GOOGLE SEARCH ADS

CHEAT SHEET

(FOR PRACTICE OWNERS)

A step-by-step guide to help you run better-performing Google Search campaigns that attract more patients.

PRACTICE ACCELERATION
RAPID PRACTICE GROWTH

STEP 1

SET UP THE RIGHT WAY

🔧 TRACK WHAT MATTERS

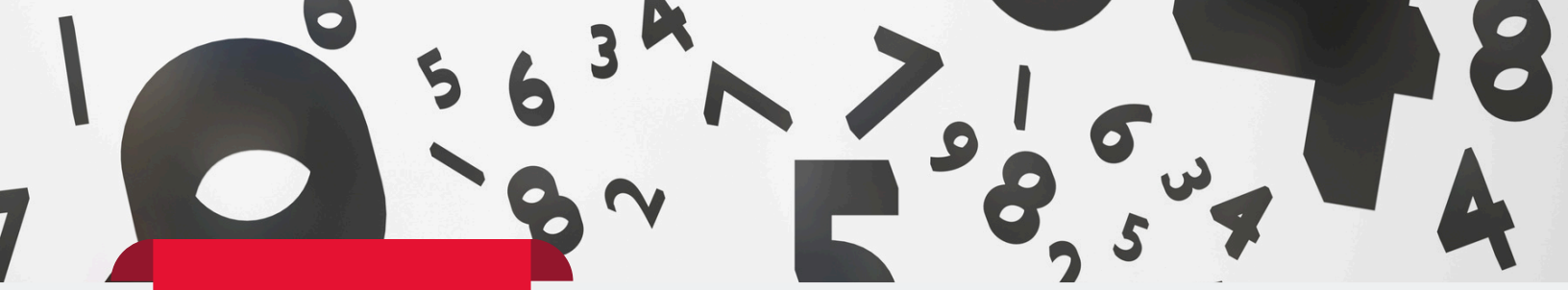
Make sure you're tracking patient-focused actions like:

- Appointment bookings
- Contact form submissions
- Phone calls from your website
- Clicks on your clinic's phone number or directions

💡 *Use Google Tag Manager or ask your web person to connect your website to Google Ads and Google Analytics 4 (GA4).*

📦 STRUCTURE YOUR CAMPAIGNS SMARTLY

- Separate campaigns for different services (e.g. Dental Implants, Teeth Whitening)
- Group similar keywords together in each ad group
- Keep brand name keywords (e.g. "Your Practice Name") in a separate campaign



STEP 2

KNOW WHAT NUMBERS TO WATCH

METRIC	WHAT IT MEANS
CTR (Click-Through Rate)	Are people clicking your ad? (Target: 5%+)
CPC (Cost Per Click)	How much each click costs you
Conversion Rate	% of clicks that turn into leads (Target: 10%+)
Cost Per Conversion	What you pay for each lead (phone call, form, booking)
Impression Share	How often your ad shows compared to others

🧠 Focus more on Cost Per Lead and Lead Quality.

STEP 3

ONGOING CAMPAIGN IMPROVEMENTS

📦 KEYWORDS

- Pause keywords that are spending money but not bringing in patients
- Add negative keywords (e.g. “free,” “DIY”) to block time-wasters
- Use more specific matches (Phrase or Exact Match) to avoid junk clicks

📦 ADS

- Include your main service and location (e.g. “Teeth Whitening in Brisbane”)
- Test 2-3 versions of each ad
- Use clear call-to-actions:
- “Book Now,” “Call Today,” “New Patients Welcome”
- Highlight what makes your clinic different (e.g. “20+ Years Experience,” “Same-Day Appointments”)

STEP 3

ONGOING CAMPAIGN IMPROVEMENTS

🌐 LANDING PAGES

- Your ad should link to a service-specific page, not just your homepage
- Must be mobile-friendly and load fast
- Include a clear headline, benefits, and a simple contact form or phone number

💰 BIDDING STRATEGY (SET YOUR GOALS)

Choose the one that fits your objective:

Your Goal	Best Bidding Option
More appointments	Maximize Conversions or Target CPA
More website traffic	Maximize Clicks
You want full control	Manual CPC

📈 Once your campaign has 15+ conversions in a month, Google's smart bidding starts to improve.

STEP 4

WEEKLY MAINTENANCE CHECKLIST

Task	How Often
Check your Search Terms Report	Weekly
Add negative keywords	Weekly
Pause ads or keywords wasting money	Weekly
Review cost per lead and bookings	Weekly
Test new headlines or ad copy	Monthly
Improve landing page if conversions are low	Monthly

🧪 WANT TO TEST SOMETHING NEW?

Try testing:

- A new service-focused ad (e.g. Emergency Dental, Clear Aligners)
- Different offers (e.g. “Free Consultation”, “10% Off First Visit”)
- Different landing pages or booking flows

TOOLS TO KNOW

- **Google Ads Manager** – where you create and monitor ads
- **Google Analytics 4** – see what patients do on your website
- **Google Tag Manager** – helps track form fills, calls, clicks
- **Search Terms Report** – see real keywords patients are typing
- **Looker Studio (optional)** – for fancy dashboards (ask your marketer)

COMMON MISTAKES TO AVOID

- ❌ **No tracking set up – you won't know what's working**
- ❌ **Sending people to your homepage instead of service pages**
- ❌ **Using one campaign for all services**
- ❌ **Leaving campaigns running without weekly check-ins**
- ❌ **Bidding on broad keywords like "dentist" without filters**