

How Silver Lake Family Dental Got More Patients Each Month from Google Ads



Silver Lake Family Dental is a family-oriented dental practices, located in Silver Lake, Los Angeles.

They wanted to reach more patients in their area through optimizing their existing Google Ads campaigns. Since starting the collaboration with Ads Lancelot, they've been able to achieve a 362% increase in Conversions, 23% increase in Conversion Rate and a 23% decrease in Cost Per Conversion.

How We Did It

- Creating Service-Specific Ads
- Custom Landing Pages for PPC Traffic
- Fixed Conversion Tracking
- Continuous CRO Tests for Better Performance



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"The months working with Ads Lancelot have proven to be very positive and strong. The leads have significantly improved and we as a business ourselves have re-adjusted ourselves on how to comprehend and follow through on them."

Dr. James G., Owner (Silver Lake Family Dental)

The Result



362%

Increase in Conversions



23%

Increase in Conversion Rate



83%

Decrease in Cost per Conversion