

GOOGLE PPC ADS FOR CANADA

DENTAL CLINIC SERVICES BUSINESS

How Strategic Google Ads Optimization
Generated Quality Leads for a Canadian
Dental Clinic Services Business in One Month.



CLIENT

Griesbach Family Dental



INDUSTRY

Dental Clinic Service



LOCATION

Edmonton, Canada



SERVICE

Google PPC Ads

Campaign Overview

QUALIFIED LEADS

40+

In just 30 days

CONVERSION RATE

14%

Industry leading

1.31k

CLICKS

\$2k

COST

\$50+

COST PER LEAD

Timeframe: Dec 1 – Dec 31, 2026

CLIENT GOALS & CHALLENGES



POOR TARGETING



A consistent, affordable flow of qualified Dental Clinic leads



Performance-driven Google Ads campaign without overspending



Better messaging to stand out in a crowded market



Client needed **quality leads**, not just click



THE CHALLENGE



Tight budget—needed real ROI fast



Lots of competition in the Canadian Dental Clinic Services market



Generic ads from past campaigns didn't attract the right audience



Weak targeting led to wasted click



Previous campaigns had **low conversion rates**

WHAT I DID



APPROACH

Data-driven strategy focused on maximizing quality leads with minimal budget

KEY FOCUS

High-Intent Keywords + Quality Messaging
+ Real-Time Optimization



OBJECTIVES



Quality Over Volume



Mobile Optimization



Budget Efficiency



HIGH-INTENT KEYWORDS

Focused on keywords specific to the Dentist & Dental Clinic business & Canda locations



TRUST-BUILDING AD COPY

Wrote copy addressing pain points & creating instant trust



MOBILE-OPTIMIZED FLOW

Built clean, mobile-optimized landing pages for conversions



REAL-TIME DATA ADJUSTMENTS

Used live data to adjust bids, search terms & ad extensions

RESULTS OVERVIEW



KEY METRICS

TOTAL CLICKS

1.31K

High engagement

QUALIFIED LEADS

40+

In just 30 days

COST

\$2K

Wide cost

COST PER CONV.

\$50+

Budget efficient

PERFORMANCE RATES

CONVERSION RATE

14%

Industry leading

CLICK-THROUGH RATE

6.62%

Strong performance

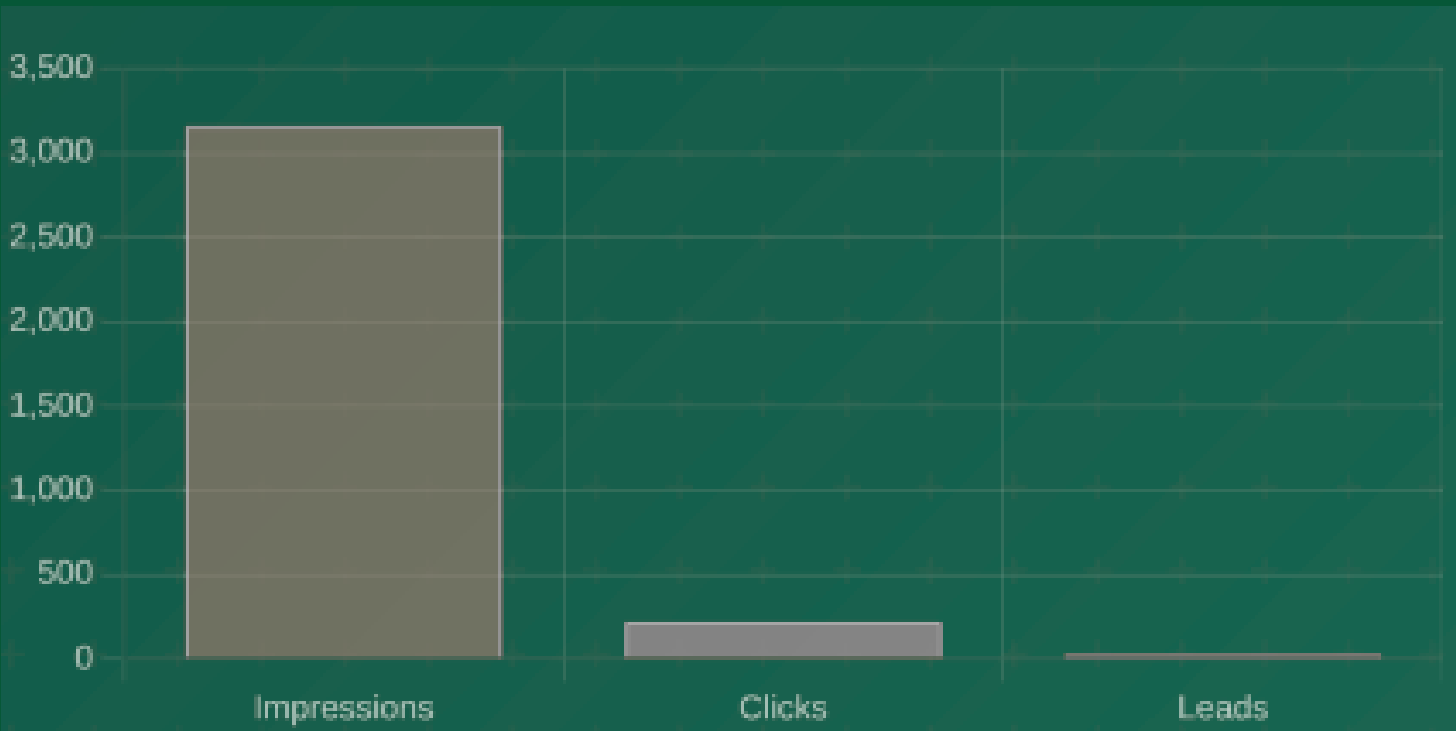
ROI ACHIEVED

\$6.6K

Total value of qualified leads



PERFORMANCE BREAKDOWN



KEY ACHIEVEMENTS

In just 30 days

40+

QUALIFIED LEADS

3× industry average

14%

CONVERSION RATE

EXCEPTIONAL ROI

Quality leads without big budgets

HOW WE KEY LEARNINGS & CALL TO ACTIONIT



WHAT YOU CAN OPTIMIZATION

- 1 **SPEND SMARTER**, not more—quality over quantity
- 2 **RIGHT FUNNEL + MESSAGE + TARGETING** = high ROI
- 3 **CLEAN EXECUTION WINS** even in competitive niches
- 4 **QUALITY LEADS** don't require big budgets just sharp strategy



Abu Hosain

Local Business Growth Expert
Meta & Google Ads Specialist



READY TO SCALE YOUR BUSINESS?

Want to Scale Without Wasting Your Budget?
keyword research

I help Dental Clinic Services businesses and all kinds of local service providers turn ads into real, repeatable results.

BOOK A FREE STRATEGY CALL



KEYWORD RESEARCH

High-intent terms



AD COPY

Trust-building messaging



LANDING PAGES

Mobile-optimized



REAL-TIME DATA

Continuous optimization

Message Me for a Free Consultation