



## THE PRACTICE OWNER'S

# CHEAT SHEET TO HIRING A GOOGLE ADS AGENCY

Most Google Ads agencies don't understand PT, Rehab, or Chiro—and *that's dangerous!* Ask these key questions BEFORE you hire a Google Ads agency...

01

**Have you run Google Ads for a PT / Chiro / Rehab clinic before?**

*Industry experience is crucial!* Ask the potential agency to share new patients results from a clinic they've worked for in the past.

04

**How often will you update and optimize my ads?**

Any Google Ads agency worth their stuff will optimize your ads weekly or monthly. If they don't give you a straight answer...cut them loose.

02

**How many extra new patients can I get each month with ads?**

We hate to say it, but most ads agencies only care about clicks and cost per call. They don't understand your end goal: to get new patients. If they can't articulate how many new patients you'll get... drop them. *Tip*—your Google Ads should be bringing in 10-15 extra new patients each month.

05

**What keywords are important for a physical therapy / chiro clinic?**

**89% of people search for their conditions on Google** (like back pain and neck pain), not just "physical therapy." Grill your agency on what keywords they'll focus on! They **SHOULD** mention conditions, not just "physical therapist" or the name of your clinic. If they don't, they don't know what they are talking about.

03

**What will I spend each month?**

Based on our experience running Google Ads 100+ PT, Rehab, and Chiro clinics, we recommend paying Google \$500-1000 per month to start out. An agency fee will go on top of that. If your agency doesn't give you numbers in that ballpark...RUN!

**BONUS:**

**Are my results guaranteed?**

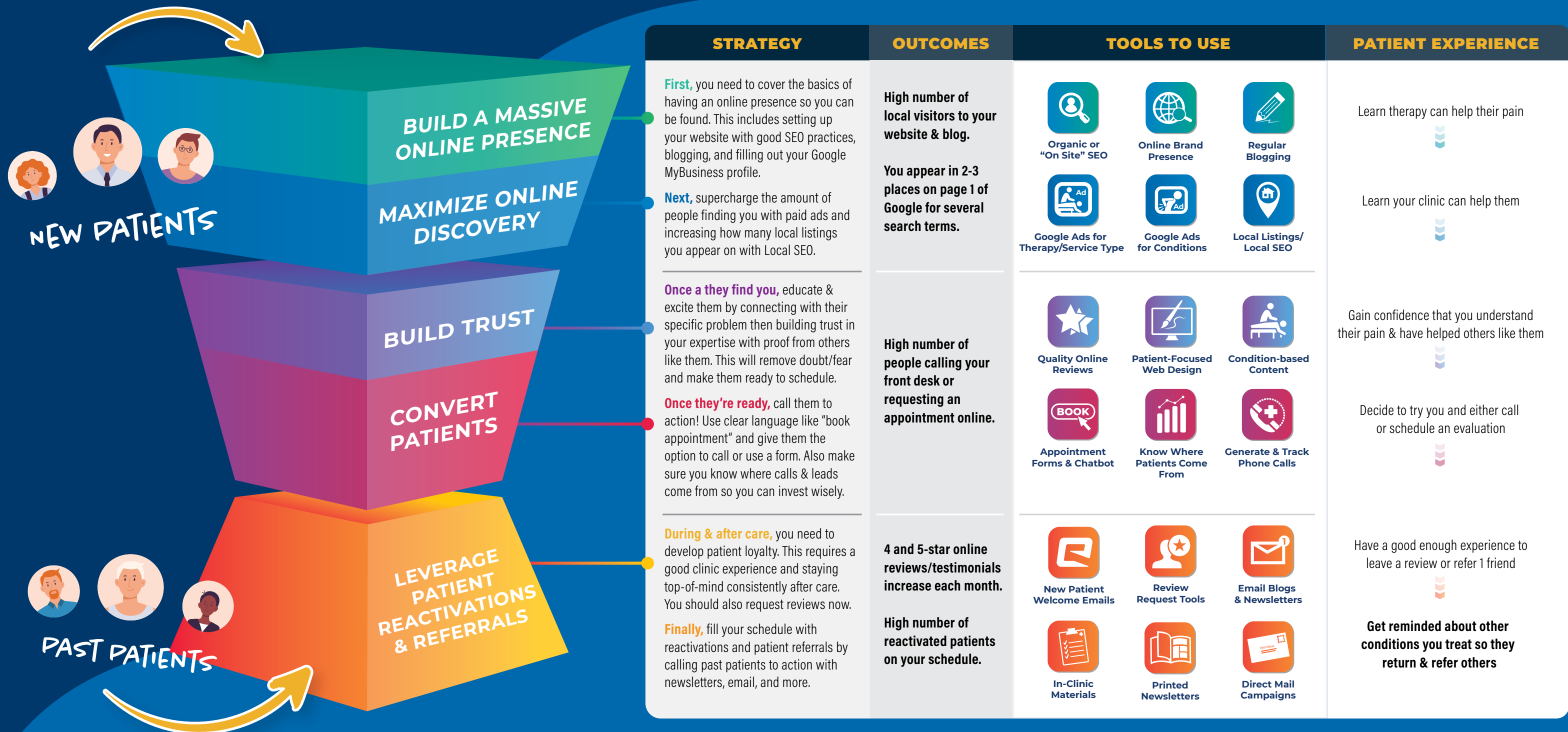
At Practice Promotions, we guarantee **10 new patient leads each month**—or you get your money back. Push any other Google Ads agency to give you a guarantee!

REQUEST A **FREE** PRACTICE MARKETING KIT TODAY!

**PracticePromotions.Net/Kit**

# The **ULTIMATE** Patient Acquisition Strategy

Implementing Google Ads Is Just One Step Of A More Powerful Practice Marketing Strategy



**READY TO GET STARTED?** REQUEST A **FREE** PRACTICE MARKETING KIT TODAY!

**PracticePromotions.Net/Kit**