



# GOOGLE ADS CASE STUDY

GOAL: To utilize Google Ads to expand reach and increase conversions of inquiry calls and website traffic with sensitive, compassionate, and specific ad copy paired with a targeted keyword list to reach parents who are already searching for residential treatment centers via Google

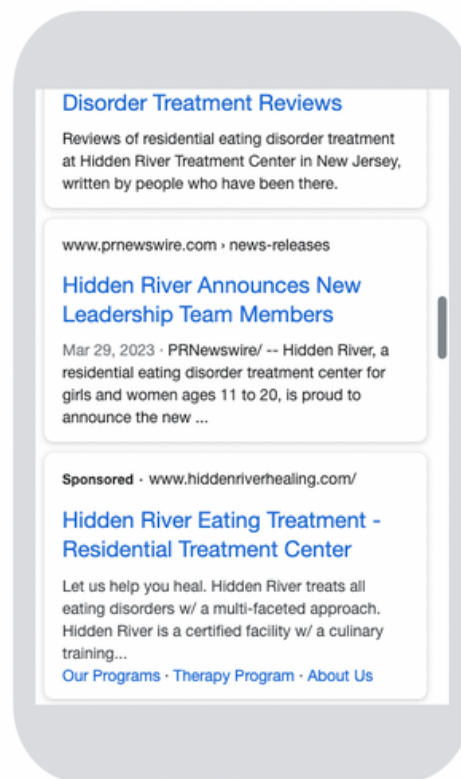
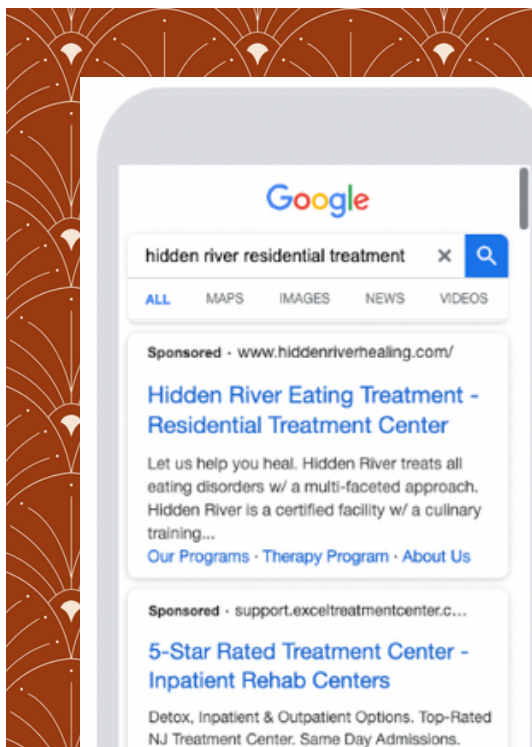
Conversion Goal:  
1 to 3 per month

Click-Through Rate (CTR) Industry  
Benchmark: 1.1%

THE CLIENT'S CONVERSIONS ARE  
OVER THE GOAL BY 250%.



THE CLIENT'S CTR IS OVER THE  
BENCHMARK BY 28%.

## MOBILE EXAMPLES



# DESKTOP EXAMPLES

**Sponsored**



 [www.hiddenriverhealing.com/](http://www.hiddenriverhealing.com/) 

## Hidden River Eating Treatment

Pro Recovery Skills & Resource — Let us help you heal. Hidden River treats all eating disorders w/ a multi-faceted approach. Hidden River is a certified facility w/ a culinary training program. Call for consultation.

[Careers](#) · [About Us](#) · [Our Programs](#) · [Contact Us Today](#) · [Hidden River](#) · [Nutrition Care](#)

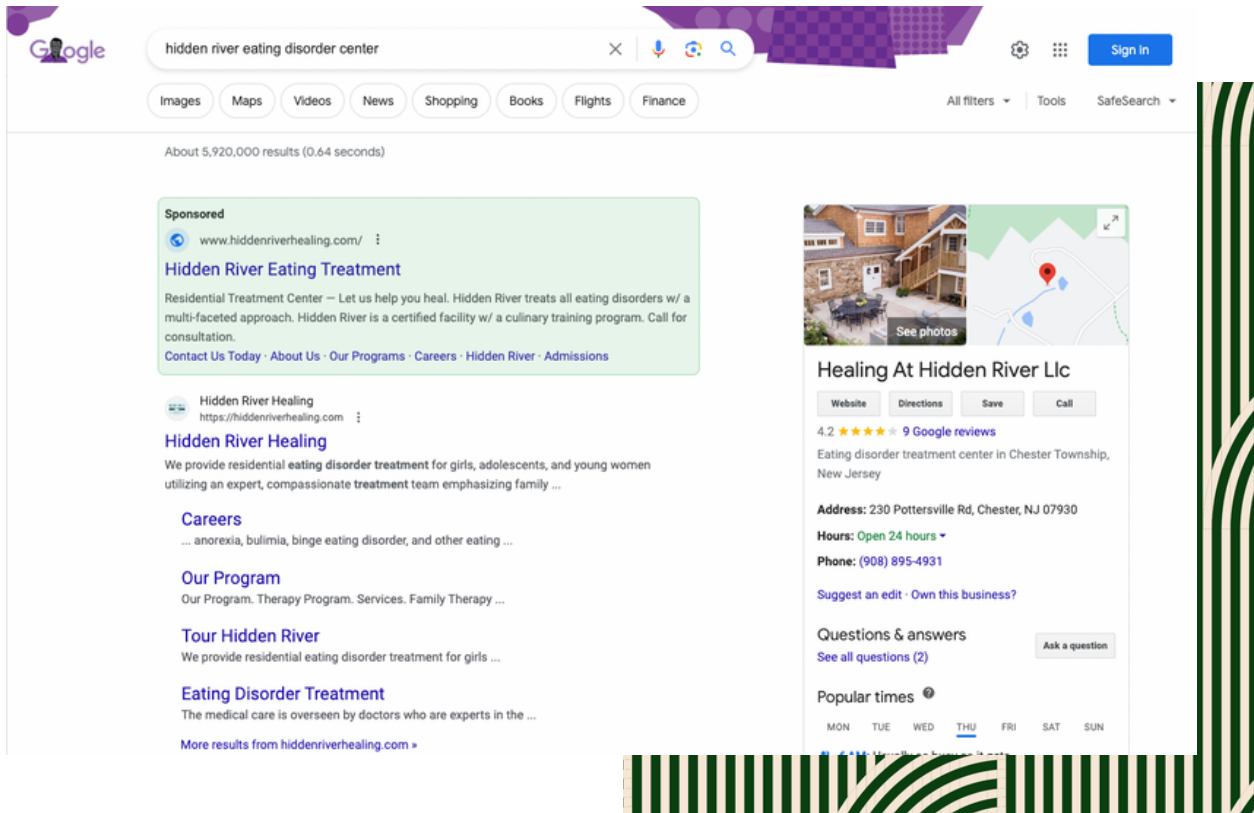
**Sponsored**

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Residential Treatment Center — Let us help you heal. Hidden River treats all eating disorders w/ a multi-faceted approach. Hidden River is a certified facility w/ a culinary training program. Call for consultation.

[Contact Us Today](#) · [About Us](#) · [Our Programs](#) · [Careers](#) · [Hidden River](#) · [Admissions](#)



The screenshot shows a Google search interface with the query "hidden river eating disorder center". The search results include a sponsored section with two identical ads for "Hidden River Eating Treatment" and a local business listing for "Healing At Hidden River LLC".

**Sponsored Results:**

- Hidden River Eating Treatment** (Sponsored): Pro Recovery Skills & Resource — Let us help you heal. Hidden River treats all eating disorders w/ a multi-faceted approach. Hidden River is a certified facility w/ a culinary training program. Call for consultation. [Careers](#) · [About Us](#) · [Our Programs](#) · [Contact Us Today](#) · [Hidden River](#) · [Nutrition Care](#)
- Hidden River Eating Treatment** (Sponsored): Residential Treatment Center — Let us help you heal. Hidden River treats all eating disorders w/ a multi-faceted approach. Hidden River is a certified facility w/ a culinary training program. Call for consultation. [Contact Us Today](#) · [About Us](#) · [Our Programs](#) · [Careers](#) · [Hidden River](#) · [Admissions](#)

**Local Business Listing: Healing At Hidden River LLC**

- Address: 230 Pottersville Rd, Chester, NJ 07930
- Hours: Open 24 hours
- Phone: (908) 895-4931
- 4.2 stars, 9 Google reviews
- Services: Website, Directions, Save, Call

