



Pay-Per-Click Advertising

Officite's Google Advertising Includes:

- Campaigns are designed to increase the volume of clicks to your website through Google paid ads
- Help that drives relevant traffic to your website when patients are specifically looking for your types of services and are ready to schedule an appointment
- Campaigns can be targeted by most profitable services
- Flexible budget options - Campaigns starting at \$200/month
- Dedicated search specialist helps to drive down the Cost Per Click
- Campaign transparency reporting through our Dr. Portal
- Call Tracking – Call Recording
- Tailored Ad Copy and Custom Landing Pages to improve conversions
- Pay-Per-Click budgets can be allocated toward mobile and/or desktop searches based upon how patients are searching
- Average targeted radius is generally 10 miles



DID YOU KNOW?

\$2:\$1¹

Businesses make an average of \$2 in revenue for every \$1 they spend on Google Ad Words.

65%²

of people click sponsored ads when searching for a service or product online.

Ad Group Example:

“Acne”

Keyword Examples:



- Skin Acne
- Adult Acne
- Teen Acne
- Blemishes
- Pimples
- Blackheads



1: Brightedge. (2017). Cracking the content code: A look inside the channels and content that perform.

2: WordStream. (2015, April 3). 5 Reasons to Diversify Your Search Strategy with PPC Advertising. Retrieved from <https://www.wordstream.com/blog/ws/2012/07/18/diversify-search-strategy-ppc>