

GOOGLE ADS · WEEKLY PERFORMANCE

Campaign Results.

A plain-English read on where the Google Ads spend went in the past week — how many bookings and calls it drove, what it cost per result, and the estimated return — for Medical Foot Care, Altona North.

\$289	15.8	\$18.33	\$2,366
Ad spend	Conversions (bookings + calls)	Cost per conversion	Est. booking value

01 Executive Summary

The headline: a strong, efficient week. Spend held at ~\$289 and drove roughly 16 conversions at \$18.33 each — well inside a healthy range for a podiatry clinic.



Every \$1 of ad spend returned an estimated ~\$8 in booking value

On an assumed \$150 average booking, ~\$289 in spend maps to ~\$2,366 in estimated appointment value. Efficient, with clear room to trim wasted clicks and push it higher.

AD SPEND

\$289

2,251 impressions · 108 clicks

CONVERSIONS

15.8

12 bookings · 3.8 calls

COST / CONVERSION

\$18.33

Blended across both campaigns

CLICK-THROUGH RATE

4.8%

\$2.68 avg cost per click

What's working

- **Strong conversion efficiency** — \$18.33 per booking/call is excellent for paid podiatry search.
- **Bookings are the main driver** — 12 of ~16 conversions (76%) were online appointment bookings.
- **High-intent terms convert** — "podiatry altona north", "ingrown toenail" and "sports podiatrist near me" each booked.
- **Healthy engagement** — a 4.8% CTR says the ads and keywords are well matched to searchers.

What to watch

- **~36% of spend (\$105) came from clicks that didn't convert** — normal, but trimmable.
- **"altona north medical hub" (\$25)** looks navigational (people seeking the medical centre, not podiatry) — a negative-keyword candidate.
- **Out-of-area clicks** — "podiatrist ascot vale", "point cook", "deer park" spend with little local intent.
- **The location campaign carries the cost** — 88% of spend at a \$5.68 CPC vs \$0.53 on the brand campaign.

HOW TO READ THESE NUMBERS

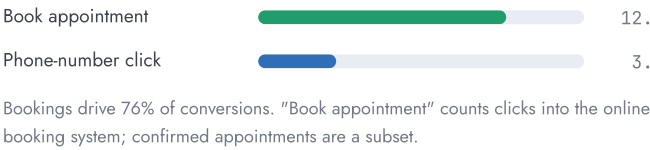
"Conversions" combines online **book-appointment** actions and **phone-number clicks**. Booking value is an **assumed \$150 average per appointment** for illustration — actual value varies by service. "Book appointment" counts clicks into the booking system; confirmed bookings are a subset of that.

02 Campaign Performance

Two search campaigns are live; Performance Max is paused. The location campaign carries the spend and the bulk of bookings; the brand keyword campaign is a cheap, targeted top-up. Campaign names are redacted in this sample.

CAMPAIGN	IMPR.	CLICKS	CTR	AVG CPC	SPEND	CONV.	COST/CONV.
	759	45	5.93%	\$5.68	\$255.75	13.8	\$18.57
	1,492	63	4.22%	\$0.53	\$33.42	2.0	\$16.71
Total	2,251	108	4.80%	\$2.68	\$289.17	15.8	\$18.33

Conversions by type



Where the bookings came from



Conversions by searcher location. Local (Altona North / Newport / Brooklyn) leads, exactly as intended.

READ ON THE TWO CAMPAIGNS

The **brand keyword campaign** is doing its job — 1,492 impressions and 2 bookings at a \$0.53 CPC and just \$33 spend. The **location campaign** is where the budget and the bookings sit; its \$5.68 CPC is typical for competitive "podiatrist near me" auctions, and its \$18.57 cost per booking is healthy. The main lever is cutting the non-converting clicks noted overleaf.

03 Wasted Cost & Fixes

Search terms that took spend without a booking or call this week. About \$105 (36% of spend) sits here — most is normal prospecting, but these are the clearest candidates to trim.

SEARCH TERM	CLICKS	SPEND	CONV.	WHY & RECOMMENDED FIX
altona north medical hub	6	\$25.11	0	Navigational — people seeking the medical centre, not podiatry. Add as negative keyword.
podiatrist near me	3	\$15.64	0	High-intent but broad. Keep, but tighten location targeting/bids.
podiatrist ascot vale	1	\$11.62	0	Out of core catchment. Consider negative or geo-trim.
podiatrist altona north	1	\$8.93	0	Core term — the singular did convert. Keep & monitor.
podiatrist saturday	1	\$7.51	0	Weekend-hours intent. Ensure hours/booking answer this. Keep.
medical pedicure	2	\$7.12	0	Mixed intent vs beauty. "melbourne" variant did convert — monitor.
broken ingrown toenail	1	\$6.84	0	Strong service intent. Keep — one week isn't enough to judge.
ingrown toenail treatment	1	\$6.57	0	Core service. Keep.
podiatrist point cook	1	\$3.69	0	Out of catchment. Consider negative / geo-trim.
podiatrist near deer park	2	\$1.92	0	Edge of catchment; a related "deer park" term did convert. Monitor.

04 Actions taken

- **Read-only monitoring week** — no keyword or bid changes were made to the account.
- Reviewed search terms, geography and conversion mix for waste and intent quality.
- Confirmed both search campaigns healthy and Performance Max correctly paused.
- Flagged negative-keyword candidates for the next optimisation pass (below).

05 Next moves

- **Add negatives:** "medical hub", "ascot vale", "point cook" to stop the clearest wasted spend (~\$40/wk).
- **Tighten geo bids** toward Altona North / Newport / Brooklyn where bookings concentrate.
- **Protect the winners** — keep budget on booking terms (ingrown toenail, sports podiatrist, altona north podiatry).
- **Watch weekend intent** — "podiatrist saturday" searched but didn't book; confirm hours are obvious on the landing page.

DATA NOTE

Figures are pulled directly from the Google Ads account for 6–12 July 2026. The \$150 booking value is an **assumed estimate** for illustrating return, not billed revenue. Fractional conversions reflect Google's attribution modelling. Campaign names are redacted in this published sample.

THE WEEK IN ONE LINE

A strong, efficient week.

~\$289 in spend drove roughly 16 bookings and calls at \$18.33 each — an estimated \$2,366 in appointment value (8.2x return). The plan for next week is simple: cut the ~\$40 of clearly wasted clicks and keep budget on the terms that book.

\$289 Ad spend	15.8 Conversions	\$18.33 Cost / conversion	8.2x Est. return
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