



The Ultimate PPC Guide for
MEDICAL PRACTICES

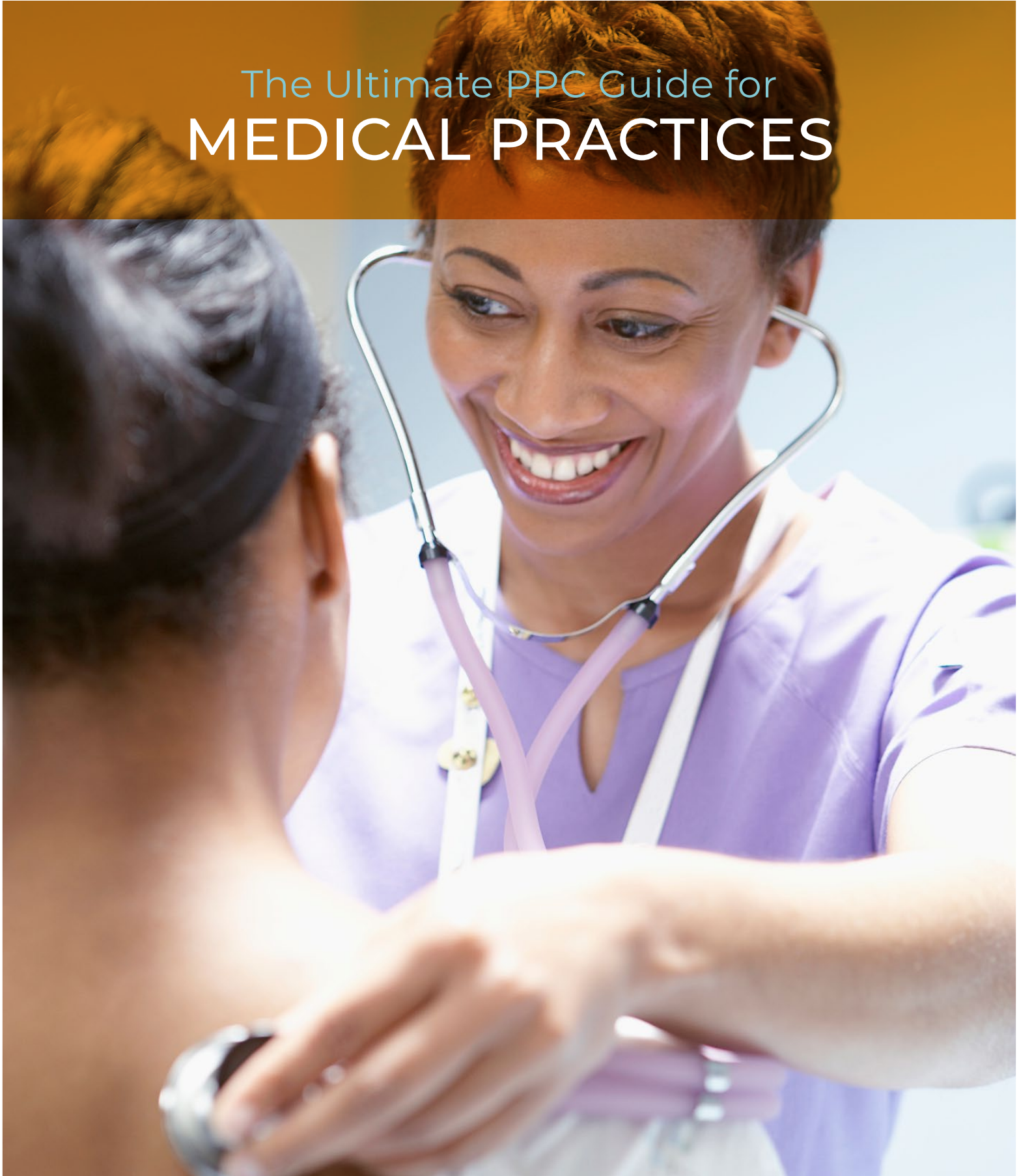
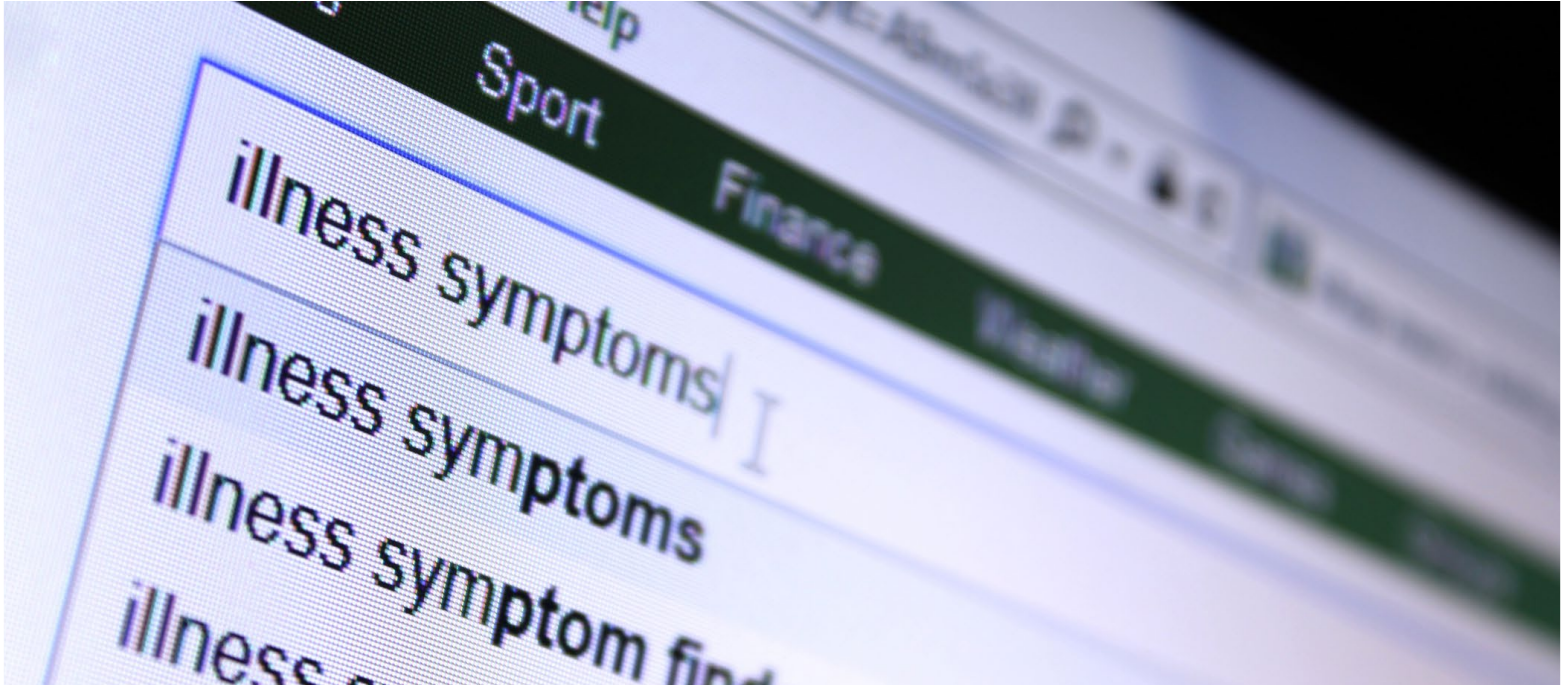


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According to a Google study, **77%** of patients carry out research on search engines before choosing a medical practice for their treatments.

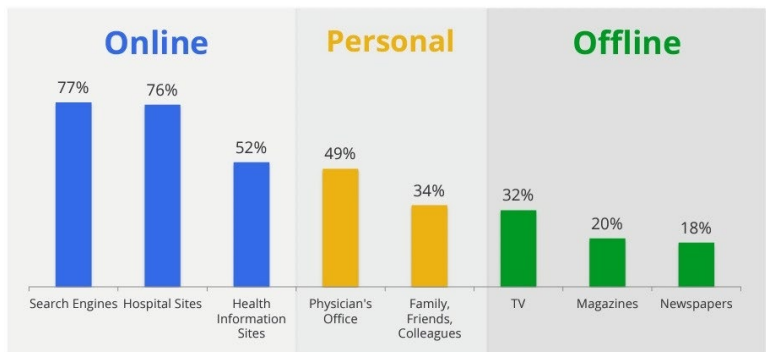
Showing up on search engines is essential if you are yearning for more patients that appeal to your medical practice. For one simple reason: **your potential patients are looking for you on the internet.**

According to a Google study, 77% of patients carry out research on search engines before choosing a medical practice for their treatments.

Google

Online plays a significant role in the research process

84% of patients use both online and offline sources for research

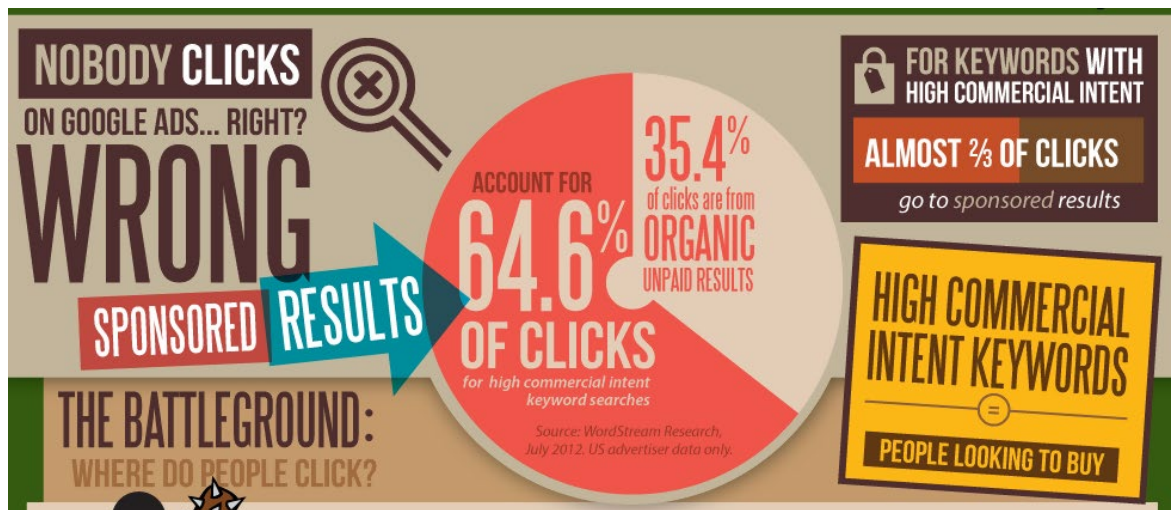


There are two ways to show up on search engine results:

- Search Engine Optimization (SEO)
- Pay Per Click ads (PPC)

With SEO, you may have to wait for months before you're able to rank for your target keywords, but PPC offers you the opportunity to get patients now.

Likewise, PPC ads account for a larger share of clicks for keywords with commercial intent. For instance, a recent study reveals that ads account for 64.6% of clicks in this category while organic results account for 35.4%.



Apart from this, you can get insights on valuable targeted keywords to use in your SEO content and thus dominate the search engine results page (SERP) with the help of your PPC ads.

That said, PPC is not a free lunch. It's quite possible to lose money if you go about it the wrong way.

In this guide, we'll share the steps needed to ensure you gain more clients for your medical practice through PPC ads. ❖

SPECIFY A GOAL FOR
YOUR PPC CAMPAIGN



If you have no goal in sight for your PPC campaigns, you'll likely lose money because there would be no way to measure success or failure.

Generally, there are 3 goals when people do PPC campaigns:

- Capture leads for your medical practice
- Make more sales/appointments booked
- Increase brand awareness

For your PPC campaigns, it's important to specify your goal for a particular campaign because that is what influences the strategies you use to achieve these goals. ❖



HAVE A PATIENT
PERSONA



What do you know about your patients? Without adequate knowledge about who is currently seeking treatment, it's difficult to attract them on the search results page.

And even when you manage to lead them to your landing page, conversions will be poor if you don't have the right intent. Therefore, a detailed buyer persona helps you understand your patients' needs when they seek your service.

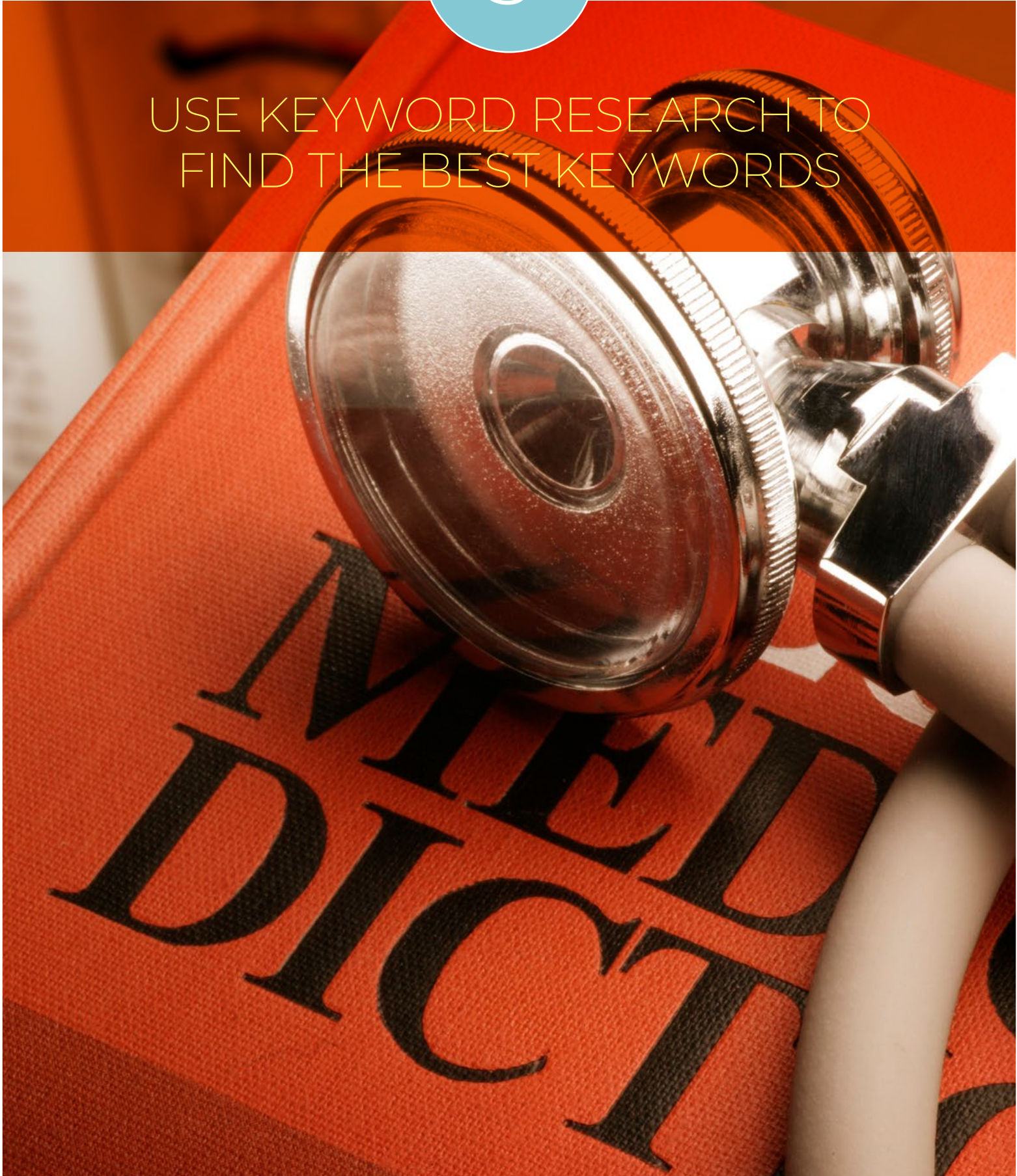
By creating a patient persona, you can attract them with an offer they'll resonate with and most likely act on. Some details to have in your buyer persona include:

- Name
- Age
- Location
- Income
- Job
- Health challenges

You should have as many details as possible on your buyer persona because it can affect elements of your ads such as the vocabulary related to the medical service you offer, keywords, and your landing page copy. ❖

By creating a patient persona, you can attract them with an offer they'll resonate with and most likely act on.

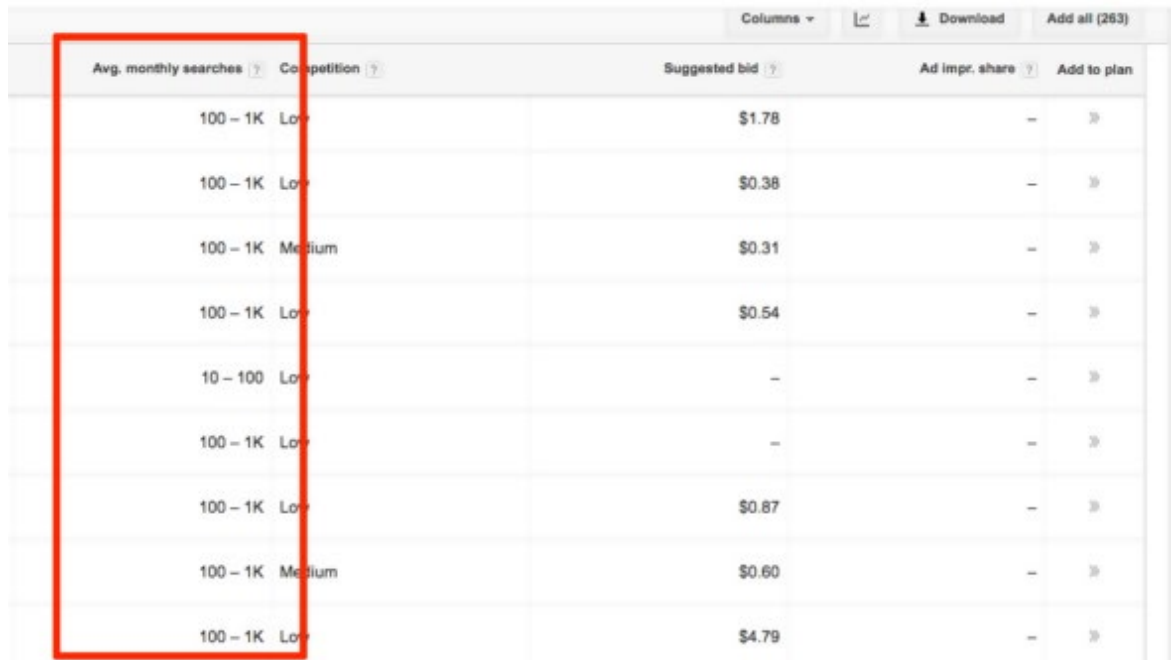
USE KEYWORD RESEARCH TO
FIND THE BEST KEYWORDS



As the owner of a medical practice, it's important to put yourself in your patient's situation. If you need a specific service or treatments, how would you Google it? Which keywords are you going to use to search for it?

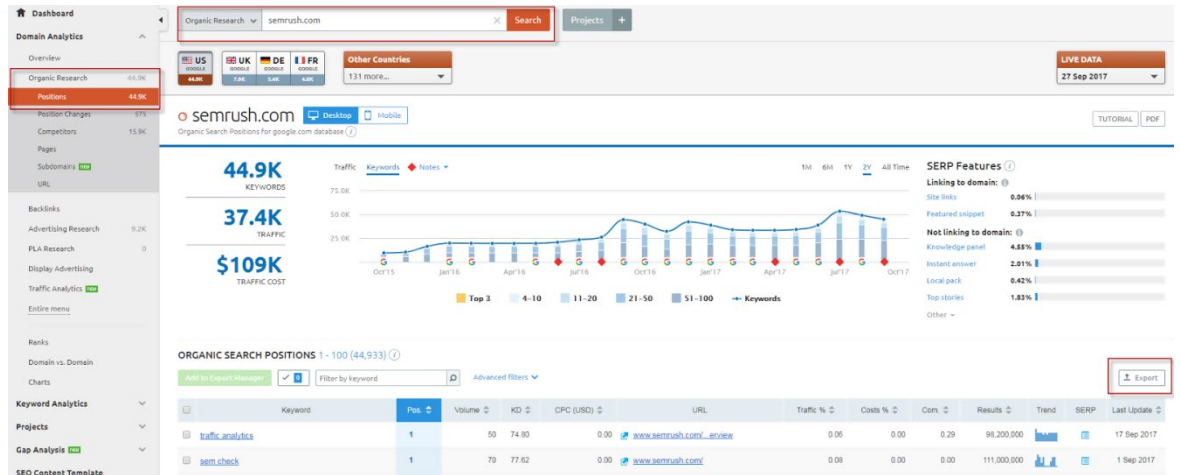
By answering this question, you begin to uncover keyword ideas that potential patients might use in search engines. You can get even more keywords when you use keyword research tools.

Google's keyword planner tool is helpful in validating the keywords you have in mind and uncover other opportunities. The tool provides details like search volume, level of competition, and possible cost per click (CPC).

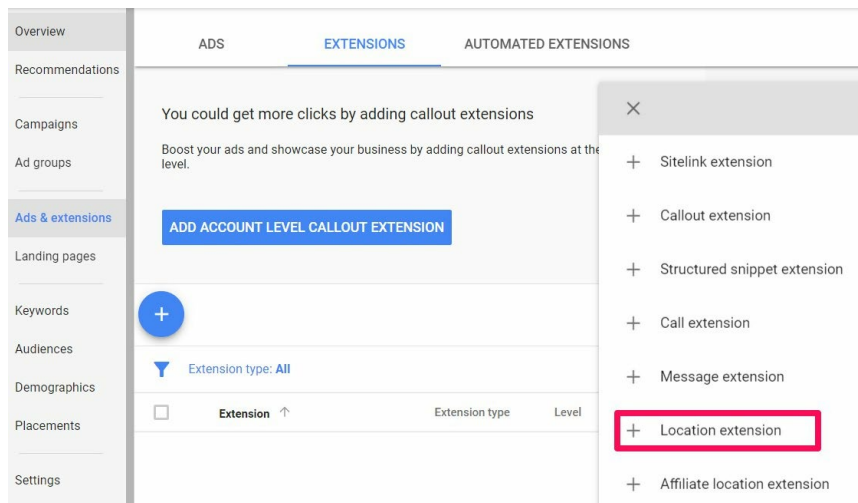


Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
100 – 1K	Low	\$1.78	–	»
100 – 1K	Low	\$0.38	–	»
100 – 1K	Medium	\$0.31	–	»
100 – 1K	Low	\$0.54	–	»
10 – 100	Low	–	–	»
100 – 1K	Low	–	–	»
100 – 1K	Low	\$0.87	–	»
100 – 1K	Medium	\$0.60	–	»
100 – 1K	Low	\$4.79	–	»

You can also use other tools like SEMrush, Majestic SEO, Ahrefs, KeywordTool.io, Cognitive SEO, Ubersuggest, and more. For instance, SEMrush helps find the keywords that your competitors are bidding on.



This provides insight into some valuable keywords you might be oblivious to. Another thing you can do is enter your target keyword into the search engine to see the paid search results.



- + Sitelink extension
- + Callout extension
- + Structured snippet extension
- + Call extension
- + Message extension
- + Location extension**
- + Affiliate location extension

While performing keyword research, make a list of keywords you want to bid for in your PPC campaigns. ❖

CREATE EFFECTIVE
AD COPY





Your ad copy is a vital part of your entire PPC ad campaign because **that's the only thing you have on the search results page to convince a searcher to click.**

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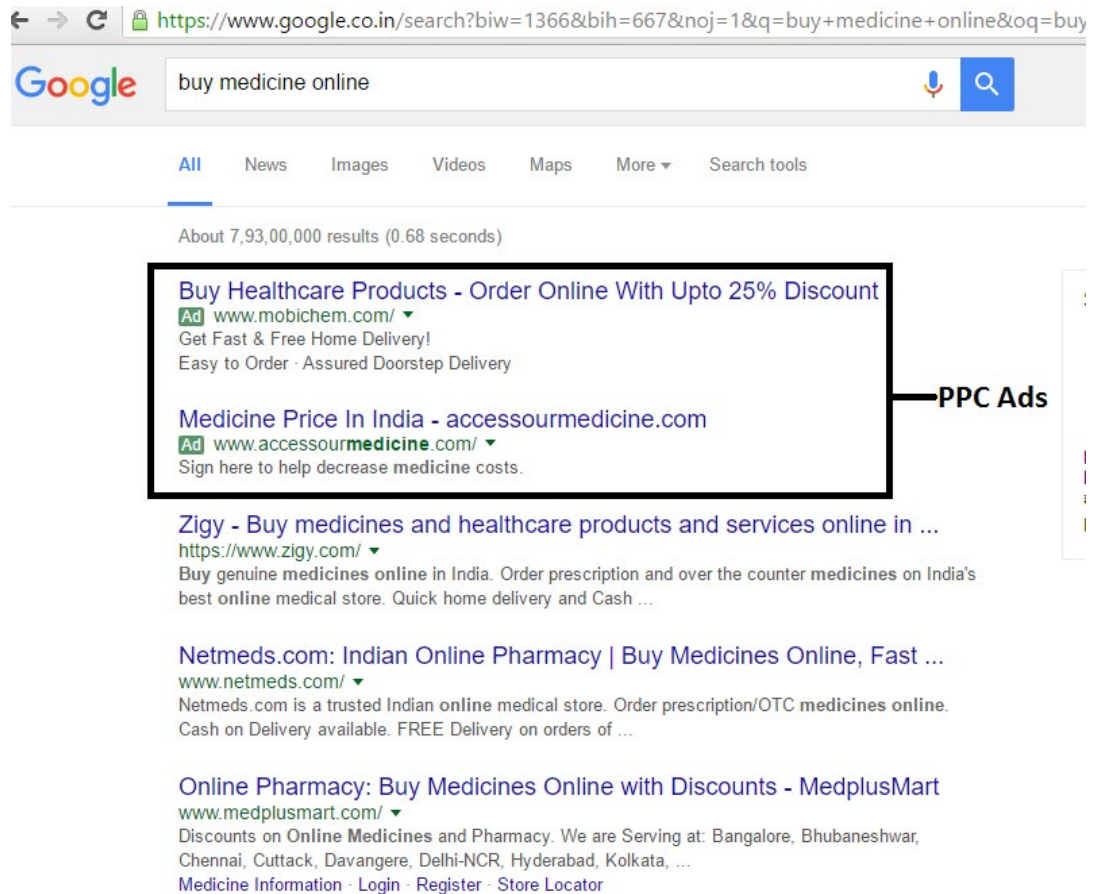
Your ad copy contains 3 elements which are:

- Ad headline
- URL
- Ad description

In a few characters, your ad must be able to state the benefits your service will provide for potential patients clearly and concisely. They don't want to know how popular you are or how many awards you've won; they just want to know how you can help them improve their health and wellbeing.

Think about what your expertise can achieve for your patients. Do you have a medical specialty that you want a web searcher to know about?

Look at these Google ads:



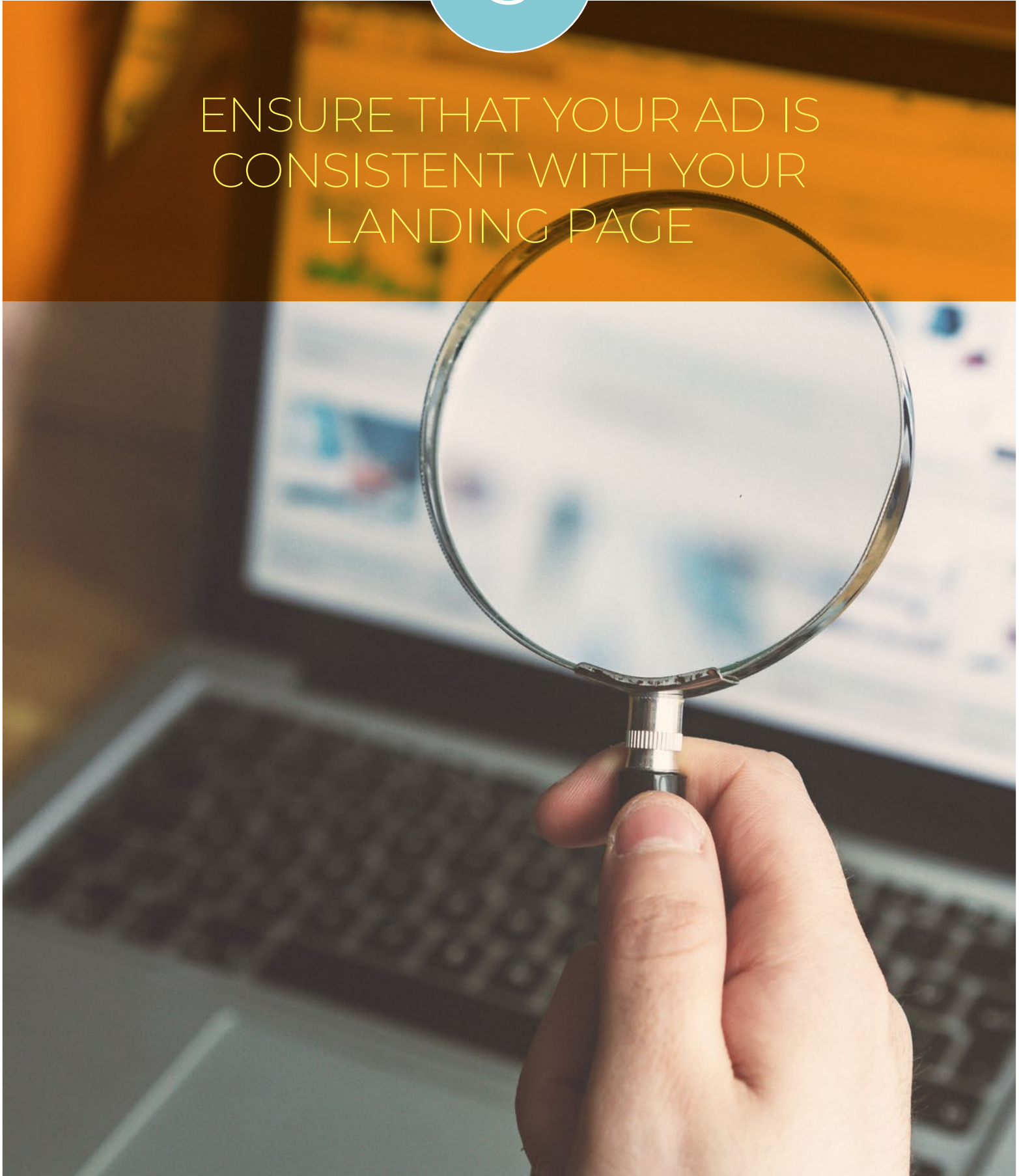
The screenshot shows a Google search for "buy medicine online" on the Indian domain. The search results include organic listings and two PPC ads. The PPC ads are highlighted with a black box and labeled "PPC Ads".

Search results for "buy medicine online":

- Buy Healthcare Products - Order Online With Upto 25% Discount
Ad www.mobichem.com/ ▼
Get Fast & Free Home Delivery!
Easy to Order · Assured Doorstep Delivery
- Medicine Price In India - accessourmedicine.com
Ad www.accessourmedicine.com/ ▼
Sign here to help decrease medicine costs.
- Zigy - Buy medicines and healthcare products and services online in ...
<https://www.zigy.com/> ▼
Buy genuine medicines online in India. Order prescription and over the counter medicines on India's best online medical store. Quick home delivery and Cash ...
- Netmeds.com: Indian Online Pharmacy | Buy Medicines Online, Fast ...
www.netmeds.com/ ▼
Netmeds.com is a trusted Indian online medical store. Order prescription/OTC medicines online. Cash on Delivery available. FREE Delivery on orders of ...
- Online Pharmacy: Buy Medicines Online with Discounts - MedplusMart
www.medplusmart.com/ ▼
Discounts on Online Medicines and Pharmacy. We are Serving at: Bangalore, Bhubaneshwar, Chennai, Cuttack, Davangere, Delhi-NCR, Hyderabad, Kolkata, ...
[Medicine Information](#) · [Login](#) · [Register](#) · [Store Locator](#)

It states the benefits and unique selling proposition to its potential patients and includes other helpful links to different pages below the ad. ❖

ENSURE THAT YOUR AD IS
CONSISTENT WITH YOUR
LANDING PAGE



When a web searcher clicks on your ad, it's because they're interested in whatever offer you promoted. Therefore, you want to make sure the landing page perfectly complements what they saw on the ad they clicked on.

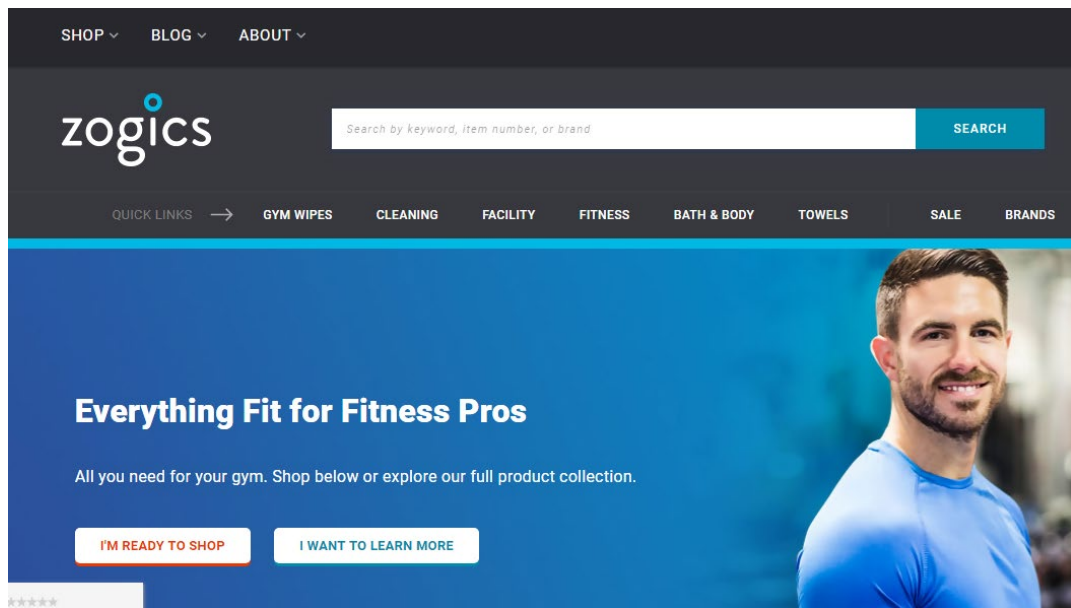
You'd be doing them a disservice if they saw a different offer on your landing page from what they clicked on and they'd be quick to bounce off your page. Then you'd be wasting your ad budget and the opportunity to gain a new patient.

It's a no-brainer to make your ad congruent with your landing page, but this is a mistake you'll see some marketers still make.

Look at this example of an ad with the call to action "Shop Now":



Even though the landing page presents a guide, there's no mention of the words "Shop Now" on the homepage or landing page.



The best practice is to ensure that your landing page gives more details about the offer you have on your ad. Your landing page should have the same headline with your ad and other similarities.

Look at this Google Ad example for a healthy flower:



You can see on the landing page that the headline is similar to that of the ad. The offer in the ad is also explained further on the landing page. ❖

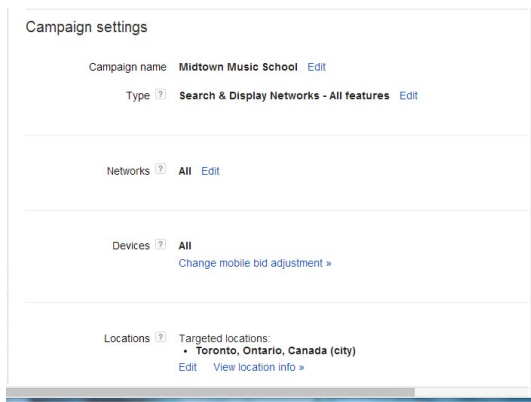
TARGET SPECIFIC
LOCATIONS



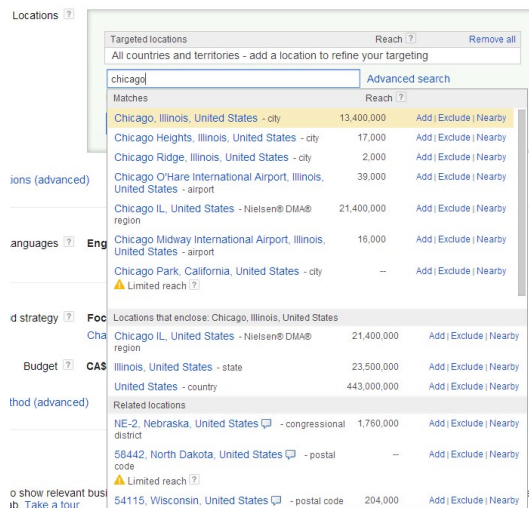
A medical practice appeals to patients within a specific area, which means most of your patients live close by. Which means there's no point showing your ads at places where your patients are less likely to live.

If your medical practice is in Chicago, you don't need to show your ads in New York; that would be a waste of your ad dollars.

Therefore, it's important to target locations where your patients live. To set up a location for your ads, go to the "Settings" tab in your campaign, then click on "Edit" under "Locations."

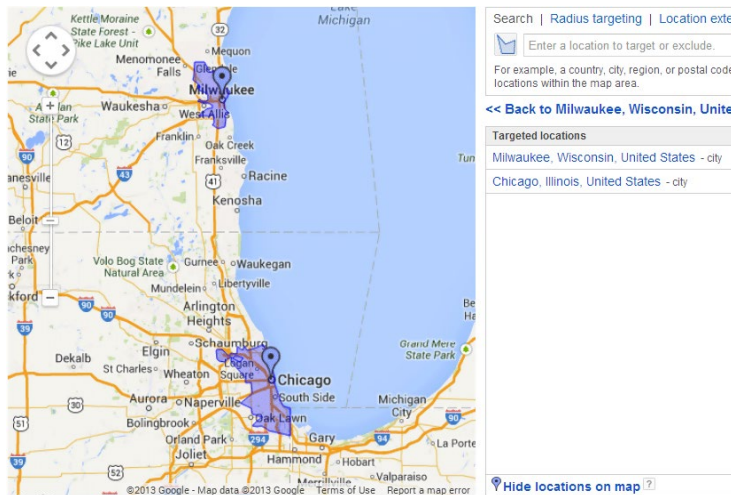


On the next page, you can enter the location you want to target in the search bar. This location can be a country, state, city, or postal code. For a medical practice, a city is probably sufficient as a target location.

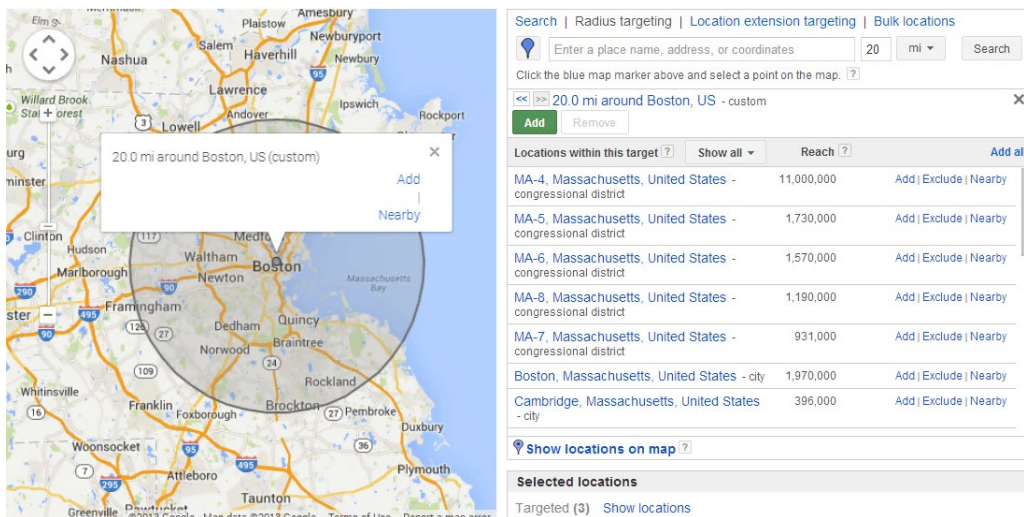


You'll see the possible reach of each location you enter into the search box. You can use any of the 3 options of "Add", "Exclude", or "Nearby" beside each location.

If you target a region, you'll see the region highlighted in the map.



Another way to geo-target your ads is to use the radius targeting option. Click on the "Radius targeting" tab to set this.



Enter your medical practice location and then set a radius around it in miles or kilometers. You can also use the “Bulk locations” tab to add or exclude many locations at a time. Select your country code and include every location you want to add or exclude there.

[Search](#) | [Radius targeting](#) | [Location extension targeting](#) | [Bulk locations](#)
 Paste or type one location per line, up to 1000 locations at a time, then click **Search** to find locations available for targeting. [?](#)
 Country code for this set of locations (required): [?](#)

5 of 1000 locations

With these options, you can ensure you’re showing your ads to people who are likely to become your patients. By geo-targeting ads and using location-based keywords, Georgia Eye Associates achieved an increase in its CTR from 0.95% to 2.80% and reduced cost per click from \$4.91 to \$2.31. ❖



The screenshot shows the Georgia Eye Associates website. At the top, there is a navigation bar with the company logo and contact information for three locations: Lawrenceville (770-995-5408), Buckhead (404-233-3267), and Tucker (770-938-0020). A 'TAKE OUR PATIENT SATISFACTION SURVEY' button is also present. Below the navigation bar are links for HOME, OUR DOCTORS, OUR PRACTICE, OUR PATIENTS, CONTACT US, and LOCATIONS. A search bar contains the text 'keyword'. The main content area features a large banner for 'From designer frames to affordable family options, our Optical Center has got you covered' with a 'LEARN MORE' button. To the right is a video player with a 'PLAYLIST' button. At the bottom, there are six circular icons representing different services: LASER VISION CORRECTION CENTER, CATARACT CENTER, GLAUCOMA CENTER, RETINA CENTER, COSMETIC CENTER, and OPTICAL CENTER.

USE AD
EXTENSIONS



Ad extensions can give your ad bigger real estate on the search results page as well as make your ad more effective at converting web searchers into patients.

In some cases, you don't need to get searchers to your landing page before converting them. But you get this opportunity, you should take it.

Back Bay Dental Care - BackBayDentalCare.com

Ad www.backbaydentalcare.com/ (617) 247-9966

Convenient **Dental Care** in the Heart of Kenmore Square. **Call Now!**

📍 21 Bay State Road, Suite #3, Boston, MA

Invisalign - No Braces
Dental X-Rays

Teeth Cleaning and Exam
Dental Implants

In some immediate medical situations (like emergencies), an ad extension can be a necessity rather than just a fancy addition. Searchers can get details that allow them to contact you while still on the results page and act fast.

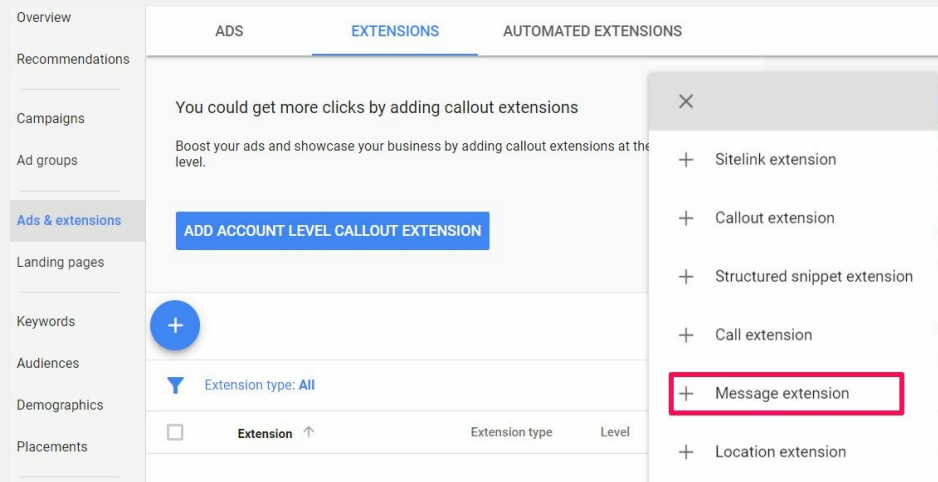
What are some ad extensions you can use for your medical practice?



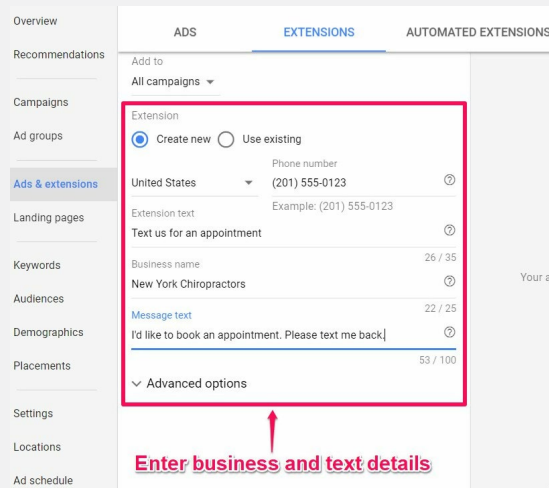
MESSAGE EXTENSION

This extension allows potential patients to send messages to your medical practice while still on the search results page. And people love to use it. Google found that 65% of consumers will consider scheduling an in-person appointment using text messaging.

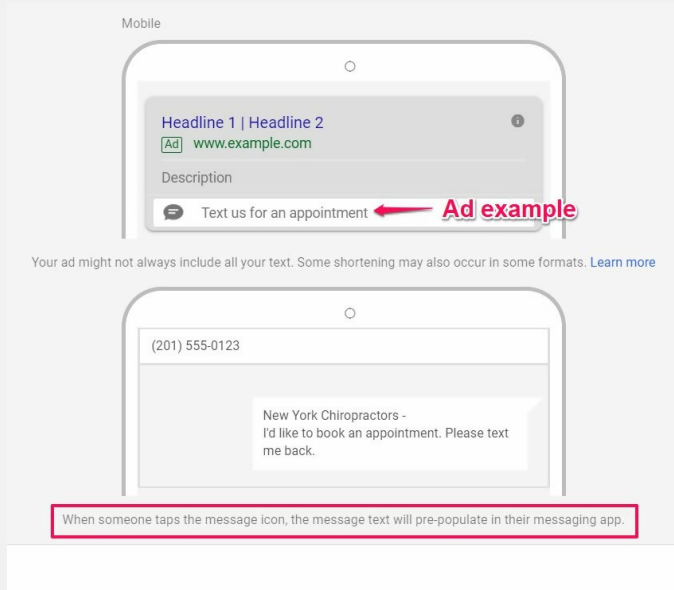
To set this up, go to the “Extensions” tab in your campaign settings and click on “+ Message extension”.



Then enter details like phone number, extension text, message text, and more.



You'll see a sample of how your ad will look like when you're through filling in the details:



If you're satisfied with the details, click on "Save".

Placements

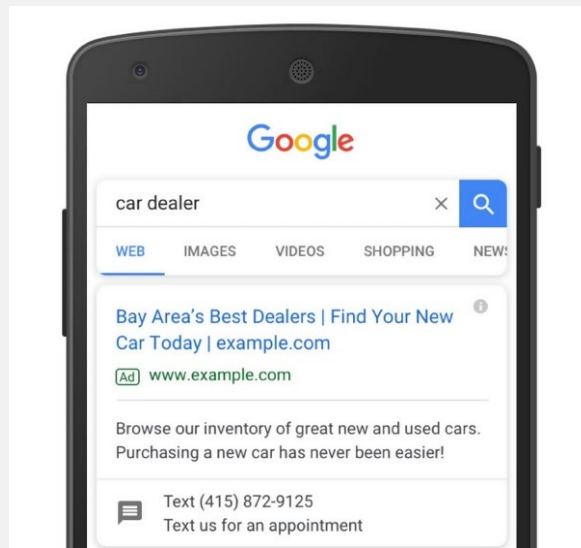
Settings

Locations

Advanced options

SAVE CANCEL

This is how your ad will look on the search results page:

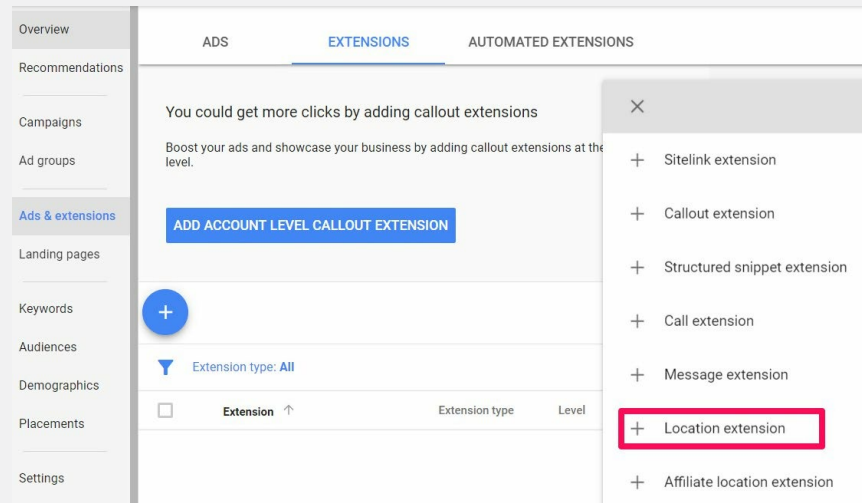


By using this extension, Career Path Training Corp captured qualified leads from 30% of the texts they received.

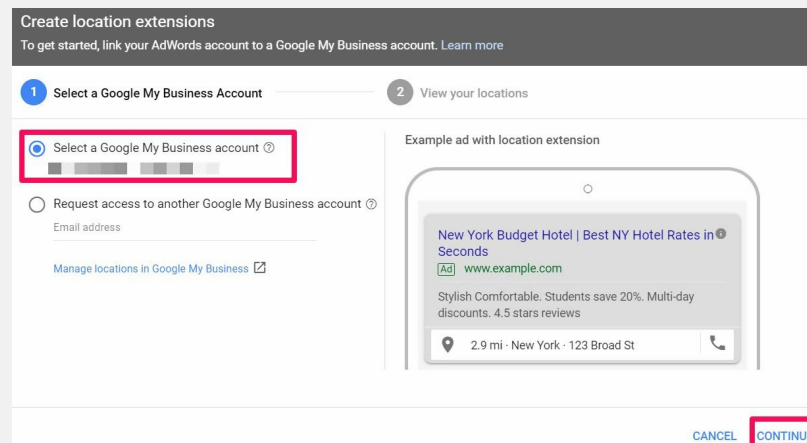
LOCATION EXTENSION

When people are on the move or need emergency medical care, having a location extension below your ad could make it easier to reach your practice.

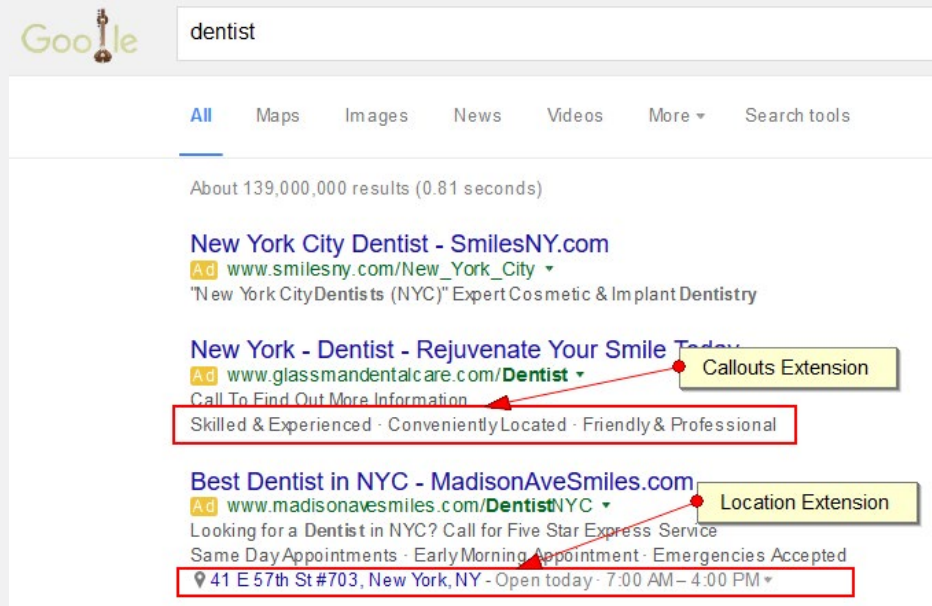
To set up your location extension, go to the extension settings and click on “+ Location extension.”



On the next page, select your Google My Business page and link it to your Ads account.



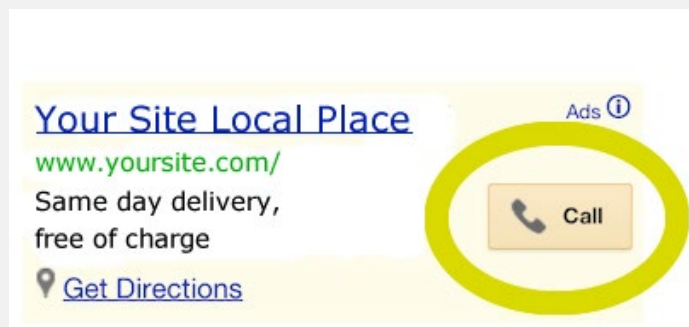
Check out this example below of a location extension:



CALL EXTENSION

This extension allows searchers to call your medical practice from the search results page. This is important as many people use their smartphones to find exactly what they are looking for and take immediate action.

To set this up, go to your extension settings and click on "+ Call extension". Here's an example of a click-to-call button: ❖



MAKE YOUR WEBSITE
MOBILE-FRIENDLY

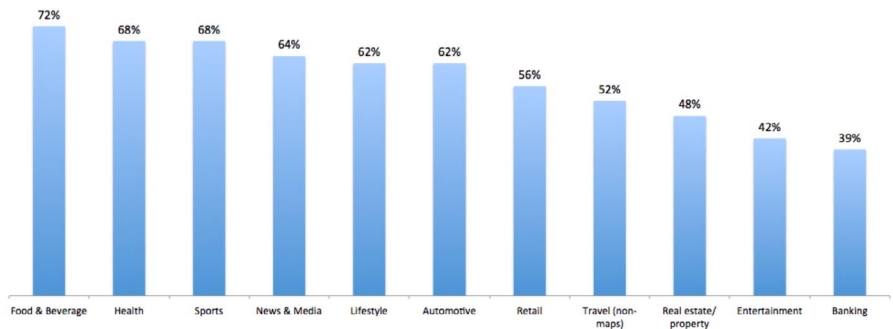


Most of the people looking for your website are carrying out local searches and doing so on their mobile devices.

Many of your potential patients search while they're on the move, and ad extensions like call and click-to-text are more useful to a user on mobile than desktop.

In fact, mobile devices account for 60% of Google searches. And when you consider the health industry, it rises to 68%.

Share of online searches initiated on a mobile device, by industry



Source: Hitwise

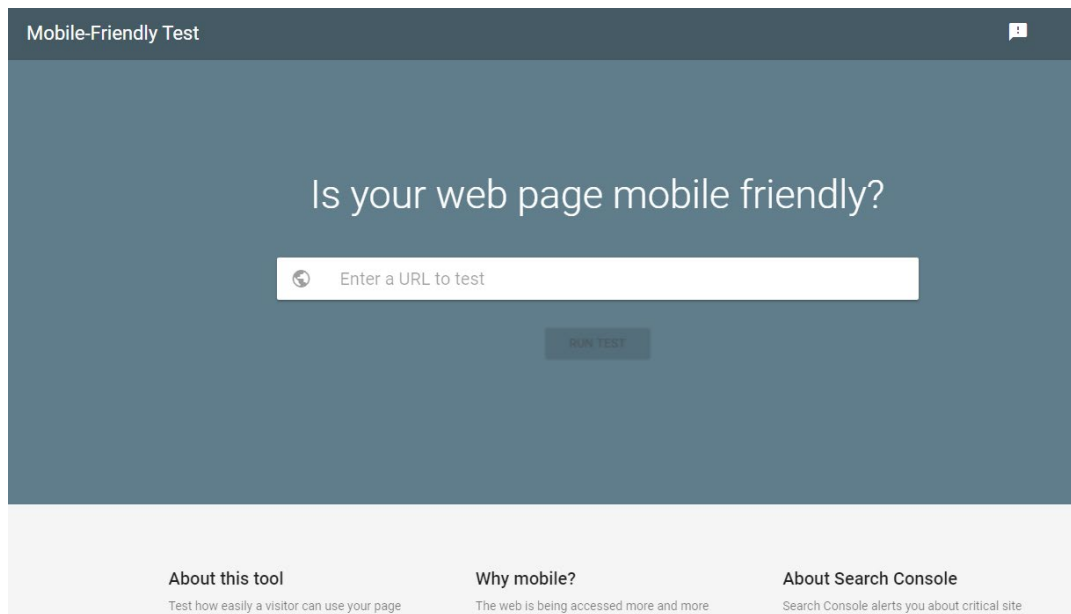


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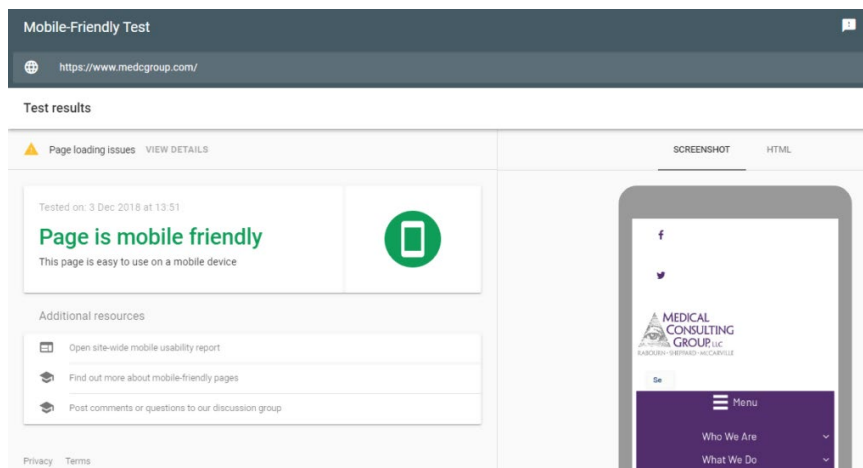
68%.

When potential leads visit your landing page, a poor mobile site will chase them away and result in a lost conversion. So, make your landing page is mobile responsive to keep visitors and convert them.

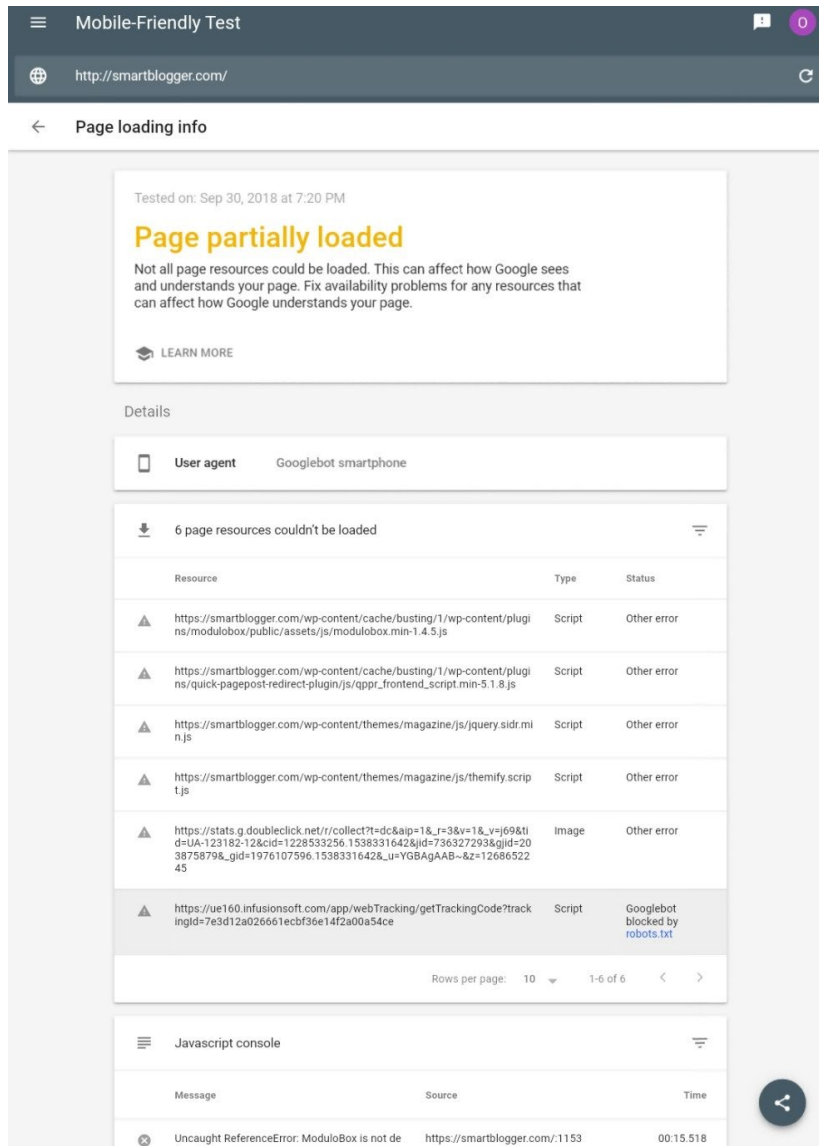
It's easy to check whether your page is mobile responsive or not by using the Google mobile-friendly test.



It quickly pulls up a result showing your website's mobile friendliness.



If you click on “View details”, you’ll see recommendations about what to do to make your website more mobile-friendly.



Mobile-Friendly Test

http://smartblogger.com/

Page loading info

Tested on: Sep 30, 2018 at 7:20 PM

Page partially loaded

Not all page resources could be loaded. This can affect how Google sees and understands your page. Fix availability problems for any resources that can affect how Google understands your page.

[LEARN MORE](#)

Details

User agent: Googlebot smartphone

6 page resources couldn't be loaded

Resource	Type	Status
https://smartblogger.com/wp-content/cache/busting/1/wp-content/plugins/modulobox/public/assets/js/modulobox.min-1.4.5.js	Script	Other error
https://smartblogger.com/wp-content/cache/busting/1/wp-content/plugins/quick-pagepost-redirect-plugin/js/qppr_frontend_script.min-5.1.8.js	Script	Other error
https://smartblogger.com/wp-content/themes/magazine/js/jquery.sidr.min.js	Script	Other error
https://smartblogger.com/wp-content/themes/magazine/js/themify_scripts.js	Script	Other error
https://stats.g.doubleclick.net/r/collect?t=dc&aip=1&_r=3&v=1&_v=j69&tid=UA-123182-12&cid=1228533256.1538331642&id=736327293&gjid=203875879&_gid=1976107596.1538331642&_u=YGBAgAAB-&z=1268652245	Image	Other error
https://ue160.infusionsoft.com/app/webTracking/getTrackingCode?trackingId=7e3d12a026661ecbf36e14f2a00a54ce	Script	Googlebot blocked by robots.txt

Rows per page: 10 1-6 of 6

Javascript console

Message	Source	Time
Uncaught ReferenceError: ModuloBox is not defined	https://smartblogger.com/1153	00:15.518

One of the biggest culprits of poor mobile sites is having a separate mobile site that doesn’t look anything like your original website. Use a mobile-responsive theme instead as this makes your website to adapt to any screen size.

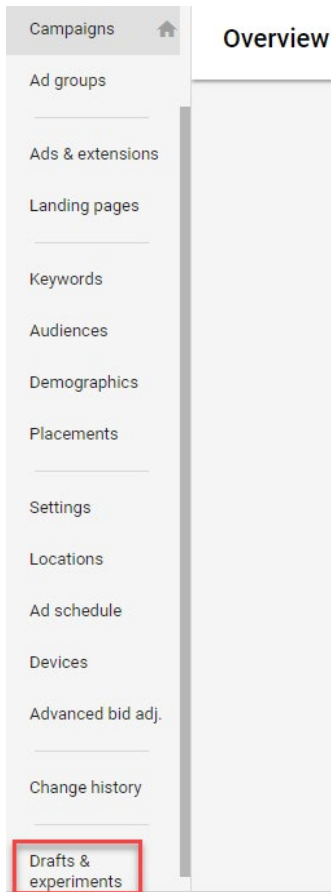
Test and visit your landing page on your smartphone to see how your potential patients will see it. ❖

CARRY OUT A/B TESTS ON YOUR
ADS AND LANDING PAGES

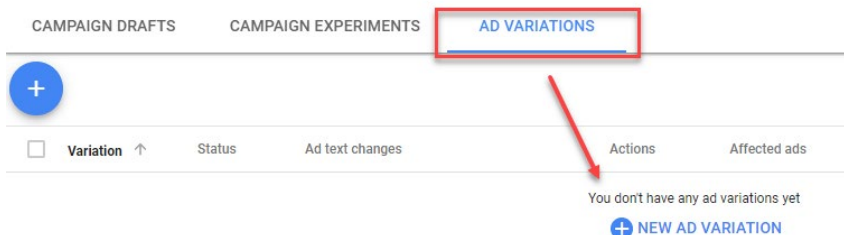


No ad has a 100% click-through rate and no landing page has a 100% conversion rate, which is why you must always engage in continuous testing to improve your ad metrics.

To create an ad A/B test, go to your campaign and click on “Drafts & experiments”:

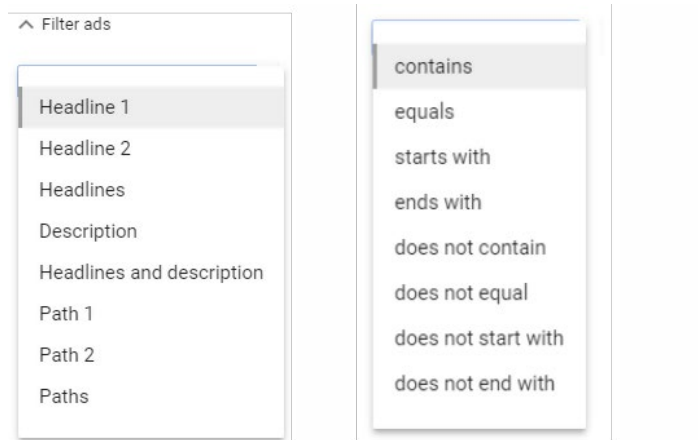


On the next page, click on the “Ad Variations” tab and then “+ new ad variation”.



Then select the campaign to run your test and be sure to run your tests in a campaign rather than across many campaigns to be able to measure your results properly.

Create your experiments with 2 sets of filters as shown below:



The type of variations you can apply to your ads are:

- Find and replace
- Update text
- Swap headlines

Here is an example of “Find and replace” which helps test the potential performance of 2 different words in your ad copy:

2 Create variation

Choose the type of variation you wish to apply to your ads

Find and replace ▾

Find text

Vermont in headlines ▾

Match case

Match whole words only

Replace with

The World

CONTINUE CANCEL

Here is an example of “update text” which allows you to make more changes than “Find and replace”:

2 Create variation

Choose the type of variation you wish to apply to your ads

Update text ▾

Headline 1
Aunt Who? Mrs. Watersworth? 28 / 30

Headline 2
Buy Allen's Artisanal Syrup 27 / 30

Display path
www.example.com / No change 0 / 15 / No change 0 / 15

Description
No change 0 / 80

After this, add variation details like name, start date, end date, and experiment split.

3 Set variation details

Variation name
 20 / 100

Start date
Feb 12, 2018 ▼

End date
 None
 Mar 14, 2018 ▼

Experiment split ⓘ
50 %

CREATE VARIATION **CANCEL**

Be sure that you allow your experiment to run for a while (a couple of weeks in the least) to get more accurate results. ❖

ADD VIDEOS TO YOUR
LANDING PAGES

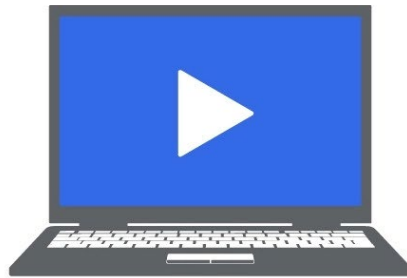


Videos are a popular form of visual content to implement it on your landing page for better conversions. For your medical practice, it is especially ideal to create a short video showing parts of your medical practice and the services you offer your patients.

Patient testimonials are also effective through video, which usually tells a personal story of the health issues before they had before coming to your medical practice and how your services improved their quality of life.

According to a recent Google study, 1 in 8 patients watched an online video on various health sites and YouTube before booking an appointment:

Online video is a pivotal component of hospital research



1 in 8 patients watched an online video on:

- Hospital Sites (42%)
- Health Insurance Information Sites (31%)
- Health Information Sites (30%)
- YouTube (29%)
- Health Insurance Company Sites (20%)

53% of patients who didn't watch hospital videos were unaware they existed

Having videos on your landing page can be more convincing to your visitor than written text and combining both can get the best conversion rate possible. ❖

CONCLUSION

If you need to attract patients to your medical practice in a short period of time, then PPC ads are one of your best bets. But don't just throw money at it and hope it'll work.

Do your research. First, you need to understand your patients and bid for keywords they're using in search engines. Then make your ad copy attractive to searchers by stressing the benefits of going to your medical practice. Bring them to your landing page and convince them to give you more information or book an appointment with an attractive offer.

Also, target the right locations and use ad extensions to aid conversions on the search results page. You'll gain many patients strictly from search engines in no time.

For more information please reach out to Cardinal at:

am@cardinaldigitalmarketing.com
or **404-585-2096**. ❖

