

MOTOZA



SEARCH ENGINE MARKETING CASE STUDY

Learn how Central Texas Periodontics saw significantly increased web visitors, better ad performance and more online conversions with Motoza's SEM management.



Office Address: 2100 Kramer Ln
Ste 750, Austin, TX 78758
Contact us at 512-879-6366 or
admin@motoza.com

We started working with Motoza in 2020 and needed a partner to help us with our digital presence, especially during the pandemic when everything needed to be done online. They have far exceeded our expectations by improving our SEO and Google Ads, and also helped us promote our newest 5th location. We strongly recommend Motoza for any healthcare practice or company looking to get to the next level.



At a Glance

Central Texas Periodontics signed with Motoza in June 2020 to increase online exposure to their four Periodontal clinics in the greater Austin metro area. With a combination of local-focused SEO and Google Ads management, Motoza was able to help increase their online traffic, phone calls, and appointments, helping them grow their business. By 2022, Central Texas Periodontics expanded to a fifth location and continues to grow its online presence.

42.40%



INCREASE IN ORGANIC USERS

Over a span of one year, organic traffic to centraltexasperio.com increased by 42.40%, from 10,920 organic users in 2021 to 15,547 users in 2022. This traffic comes only from organic Google searches and directly results from improved search presence on search engines.

22.8%



INCREASE IN AD CLICK-THROUGH-RATE

After taking over the Google Ads account, Motoza began optimizing Central Texas Periodontics' core campaigns' messaging, targeting, and bidding. As a result, ad performance improved, seeing a 22.8% increase in average ad click-through rates.

7%



INCREASE IN WEBSITE PHONE CALLS

By incorporating better targeted Google Ads, Central Texas Periodontics reported a 7% increase in phone calls across all their clinics. This increase in phone calls lead to more appointments and further growth for all their clinics.

16.1% Increase in Organic Form Submissions

Motoza's effort to increase relevant traffic to centraltexasperio.com not only led to an increase of 7% in online phone calls but also increased the number of patients and providers that filled out contact forms.

Organic form submissions increased by 16.1% within the first year, which is noteworthy for a specialized health clinic.



9.7% Increase in Online Conversions



With a combination of improved organic rankings and well-managed Google Ads, centraltexasperio.com was able to see a **9.7% increase in overall online conversions**. This includes both phone calls and online form submissions.

Within the first 12 months of our search marketing campaign, Central Texas Periodontics saw a noticeable **increase in visits, phone calls, and form submissions**. As a specialized healthcare clinic, this exposure has helped them grow their presence throughout the Austin area. As each clinic grows, our campaign continues to expand their reach.

Learn more how we can help your business grow and prosper, just like we did for Central Texas Periodontics. Contact us at 512-879-6366 or sales@motoza.com

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