



Case Study

**Google Ads Optimization:
400% Conversion Increase
for a Medical Clinic**



Challenges

In May 2024, this client came to me with two major issues:

- 1- Conversions were low – only 20-30 per month.
- 2- Cost per conversion was sky-high – \$173 in April.

What I do?

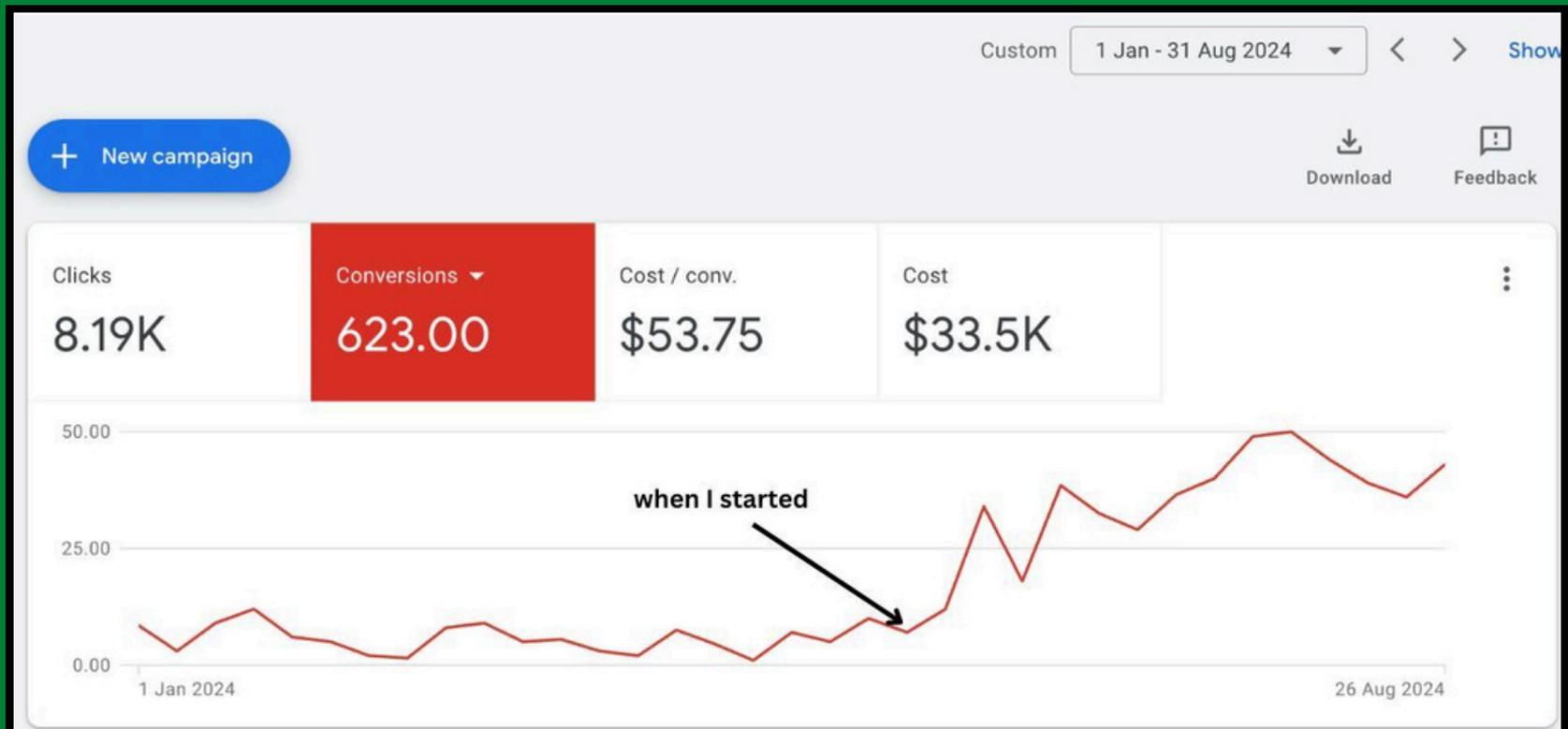
- I conducted an audit and found:
- Conversion tracking wasn't working.
- Ads were limited by policy violations.
- Ad groups were cluttered with too many keywords for different services (no segmentation).
- The ad copy lacked strong selling points.

The Solutions I Provided:

- Properly installed conversion tracking for calls, appointment forms, and contact forms.
- Removed terms like “pregnancy” and “STD” from the website to get the ads approved after an appeal.
- Created new campaigns with separate ad groups for each service, using exact match keywords. started with max clicks and then switched to max conversion after getting 30+ conversions.

Strategy

- 1- In August, we hit 182 conversions – a 400% increase.
- 2- The cost per conversion dropped by 78%.
- 3- The client is now happy to scale further with other services.



If You are Looking To Your Business Through Google Ads

Just reach out to us directly, and we can discuss your business needs, and how results like these would be possible for you.