

10

Benefits

Of Using Pay-Per-Click FOR PHYSICAL THERAPY



1

Get Started Instantly

Thanks to Google Ads, any business owner can start PPC advertising campaigns the second they want to.



2

Easily Measure Results

Default settings allow you to see traffic, cost per click, conversions, and acquisition costs is easy within each specific campaign.



PRO TIP

If you want to take it a step further, learning a few google analytics tricks can help you easily determine what visitors from each ad are doing on your site.

3

Short Term Success

While SEO is a “free” source of traffic, it can take 6-12 months to start seeing real results. Done correctly, you should see some PPC results in the first month and see them increase in the 30-90 day window.



4

Reach The Right Audience

You get to choose what Keywords your ads will appear on. But don't forget to use the campaign settings to target Location, Languages, Device Type, Time of day, & more!



5

Boost Time-Sensitive Offers

If you have a special offer or event, simply pause one ad, turn on a new one & switch them back when the event is over. Don't delete ads, just use the pause feature.



6

Free Brand Recognition

Not everyone who sees your ad will click. But if they don't click, you don't pay! People who are searching for your keywords will still see your ads – increasing brand awareness.

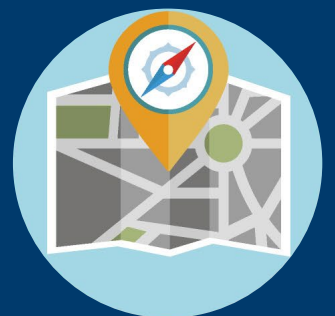
**REMEMBER**

*People often need to see marketing
between 7-20 times before converting.*

7

Keep It Local

You can and should set very specific parameters on where your ads appear. Do this in the campaign level settings. In addition, add long-tail keywords for your town or area. For example: "Physical Therapy Central Virginia"



8

Stay On Budget

The nice thing about PPC is there are no budget restrictions. You get to choose how much you pay per day and how much you bid for a click. You do get what you pay for and every keyword costs different based on competition, but you can use the Keyword Planner tool to see what competitors are paying & know if you can afford to compete.



BUDGET TIPS

Have a high-budget local competitor?

Try only bidding enough to get the 2nd spot. You may be able to get your new patients cheaper than the 1st spot even if you end up with a few less.

Want to save money?

Ads with higher quality scores get clicks cheaper than low quality scores. Quality scores are NOT as important as your CPA, but they can help reduce costs.

9

Test Your Ads

In the last few years Google has introduced settings you can use to make the system automatically test & analyze which headlines or images are doing better. Plan to learn about these settings – it's a great way to improve your results each month.



Get Reports At A Glance

When setting up your account, take a few minutes to make sure the things you care most about are on the dashboard like amount spent, cost per conversion, etc. This will save you time later.



BONUS



Where Does PPC Fit Into Your Plan?
Download The Ultimate PT Marketing Funnel
For A Detailed, 5-Step Practice Marketing Guide:
PracticePromotions.net/training