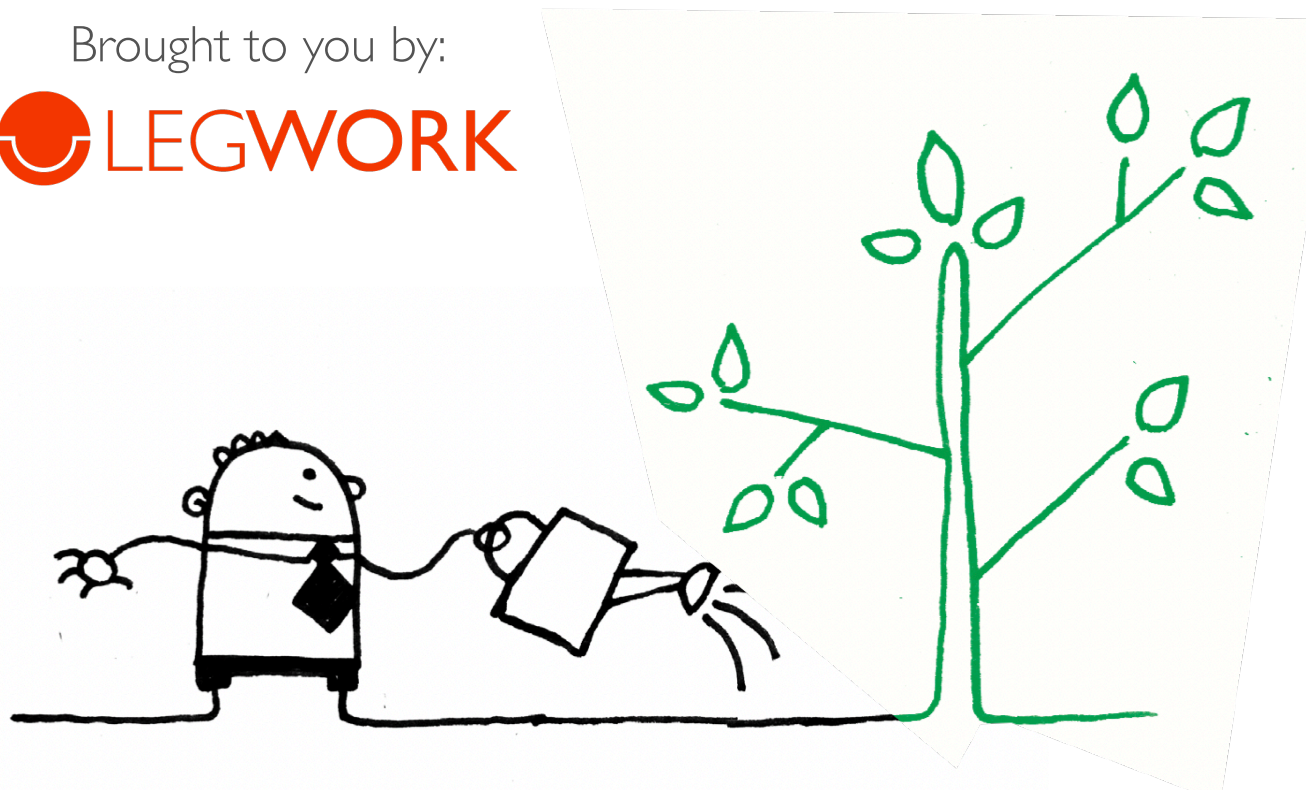


# GROWING ADWORDS

How we make your campaign flourish

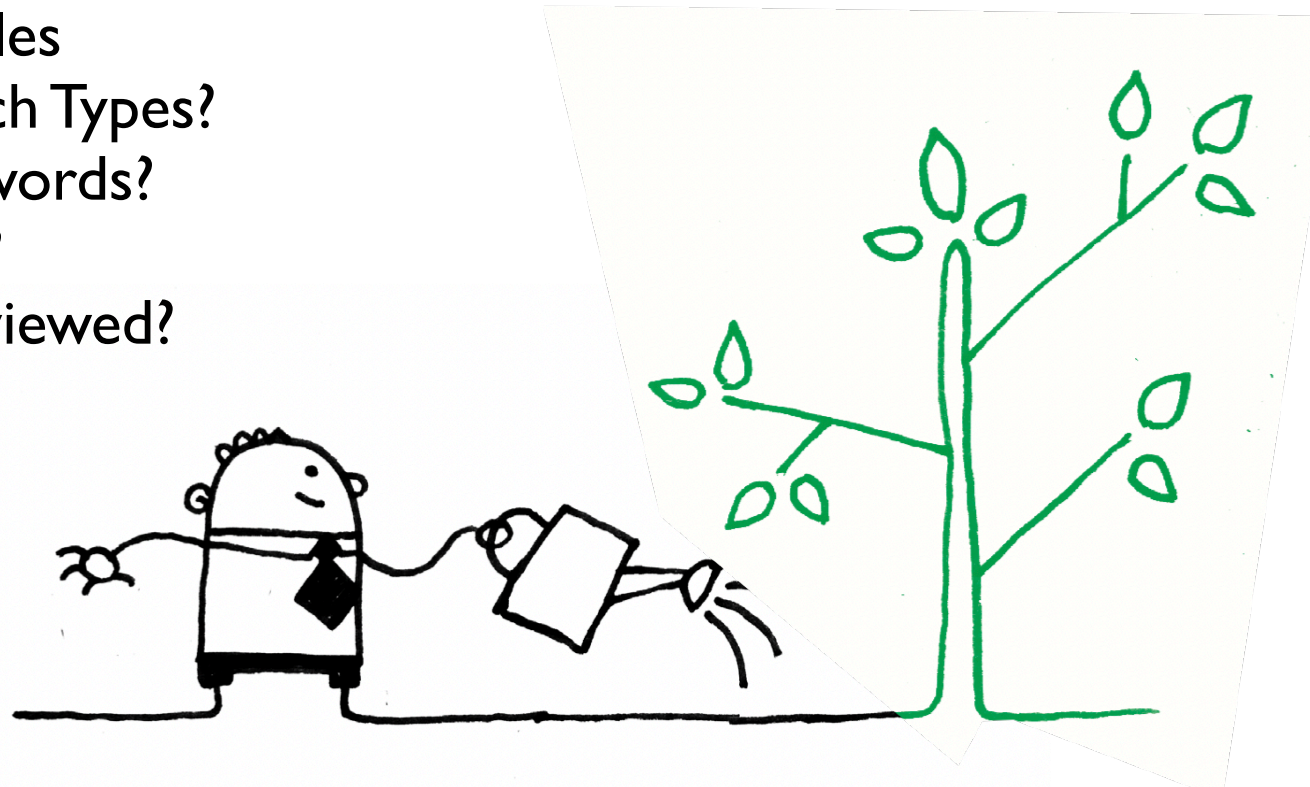
Brought to you by:



# GROWING ADWORDS

Today We Will Cover:

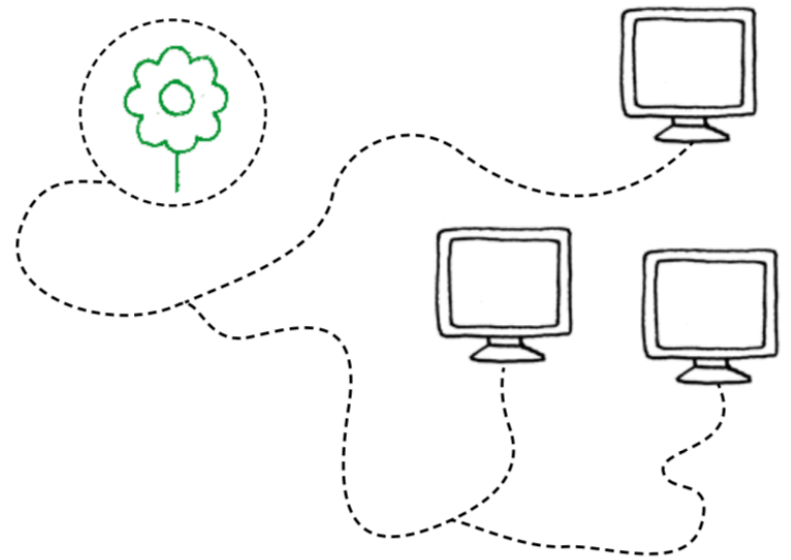
- What are AdWords?
- Why is Quality and Relevancy so important?
- What does Quality mean?
- How is the Account Structured?
- What Makes a Great Foundation?
- Dental Campaign Examples
- What Are Keyword Match Types?
- What Are Negative Keywords?
- What makes a Great Ad?
- How is Performance Reviewed?



# ADWORDS ESSENTIALS

**Before we get into the details of your account...**

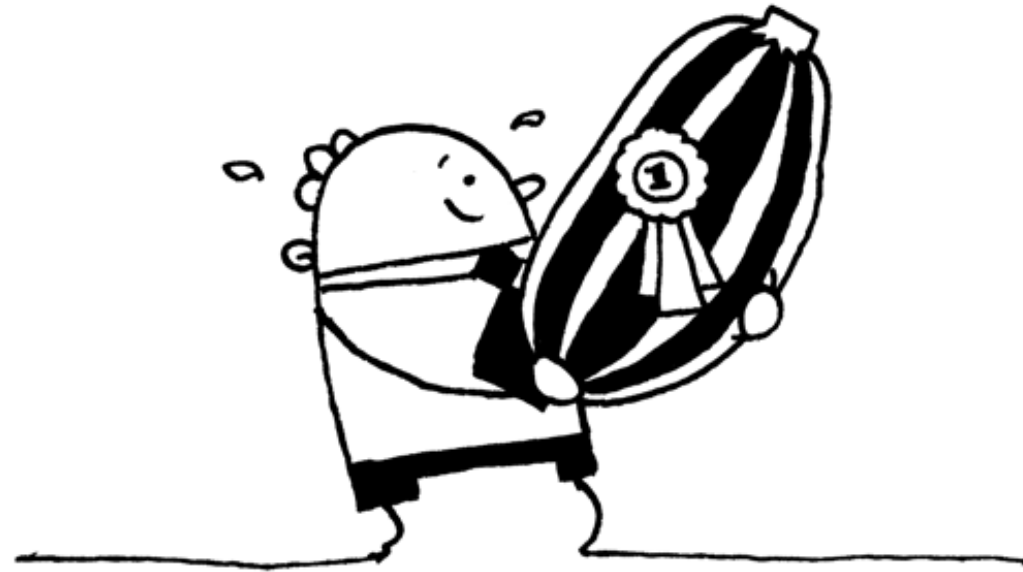
AdWords is an automated auction. You write your ads and choose relevant keywords (a keyword is the search term - word or phrase - that a person searching on Google types in which will then trigger your ad). Then, a prospective customer searches and all the ads with keywords related to their search query are put into an auction, including yours.



# QUALITY = RELEVANCY

**The most important thing to think about when looking at your AdWords account is quality.**

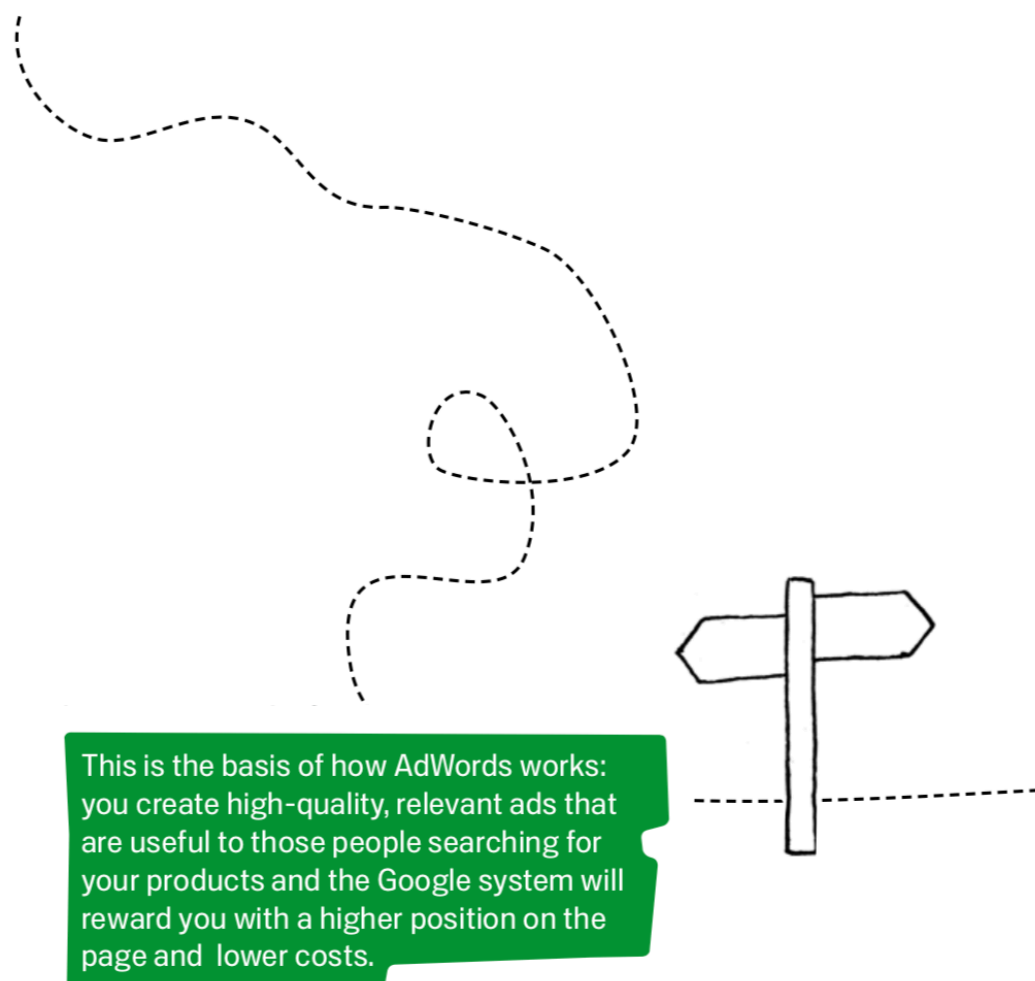
Google rewards relevant, quality advertising with a higher position on the search page at a lower cost, so making sure your ads are high quality is really important.



# SO WHAT DOES QUALITY MEAN?

Think about how you search. When you type in a search term you want to see an ad that offers the product or service you're looking for. And when you click on that ad you want to be taken directly to the product/service page.

All users are the same. They want to find what they're looking for quickly and simply - and if they do they're more likely to be interested in what they find and make a purchase or inquiry.

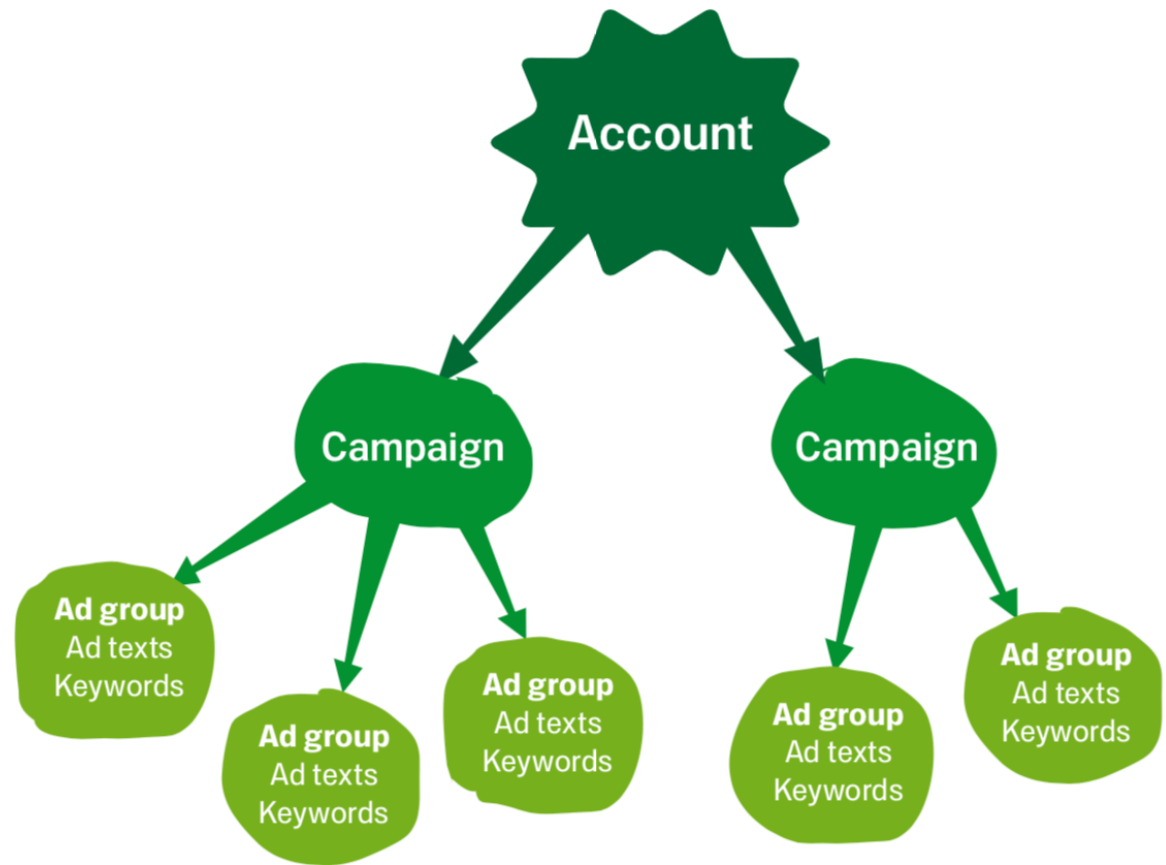


This is the basis of how AdWords works: you create high-quality, relevant ads that are useful to those people searching for your products and the Google system will reward you with a higher position on the page and lower costs.

# ACCOUNT STRUCTURE

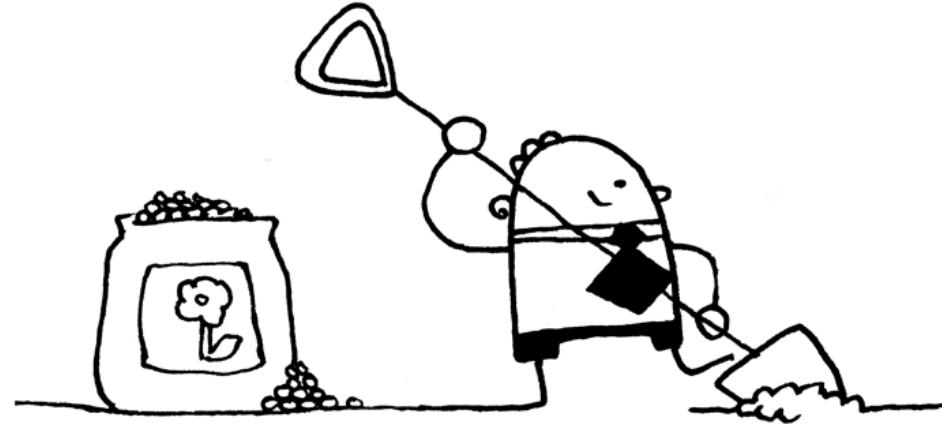
Structuring your account effectively will have a dramatic impact on the success of your AdWords campaigns.

A little organization will make it much easier to create quality ads and it will also help you determine what's providing value so that you can build on your most successful elements and prune out those that aren't working as well.



# BUILD A GREAT FOUNDATION

- Each campaign should focus on a specific area of your business.
- Each ad group should be even more specific and focus on a subcategory of the main campaign topic.
- A well structured account performs better!



# DENTAL EXAMPLES

## Campaign 1 - Invisalign

- Ad Group 1 - Invisalign
- Ad Group 2 - Invisalign Braces
- Ad Group 3 - Invisalign Dentist
- Ad Group 4 - Geo-Specific Invisalign
- Ad Group 5 - Invisalign Ortho
- Ad Group 6 - Invisalign Price

## Campaign 2 - Implants

- Ad Group 1 - Dental Implants
- Ad Group 2 - Implants Dentist
- Ad Group 3 - All-On-4 Implants
- Ad Group 4 - Teeth Implants
- Ad Group 5 - ClearChoice
- Ad Group 6 - Geo-Specific Implants
- Ad Group 7 - Permanent Implants

**Give each campaign an appropriate name.**

Make sure you can identify your campaigns easily. This will make tracking and editing your campaigns much simpler.

**Split each campaign into ad groups.**

Ad groups let you segment your campaigns into multiple parts to achieve even greater focus and simplicity.

**Stick to one theme per campaign.**

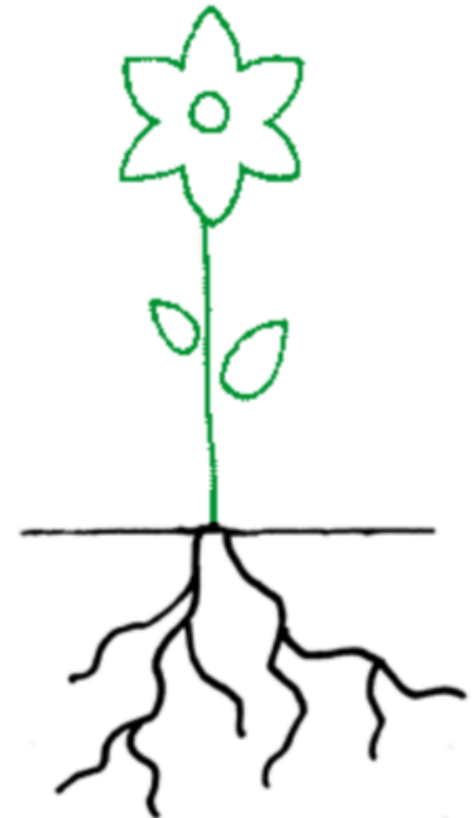
We recommend you structure your AdWords account similar to the structure of your website, i.e. separate your campaigns by the themes or product lines your website is divided into.



# KEYWORDS - REACH THE RIGHT CUSTOMERS

Keywords are the roots of your ad campaign. They set the entire advertising process in motion. If your potential customers are searching for your product or service, they'll find you more quickly if you've chosen the right keywords.

- For example, an ad group with the theme of Invisalign Dentist should only contain keywords specifically related to Invisalign Dentist rather than a large group of keywords related to Dentists in General.
- Theming your ad groups in this way will make your ads high quality - allowing patients to find you more easily.



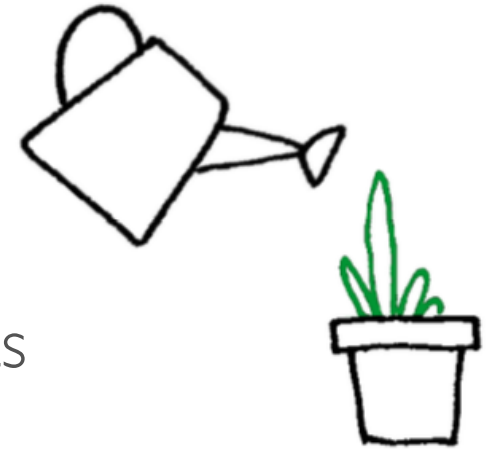
# KEYWORD MATCH OPTIONS

**Broad Match** Dental Implants

**Broad Modified Match** +Dental +Implants

**Phrase Match** “Dental Implants”

**Exact Match** [Dental Implants]



**Think like your customers.**

How might your customers search for your product or service? Generally the best keywords tend to be 2-3 words long.

**Regularly review your keywords.**

Through regular reviews you can remove keywords which are not providing value and learn from the success of your top performing keywords.

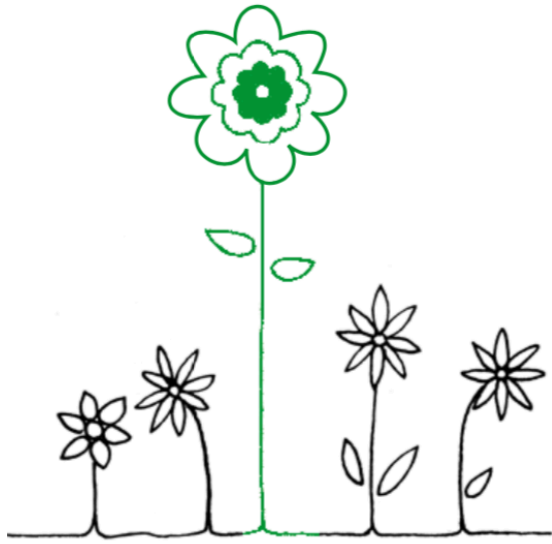
**Use negative keywords.** Prevent your ad from showing on a search which is not relevant for your business. For example if you sell lawnmowers you may not want your ad to show if a user searches for *Lawnmower repairs* so specify *repairs* as a negative keyword.

# NEGATIVE KEYWORDS

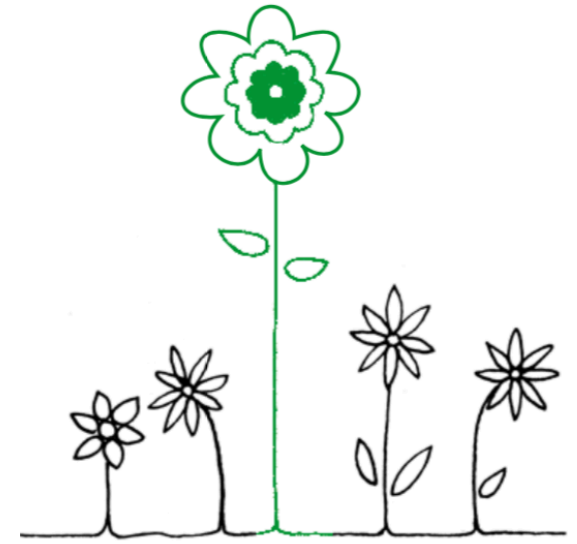
Negative keywords prevent your ads from showing when a word or phrase you specify is searched for and they save you a ton of money wasted on irrelevant clicks.

If you have Dental Implants as a keyword and specify “free” as a negative keyword, your ads will not show is someone searches “Free Dental Implants”.





# ADS

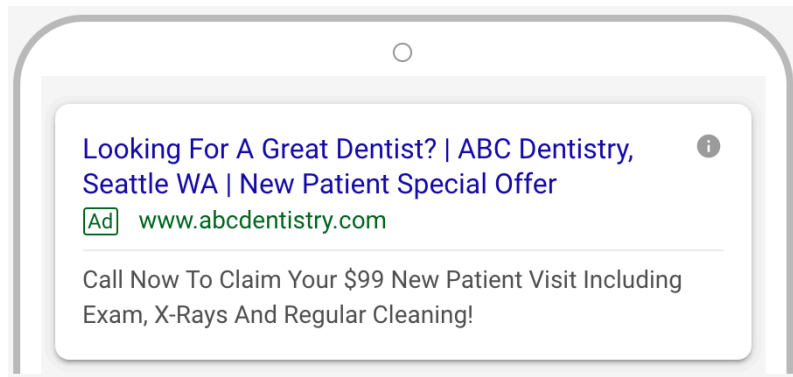


## **Write ads to get your patients clicking**

Your patients choose to go to your website over your competitors' based solely on what they see in your ads. If your ads don't grab their attention, or if a competitor has a better value, or offer, you will miss out on gaining their business.

In a competitive market, the better your ad, the more clicks you will receive. Remember that your ads are showing right next to your competitors ads - and if their ad is better, they'll get the click before you do.

# WHAT MAKES A GREAT AD



What's right?

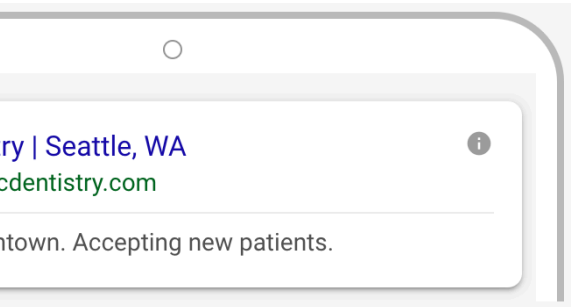
- Headline focuses on the service, and contains relevant keywords.
- Description details specific offer.
- Description includes a call to action.
- Destination URL leads to a Dental site.

## Use your keywords in your ad.

For the best results put your top performing keyword into the headline of your ad.

## Include prices, special offers and unique selling points.

What makes your product or service offering different from your competitors?



What's wrong?

- Headline does not include relevant keywords, or core selling point.
- Description is too general and does not include a call to action.
- Description does not include a specific offer.

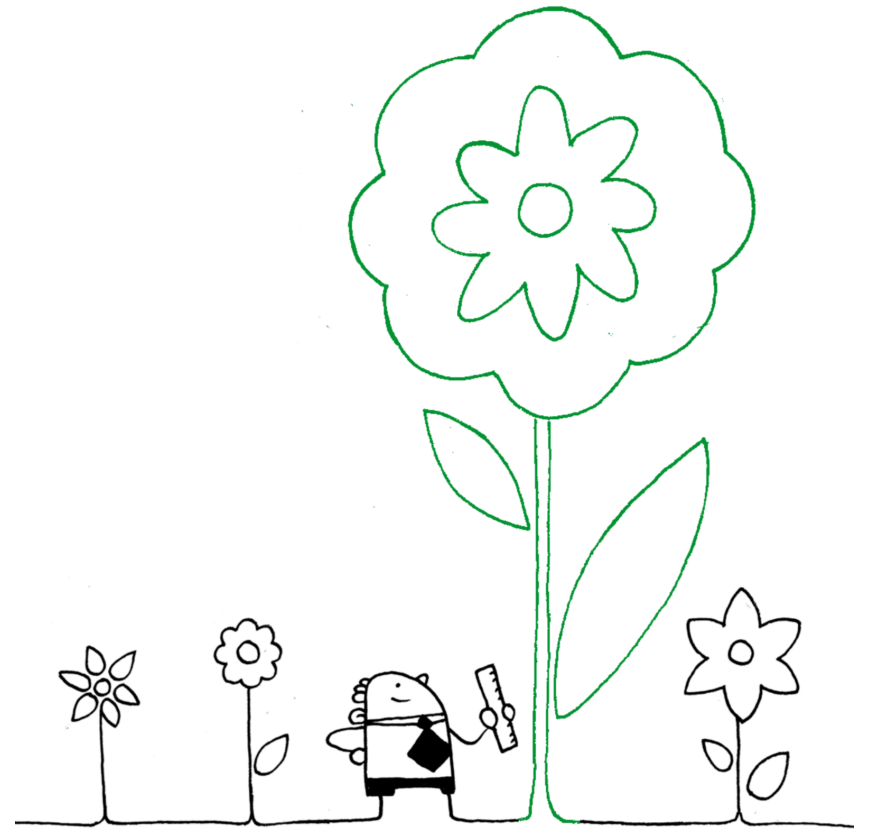
## Use a strong call-to-action.

Tell potential customers what action you want them to take when they get to your site e.g Buy now. Call today.

# REVIEWING PERFORMANCE

## Clickthrough Rate (CTR)

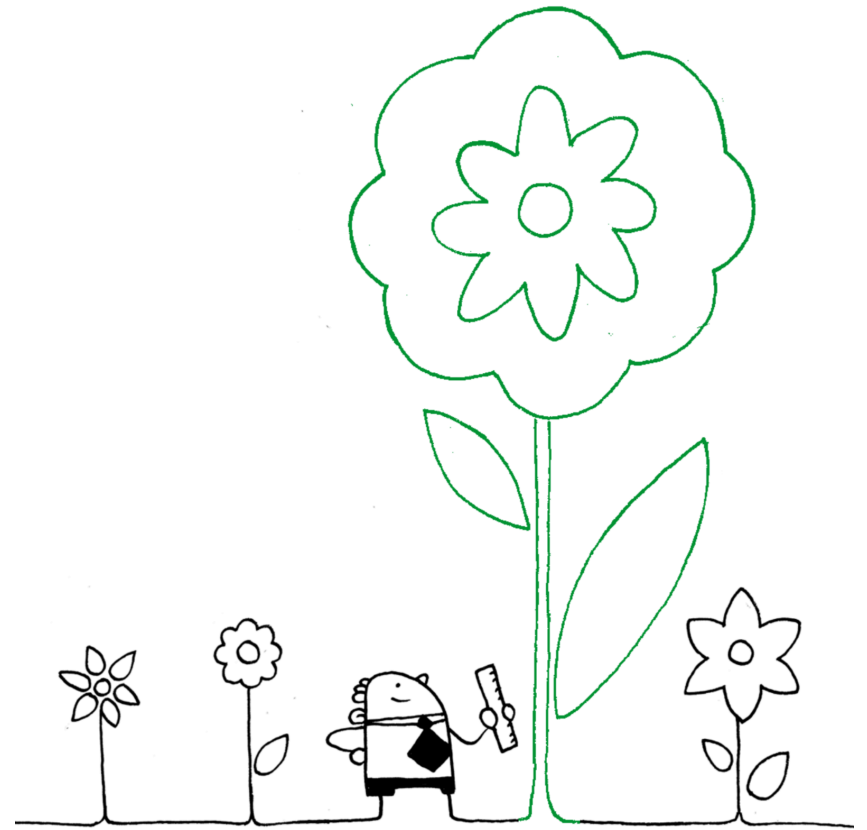
To get an immediate idea of how well a campaign is doing, check the CTR. This is how often people click on your ad after seeing it. As a rule of thumb, a CTR under 1% indicates that your ads are not targeted to a relevant audience.



# REVIEWING PERFORMANCE

## Average Position

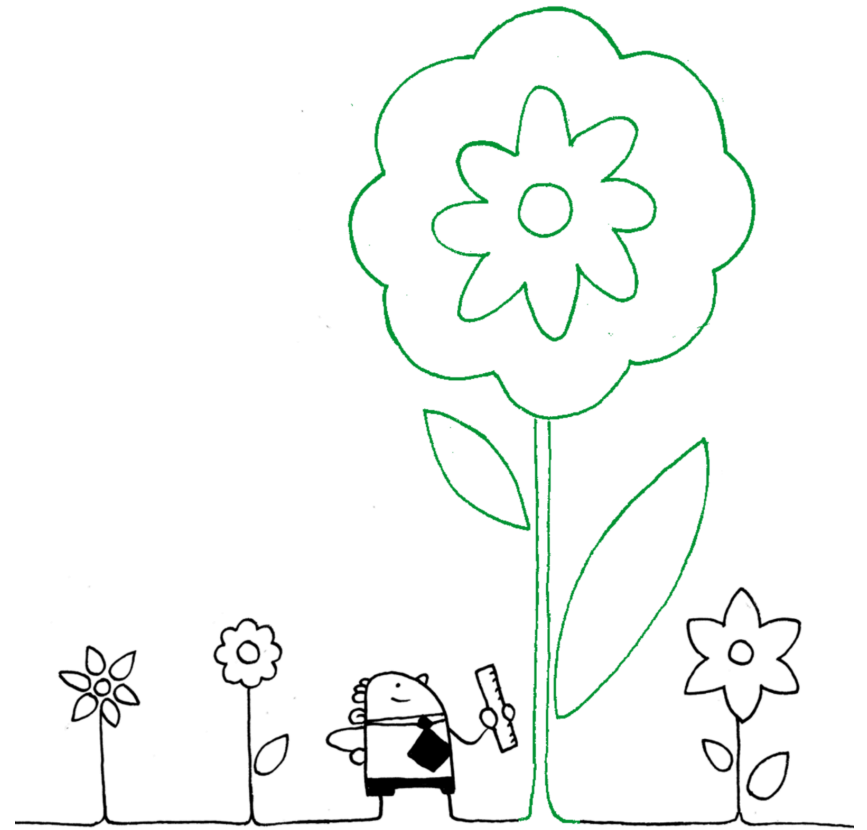
There are up to 8 ads shown on any search page. If your average position is 8 or more your ad is, on average, not appearing on the first page of search results.



# REVIEWING PERFORMANCE

## Quality Score

Each of your keywords are given a quality score. Google rewards relevant, quality advertising with a higher ad position on the search results page at a lower cost.



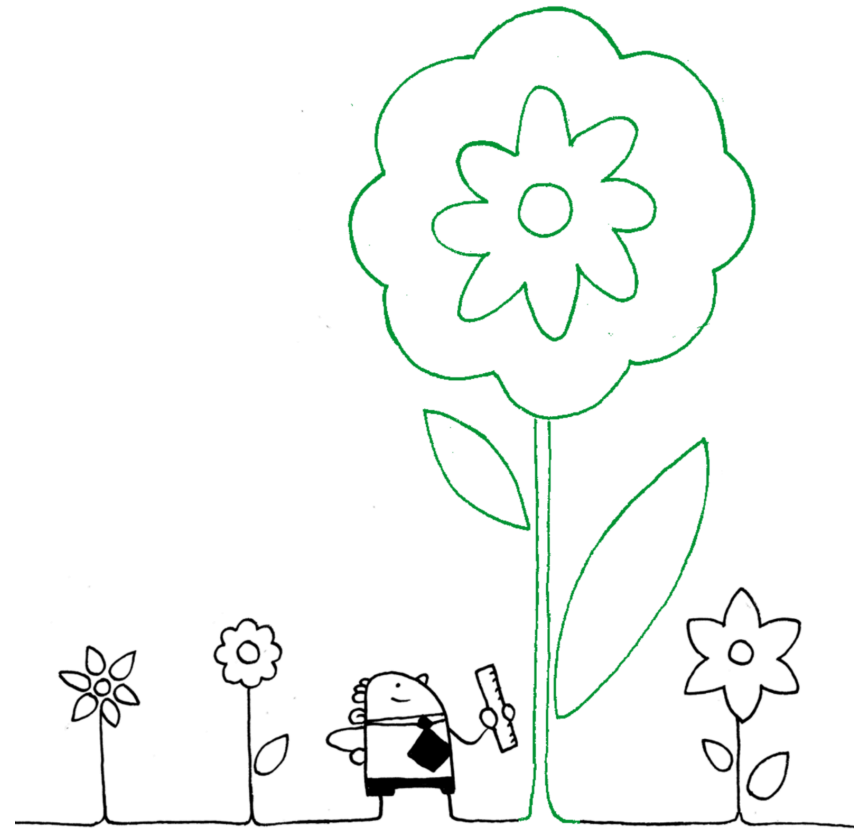


# REVIEWING PERFORMANCE

## Impression Share

An Impression is counted each time your ad is shown on the search results page. Impression Share, is the number of impressions you've received, divided by the estimated number of impressions you're eligible to receive.

Eligibility is based on your targeting selections, approval status', bids, quality scores and budget. Impression share is updated daily.



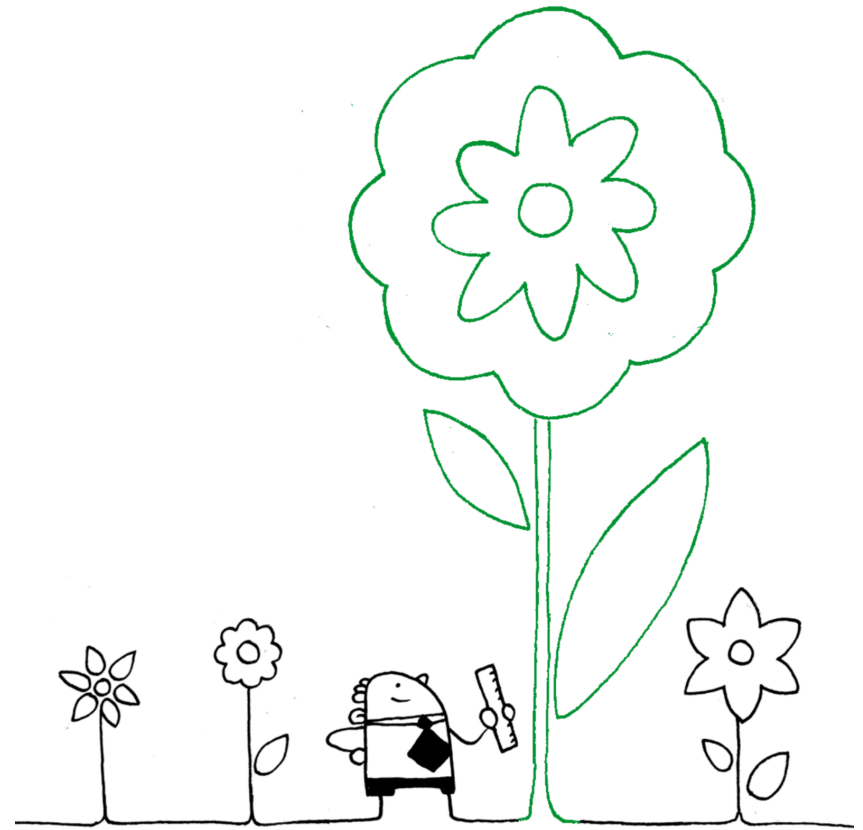
# REVIEWING PERFORMANCE

## Budget

Is an insufficient budget holding your campaign back? If your Impression share is low, you're most likely either:

- a) Not bidding high enough and other competitors are outbidding you, or
- b) You have an insufficient budget.
- c) A combination of the above.

Not having sufficient budget will hold back your campaign's performance and it will take longer to optimize.



# TIME. TESTING. PATIENCE.

## Can you grow a garden overnight?

Google Ads take time, testing and patience. On average, in order to get a campaign performing optimally, it takes 90 days of constant monitoring and frequent “tweaks” to settings, ads, keywords etc. and then continued management to both maintain and improve performance even further.

