How to Lower Your PPC Budget, but Get More Patients: Best Practices

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Financial Disclosure

• Employee and Owner of Ceatus Media Group LLC, a Full-Service Digital Marketing Company based in San Diego.
Google PPC Advertising

- PPC Means Cost Per Click (Also called CPC or Cost Per Click)
- Every Time a Google Visitor Clicks on Your Ad – You Pay
- 4 Ads on the Top of the Page and 3 on the Bottom – Sometimes!!

Google Ads - The Ultimate Guide to Mastering Google Ads for Your Small Business

Learn How to Use Google Ads to Grow Your Business and Stay Ahead of the Competition...

- Improve the Visibility of Your Business
- Drive More Traffic to Your Website...
- Increase Your Sales

(Tabs Open in a New Window)
Glossary Of Terms

- Impressions: How often your ad is shown.
- Clicks: How many clicks your ad got.
- Click Through Rate (CTR): The percentage of people who see your ad who end up clicking it.
- Conversion: The number of AdWords ad clicks resulting in an event.
- Cost per Conversion: The cost of acquiring an event.
- Average Position: The average position within the search results that your ad is placed. There are 10 positions per page, so positions 1 – 10 are shown on the first page of search results.
- Search Query Report: An AdWords report that provides a snapshot of all keyword search terms users used that matched the keywords chosen in the query or the campaign. This is a great way to find terms that aren’t relevant and “negate” them in order to increase quality traffic and relevancy in a campaign.
- Quality Score: Quality score is an estimate of how relevant your ads, keywords, and landing page are to a person seeing your ad. Higher Quality Scores typically lead to lower costs and better ad positions.
- CTR (Click Through Rate): The percentage of people seeing an ad who click it.

Glossary Of Terms

- Campaign: A set of adgroups that share the same settings (Budget, Location, etc.)
- Ad Group: A set of ads, keywords, and bids that are managed together, form an adgroup.
- Keywords: Words or phrases added to your account which describe your product or service. These keywords determine when and where your ad will show.
- Broad Match: A keyword match type in which an ad is eligible to show for any query string containing the specified terms.
- Phrase Match: A keyword match type in which an ad is matched with searches that include the exact keyword phrase as well as the appendage of additional terms.
- Exact Match: A keyword match type in which an ad is matched with user’s searches that include the exact keyword phrase.
- Negative Match: A form of keyword matching in which ads are never matched with searches that include the specified negative keyword.
- CPA (Cost Per Acquisition): The cost of a single identified action (lead, purchase, etc.)
- CTR (Click Through Rate): The percentage of people seeing an ad who click it.
- Daily Budget: The amount you choose to spend in a day (keep in mind, this number is only an average).
- Maximum CPC Bid: The highest amount you are willing to pay for a single click.
- Maximum CPM Bid: The highest amount you are willing to pay per 1000 impressions.
- Display URL: The URL which is seen in the ad.
- Destination URL: The place consumers will land, typically on your site, after they click an ad.
- Optimization: The process of making changes within an account to help improve success.
Bidding Strategies –
Three Ways to Pay for the Advertising

- **CPC** - Cost-Per-Click, pay only when ad is clicked on (Traffic Goal).
- **CPM** - Cost-Per-Impression, pay for impressions (Brand Awareness Goal).
- **CPA** - Cost-Per-Acquisition, uses CPC bidding and historical Conversions to target.

For Premium Eye Care Practices, CPC is most common!
CPM – ROI very hard to track.
CPA – Requires a lot of traffic and conversion.

https://www.youtube.com/watch?v=jRx7AMb6Z0

Campaign Set Up

1. **Campaign Type**
2. **Budget** - Monthly, Daily, Max Per Key Word
3. **Location Targeting**
4. **Ad Schedule**
5. **Devices**
6. **Key Word and Match Type**
7. **Delivery Method**
8. **Start & End Dates**
9. **Ad Rotation**

Campaign Type, Budget, Location and Key Word/Match are the Biggest Ways Practices Lose Money
Campaign Types

- Search Campaign Only
- Display Campaign Only
- Search Network with Display Select
- Call Only Campaigns
- Video Campaigns
- Gmail Campaigns
- App Campaigns

Recommend: Search Campaign for Key Word Advertising.

For Retargeting or Branding – Display Ads

In the Search Network Can Be Used.

Search Campaign – Only Appears on Google Search Engine!!

Budget

1. Budget – Monthly, Daily, Max Per Key Word

In a Major Market, Expect to Pay $5,000 or more a Month
For a Strong LASIK Campaign!!

Always in the Top Three Listings Above the MAP!!
How to Lower Your PPC Budget, but Get More Patients: Best Practices

### Keyword Research - Forecasting

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<th>Group</th>
<th>Imp</th>
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### Bid: $20  Budget: $100

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### Location Targeting

Select Which Areas You Want to Target

Probably the Biggest Mistake Practices Make to Cost $$$
Selecting Key Words and Match Type

- **Broad Match** – Any search which includes “lasik”
- **Phrase Match** – Any search that includes “cataract surgery”
- **Exact Match** – Search has to match key word or phrase exactly
  - Get rid of “cheap”
- **Negative Match** – Eliminate phrases of no interest – “cheap lasik”

Optimize the Match So that Clicks Are Highly Targeted

Components of Ad Rank

*AdWords Auction uses Ad Rank to determine which advertisers are placed in what position on the page.

What determines Ad Rank?
- **Max Bid** – Maximum Bid or Price an advertiser is willing to spend for a “click”
- **Quality Score** – Numerical score given regarding relevance.
- **Available Ad Extensions** – Takes into account what ad extensions are available to show the user.

[Google Ad Rank](https://www.youtube.com/watch?v=MBmPtduElkM)
Components of Quality Score – Can You Say Relevancy??

What Is The Highest Score Possible? 10/10

How Is Quality Score Calculated?
- Expected CTR (Google/Bing) - Determined by the search engine based on competition
- Ad Relevance (Agency/Client) - Are the keywords found in the headline or ad for "relevance"?
- Landing Page Experience (Agency/Client) - Is the user finding what they were expecting to find successfully - is it relevant?

https://www.youtube.com/watch?v=P6RfDHpsyPg

https://www.lasikplus.com
Ad Extensions

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<td>Review Extensions</td>
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<tr>
<td>Image Extensions: Bing</td>
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Ad Extensions to Optimize Your Click Through Rate

Calls to Action in the Ad and Landing Page

- Cost
- Cost
- New Technology or Services
- Experience
- Sleeping Giant - Reviews

Publicize Positive Reviews
Who Knows Online Conversion Better Than Amazon?!
Amazon Effect

- eMarketer – Reviews are 12 times more trustworthy than descriptions from the company.
- iPerceptions – Consumers 63% more likely to purchase from a site that has user reviews.
- Reevoo – Reviews, when mixed with product information, create an 18% uplift in sales.

Bottom Line – Publishing Reviews On Your Website Converts!!
Use the Content 4 Times!

Daily, Weekly, Monthly Tasks

- Daily Spend Pacing
- Weekly Negative Keywords
- Monthly Reporting – That Makes Sense
- Ongoing Paid Media Landing Page CRO (Conversion Rate Optimization)

Evaluate Ad Performance
Google Map Ads

- In the app, ads will show up with distinctive purple ad labels and will be prominently featured in the first spot above organic search results.
- If you're searching within Google Maps, no more than two ads with purple ad labels will make it to the top of the results, so getting that top placement is significant.
Google Map Ads

- Google says local search is growing 50% faster than mobile search overall.
- Nearly a third of mobile search is location-related.
- Must enable local extension.
- PPC is charged for:
  - Location Details
  - Directions
  - Click to Call

Thank You!

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