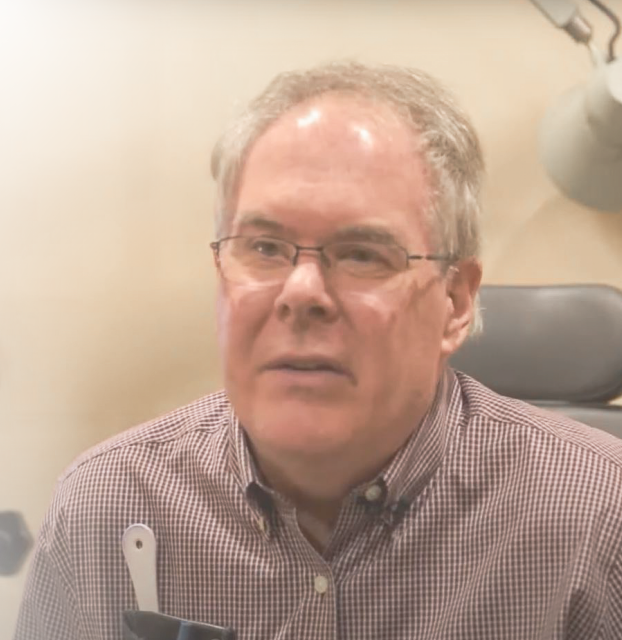


# Multi-location Practice Thrives from Google Advertising Strategy

Dr. Bruce Coward & Associates Optometrists used pay-per-click Google adverts to boost their eyecare business's profile and reputation in their local area.

## The Results:

- Increased online sales
- Increased digital footfall to their practice website



Dr. Bruce Coward & Associates Optometrists started as a Canadian solo practice in 1949, founded by Dr. Leonard Coward. They have now grown and expanded to four different locations, with Dr. Leonard's son, Dr. Bruce Coward, at the helm.

## The figures and facts don't lie.



### + 400% Sale Increase

In January 2023, Dr. Bruce Coward had four online sales per month. In January 2024, this increased to 16 online sales per month.



### + 15k New Website Users

In the space of a year, Dr. Bruce Coward's Google adverts brought 15,000 website users to their website. These website users had never been on his site before.



### Longer Website Visits

\*Purchase probability increases when someone stays 50 seconds or longer on a website. Customers spent 80 seconds on average browsing through Dr. Bruce Coward's website.

\*Source: medium.com

## Why Google advertising?

Google Ads offers us full transparency across every aspect of your campaign. We can track data like which ad types are performing best, what actions your customers are taking, and even which frames or lenses are selling best by volume.



### Top actions taken on website

Key events by Event name		
EVENT NAME	KEY EVENTS	
click_to_call	502	↑51.2%
contact_form	819	
generate_lead	194	
schedule_an_exam_b...	64	
schedule_an_exam_t...	71	
belleville_form_submit	87	
generic_contact_us	87	

### Most popular pages

Views by Page title and screen class		
PAGE TITLE AND SCREEN ...	VIEWS	
Optometrist Belleville, Trento...	11K	↑119.6%
Contact us - Dr. Bruce Cowar...	6.7K	
Catalogue - Dr. Coward & As...	2.3K	
Contact Us - Dr. Coward & As...	1.8K	
Eyeglasses - Dr. Bruce Cowa...	2.4K	
The Relax Lens for Glasses ...	1.3K	↑42.6%
Belleville - Dr. Coward & Ass...	645	

### Types of customer engagement

Event count by Event name		
EVENT NAME	EVENT COUNT	
page_view	64K	↑109.8...
user_engagement	32K	↑60.2%
session_start	20K	↑64.4%
first_visit	15K	↑55.3%
scroll	13K	↑35.2%
click	1.5K	↑173.1...
form_start	1K	↑9,363...

## Still not convinced?

Get in contact. We will take an in-depth look at your business together and show you the online potential your eyecare business has so you can achieve similar results.

**BOOK A DEMO**