

Pay Per Click Advertising Case Study - FastNewSmile Dental Implants

FastNewSmile has been a valued Dallas SEODogs client with a larger online advertising budget, which was on a runaway spend through Adwords at the beginning of our engagement with this project. Using both our expertise with Adwords account optimization and on-page conversion optimizations, Dallas SEODogs was able to increase the Adwords accounts click-through rate significantly along with increasing the number of conversions from Pay-per-click campaigns from 45 each month to over 180 conversions each month over an 18 month period.

Executive Summary:

Dallas SEODogs found several areas where changes could be made to significantly improve the results for the client. While the FastNewSmile's Adwords campaigns were providing enough conversions to cover the costs associated with the advertisements, through our initial analysis, we found several areas where costs could be better spent.

In addition to cleaning the Adwords account to spend more effectively, we also created a unique PPC landing page and thoroughly A/B tested each element on the page. After cleaning the Adwords account and improving the conversion rate of the landing page, we identified and expanded their online advertising to additional audiences while maintaining the cost per conversion.



WHY CHOOSE DALLAS SEO DOGS FOR ADWORDS MANAGEMENT?

Managing PPC campaigns since 2004, Dallas SEO Dogs' cutting-edge tactics are a result of continuously monitoring the Google AdWords platform, adjusting strategies and learning from mistakes and successes. We've had experience with businesses of virtually every size and industry. We help restaurant chains, dentist offices, lawyers and plumbers compete immediately. Our goal for every PPC management project is to increase both revenue and ROI



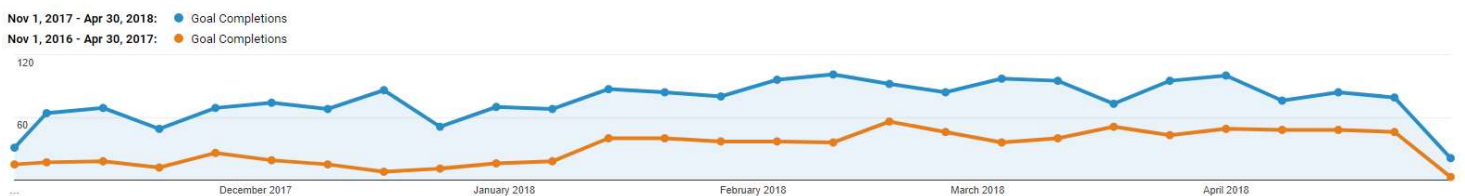
Snapshot of Client's Beginning:

Before Dallas SEODogs began our partnership with FastNewSmile, the business had been running online advertising campaigns for several years. The company had a PPC dedicated landing page created off-site by their previous PPC management provider. The off-site page had a decent conversion rate of 1-2% of visitors to the page each month. At the time that Dallas SEODogs began our partnership, FastNewSmile was also in the middle of a business rebranding, including a complete business name change. We were able to provide guidance through this process and keep the company from making many of the mistakes associated with company updates online.

Methodology:

Adwords Target Keywords Cleaning: When Dallas SEODogs first analyzed FastNewSmile's Adwords campaigns, we identified numerous keywords which were costing the client money while consistently not providing qualified visitors nor conversions. After removing these keywords from the campaigns, we were able to allocate the budget to the more relevant keywords which were providing a higher percentage of the conversions and saw a bump in the number of conversions each month. In addition to removing keywords, we also identified similar keywords that converting users were searching and added these to the campaigns which resulted in increased conversions and higher click-through rates for the entire campaign.

Landing Page Conversions A/B Testing: Once we began our partnership with FastNewSmile, we redesigned and created the PPC dedicated landing page on the client's website. Soon after the landing page was launched, we began A/B testing various elements on the landing page over monthly periods, such as content blocks, media elements, and the overall layout, and compared both the time spent on the page and the number of conversions for each version of the landing page each month. After 8 iterations of A/B testing on the landing page, we were able to increase the conversion rate of the landing page to 15-20% of visitors to the page.



Some of the most noticeable jumps in monthly conversions came about after improvements to the video shown near the top of the page, while unexpectedly the least significant change on the page was including pricing for the clients dental services. While the updated Adwords campaign was providing increased numbers of qualified users, with the improvements through the A/B testing, the landing page was able to convert increased percentage of these visitors.





e info@seodogs.com
p 214.760.8914
w seodogs.com

Adding New Audience Targets: Utilizing the improved PPC landing page and using the data gained from the Adwords campaigns, we expanded the clients online advertising to additional platforms. We expanded to Bing Ads, Yahoo Gemini, LinkedIn Ads, and Facebook Ads using an initially limited budget. Judging each platform, based upon whether the maximum cost per conversion could be met, we increased the budget and continued utilizing Bing Ads and Yahoo Gemini. (Insert Chart Here) Our strategy for Bing Ads was similar to our Adwords strategy and resulted in a conversion rate only slightly lower than Adwords, and while we struggled to find a large enough audience on Yahoo Gemini, the number of clicks and conversions still resulted in an acceptable cost per conversion.

April 2018	Conversions	Avg. CPC	Cost/Conv.
Adwords	178	\$2.86	\$199
Bing Ads	83	\$6.24	\$368
Yahoo Gemini	3	\$4.26	\$482
LinkedIn Ads	1	\$10.59	\$677

Results:

Through the initial course our partnership with FastNewSmile, we proved our expertise and improved the key metrics of success for the client. While the updated Adwords campaign was providing increased numbers of qualified users, with the improvements through the A/B testing, the landing page was able to convert increased percentage of these visitors and we expanded this success to additional online advertising platforms. The number of conversions each month increased from 35-50 each month in Early 2016 to 180-210 each month in Late 2017.

Dallas SEODogs was able to build trust with FastNewSmile early on in the partnership through our communication of the initial strategy to improve Adwords metrics. Through delivering results through this strategy, our agency was able to expand the scope of the project and deliver increasing results and profits to FastNewSmile. As we were improving leads to the client, the client increased the budget for the online advertising portion of the project from \$30,000/month to \$130,000/month over the 3 years we have been partnered with FastNewSmile and they continue to have measurable profits resulting from the Pay-Per-Click advertising to show for it.

Credits:

Thanks to FastNewSmile for their trust and permission to use their business in this case study. Written by Eric McKeethen working under Dallas SEO Dogs. Data obtained using Google Analytics and Google AdWords.

