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Google AdWords and Pay-Per-Click (PPC) Marketing Concepts for the Dental Office: What you need to know now!

As outlined in *The Web Design Workbook for Dentists*, PPC can be a critical part of a dental practice's online marketing strategy, and of the overall "Web Design Workflow":

Phase I is publishing an information-rich and patient friendly website.

Phase II is using search engine optimization (SEO), social media (Facebook, Google +, Twitter), **and potentially PPC marketing** to drive visitors to your website.

Phase III is analyzing website data to increase and improve your conversion rates for your specified goals (i.e. getting "x" new patients per month from the website).

Phase IV is making sure that your website is maintained and backed-up at regular intervals.

Pay-Per-Click (PPC) marketing via Google AdWords is one of many approaches that can be used to help drive traffic to your dental practice's website. Along with other marketing channels such as organic SEO and social media, PPC – when implemented correctly, can be very valuable.

In this session we will review the following AdWords concepts:

1) We will explore the basics of PPC marketing for dental websites with a focus on Google AdWords (Google's PPC program). We will discuss where PPC marketing fits in the overall big picture of your practice's online presence, and we will review the core concepts of how PPC marketing works.

2) We will discuss two different approaches for implementing Google AdWords (Marketing Intelligence vs. a Traditional Program), and the advantages and disadvantages of both of these options.

3) We will review specifically how Google AdWords works, including AdWords vocabulary and concepts such as Cost Per Click (CPC), QS (Quality Score), negative keywords, and landing pages.

4) Finally, we will review how to track your AdWords progress, how to make sure you are getting a value for your marketing dollars, and how to avoid very common (and often costly) traps and mistakes that many of our colleagues make.

The main objectives for this talk are for the participant to:

- 1) Understand – from 10,000 feet – the basic concepts and approaches to PPC marketing for a dental practice.
- 2) Gain the knowledge necessary to ensure you are getting value for the marketing dollars you are spend on PPC campaigns, specifically with Google AdWords.