



PPC for Dentists

Running Effective Paid Ad Campaigns

Is your dental practice just getting started? Maybe you need to increase your revenue fast? While organic traffic is best, there's a short cut when time is important. The PPC (pay-per-click) method is a form of paid search in which an advertiser (you) pays a search engine, ads network, or social platform when someone clicks on your ad.



PPC increases awareness of your practice by **80%**



The first three ads on a page get nearly **86%** of clicks



63% of consumers click on paid search ads

PPC Pays:
Businesses who use it make about

\$3
for every **\$1.60**



75% of consumers find paid ads fast and convenient.

Why Invest in PPC?

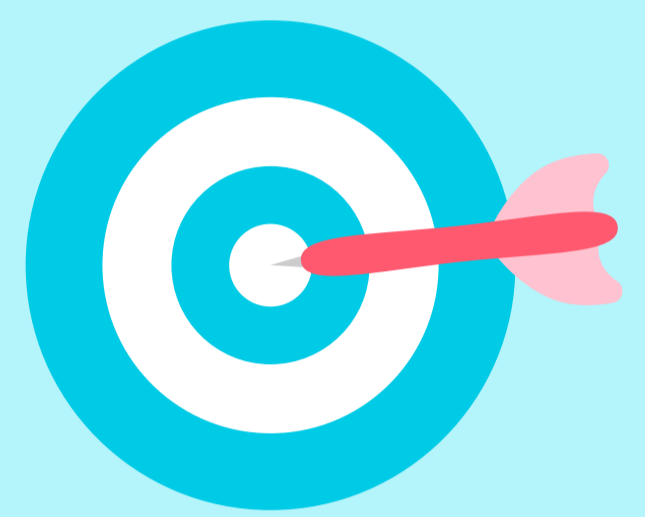
Immediate Results

Organic SEO results take time. With PPC and the right ad placement, you will see results within hours, draw in new customers and receive continuous traffic while the ad is running.



Relevant Targeting

Need to figure out which type of customer and which geographical area to be focusing on? PPC lets you customize the data and brings only those who fit to your site, saving you money on clicks from irrelevant customers.



Room to Experiment

A lot of trial and error goes into organic traffic. With PPC, you can test all your variants and know what works - and what doesn't - in record time.



Run PPC Campaigns

Without Wasting Money!

Watch Your Competitors



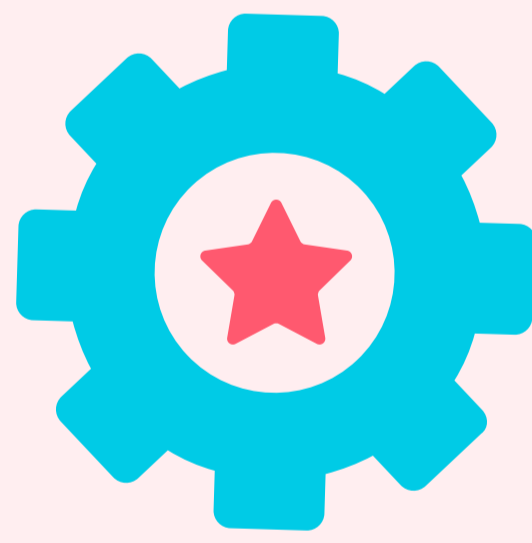
To find profitable keywords, just Google some and study the ads that appear.

- Some suggestions to get started:
- Dentists near me
 - Dental practice near me
 - Dentist in [location]

Also search for anything you specialize in: "dentists for kids," "teeth whitening," "braces near me," etc.

What's Working For Them?

Since you only pay when someone clicks your ad, you have some wiggle room to see what will make your ad effective.



Examining **how** your competition does it will give you a leg up on driving relevant visitors to your site - and your practice.

- What words or phrases are common in the top three ads?
- Are they running limited time specials or discounts?
- Are they targeting specific demographics, like children or seniors?
- Do prices appear in the ad? Are yours comparative?



Review, Refine, Repeat

PPC isn't a "set and forget" type of ad. It's important to monitor how the ad is performing so you aren't wasting money on a static campaign.

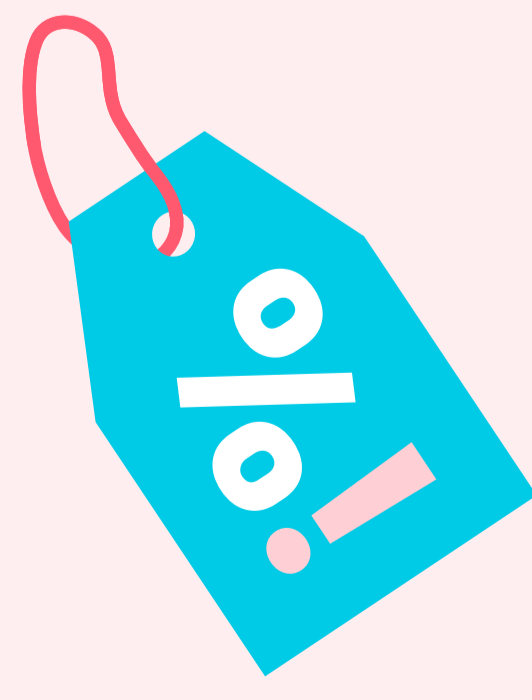


To maximize your ROI, try these:

- Test different versions of ad copy
- Offer your own specials and discounts
- Monitor your click-through rate and discard poor performers
- Try different formats: text-only, display, banner, social media

Start Small With a Micro-Campaign

If you're hesitant to pour a lot of money into PPC in the beginning, start with a limited-time-only incentive or special event as a micro-campaign. Keep it reasonable by setting a realistic budget - and sticking to it.



Some ideas:

- Opening a new practice
- Offering a new service
- Seasonal or holiday specials
- Participating in community events



When done correctly, PPC can be very useful for attracting new business. Have a clear goal in mind and experiment mindfully, and you'll be on your way to revenue growth in no time.