



Elite Endodontics

(Google Ads + Website Development)

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Company Overview

Elite Endodontics is a high-end practice specializing in root canal treatments, located in Chicago's downtown area. The practice was well regarded but wanted to boost new patient appointments and enhance its online presence.

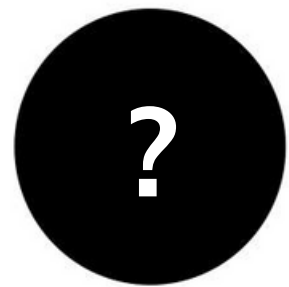


Marketing Challenges

The clinic's website was not user-friendly and lacked clear information about services, leading to a high bounce rate. Additionally, the clinic wanted to attract more patients who required specialized endodontic care but were facing high competition.



Problem Statement



How can we improve the online presence and increase new patient appointments for specialized endodontic treatments?



Solutions Provided by Us

Website Redesign	Google Ads Campaign	SEO and Content Marketing
• We redesigned the clinic's website to highlight specialized services, include patient testimonials, and provide easy access to booking appointments.	• We launched a Google Ads campaign targeting patients searching for root canal treatments and emergency dental care in Chicago.	• We developed an SEO strategy focusing on specific endodontic keywords and created blog content that addressed common patient concerns about root canal treatments.

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Result Statement

● **Number of Leads:**
Increased by 70% in four months

● **CPL:**
Reduced by 35%

● **CPC:**
\$4.10

● **Impressions:**
90,000

● **CTR:**
5.8%

● **Clicks:**
6,000

● **Website Metrics:**
Bounce rate decreased by 20%, and the average time on site increased by 35%.

Ad Spend: \$8,000/month

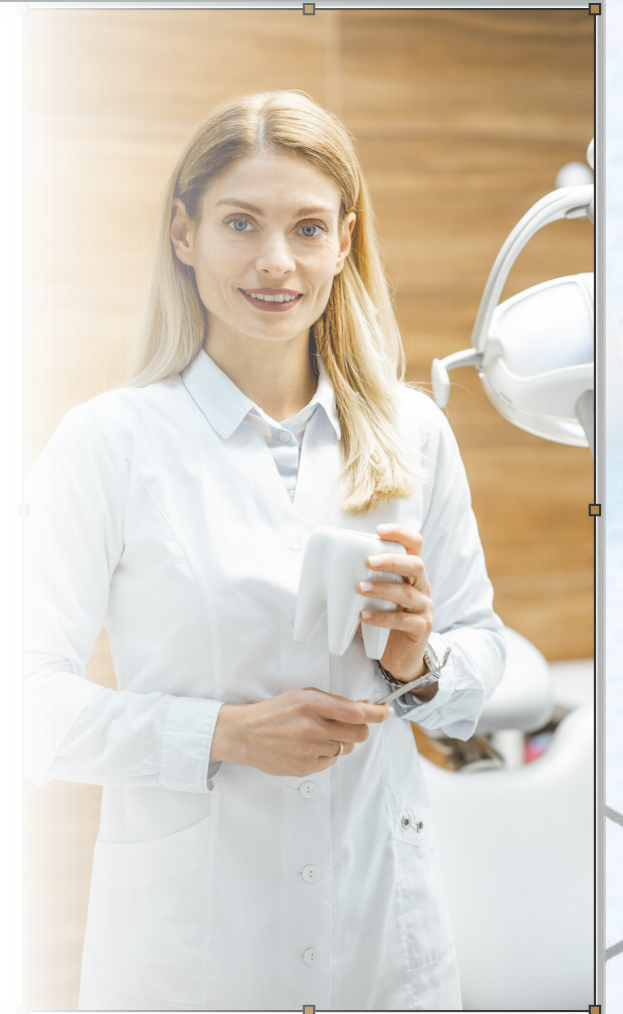
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Testimonial from Elite Endodontics

The team at DARK HORSE AGENCY completely revamped our online presence. Their Google Ads and website development strategies led to a **70%** increase in new patient appointments within four months. Our website is now user-friendly and optimized for search engines, which has significantly decreased our bounce rate and increased patient engagement. **DARK HORSE AGENCY's** expertise in endodontic marketing is unparalleled.

— **Dr. Sarah Johnson, Elite Endodontics**



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