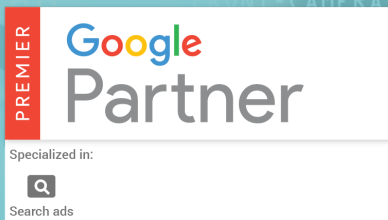


# Officite

## Our Guide To Getting Started With Pay-Per-Click

We're excited that you're interested in our Pay-Per-Click (PPC) product at Officite and look forward to getting you set up. First, let's make sure we set the right expectations for your campaign. We want to ensure you understand how this product works up-front.



Pay-Per-Click allows us to target specific keywords related to your practice, to drive premier ad placement in search results, ideally on page 1. To better understand PPC, it's important to know how an ad is created and optimized. Every time someone performs a Google Search for a specific keyword, an ad auction happens behind the scenes, bidding for search results placement. That placement depends upon three factors: **anticipated performance, Quality Score, and highest bid per keyword.**

*For example: when searching for "doctor near me", Google is going to look for all doctors running ads in that area that have bid on that keyword. Ad placement will then be dependent on the highest bids.*

For this reason, depending on your bid and daily budget, we try to make competitive bids, to give you the best chance of receiving multiple clicks on each ad, every day.



## TIMELINE OF WHAT TO EXPECT



### LAUNCH DATE

During this time we will reach out to gather any additional information that we might need to get things set up, including Ad Groups that you would like to run.

[What is an Ad Group? Think of an Ad Group as a keyword that relates to a service that you offer, for which you would like to attract patients. This can be something that you specialize in, a new service you offer, or one of your practice's more-profitable offerings. Envision your ideal patient walking through the door, and that's who we will work to find.]

Once we have the Ad Groups, we will then build the campaign to have it ready to launch on the contracted start date. This includes building out specific landing pages to optimize conversion, creating ad copy, identifying keywords and setting up extensions in Google AdWords, and assigning call tracking numbers specific to your campaign.



## MONTHS 1-3

At the beginning of the campaign, most of what is accomplished is data collection and analysis. While we have set up and run hundreds of campaigns, every practice is a little different. We do our best to optimize things from the start, but a lot of information is gathered once we are able to see the user behavior of prospective patients. This includes not only what they are searching for, but how they search for it, where they are searching from, and what ads get the best response. While this is something that we continue to monitor and refine over the course of the campaign, the most important information comes in the first few months.

Conversions typically tend to be lower during this time. This is nothing to be alarmed about. The low conversion rate is due to the fact that many clicks will be from users with little or no intent of converting. You should still get some calls, but the volume will vary from month-to-month, and should improve over time. For this reason, we recommend that you start with a smaller budget and, once we have made the necessary adjustments, you increase it incrementally, until you reach your maximum budget.



## MONTH 4 AND BEYOND

At this point, we should have collected enough data to make some of the necessary adjustments to improve optimization. Changes made from here forward will be mostly minor tweaks, but will remain constant as we continue to evaluate effectiveness on a monthly basis. All of your paid campaign calls, and several pieces of ad data are available to see in your Doctor Portal. In addition, at any time you may elect to schedule a call with one of our search experts. On these calls, they can walk you through your campaign's performance and highlight recommendations to improve your Google Ad spending.

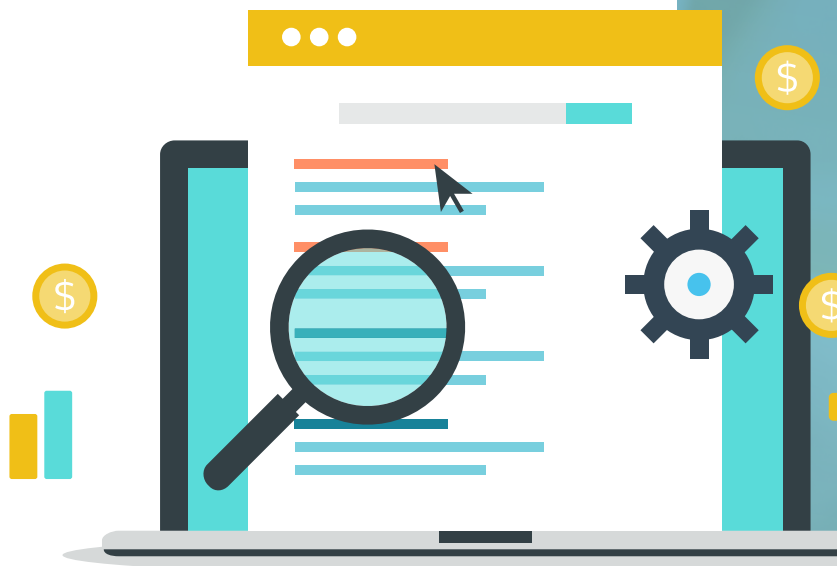
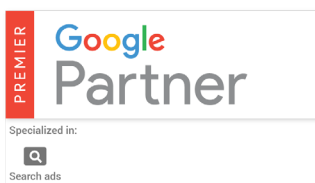


## OTHER INFORMATION TO BE AWARE OF

Google Ads charge on a per-click basis, meaning every time your ad is clicked on, some of your budget is subtracted. Typically we see the Cost-Per-Click (CPC) in the \$5-8 range. Again, this varies depending on competition, keywords being targeted, geographic location, and your ad's Quality Score. While we can't control many of these factors, Quality Score is where we can do the most to lower your CPC. Quality Score takes into account both keyword relevance (what was searched, what was bid on, how it correlates to the ad copy itself, and its relevance to the information that's provided on the landing page) and the ad's anticipated Click-Through-Rate (what % of the time it's clicked on when it shows up in search results).

The industry average Google Search Network CTR for healthcare is between 3-4% depending on what source you look at. Conversion rate for healthcare in the same network is around 3%. Your monthly budget is broken down into a daily allotment for the number of days you advertise in a month. Google uses 30.4 days as the benchmark (we round the number to 30 days). So if your monthly budget is \$400, your daily budget (assuming that you run ads every day) would be \$13.33 per day. For purposes of this comparison, that brings your CPC to \$3.33. What this means is that, given your cost and budget, you could expect about 4 clicks per day or ~120 clicks per month. At a 3% conversion rate, that is around 3 conversions per month. This number is just an average. Actual numbers may vary.

**TIP:** If you ever do a search and see your ads, **DO NOT CLICK ON THEM!** If you do click on them, it's taking money out of your budget. The ads are targeted on location, keyword, and budget; they stop showing when your daily budget ends. We can always send you screenshots of an example of your ads upon request, but they won't always look the same.



**Have any more questions about Google Ads?**  
**Contact a search team expert at [search@officite.com](mailto:search@officite.com) to learn more.**