

Case Study: Enhancing Online Presence for Eyes Care with Google Ads

Client Background

Eyes Care is an Advanced Eye Care and Cosmetic Center in Sydney. They offer same-day glasses or contacts, Saturday and late evening appointments, and free parking. They are authorized retailers of all major eyewear and contact lens brands, eye drops, and multivitamins.



Challenges

Before partnering with us, Eyes Care faced key challenges:

- Limited website traffic and online visibility.
- Difficulty in generating high-quality leads and calls.
- No existing Google Ads strategy in place.

What we received

Clicks ▾	Avg. CPC ▾	Cost / conv. ▾	Conversions ▾	⋮
0	\$0.00	\$0.00	0.00	

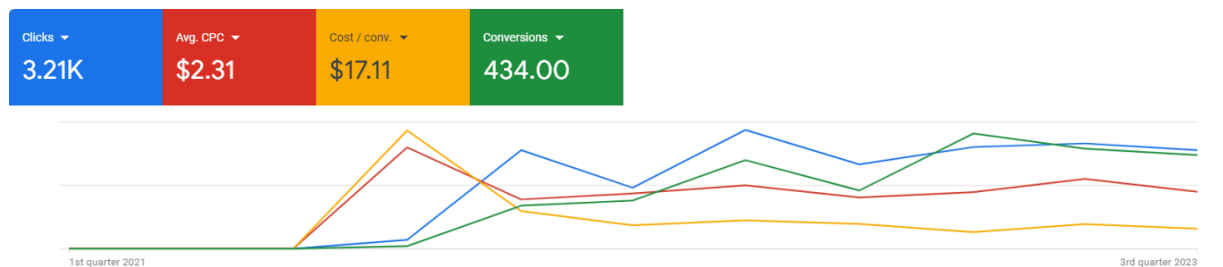
We received a fresh Google Ads account with no prior campaign history.

Solution:

To address this, we implemented a Google Ads campaign focused on driving targeted traffic and increasing brand awareness in the local area. The strategy was crafted around the following key objectives:

- **Geo-targeted Campaigns:** Since Eyes Care primarily serves the Sydney area, we set up location-based targeting to ensure ads reached potential customers within close proximity to the center.
- **Service-Specific Keywords:** We identified high-intent keywords such as "same-day glasses Sydney," "contact lenses Sydney," "eye care Sydney," and "free parking eye care Sydney" to attract users actively searching for these specific services.
- **Remarketing:** We set up remarketing ads targeting previous website visitors, reminding them of Eyes Care's services and encouraging them to book an appointment or visit the store.

What we delivered



- **Increased Website Traffic:** Google Ads campaigns drove a 35% increase in website traffic within the first 3 months, with a significant rise in visits to the service pages related to glasses, contacts, and eye care.
- **Higher Conversion Rates:** With well-targeted ads and compelling offers, conversion rates for in-store visits and appointment bookings grew by 20%.
- **Improved Brand Awareness:** Local search impressions increased by 40%, and the business saw a notable improvement in its online presence, reaching a wider audience within the Sydney area.
- **Cost-Effective Advertising:** By leveraging location and service-specific targeting, the campaign maintained a high return on investment (ROI), with a 15% reduction in cost-per-click (CPC) due to improved ad relevance and audience engagement.

Conclusion: This case study demonstrates how a tailored Google Ads strategy, combined with targeted messaging and special offers, can significantly enhance the online presence and drive real-world results for a local business. Through a smart combination of geo-targeting, service-specific keywords, and remarketing, Eyes Care successfully increased their brand visibility, attracted more customers, and achieved measurable growth in both website traffic and in-store visits.