

GOOGLE ADS CASE STUDY

Eye Surgeons & Consultants

Ophthalmology Practice | Paid Search Account Rebuild & Management

89%

Reduction in Cost
per Conversion

17%+

Conversion Rate
(from <1%)

190

Additional Inbound
Calls per Month

About Eye Surgeons & Consultants

Eye Surgeons & Consultants is a Hollywood, Florida ophthalmology practice serving the greater Fort Lauderdale/Broward County area. Led by Dr. Alan Mendelsohn (M.D., F.A.C.S.), Dr. Alec Chaleff (M.D.), and Dr. Nathan Klein (O.D.), the practice has been recognized as South Florida's Best Eye Surgery Team. Services include advanced laser cataract surgery with premium lens implants (PanOptix Pro, Toric PanOptix Pro), glaucoma treatment, macular degeneration management, diabetic eye disease care, dry eye treatment, retina care, corneal services, scleral contact lens fitting, pediatric myopia management, and comprehensive eye exams. ESC operates on a patient-first model — with early morning and Sunday appointments, 24/7 emergency access, same-day urgent care, and Spanish-speaking staff — and each physician personally reviews findings, treatment plans, and preventive care strategies with every patient.

The Challenge

When Come Together Media took over ESC's paid search account, the program was significantly underperforming — not because paid search doesn't work for healthcare practices, but because the account lacked the structural discipline to convert intent into appointments. Key issues included:

- **Conversion rate below 1%** despite meaningful ad spend — indicating a fundamental disconnect between keyword targeting, ad copy, and landing page experience
- **Cost per conversion approaching \$400**, making the channel economically unsustainable at scale
- **Low inbound call volume** from paid search, leaving appointment capacity underutilized
- **No conversion tracking or call attribution** in place — no visibility into which keywords or campaigns drove patient inquiries
- **Broad keyword targeting without match type discipline**, driving irrelevant traffic and inflating cost per conversion

Strategy & Approach

The rebuild focused on three priorities: fix the conversion infrastructure first, establish full-funnel visibility through proper tracking, then expand reach with confidence.

1. Account Rebuild & Keyword Strategy

- Performed a complete account audit, eliminating wasteful spend patterns and consolidating fragmented campaign structure

- Conducted deep keyword and competitor research to identify high-intent, procedure-specific search terms aligned to patient decision-making
- Implemented strict match type optimization to filter irrelevant traffic and improve inbound lead quality
- Restructured ad groups around patient intent signals: procedure type, symptom category, and geographic qualifier

2. Conversion-Focused Landing Pages

- Built and deployed dedicated Unbounce landing pages aligned to each campaign's keyword theme and patient intent
- Replaced generic website destination pages with purpose-built, conversion-optimized experiences designed for healthcare patient journeys
- Integrated call tracking and form submission tracking to establish full conversion visibility at the keyword level

3. Full-Funnel Expansion

- **Display Remarketing** campaigns re-engaged site visitors who did not convert on first contact — keeping ESC top-of-mind through the patient research and consideration cycle
- **Paid Social (PPC)** campaigns extended reach to in-market audiences beyond active search intent, broadening the top of funnel
- Always-on **Paid Search** campaigns served as the primary patient acquisition channel, continuously optimized for calls and form conversions

4. Conversion Tracking & Continuous Optimization

- Implemented call tracking to directly attribute inbound phone calls to specific campaigns and keywords
- Established a structured A/B testing cadence across ad copy variants and landing page elements
- Used live conversion data to refine bidding strategy, ad scheduling, and audience targeting on an ongoing basis

Key Results: Before vs. After Come Together Media

Metric	Before	After Come Together Media
Cost per Conversion	~\$400	~\$44 (est.)
Monthly Inbound Calls	Baseline	+190 calls
Cost per Conversion Change	—	-89%
Dedicated Landing Pages	No	Yes — per campaign
Call Conversion Tracking	No	Yes — keyword-level

Metric	Before	After Come Together Media
Structured A/B Testing	No	Yes
89% Cost per Conversion Reduction	17%+ Conversion Rate (from <1%)	190 Additional Monthly Inbound Calls

Campaign Spotlights

Landing Page Overhaul: The Highest-Impact Structural Change

Replacing generic website destination pages with purpose-built Unbounce landing pages — tightly aligned to campaign keywords and patient intent — was the single most impactful intervention in the account. Conversion rate jumped from below 1% to over 17%, transforming paid search from a cost center into ESC's most reliable patient acquisition channel. For healthcare practices, landing page relevance and trust signals matter more than bid strategy alone.

Call Volume: Driving Real Appointment Pipeline

For a surgical practice, phone calls are the primary pathway to booked procedures. By rebuilding campaign structure, tightening keyword targeting around high-intent procedure queries, and optimizing specifically for call conversions, the practice received 190 additional inbound calls per month from paid search — each representing a direct opportunity to schedule a consultation or surgical appointment.

Keyword & Match Type Discipline: Eliminating Waste

The original account's reliance on broad match keywords generated substantial irrelevant traffic — driving up cost per conversion without producing qualified patient inquiries. Rebuilding keyword architecture around procedure-specific, high-intent terms with appropriate match type controls eliminated this waste, concentrating budget on queries that convert to appointments.

Summary

ESC's paid search program was generating minimal returns when Come Together Media took over — not because paid search doesn't work for ophthalmology practices, but because the account lacked the structural discipline to convert patient intent into appointments. Through a complete account rebuild, dedicated landing page development, match type optimization, and conversion tracking implementation, we reduced cost per conversion by 89%, grew conversion rate from under 1% to over 17%, and delivered 190 additional inbound calls per month from paid search.

This engagement demonstrates a repeatable playbook for local healthcare practices: fix the conversion infrastructure first, establish full tracking visibility, then scale spend with confidence. When the right keywords reach the right landing pages with proper tracking in place, paid search

becomes a highly predictable patient acquisition engine.

**Conversion rate and cost-per-conversion figures are platform-reported. Call volume reflects the incremental increase in paid search inbound calls between the baseline period and the post-optimization period. Cost-per-conversion estimate based on reported spend and conversion volume.*