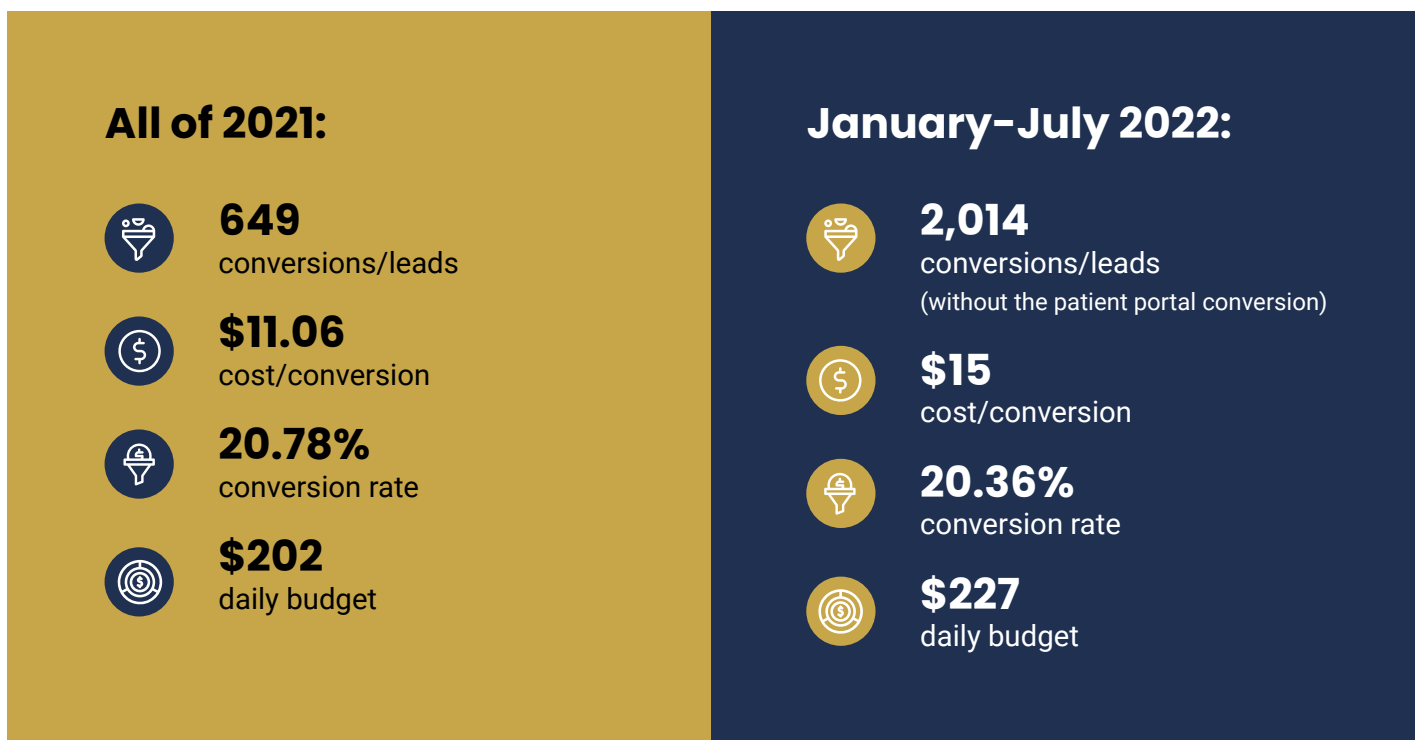


Web Sprout inherited the paid search account for Total Health in January of 2022. The account was not performing 'badly' and had acquired 649 leads for all of 2021. After carefully reviewing the account, the Web Sprout team found many areas of lost opportunity.

- The majority of the conversions in 2021 had come from one broad match keyword. Many relevant keywords, phrase and exact match, were paused, leaving this keyword to do the heavy lifting.
  - This term provided leads, but it also brought in irrelevant searches costing dollars that could have been spent on more relevant clicks.
  - Web Sprout did an extensive keyword audit, as well as keyword research with Google keyword planner and Keyword finder, to revamp the keyword structure and streamline the clicks coming in.
- One of the conversions being counted in 2021 was 'patient portal clicks.' It accounted for 309 of the 649 leads. The problem is that these were already patients. This is not a lead.
  - Web Sprout removed all conversions that were not legitimate leads for new patients and was able still to outperform 2021 in just a matter of months (data at the end of this).
- The ad schedule was limited in 2021, when this client has a 24/7 answering service.
  - Web Sprout opened up the ad schedule to all days/times.
- In 2021, search partners had been left on for several campaigns, spending quite a bit with very few conversions.
  - While search partners may work for some industries, our experience at Web Sprout has taught us that it does not perform well for healthcare. We turned those off.
- In 2021, some campaigns were still using maximize clicks, even after having significant data.
  - Web Sprout switched these to a fully automated bidding strategy, maximize conversions.
- Over 80% of the ads inherited had an ad strength of poor, and many were disapproved for policy issues.
  - Web Sprout adjusted and improved ad copy to not only comply with Google policy, but to also improve ad strength to good or excellent across the board.



Among other best practices, Web Sprout is slowly rolling out experiments with retargeting and video to take advantage of every opportunity while making sure that the account is efficient. Here is the data comparing all of 2021 to March-July of 2022:



**A 210% increase in leads for 6.5 months in 2022 vs all of 2021**

