

Search Engine Advertising

Central Delaware Dentist

Paid search allows you to reach your customers precisely when they need your services! Relevancy + Timing = Opportunity!

RESULTS

Media Spend: \$5,361.45

Impressions: 26,409

Clicks: 1,740

CTR: 6.59%

Leads: 467

CPL: \$11.48

Objective

To increase traffic to the website of a new dental practice in Central Delaware.



Solutions

A Pay-Per-Click Search Engine Marketing campaign was created and executed by DBCi with the approval and input of the client. Success was measured by number of website conversions and phone calls made from the search ads.

In The first 6 months:

- Impressions = **26,409**
- Clicks (Traffic) = **1,740**
- Click-Through-Rate = **6.59%**
- Calls = **359**
- Leads = **467**
- Cost-Per-Lead = **\$11.48**

In The first 12 months:

- Impressions = **48,156**
- Clicks (Traffic) = **3,932**
- Click-Through-Rate = **8.17%**
- Calls = **899**
- Leads = **1,213**
- Cost-Per-Lead = **\$8.58**