

# Get More Patients with Pay Per Click Ads

Google  
Partner

117

billion Google  
searches  
monthly

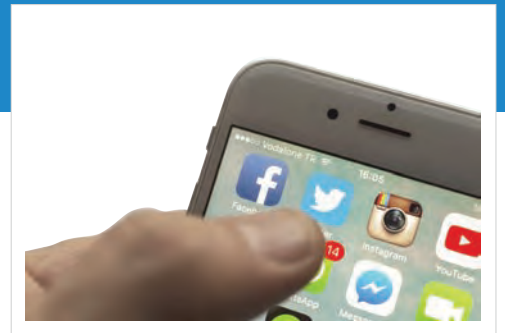
84%

of US  
adults are on  
Facebook

62%

of smartphone  
users searched  
health information  
in 2015

Search engines allow businesses and individuals to buy listings in their search results. These listings appear along with the natural, non-paid search results. Social Media platforms such as Facebook also offer ad campaigns within their growing social networks.



Pay Per Click (PPC) campaigns get results instantly. Google AdWords can generate traffic to your website within a few minutes of opening an account. Patients will see your ad within your targeted area. They click your ad and go to your website or call you directly.

Facebook ads can offer more Likes to your page, increasing your social audience and network of people that are interested in your services. This is an extremely effective way to quickly build a targeted audience that will see your posts. Facebook also offers PPC ads targeting specific gender, age, location, and areas of interests, that will go directly to your website.

PPC campaigns deliver a strong Return On Investment (ROI) by setting exact relevant keywords, location(s) and daily budgets. You pay only when someone clicks on your ad and lands on your website.

Your Practice Online can help create and facilitate an effective PPC campaign, saving your practice time and helping drive new patients to you. Our digital marketing team will complement your digital marketing strategy by creating a campaign specific to your specialty, with custom designed landing pages, an effective call to action and ad copy. Each month our team will provide updates to landing pages, managing and optimizing words, locations and budget, while providing metrics to help you measure your return on investment.

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