



**Inc 5000
Agency
2016, 2015
and 2014**

Advanced Paid Media Advertising Blueprint FOR MULTI-LOCATION COMPANIES



TABLE OF CONTENTS

4	The Four Pillars of Paid Media Advertising
6	Pay-Per-Click (PPC)
9	Display
11	Retargeting
12	Social Network Advertising
18	Targeting the Right Paid Search Keywords for Your Campaigns
24	Put These Keywords Into Action
25	Using Negative Keywords to Keep Your Ad Spend in Check
26	Understanding the Basics of Negative Keywords
27	How to Find Negative Keywords
29	Taking Your Ads Even Further with Site Link Extensions in Google AdWords
32	How to Make Your Sitelinks Deliver a High ROI
34	Make No Mistake – It's a Pay-to-Play World

When it comes to marketing for any business in the digital age, there are a couple of avenues to take, including organic (SEO) and paid (advertising).

The most effective strategies use a combination of both tactics, with paid media advertising being the approach best used for fast and measurable results.

And while mastering the complexities of paid media advertising is complicated for any business, that complexity is amplified significantly for *multi-location companies*.

Multi-location companies have a unique need. It's crucial for these types of businesses to report on individual locations, rather than focus on the company as a whole. Only then, with this type of granular data, will these business owners be able to make specific changes aimed at addressing the needs of each location.

But here's the stickler: For years, no reporting tool existed that allowed multi-location companies to quickly and accurately cull reports on their many locations.

That's why, as an agency specializing in multi-location, we here at Cardinal actually created our very own proprietary software, which we use for our clients. ❖

Multi-location companies have a unique need. It's crucial for these types of businesses to report on individual locations, rather than focus on the company as a whole.

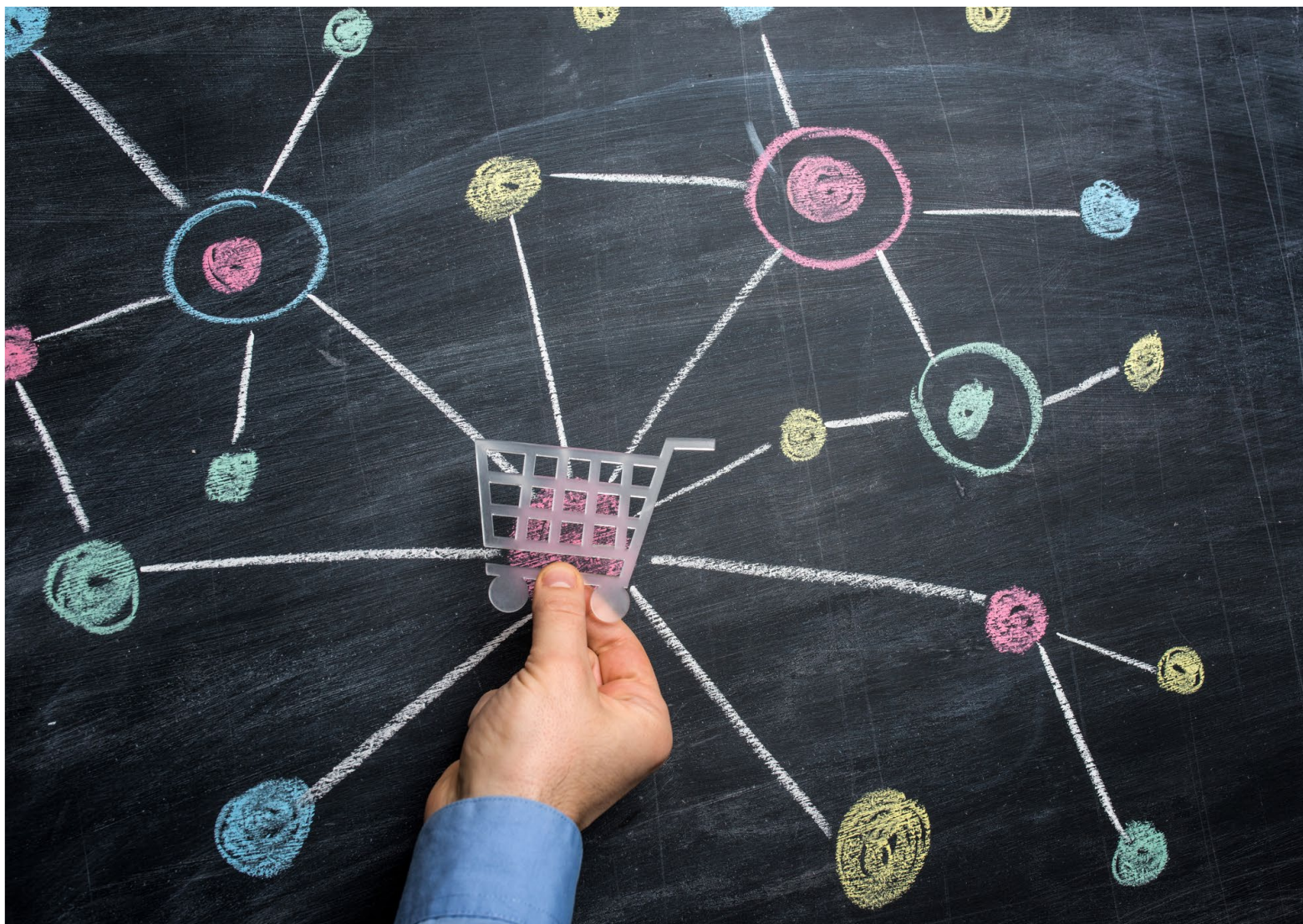
THE FOUR PILLARS OF PAID MEDIA ADVERTISING



Paid media advertising is an umbrella term that encompasses a variety of strategies, including these four key areas:

- PPC
- Display
- Retargeting
- Social media advertising

Each of these strategies listed above can – and will – benefit your company. However, it's important to understand how, when, and where to use them. Let's dive deep into each strategy to determine how your multi-location business can use them to your advantage.



PAY-PER-CLICK (PPC)

PPC is one of the most widely used paid media strategies (think Google AdWords). As the name suggests, you as the advertiser will only pay a fee when someone clicks on your ad.

Below is a PPC ad for Papa John's, based on the search term **pizza delivery**:

✓ Papa John's® Pizza Delivery - Order Online Or On The App

Ad www.papajohns.com/Pizza/Delivery ▼

Get **Pizza Delivery** From Your Local **Papa John's**. Browse Our Menu & Order Online!

Fresh tomato sauce · Dough made fresh daily · Real meat, fresh veggies · No trans fats or MSG

📍 3411 6th Ave, Tacoma - (253) 759-1200 - Open today · 10:00 AM – 11:00 PM ▼

Store Locator

Find A Papa John's Store Near You.
Order Online For Exclusive Offers!

Email & Text Sign-Up

Access Exclusive Coupons & Codes.
Be First To Know About New Products

Papa John's Ingredients

Better Pizza, Better Ingredients.
Learn What's Really In Our Pizza!

Want Free Pizza & Sides?

Get Rewards Points With Every Order
Redeem Them For Free Pizza & More!

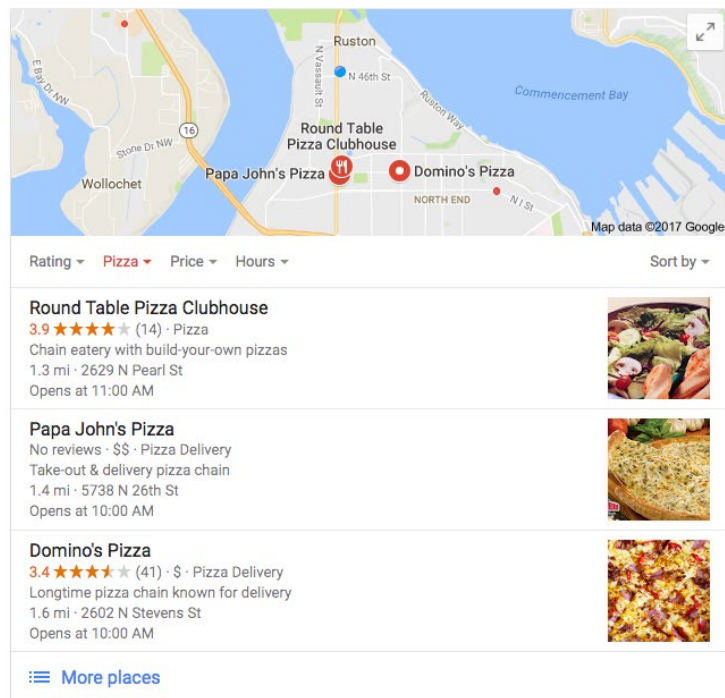
When should you use PPC?

PPC ads are extremely helpful if you're looking to rank high on Google for certain key terms. If, for example, your SEO efforts aren't delivering the results you're after, you can turn to PPC to boost your ranking pretty quickly.

Papa John's, for example, nailed it with their desire to rank high for "pizza delivery." That's pretty important for a search term like food delivery, because of Google's knack for ensuring local results are what appear first for organic listings.

Just check out what shows up organically for that **pizza delivery** search term, under Papa John's, ad (understanding this search was conducted in Tacoma, WA:

As you can see, under the ad was the Local 3-Pack, where Papa John's did rank – just not first. Beneath that local pack, one local shop appears (Garlic Jim's), as well as two aggregate sites (Yelp and Eat24hours.com).



✓ Best Pizza delivery in Tacoma, WA - Yelp

https://www.yelp.com/search?find_desc=Pizza+Delivery&find_loc=Tacoma%2CWA
Reviews on Pizza delivery in Tacoma, WA - Pop's Pizza & Pasta, Ah Badabing Pizzeria, Amante Pizza & Pasta, Mona Pizza & Pasta, Hilltop Indian Restaurant ...

✓ Garlic Jim's Pizza Tacoma - Garlic Jim's Famous Gourmet PizzaGarlic ...

<https://garlicjims.com/location/pizza-tacoma-wa/>
Our pizza delivery for the Tacoma area is second to none and we are happy to offer this service. We know even the hard-to-find areas of Tacoma, so don't worry.

✓ Best Pizza Delivery Tacoma | Pizza Restaurant Delivery Tacoma

<https://tacoma.eat24hours.com/pizza>
Hungry for Pizza food delivery in Tacoma? View Pizza restaurants menus, coupons and reviews. Fast and free to place your order online.



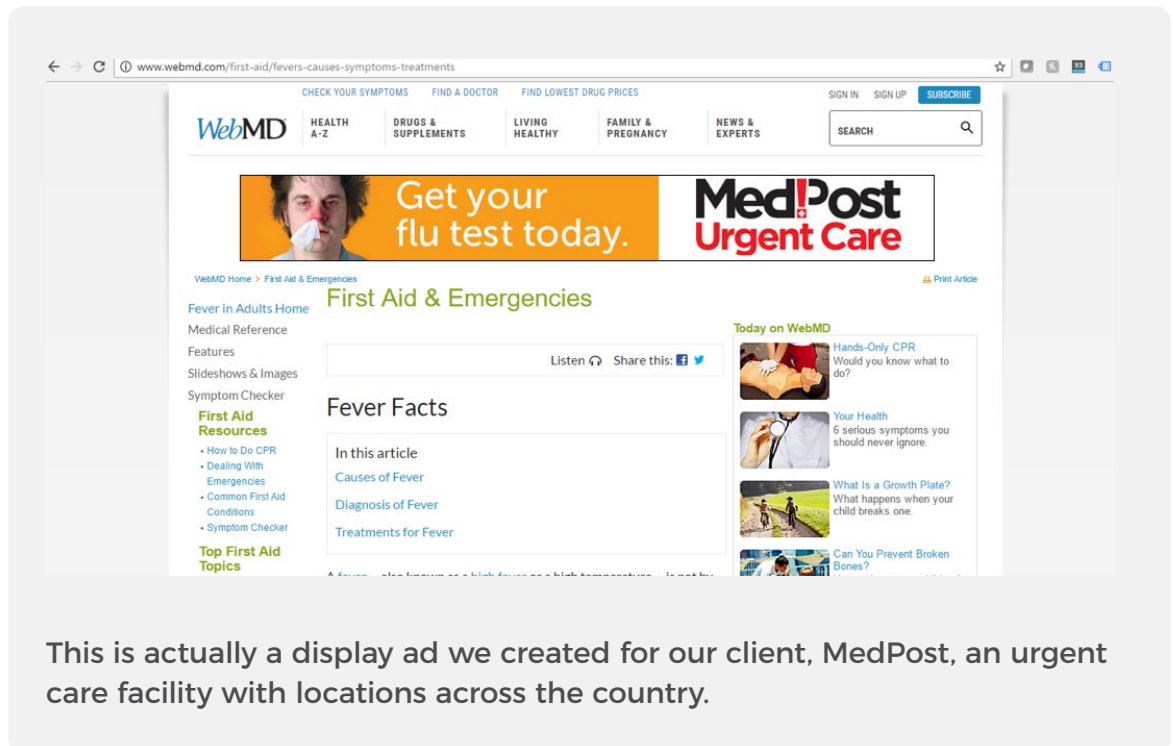
In other words, without that aggressive PPC strategy, Papa John's would have had to rely only on that #2 spot in the Local 3-Pack, vs. sitting pretty with their top spot on the entire page.

Aside from enjoying quick wins, PPC ads provide some impressive and detailed analytics, through management tools like Google AdWords.

You can use this data to alter your ad's message, the time of day the ad is shown, and narrow down the geographic region.

DISPLAY

Display advertising uses multimedia features, like images, audio and video, to help your message stand out on web pages. The banner ad below is an example:



The screenshot shows a WebMD page for "First Aid & Emergencies" with a URL of www.webmd.com/first-aid/fevers-causes-symptoms-treatments. A prominent orange banner ad is displayed at the top, featuring a man with a fever and the text "Get your flu test today." and "MedPost Urgent Care". The page content includes sections for "Fever Facts", "First Aid Resources", and "Today on WebMD".

This is actually a display ad we created for our client, MedPost, an urgent care facility with locations across the country.

There are a lot of elements at play within this display ad. For starters, we wanted to make sure we used the right kind of messaging based on the intent of a user's search. In this instance, the searcher was looking for symptoms and treatment for a fever, and they landed on WebMD.

We knew that this was the perfect time to target these users with a message – and image – that they likely would relate to. The ad is straightforward; the orange coloring stands out on the page, and the image of the sick man is hard to avoid.

And then there's the branding: MedPost Urgent Care. Our goal was to build a relationship between MedPost and treating a fever or flu.



When it's time to use display, we suggest using it to target a very specific group of prospects – which is perfect for a multi-location business: **Target each of your location's ideal audience.**

When to use Display

Before you invest all of your ad spend in display advertising, we suggest you first exhaust your options with PPC; it'll not only likely give you a good return on your investment, but the performance of your PPC ads can help you structure a winning display strategy.

When it's time to use display, we suggest using it to target a very specific group of prospects – which is perfect for a multi-location business: Target each of your location's ideal audience.

Look at the banner ad [from the previous page](#): this is an incredibly focused ad targeting a narrow group of people – people looking for relief from the flu.

That's what makes it so effective.

You can improve the impact of your display ads even further thanks to some incredible added targeting capabilities, like retargeting (remarketing), which allows you to follow past visitors to your website pages across the web.

Let's break down the power of retargeting now.

RETARGETING

Retargeting uses “cookie-based technology” to track people who click on one of your paid ads or visits a specific page on your website.

Here’s how it works: A string of code is placed on your website that drops an anonymous browser cookie on your visitors’ web browser (like Chrome or Safari). Then, when this visitor browses other websites, the cookie will tell your retargeting provider to show an ad for your business.

Retargeting is extremely effective since it focuses your advertising spend on folks who have already shown an interest in your business, at least, are somewhat aware with your brand (since the ad follows them around the web only if they visited one of your web pages or other ads).

Take the banner ad we shared above from MedPost. If used just as a display ad – with no retargeting features added – then this ad would appear only on pages across the web that matched certain key phrases we were targeting.

That’s a pretty effective strategy. Yet, with retargeting, here’s how we up the ante on that ad. If a user visits a MedPost webpage, this ad can then follow them around the web (regardless of the websites they visit), in an effort to build brand awareness and forge a relationship between prospect and business.

Then, let’s take it even further. This display ad, if you recall, is very specific in tone (it’s targeting people who are suffering from flu-like symptoms). It makes the most sense, then, to build a retargeting campaign for this ad for people who visit related webpages on MedPost’s website (such as any page related to the flu).

With that kind of targeting, the banner ad’s performance will likely be rather high, because it’s targeting audiences who have expressed at least some type of interest in wanting to end these flu-like symptoms.

When to use Retargeting

On average, only 2 percent of first-time visitors convert from a website. Retargeting gives you the power to keep your brand name top-of-mind with the rest of the population.

SOCIAL NETWORK ADVERTISING

It's hard to deny the complete dominance of Facebook. But it's not just cat memes and angry tirades that make up the *social network*. Facebook's advertising numbers are worth looking at closer – the number hovers at around \$11 billion in revenue each year.

Growing your brand reach through Facebook helps you connect with your prospects on an entirely different level. Think of it

this way: few people hang out on Google's search engine results pages. They go to Google for a reason (which brands and marketers try to capture through keyword research). With

ads and SEO, you can cross paths with your prospects, thanks to your due diligence in keyword research, commitment to content creation, and investment in ad spend.

Facebook; however, is a bit different. Think of all the ways you, as a consumer, spend time on FB. You join groups. You like company pages. You share posts. All of those actions tell Facebook, *and marketers*, a little bit more about what makes you tick.

When your brand uses social media to advertise, you're no longer resigned to relying on keyword research alone. Rather, you can tap into behaviors and mindsets and introduce folks to your brand name long before they even head to Google to conduct a search.

Facebook's advertising numbers are worth looking at closer – the number hovers at around \$11 billion in revenue each year.





When to use Social Network Advertising

Multi-location businesses often have trouble building awareness around their *individual* locations, as well as finding a way to bring attention to new locations they've just opened up.

Facebook's incredible location-based targeting changes all that.

And what if your goal is to build awareness around your brand? Perhaps you're opening up a new location and want to get the word out. Is bidding on keywords – at a time when your prospects are already well on their way in their buyer's journey – really that effective?

You can target your prospects by interest, behavior, connections, and “lookalikes” (reaching new people who have the same profile characteristics as people who already care about your brand).

So, for example, if you own a multi-location retail/pharmacy chain, you can target prospects in a specific location who already like or follow your competitors. You can also target people in your new location who have friends who already like one of your location pages.

Should you have one Facebook page for each of your locations?

This is an incredibly common question our clients ask us. There are pros and cons to both sides of the argument.

If you decide to have just *one* page, representing your entire brand, then you'll likely tout an impressive number of followers, and you can easily manage and control your branding.

What you won't be able to do is post organic content to your feed, that's specific to individual locations. Your feed will have to focus solely on company-wide announcements.

Often times, that's OK. Just look at Wendy's FB page:

You can then target local followers using Facebook ads, based on their location. If you have a location in Atlanta, and the city is dealing with a heatwave, you might create an ad – from your singular Facebook page – that targets your Atlanta customers.

Queso belongs on everything — we'll start with a Bacon Queso and Fries.



Like Comment Share Buffer

2.7K

Top Co

201 shares













Write a comment...



The only thing to remember here is you'd *not* want to create an organic post, and then boost that post. Rather, you'd go right to the ads manager section of your page:

Campaign: Choose your objective.
 [Help: Choosing an Objective](#)
[Use Existing Campaign](#)

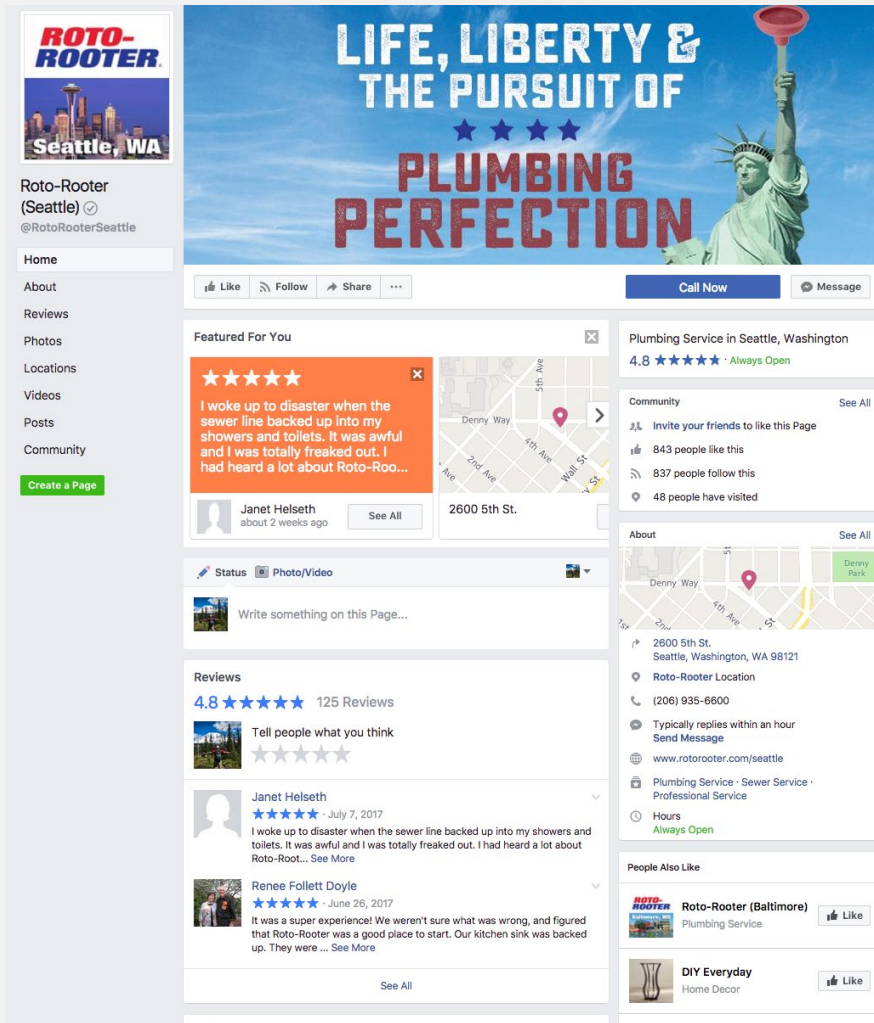
What's your marketing objective?

Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Reach	 Engagement	 Product catalog sales
	 App installs	 Store visits
	 Video views	
	 Lead generation	

From there you'd create an ad, and your target audience. That way, your location-based ad won't be seen by your entire page audience.

The other option, of course, is to create individual pages for each of your locations. The downside is then you'll have to ensure each page is properly managed and remains active. However, if your business relies on reviews and ratings at a local level, then having individual pages is important.

Take a look at Roto-Rooter's Seattle-specific FB page:



The screenshot shows the Facebook page for Roto-Rooter (Seattle). The page features a cover photo with the text "LIFE, LIBERTY & THE PURSUIT OF PLUMBING PERFECTION" and an image of the Statue of Liberty holding a red plunger. The page layout includes a left sidebar with navigation links (Home, About, Reviews, Photos, Locations, Videos, Posts, Community, Create a Page) and a main content area. The main content area displays a featured post by Janet Helseth with a 5-star rating and a review. Below this, there are reviews from Janet Helseth and Renee Follett Doyle, both with 5-star ratings. The right sidebar shows the business's location (2600 5th St, Seattle, WA 98121), phone number ((206) 935-6600), website (www.rotorooter.com/seattle), and hours (Always Open). It also includes a "People Also Like" section with suggestions for Roto-Rooter (Baltimore) and DIY Everyday.

They've used the name @RotoRooterSeattle (simple enough), and were able to brand their profile pic to target locals.

But you can also see that, because this is a specific location page, Roto-Rooter could include their Seattle address (great for location-based searches by FB users) and their customers can offer reviews and ratings.

Now, every post this page shares *can* be locally based, because the only people who likely follow the page are locals. This really opens up the possibilities when it comes to advertising and building a community but, again, it can be a challenge having each individual location manage their own page.

When in doubt, we suggest building individual pages for each of your locations. ❖



TARGETING THE RIGHT PAID SEARCH KEYWORDS FOR YOUR CAMPAIGNS





Now that you have a better understanding of your paid search options, and when to use them, it's time to peel back the layers and start building your campaigns into winning strategies.

At the forefront of any paid search campaign are *keywords*, and these keywords are chosen based on the actions, behaviors, and mindset of your potential customers. In order to know which keywords to use for your paid search campaign, you need to know who you're targeting.

We often refer to this as a “buyer persona.”

Your multi-location business will have a great deal of personas. First and foremost, you'll have unique personas based on your business locations, particularly if your business extends past a certain region. Dialect, habits and more are all dictated by where we live.

But, as with any business, you're bound to have many types of people who might become valuable customers. A retail/pharmacy chain might attract prospects who:

- Like the convenience of a pharmacy with late hours
- Want a store where they can do a bulk of their day-to-day shopping
- Need to turn their digital photos into prints

The point is, your marketing is far more effective when you can build campaigns that target specific personas.

Here's a good strategy we implement for our clients:

We write down the main services our clients offer and then write down the terms and phrases that might fall under each service area.

By knowing your ideal audiences, you can also include, here, a list of terms or phrases these potential customers likely use.

For example, a restaurant chain focusing on affordable home-style meals might have key services like:

- Catering business lunches
- Birthday party celebrations in the restaurant
- Family dinner promotions

For “catering business lunches”, a few keywords that potential customers might use during a Google search include:

- Corporate lunch catering
- Office lunch catering
- Gourmet box lunch ideas for adults

Break down your service and product offerings into these granular terms so that you can connect your keywords to the search habits and mindset of your potential customers.

Now it's time to research your keywords, to personalize them even further.

When building out online ads, going after a term like *business lunch catering* might not give you the biggest return on your investment. That's because these types of terms are incredibly competitive and somewhat vague.

But, these types of general keywords *do* have their place in your strategy. If you're trying to reach an extremely wide number of potential customers, then generic keywords are effective.

The downside is that your ad will likely be seen – and clicked on – by people who'll surely never become your customer.

That's why we recommend using specific keywords to target specific customers. In other words, we encourage you target long-tail keywords.

Long-tail keywords are phrases usually made up of 3 or more words, which are very specific to your offering.

For multi-location businesses, one of the easiest ways to create long-tail keywords is to add location terms to each of your chosen keywords.

For multi-location businesses, one of the easiest ways to create long-tail keywords is to add location terms to each of your chosen keywords. For example, *business lunch catering* would become "*Business Lunch Catering in Atlanta*" and "*Business Lunch Catering in Sandy Springs*".

But don't just think about locations. For our imagined restaurant chain, let's assume that they offer gluten-free options as part of their catering menu. Potential long-tail keywords that might garner qualified leads include *Gluten-Free Options for Business Lunch Catering* or *Ordering Corporate Luncheon Food with Gluten Free Options*.

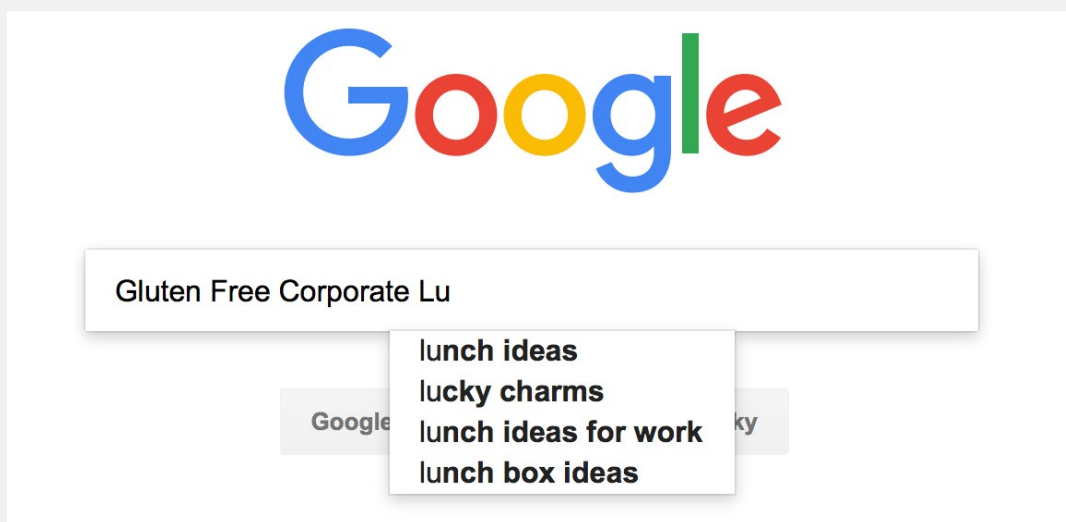
Long-tail keyword phrases typically attract folks who are closer to conversion and, as a result, become an effective staple of your paid campaigns.

Sure, you may still pay a lot for ad spend, but you'll also likely see a greater ROI.

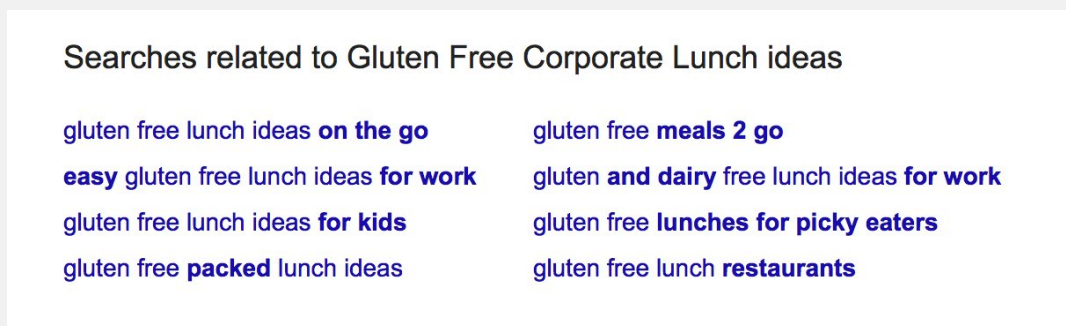
But the question remains: how do you discover the most effective long-tail phrases?

Try these free, do-it-yourself approaches:

1. Use Google's autocomplete behavior to see what Google determines as related search terms:



2. Enter your word or term into Google, scroll to the bottom, and take a look at those related search terms:



3. Use Google AdWords' keyword tool (it isn't perfect, nor straightforward to use, but it can help). For example, below we typed in "business lunch catering" to get some other related ideas:

Keyword (by relevance)	Avg. monthly searches <small>?</small>	Competition <small>?</small>	Suggested bid <small>?</small>
catering services	1K – 10K	High	\$5.42
catering menu	1K – 10K	High	\$4.07
corporate catering	1K – 10K	Medium	\$6.68
catering companies	1K – 10K	Medium	\$5.51
lunch catering	1K – 10K	Medium	\$10.15
office catering	100 – 1K	High	\$13.01
food catering	1K – 10K	Medium	\$6.01
party catering	1K – 10K	Medium	\$6.60

PUT THESE KEYWORDS INTO ACTION

Once you've chosen your targeted keywords, it's time to put them into use.

You want to make sure you break down your keywords based on their match type:

Broad

Google's default setting. Your ad will show whenever someone searches anything that includes one of your keywords.

Phrase

This is a bit more targeted than Broad. It'll show your ads when your entire keyword or phrase is entered – even if it's not the only phrase in the search entry.

Exact

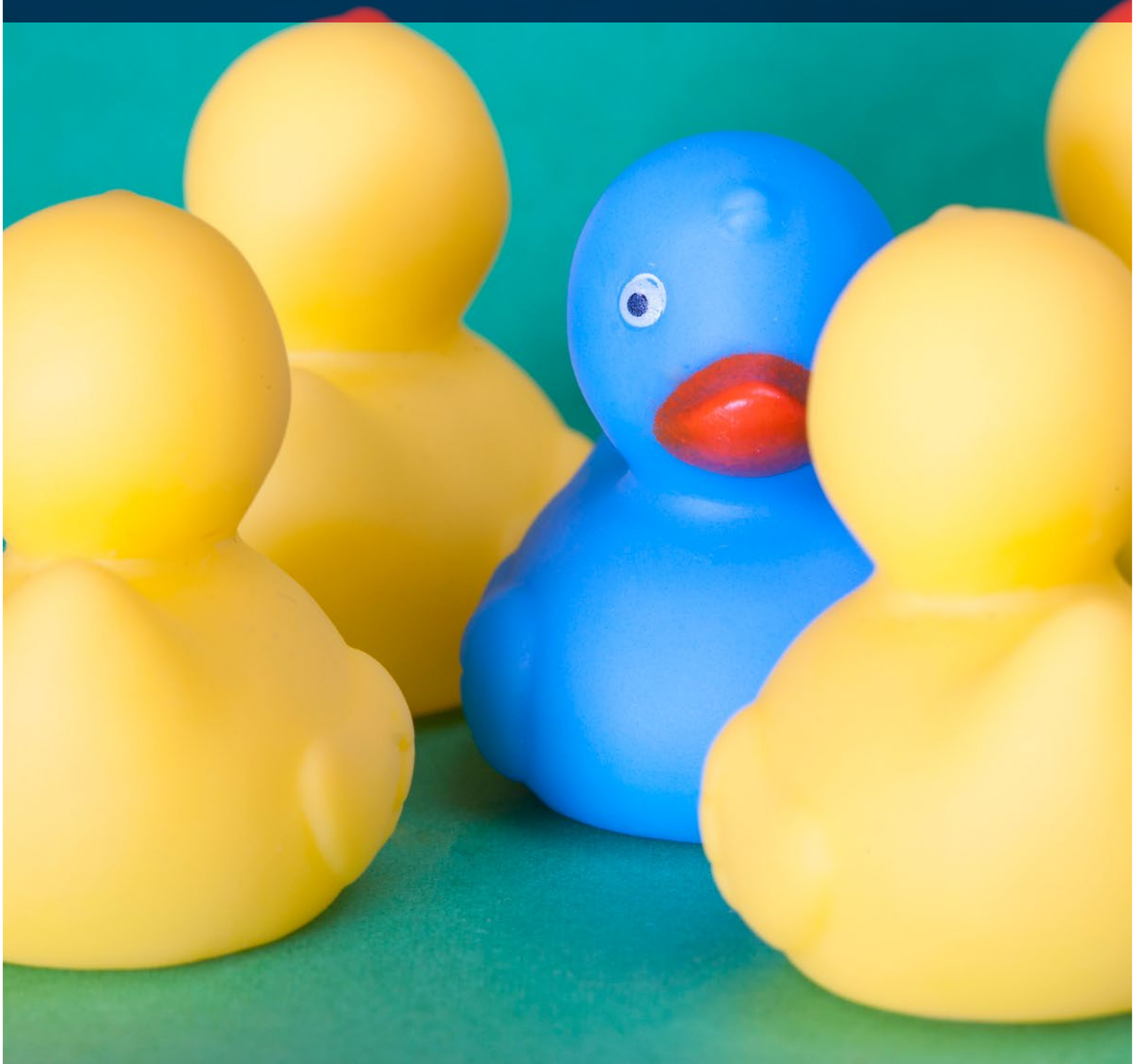
The most targeted option you have. This will only show ads when your exact keyword or phrase is entered.

So, if your keyword is “corporate catering”, then depending on your match type settings, your ads will appear when people type the following phrases:

- **Broad:** types of catering
- **Phrase:** corporate catering ideas
- **Exact:** corporate catering

Here's why match types are so important. You don't want to overspend your budget in a week. Your campaign manager will help you determine how best to segregate your keywords so that you get the most bang for your buck. ❖

USING NEGATIVE KEYWORDS TO KEEP YOUR AD SPEND IN CHECK



A lot of people have dabbled in AdWords, but few have delved into the wonders of negative keywords.

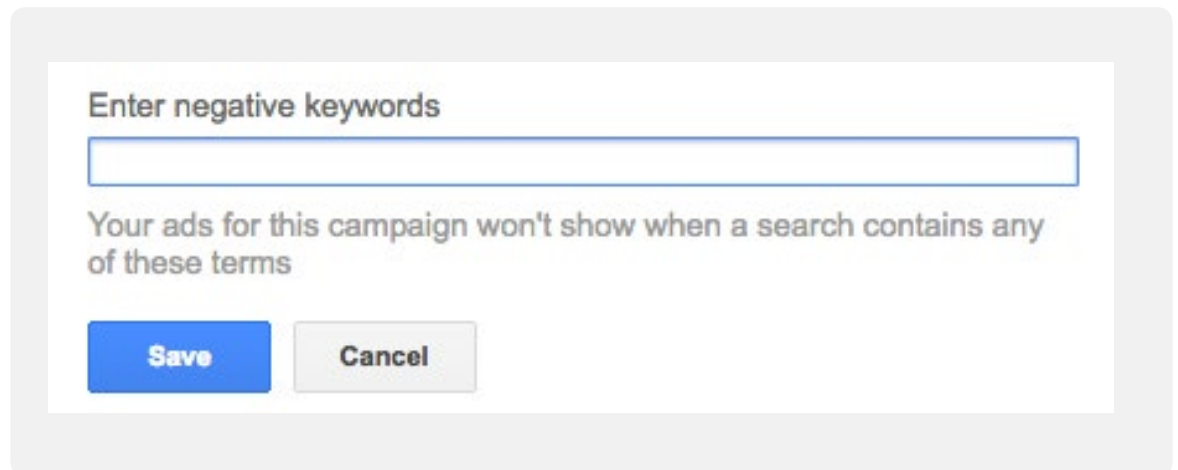
But these negative keywords play an incredible role in maximizing the ROI of your AdWords' campaign.

UNDERSTANDING THE BASICS OF NEGATIVE KEYWORDS

First, let's break down how AdWords works. It operates a lot like an auction. In order to get your ad in front of your targeted audiences, you bid on certain keywords. If your bid is right, and your ad is relevant, you stand a pretty good chance of having your ad show up in search results.

But what if you want to prevent your ad from showing up for audiences whom you know are likely not going to be interested in your brand?

That's where a negative keyword list comes in.



Enter negative keywords

Your ads for this campaign won't show when a search contains any of these terms

Save Cancel

Let's say, for example, that you're a multi-location pizza place and are creating an ad around your delivery services. While you may want your ad to appear for "pizza delivery near me" or "[Location] pizza delivery", you probably don't want your ad to appear for searches such as: "how to get a job as a pizza delivery drive."

That's why you should exclude these words from your campaign as negative keywords.



Negative keywords tell Google which search queries aren't relevant to your business, so you don't end up paying for ad impressions that won't lead to conversions.

Our pizza delivery phrase is just one example, but in reality, you'd build out a pretty substantial negative keyword list for all of your ad campaigns.

HOW TO FIND NEGATIVE KEYWORDS

One of the most effective ways to find negative keywords is to take a look at the search habits of your potential audiences.

You can do this through AdWords Keyword Planner, as well as a few other tools.

The AdWords Keyword Planner is actually designed to help you find keywords to bid on, not to exclude. But, that doesn't mean you can't finagle it to work as you want it to.

For example, when you search for a term like “pizza delivery” you’ll see a list of related keyword searches, as well as some data on their search volume and competition.

Keyword (by relevance)	Avg. monthly searches ?	Competition ?	Suggested bid ?	A
pizza delivery near me	100K – 1M	Low	\$2.05	
pizza places near me	100K – 1M	Low	\$2.36	
online pizza order	100 – 1K	Medium	\$3.11	
online pizza	100 – 1K	Medium	\$1.51	
delivery pizza	1K – 10K	Medium	\$2.02	
order pizza	1K – 10K	Medium	\$2.43	
pizza near me that deliver	10K – 100K	Medium	\$1.94	
order pizza online	1K – 10K	Medium	\$3.27	

Besides finding more keyword ideas to consider optimizing for and bidding on, you might discover terms that aren’t in line with your own offering. Let’s assume our imagined pizza business doesn’t offer online delivery – at least not yet. They might consider adding terms like “online pizza” on their negative keyword list, to ensure their ads show up to the *right* types of potential audiences.

One tip we often employ and recommend for our clients is to perform a Google search on your primary keywords. Anything that shows up on the first couple of pages is information Google deems relevant to your search. If you see results that aren’t in line with your campaign, add those terms to your list. ❖

TAKING YOUR ADS EVEN FURTHER WITH SITE LINK EXTENSIONS IN GOOGLE ADWORDS



If you aren't using sitelink extensions with your Google ads, then your multi-location business is missing out on attracting qualified leads to your website.

While AdWords boasts a few types of ad extensions, the most versatile of these extensions are sitelinks, which show links to specific pages of your website under your ad text, as you can see with the image below:

Used Cars, Trucks, & SUVs - for Sale Under \$5,000 - aamotors.net

[Ad](#) www.aamotors.net/Under_5000 ▼

Huge selection of cars, trucks, SUVs & even better savings. Get a quote today!

One-Owner Vehicles · Internet Specials · Get Pre-Approved · Rates As Low As 2.09%

Models: Honda, Chevrolet, Dodge, BMW, Ford, Pontiac, Audi, Toyota, Acura, Subaru

[Cars Under \\$5,000](#)

[Cars Under \\$15,000](#)

[Credit Application](#)

[Cars Under \\$10,000](#)

HDs Auto Sales - Quality Used Cars Under \$5000 - hdsautosales.com

[Ad](#) www.hdsautosales.com/ ▼ (253) 201-0703

We Believe in Fair Prices, Superior Service, and Treating Customers Right

Brands: ACURA, CHRYSLER, DODGE, Ford...

[Cars Under \\$15,000](#) · [Cars Under \\$10,000](#) · [Cars Under \\$5,000](#) · [Used Car Financing](#)

Quality Used Cars In Stock - South Tacoma Mazda

[Ad](#) www.southtacomamazda.com/South_Tacoma/Mazda ▼ (253) 275-0687

Broad Selection of **Used Cars**. Great Prices. View Our Deals Now!

Types: Used cars, Used trucks, Used suvs, Used crossovers

The first two ads feature sitelinks, while the third does not. As you can see, that first ad stands out on the page, because it eats up more space on the search engine results pages and shares more relevant information about that particular business.

These sitelinks appear across any device, can be used for virtually anything, and have proven to be a great and simple way to increase click-through-rates (CTRs).

Here's how you can build your own sitelink ad extensions:

- Sign into your AdWords account
- In the Campaigns tab, click the campaign you want to add sitelinks to, then click the Ad Extensions tab
- In the View drop-down menu, choose Sitelinks Extensions
- Click the red +Extension button, then click the +New sitelink button
- Fill out the information for your sitelink and click Save. Then click Save again.

That's it!

But it takes more than creating a sitelink ad extension to reap the rewards.



HOW TO MAKE YOUR SITELINKS DELIVER A HIGH ROI

Be succinct and smart with your content

When you build out your sitelink descriptions, you'll discover that Google allows up to 25 characters; however, you should try to be as concise as possible. For desktop links, 18-20 characters is the sweet spot, while 12-15 characters is ideal for mobile links. That way, your messaging won't get cut short on search engine results pages.

Also, avoid redundancy. Sitelinks aren't your only possible extension. As you build out your ads, make sure that your extensions aren't duplicating the same value proposition. Repeating "Free Delivery" more than once won't do you any good.

This can get tricky, because more often than not, all of your extensions won't show at the same time; however, Google could display virtually any combination. Prepare accordingly.

Constantly monitor your sitelinks

One of the most attractive components of sitelinks is that they require little maintenance. But that doesn't mean you shouldn't check on them now and again. Every once in a while, go into your ad extensions tab and monitor key metrics, including:

- **Impressions:** If you notice your impressions are low for a specific sitelink, then Google might be passing it over. Edit the link and check back again.
- **CTR:** If your CTR is low, then your copy simply isn't connecting with your audiences. Think of ways to make your copy more appealing.
- **Conversion Rate:** If your conversion rates are low, then chances are your landing page isn't hitting home with your audiences. Look at the design, relevancy, and content of that page.

It's also a good idea to check your links every once in a while, to make sure they aren't broken. Over the course of the year, you may have updated or changed your landing pages, which could break a sitelink. Monitor these links to make sure you're not giving your prospects a bad user experience.

Check out enhanced sitelinks

Enhanced sitelinks allow you to include two lines of description text for each link, which, in the end, helps you consume *even more* real estate on search engine results pages, while giving your prospects more information that they value. Google has actually reported that advertisers who use enhanced sitelinks enjoy a 30% increase in CTR.

As you build your extensions, keep in mind...

Even if you take great care when developing your sitelink extensions, that doesn't mean that they'll always be displayed with your ads. Google decides if and when to show your extensions, and makes this decision based on the needs of the user.

Google decides
if and when to show
your extensions,
and makes this
decision based on
the needs of the
user.

Our research does show that Google is far more likely to display ad extensions for ads that appear in top positions, so doing due diligence with your keyword research and bidding best practices is important.

Lastly, be sure to adhere to AdWords' policies on sitelinks, which isn't so different from headlines: no emojis, no exclamation points, and no symbols.

Do all this, and your ads will almost surely improve in performance and effectiveness, and will attract more qualified leads to your medical practice. ❖

MAKE NO MISTAKE – IT'S A PAY-TO-PLAY WORLD

When it comes to reaching your prospective clients at the right time, with the right message, paid media is the only way to go.

Not only do the paid media strategies outlined above provide a faster return on investment, but they also deliver unprecedented insights into data and analytics that will help you improve both your paid -and organic - campaigns moving forward.

And, with the help of our platform built for multi-location companies, you'll soon be on your way to managing campaigns that deliver unprecedented returns on investment.

For more information please call
404-585-2096 or visit us at
www.cardinalwebsolutions.com