

WHY IS GOOGLE PPC IMPORTANT TO GROWING YOUR PRACTICE?

Google Pay-Per-Click (PPC) is a powerful online lead generation tool that helps you show up at the top of the page for highly competitive keywords users are searching for when looking for a new dentist.

HOW DO I IMPROVE MY GOOGLE PPC CAMPAIGN?

PPC is not a “build it and forget it” type of marketing strategy. To be cost-effective and successful, you need to spend time researching keywords, optimizing ad copy and managing budgets. Below are a few specific steps that will help make your ad campaigns generate new patients for your dental practice.

Steps

STEP 1: IDENTIFY WHAT DIFFERENTIATES YOUR PRACTICE

The objective of PPC ads is to get someone who is searching for the service you provide to call your office rather than a competitor. Below are just a few things that can help differentiate you from the practice next door.

Do you offer early morning or evening appointments?

Are you open on Saturdays?

Do you accept Medicaid?

Do you offer free consultations?

Do you offer same-day appointments?

Do you cater to special needs patients?

STEP 2: CHOOSE THE RIGHT KEYWORDS

Keyword research is paramount for this marketing tool to be effective. Keyword research is when you find and research search terms that users enter into search engines when looking for a dentist in your area. Use location-based keywords such as:

Dentist near me

Dentist in (city name)

Emergency dentist (city name)

STEP 3: ORGANIZE YOUR AD CAMPAIGNS

Grouping your ad campaigns and ad groups is crucial to the success of your marketing efforts.

This means your campaign may be for general dentistry, but you may have four ad groups under it such as *teeth whitening*, *dental crowns*, *veneers* and *root canals*. Each ad group should only have about 15 keywords. Be sure to use ad extensions to increase the amount of space Google gives your ad. Google loves relative content.

STEP 4: BUILD A LANDING PAGE

Landing pages are web pages that look similar to your practice website but are designed to get the prospect to call or click to schedule an appointment. Brand your practice landing page with your practice logo, photos, color palette, etc. Add the same messaging on the landing page that you use in your ads so the messages match.

The URL for your landing page should be the URL used in the copy of your ads to properly direct viewers.

STEP 5: OPTIMIZE YOUR ADS ON MOBILE

54% of online search is from a mobile phone. Make sure your ads and landing pages are easy to view from a mobile device and small screens.

Test your landing page on the mobile view

Test your ads on the mobile view

STEP 6: TRACK YOUR ADS

Tracking and analyzing new patient appointments that result from your ads is vital to a successful ad campaign.

Reviewing the data helps you understand what is working, what needs to be changed and how to allocate your budget to maximize clicks and conversions. Add dynamic phone and contact form tracking to your ads and landing pages so you can then track, record and listen to those calls after they come in.