

Outperform Your Competition with Google Ads

GEONETRIC®

Key Takeaways

- 1. Invest in Google Ads the smart way*
- 2. Match the right campaign with your goals*
- 3. Best practices for setting up search and display campaigns*
- 4. Create effective ad copy + advanced features*
- 5. Get better conversions*
- 6. 5 tips to rock your ppc campaign (Whitepaper)*
- 7. How negative keywords can positively impact your ROI (Blog)*



Why are Google Ads important?



This is Gerald

This is Gerald in a pickle



This is Gerald making a decision



This is Gerald getting the care he needs



Thanks to a well-placed, well-timed ad on Google...


This is Gerald getting back to what he loves!



Benefits of Google Ads

- ✓ Reach people with the right messaging at the right time
- ✓ Promote key services that rank low organically
- ✓ Rank higher in the SERPs quicker





When is the right time to invest in
Google Ads?

You do not see a return in traditional advertising

Are your current marketing tactics not reaching the right audience?

Having difficulties gauging the successes (or pitfalls) of traditional marketing?

Are you wanting to caveat your traditional marketing efforts with a digital presence?



You want to better track how your marketing dollars are being spent

Google Ads allows you to determine exactly how much you spend and when you spend it.

With Google Ads you determine what keywords and placements are worth.

Keep track of every penny you spend and optimize for the highest ROI.



You have a short-lived campaign that needs traffic fast



Can't justify the cost of a billboard for a short-term campaign?

Worried traditional marketing mediums won't reach your desired audience in time?

Want an extra boost to a traditional campaign, or a way to retarget people already utilizing your services?

Your competition is beating you in organic search

Losing out on valuable queries?

Keyword research reveal you're not ranking for trendy searches?

Is your organic traffic dropping off as ad competition increases?



You want to drive quality traffic to a new service line



Open a new location and can't wait for your SEO efforts to pay off?

Want to increase revenue for a specific service or department?

Offering a new, or limited treatment that needs attention?

89% of of people use Google Search when looking for Healthcare. 11% use other means such as going directly to a website or word of mouth. - Google



How to match your campaign
with the right goals



Common Mistakes When Developing Campaign Goals



01

Goal is too broad

02

Goal is not measurable

03

Goal is unrealistic

04

Goal is not actionable

Matching Goals With Campaigns

1 Schedule appointment online - PPC
A PPC campaign will allow you to send intentional traffic to your landing page with emphasis on scheduling.



vaccinations - PPC
You can run specific ad groups as part of various PPC campaigns to promote something seasonal/trending like flu vaccines. You can also utilize the widespread exposure of a Display campaign to promote these services.



SPECIAL DEAL

Limited time offer!

*Term and conditions apply

Google display ads: pros and cons



Pros

- ✓ Reach a large number of people for low cost
- ✓ Cater to the right-brained users with graphic-based ads

Cons

- ✓ Not much room for copy - Must be creative in your message
- ✓ Primarily used for top-of-mind awareness rather than conversions

When to choose the Google Display Network

- ✓ Brand awareness
- ✓ Generating traffic
- ✓ Retargeting past patients



Display Network

Google search ads: pros and cons



Pros

- ✓ Reach highly relevant people
- ✓ Top-of-page placements on SERPs

Cons

- ✓ Can be expensive (depending on reach and competition)
- ✓ Requires consistent management/optimization

Google Search Ads: Quality Score

$$\frac{(\text{Max CPC} + \text{Competition})}{\text{Quality Score}} = \text{Success}$$



When to choose the Google Search Network

- ✓ Specific Goals
- ✓ Conversion Focused
- ✓ Supplement SEO



Search Network

Campaign Setup Best Practices

Google Search Ads

- ✓ Search Network - All Features
- ✓ Comprehensive Keywords (KW Research)
- ✓ Negative Keywords
- ✓ Organized and Intentional Ad Groups
- ✓ Targeted Locations/Excluded Locations



Google Display Ads

- ✓ Display Network - All Features
- ✓ Build Your Audience
- ✓ Choose Your Placement Strategy
- ✓ Design Your Ads



Creating Effective Ads


Building effective search ads


- ✓ Be relevant
- ✓ Include primary keyword in headline
- ✓ Use a strong CTA
- ✓ No all-caps (e.g. FREE)
- ✓ No repetitive punctuation
- ✓ 30-30-30 headline character limit
- ✓ 90-90 description character limit
- ✓ Extensions = conversions/real estate



Urgent Care | Fast Pace Urgent Care | 
OwensboroHealth.org
Ad owensborohealth.org/Healthplex/Urgent-C...

Open 7 Days A Week. Low-Cost Care. New
Clinic In Henderson. Call Today! Affordable
Care. Trusted Doctors & Staff. Extended Hours.
Walk-In Appointments.

 Call (270) 844-8600

 Henderson · Barret Blvd
Open until 8:00 PM

Building Effective Search Ads



Clear headline w/ primary keyword

Bariatric Sleeve Surgery | Lasting Results | stopobesityforlife.com

Informative description w/ CTA

Ad bariatric.stopobesityforlife.com/ ▼

Learn About Weight Loss **Surgery**, Success Stories, & How We Can Help ! Top Weight Loss **Surgeons**.

📍 646 Park Ave, New York, NY - Open today · 9:00 AM – 5:00 PM ▼

Conversion opportunity + info (hours)

Gastric Sleeve

We Offer Virtually Scarless Single
Incision Sleeve Gastrectomy.

Bariatric Program

All-Inclusive Approach To Bariatric
Surgery. Call Us For More Details.

Extensions for more refined queries

Building Effective Display Ads

- ✓ Image-to-ad sizes
- ✓ Multiple ad sizes per ad group
- ✓ Clear & compelling headlines
(no clickbait)
- ✓ Bold aesthetics
- ✓ High resolution logo



Building Effective Display Ads

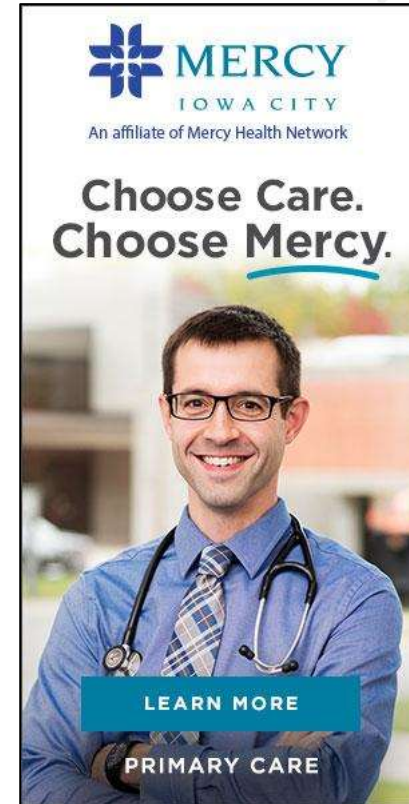
Effective & Eye-Catching Ad

Clear Branding

Clear Headline

High Res Image

Call To Action



Ad Extensions

Effectively Utilizing Ad Extensions

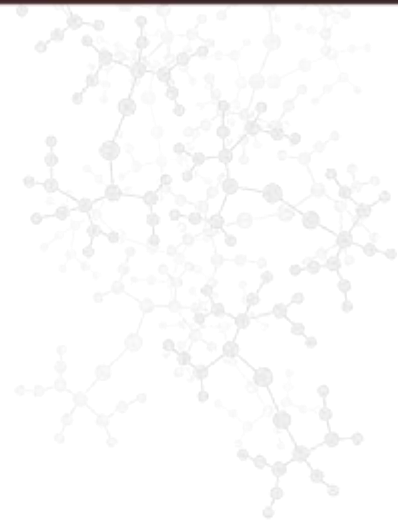
- ✓ Sitelink extension
- ✓ Location extension
- ✓ Affiliate location extension
- ✓ Structured snippet extension
- ✓ Call extension
- ✓ Message extension
- ✓ App extension
- ✓ Callout extension



Ad Management Best Practice

Search Ad Management Best Practice

- ✓ Monitor your campaign
- ✓ Align bidding with goals
- ✓ Adjust campaign for ROI
- ✓ Reset ads after testing
- ✓ Evolve your (negative) keywords
- ✓ Impression share



Display Ad Management Best Practice

- ✓ Monitor your campaign
- ✓ Evolve your (negative) placements
- ✓ Refresh ads if needed
- ✓ Revisit your audience



Tracking Campaign Success

Tracking Campaign Success

- ✓Did you meet your goals?
- ✓What can you implement on your site moving forward?
- ✓Can you onboard your audience?
- ✓Retargeting opportunities?
- ✓What are your next steps?



Case Study - Owensboro Health

Owensboro Health - PPC Success

Urgent Care
Unique Pageviews

322%

Conversion Rate

10%

Overall Site Traffic

27%

Local (In Store)
Conversions

30



Case Study - Olmsted Medical Group

Owensboro Health - PPC Success

Total Impressions

>583K

Clicks

3,979

Facebook Engagements

3,392