

# This why your Pay Per Click ads don't work

One of the most effective ways to generate new leads for your practice is through Pay Per Click (PPC) ads. If you are spending hundreds of pounds each month on Google ad campaigns, you expect to see a result but plenty of dentists are left frustrated by either the quality of the lead or the suitability of the lead.

When it comes to marketing your dental practice, you need to identify a strategy that works for you. There is no 'one size fits all' option when it comes to attracting patients who are looking for a complete smile transformation.

As a marketing company that has reviewed and analysed a great number of websites and marketing campaigns over the years, we have witnessed the same mistakes repeated time and time again.

Many dental websites are built with the dentist in mind, not the patient. As a result, you will often find written content on the page is too clinical and focuses on the treatment at the expense of how you deliver the treatment. Consumers at the high end of the market are looking for a dentist that they can trust, who they feel comfortable with, and someone who can provide a portfolio of evidence that showcases the results you have achieved for other patients with similar issues.

Furthermore, the obsession with dental stock imagery doesn't help. Would a nervous dental patient interested in dental implants be inspired by a photo of a screw in a jaw? Not likely! There is a saying that 'content is king,' and it is true. Your



written and visual content is your one shot at creating the right impression with a potential new patient, so don't clutter the page with unnecessary images, it does nothing to boost your conversion rates.

I recommend taking a step back from your website and looking at it again, this time through the eyes of a consumer with little or no knowledge about you and your treatments. Now, let's reconstruct your page ensuring you have all the content that a new enquiry would need to make an informed decision as to whether you are the right fit for them. Just don't forget the most important part, which is to tell them what to do next! Don't let them get to the bottom of your landing page without giving them a very clear message about how to proceed – be that a paid appointment, a call to the practice, or a free consultation... you get the idea.

One of the most frustrating things as a marketing company is to see the new treatment landing page, with some great trust-building content, all to be undone by offering up an external link to the brand website. It's usually to a famous clear aligner page! Let's think about this for a minute: you develop your strategy, you create your

webpage and start to run ads. Then, the first thing you ask that new lead to do is to click on an external link to find out more about the brand. Money down the drain. You will never get that lead back onto your site. All you have accomplished is paying a fiver to give someone else a free enquiry.

It's not just links to external sites that can cause you problems, it's links to other areas of your website that can be equally as damaging. Let's imagine that we have landed on your Short-Term Orthodontics page – you have created a page that explains what the treatment is and how you deliver that treatment. You've backed that up with photos of your work and comments from your patients. Your new enquiry is ready to take action but then you present several links to pages such as 'veneers', 'smile makeovers', or 'composite bonding'. By presenting these alternative treatments to the enquiry, you have created a level of confusion and ultimately lost your lead and, again, wasted your money.

If you can create a landing page that ticks all the right boxes, you will have a much better chance of producing an effective PPC campaign, but that is only half the battle. You will still need to make sure that the setup of your ads, the targeting, the keywords and the headlines used are all relevant to your marketing strategy. Conversion tracking is not something to be forgotten about either. You can't measure the effectiveness of your marketing if you are not able to track the leads it generates. Again, look at the call to actions you are using on your landing page and make sure you are tracking each one of them.

You need to measure calls, contact forms, or online booking leads.

Aside from giving you the information you require to establish if your campaign is working, conversion tracking also provides Google (or Meta) AI with vital information as to what a conversion looks like. The more information the AI has, the better the decision-making and the better the quality of the lead.

In summary, plan your campaign, measure your campaign, and make sure your website is geared to the consumer and not to impress your peers. ■



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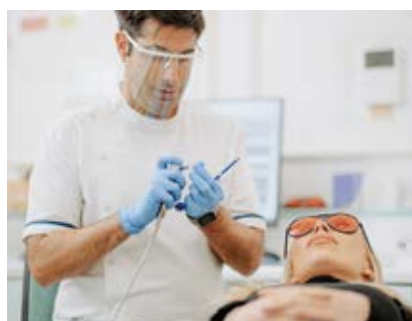
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# Provide patients with a positive experience

There are several factors that play an important part in providing a positive experience when attending the dentist. It all begins before setting foot into the clinic, ensuring that a reminder call or text is politely sent prior to appointment time to remind the patient of their treatment and any pre-treatment steps that need to be taken. Then, when arriving on the day of the appointment, making sure there is a warming, welcoming atmosphere is crucial. This can be down to the initial greetings, waiting room experience, cleanliness of the surroundings and even the bathrooms! Offering patients drinking water before, during and after dental treatment is a must.

Perhaps the most important factor is having a happy, productive, and motivated team who look after the patients and cater to their needs from the moment they arrive at the clinic to the moment they leave. The experience can differ depending on any specific needs of the patient but, essentially, service with a smile and an understanding attitude for each individual patient will get you far. If the team can create a happy and trusting environment that makes the patient feel at ease, no matter the procedure, they will remember this.



Prior to starting any treatment, it's great practice to fully explain what is going to happen before, during and after the procedure so that the patient understands what to expect throughout and is at no point wondering or worried about what is going on. During the procedure, explaining what you are doing in a patient, friendly manner will help ease nerves.

Further factors to provide a positive experience include playing suitable ambient music to relax the patient as well as giving them something to focus on. Alternatively, consider talking to the patient about the use of headphones during their treatment; it may help them settle while fast, slow, or ultrasonic handpieces or scalers are being used. Often these noises can be unsettling so removing this aspect will make for a more relaxed patient.

Logistically, explaining payments fully and allowing patients to ask any questions regarding this will reduce any potential anxiety of not knowing during the procedure, as well as answering all questions they may have regarding the treatment and aftercare options. Giving patients both verbal and written answers will ensure they are fully informed and can resort to written communication after the visit. Of course, ensuring they know you're at the other end of the phone should any further questions arise will also help.

Important factors to consider in ensuring a positive experience during the actual dental procedure include recommending the use of numbing gel before any dental injection to promote a more comfortable experience. Take care with the jaw to avoid over opening and discomfort by using a mouth prop to help the patient maintain the correct level of opening. Also remember to ensure care when it comes to dental x-rays – using the intraoral x-ray and holder carefully to prevent discomfort. For dental examination, it is crucial to be careful with the probe and ensure it is not used too sharply or heavily. Overall, having a gentle touch is key. When carrying out dental cleaning and using hand scalers is when this is most important, especially if the patient suffers with sensitive teeth.

At the end of the appointment, to ensure patients leave happy, giving good oral hygiene tips and maintenance instructions is important to make sure that all patients understand how to take care of any dental work. Finally, providing toothpastes, mouthwashes and oral hygiene aids suited to the patient's teeth will ensure they look after their oral health beyond the walls of the clinic.

If all of the above is applied, it is with great certainty that patients will have positive dental experiences, leaving them feeling enthused to continue visiting for many years to come. If adults continue to have these positive experiences at the dentist, it will inevitably pass on to children, who will then create a generation of avid dentist goers. ■

## About the author

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