

**About Georgia Eye Associates:**

www.GeorgiaEyeAssociates.com

Locations: Lawrenceville, Buckhead, and Tucker, GA

Regular eye checkups, retina-related issues, cataract surgery, LASIK surgery

Goals

- Increase visibility
- Improve campaign efficiency
- Book more appointments
- Build brand image

Approach

- Remove Google Display network advertising to focus only on Google Search advertising
- Add location-based keywords
- Remove broad match keywords
- Improve segmentation for better optimization, targeting and ad relevancy
- Set up ad scheduling to prioritize clicks during business hours

Results

- 195% increase in CTR
- 52.86% decrease in CPC
- Avg. position increase from 4.2 to 3.1
- Overall increase in appointments
- Increase in SQR relevancy
- Eliminated research-based searches

Georgia Eye Associates uses Google AdWords to drive relevant traffic, improve overall visibility, and bring in new patients

For over 25 years, Georgia Eye Associates has been providing comprehensive optometry and ophthalmology care for adults in Gwinnett County, Georgia. With locations in Lawrenceville, Tucker, and Atlanta, the company prides itself on being able to diagnose and treat patients with all types of eye care needs. “For every eye care issue, we have a doctor who can handle it,” says Karen Hubbard, the company’s marketing director. From regular eye checkups to glaucoma, retina conditions, cataracts and LASIK surgery, the goal of Georgia Eye Associates for the last several decades has been to provide top quality care across the board.

Karen Hubbard joined Georgia Eye Associates in the fall of 2014. When she came on board, the company had been without a marketing director for some time. Although well-established with a strong existing patient base, GEA was looking to bring more new patients in the door. Karen, who has over 20 years of experience as a marketing professional, knew that users often searched online for a new eye care provider. She put together a comprehensive strategy that involved establishing a presence on various online directories, working to improve website meta-tags and infrastructure for visibility to search engines, and using Google AdWords to show highly targeted ads on the Google search engine.

Although GEA had an AdWords account already running, it wasn’t being actively managed. Karen knew that accurate targeting with Google AdWords was essential, so she hired Logical Position, a Google AdWords Premier SMB Partner, to overhaul and optimize the account.

Analysis shows various account weaknesses

To determine areas where performance could be improved, Logical Position conducted a review of Georgia Eye Associates’ existing AdWords account. The first thing they noticed was a large portion of GEA’s advertising budget was being spent on the Google Display campaign, which works by showing text ads on Display Network websites. However, reports showed a significant amount of clicks coming from irrelevant website placements, and not necessarily from users who were interested in finding an eye care provider. The team quickly determined that contextually-targeted Display advertising was not an efficient way to spend GEA’s advertising budget.

The company’s active Google Search network campaign targeting was also poorly implemented. The campaign relied almost entirely on full broad match keywords,

which were allowing ads to be triggered by only loosely-related search queries. As a result, the Search Query Report (SQR), which shows user queries that led to clicks, contained many research-related and irrelevant search queries. Because Google AdWords users pay for each click, poor targeting was costing GEA a lot of money that could have been going toward bringing qualified traffic.

Finally, Logical Position's team noticed poor organization. Although the Search campaign was somewhat segmented into general ad groups, the keyword lists corresponding to each ad group contained various duplicates. Users were not being served ads relevant to their search queries, resulting in low click-through-rates (CTR), poor landing page experience, and a high volume of clicks that did not lead to business.

Restructuring for more efficient targeting

Nixing the Display Network campaign, Logical Position's team focused on organizing the advertising into two Search campaigns: one for cataract surgery, and one for general services. They started by developing an understanding of keywords that users were actually using when searching online for various eye care services offered by GEA. With knowledge about important phrases and corresponding search volume, they were able to put together more extensive, intuitive keyword lists.

Within these lists, Logical Position's team worked to improve the organization of the keywords into appropriate ad groups, making sure to only use more restrictive keyword match types to prevent the ads from being triggered by unrelated search terms. To complete the setup, the team wrote new ad copy that adhered to AdWords best practices and related specifically to each individual keyword focus.

Over time, the team continued to make adjustments to tailor the campaign targeting to the needs of Georgia Eye Associates. They added location-based keywords to show ads specific to GEA's service areas. Also, they raised mobile bids by 20% so that mobile users could see them more easily on smaller displays. Finally, they set up ad scheduling so that users would only see ads during business hours.

Performance metrics correspond with business success

Over the next six months, Georgia Eye Associates' account statistics began to gradually improve. As a result of the new ad copy and keyword organization, the CTR improved from 0.95% in September to 2.80% in April. The more strategic targeting and bid optimization also dropped the cost-per-click (CPC) from \$4.90 to \$2.31 — despite the improvement in ad positioning from an average page position of 4.2 to an average position of 3.1, which usually costs more.

Like many advertisers, Georgia Eye Associates was unable to setup conversion tracking due to website complications. In situations like this, Logical Position measures the efficacy of the campaign by looking at the relevancy of search

queries in the SQR and working with the client to relate anecdotal evidence.

In the case of GEA, the team saw research-based and unrelated searches drop off almost completely due to the continual adding of negative keywords and use of more exclusive match types. Georgia Eye Associates also saw a significant increase in new patients, which occurred in conjunction with the Google AdWords account rebuild. "Google advertising is some of the only external marketing we're doing," says Karen. "We're scheduling a lot of cataract surgeries and are quite happy with the volume of new patients coming in." With a tightly targeted keyword focus, improved ad copy, and better segmentation, the new campaigns work more efficiently to show ads to the right kind of users and drive more relevant traffic.

Staying focused on long-term goals

Much of Georgia Eye Associates' success can be attributed to the comprehensive marketing strategy developed by Karen along with the Google advertising. "Visibility is key," says Karen. "It's important for us to get the word out about new procedures as well as state-of-the-art technology that we use. When you show up in the organic listings as well as in the ads, it works together to give you credibility." GEA was able to show ads alongside organic listings, which in combination helped them build a strong brand image and drive more traffic from both channels.