



'HOW-TO' GUIDE

Pay Per Click (PPC) Advertising

How to advertise with a Pay-per-click campaign

Pay-per-click (PPC) advertising is a highly effective form of digital advertising that you can use to reach new audiences and potential patients online. You can place targeted ads on sites such as Google, and pay for targeted visits to your website, every time a potential patient clicks through to your site. PPC can be a very cost-effective method of advertising, especially if you are looking to sell products, drive website traffic, or even gain appointment bookings. Here's how to get started.

First things first: Decide where to advertise

The kind of site you advertise on is important, and you might want to do some internet research. For first-timers, though, we'd recommend a popular search engine. Google Ads and Microsoft Advertising are two of the best. Sign up for whichever you think best and create your account.

Google Ads -

<https://ads.google.com/home/>

Microsoft Advertising -

<https://about.ads.microsoft.com/en-gb>

Follow the on-screen instructions to get started.

1. Choose your business goal

In this first step, it is really important that you define your business goals clearly, by selecting from one of the options provided. For example, if you are using PPC to drive more potential customers to view your practice website, "Page Views" would be a suitable goal to choose.

2. Create your ad

- Think like your patients. How do they speak when they want a product you can offer?
- Tie it all together. Make your keywords similar to the words you'll use in your ad, and in turn to your site when your audience clicks through.
- Make it relevant. You want to attract people who need what you're selling, so make your language precise and specific to your specific goal. When people are at a stage where they want to buy, they know what they're searching for, so one word won't do. Rather than 'prescription sunglasses', think 'Men's designer prescription sunglasses'.
- List different variations. Your patients may spell things differently, or so make sure you list these variations. Think 'lens, lense, lenses' etc.
- Location and language targeting. Obviously, you'll want to target people in your area. You can set territories, countries, regions, cities or even smaller catchment areas to make sure you do. And the same goes for languages.
- Understand matching options. There are several ways you can set your ad up to match with keywords. Make sure you research these to get the right framework.
- Exclude 'negative' keywords. These are the opposite of keywords. Words that, when sitting next to your keywords, exclude a match. You can put a minus next to these words on your list. For example, if you exclude the word 'camera', then your ad won't appear in a search for 'camera lenses'.

3. Select who sees your ads

Adding search themes, or keywords, is a really important step in PPC - these are words, that when typed into your chosen search engine, will cause

your advert to be seen by customers. By choosing appropriate search themes, you will ensure that you're attracting the right kind of customer to your store.

Here are a few things to consider when choosing your keywords:

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4. Set a bid strategy

This may sound like a confusing term, but all "bid strategy" means, is how Google will focus your set

budget on optimising getting page views, depending on your chosen goal. In this example, using Google Ads, we have chosen a business goal of "Page Views", therefore, the suitable chosen bid strategy would be "Conversions". All this means, is that Google will now tailor you ad to the right people, so that you can get increase your potential qualified business leads, and therefore, attract more potential patients.

For more information on picking the right bid strategy, visit: <https://support.google.com/google-ads/answer/6167148?hl=en>

5. Set a budget

Finally, you will need to set a budget for your ad. Defining a daily budget will ensure that you never cross your expenditure limits. Here, you can either select the "Average daily budget" amount provided by Google, or you can select a custom budget, the choice is completely up to you. Once you click "Next", you will have the option to enter your payment details, this is a crucial step for getting your ad published. Now, you're ready to submit your ad for publish.

6. Track your add

PPCs are an ongoing experience. By seeing how your ads perform – which keywords do best etc. – you can re-work and improve your ads as you track them, thereby attracting more and better patients.

The best way to keep track of everything is with website analytics, which will give you a detailed account of where your viewers are coming from – including your PPC ads. They'll help you see which of your ads are working best, helping you refine and improve the way you use them.

And that's that.

It might seem a little overwhelming at first, but PPCs are really easy to get a hang of, and they can really pay off for your business.