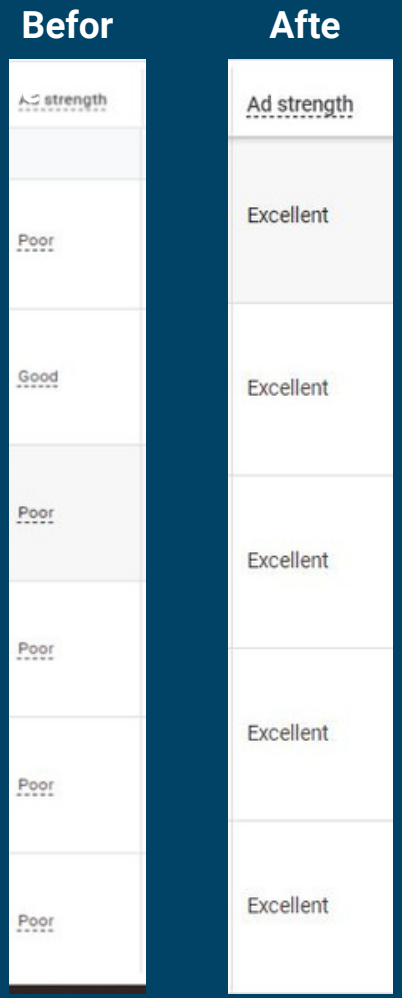


Landing Page Development

Solution: Designed high-converting landing pages tailored to each service offered, with clear benefits, compelling visuals, and strong calls-to-action (CTAs).

Rationale: Dedicated landing pages provide a focused user experience, increase relevance (improving quality scores), and boost conversion rates compared to sending traffic to the generic homepage.



Ad Strength Optimization

Solution: Improved ad copy to be more relevant to search queries, enhanced landing page design, and potentially adjusted keyword targeting to increase expected click-through-rates (CTR).

Rationale: Boosting quality scores lowers costs-per-click and allows Enamel Dentistry to win better ad positions without increasing bids.

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Capcom | Search | Dentist Near Me BROAD	$1,665.68	11.00	11	0.00	0.00	11.00	11.00	149	8.64%	$151.43
Parmer Grove Dentist Near Me	$2,999.87	157.00	13	1.00	0.00	171.00	171.00	892	15.23%	$17.54
Search Dallas	$3,010.81	63.00	45	0.00	0.00	75.00	75.00	316	6.58%	$40.14
Dallas Performance Max	$3,041.04	13.00	35	0.00	0.00	13.00	14.00	1,134	0.84%	$233.93
DSA ATX	$3,174.46	72.33	74	2.00	4.00	90.93	90.93	352	9.95%	$34.91
Lantana Broad	$3,701.79	41.00	8	0.00	1.00	48.00	48.00	540	15.37%	$77.13
Parmer Search	$3,832.66	49.00	39	0.00	1.00	72.00	72.00	452	15.19%	$53.23
Capcom | Search | Domain BROAD	$4,004.61	42.00	23	0.00	1.00	55.00	55.00	352	11.00%	$72.81
Search Saltillo	$4,626.67	31.00	15	0.00	0.50	37.50	37.50	419	10.07%	$123.38
Austin Performance Max	$5,467.98	220.43	190	5.00	11.50	266.63	266.63	1,649	7.40%	$20.51
Domain Search	$7,405.79	122.90	135	0.00	3.00	134.90	134.90	906	5.37%	$54.90
Total: All but removed campaigns in your ...	$71,038.93	1,747.00	831	13.00	42.00	2,003.00	2,004.00	13,238	5.04%	$35.47

BEFORE

Why CPC Low?

Gogle Ads campaigns were disorganized and had inaccurate conversion tracking, leading to wasted ad spend and poor lead quality.

That Why is there Cost Per Conversion is Low

AFTER

Why CPC Increase?

Slight increase in CPC: Justified by the focus on attracting more qualified leads.

Improved Lead Quality: Higher percentage of leads converted into paying patients.

Campaign	Cost	Phone call lead	Phone calls	Submit lead form	Book appointment	Conversions	All conv.	Clicks	CTR	Cost / conv.
New Manor LP Search	$2,135.41	15.50	41	6.00	6.00	25.50	42.50	351	7.29%	$83.74
New Mckinney PM with LP	$3,244.71	22.00	39	3.00	4.00	28.00	42.99	380	3.63%	$115.88
New Austin PM with LP	$9,140.10	73.00	128	14.00	40.00	117.00	406.00	3,397	6.61%	$78.12
New Domain LP Search	$2,014.88	13.67	37	2.00	14.00	23.67	67.17	357	11.47%	$85.14
New Grove LP Search	$2,673.27	26.00	46	5.00	11.00	36.00	77.00	703	5.23%	$74.26
New Lantana LP Search	$1,961.54	17.00	40	1.00	11.00	22.00	61.51	331	8.13%	$89.16
New Saltillo LP Search	$2,656.49	19.50	47	2.00	11.00	28.50	72.50	608	8.41%	$93.21
New Mckinney LP Search	$1,960.10	12.00	29	4.00	6.00	20.00	34.00	384	2.69%	$98.01
New South Lamar LP Search	$1,869.27	18.00	31	2.00	5.00	18.00	49.00	335	8.78%	$103.85
New Parmer Park LP Search	$1,912.31	11.33	34	1.00	7.00	17.33	30.33	310	8.49%	$110.33
New Emergency Dentistry Search	$3,016.35	3.00	15	5.00	14.00	21.00	37.00	433	9.36%	$143.64
Total: All enabled campaigns in your curr...	$32,584.43	231.00	487	45.00	129.00	357.00	919.99	7,589	6.28%	$91.27

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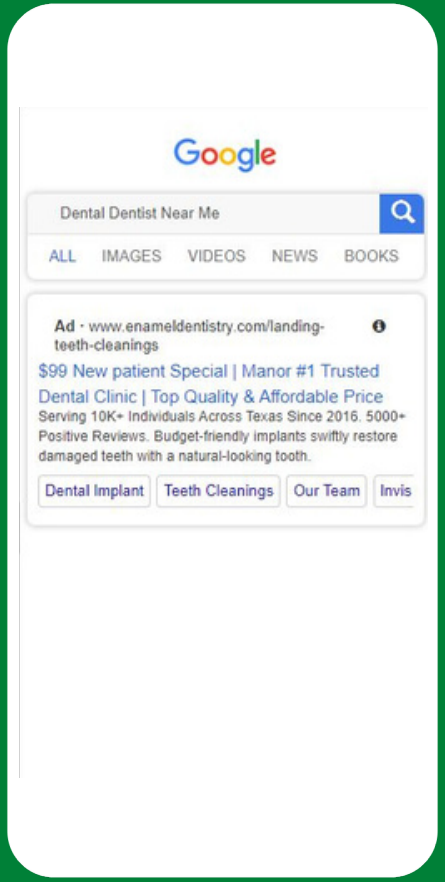
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Dental Implant
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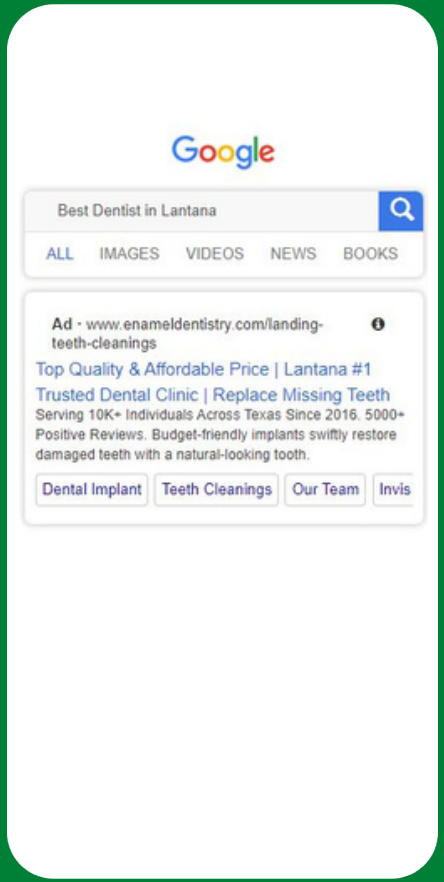
Invis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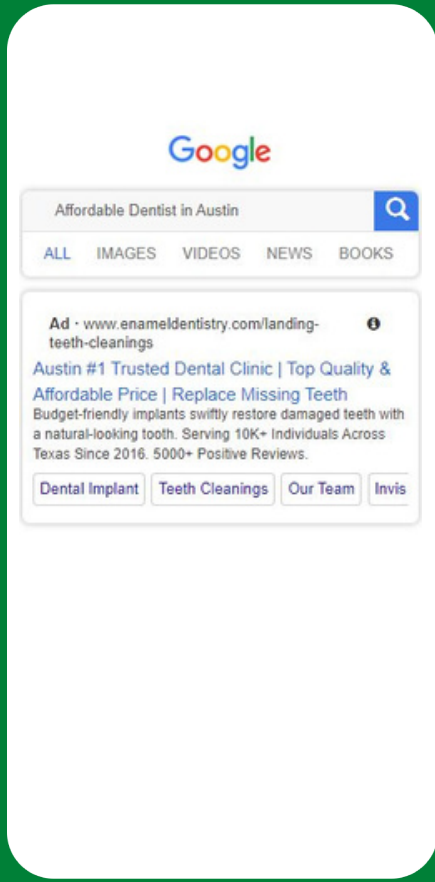
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Results

Increased Conversion Rate

+25%▲

Improve Quality Appointments

30%▲

Appointments

174+

Calls

487

+

Secondary Conversions

357+

Total Secondary Conversions /Appointments/Calls we get in 3 Month.

Faisal Amin

THANK TOU

Faisal Amin

+923259688331

faisalameen1877@gmail.com

https://www.linkedin.com/in/faisalamiin/