



9 Tips For Better Google Adwords

Presented by Trudi Charest





1



Update Your Website

Make sure you're not sending your Google paid ads to an old website!

There's nothing worse than spending good money on your Google Adwords to a site that doesn't convert potential patients...



2

Use Google Adwords to...

attract more patients! It's the fastest way to get in front of patients that are ready to book an appointment or buy eyewear products...





3

Budget a minimum of \$500 in click fees

Remember, if only just 1-2 patients come to your office from this per month, you've either broken even or already made a profit. Don't let this budget scare you!





4 ●

Keywords are crucial to Google Adwords success

Most practice owners don't realize that you need to use a LOT more keyword phrases than most "do-it-yourself" marketers will use. Agencies often use 5-10 more times the number of keyword phrases to get great success.





5



Targeting is a huge opportunity...

Target from a smaller geographical area to increase your patient bookings...

Use your own EMR software to find out where most of your patients are coming from (which zip codes).





6

Brands are always getting searched

You can take advantage of the popularity of these brands in order to get to the top of Google by using those brand names as keywords to schedule more patients.



7



Add to your Adwords budget when you still have opportunity

If you have open spots in your schedule, add more \$ to your Google Adwords budget to fill those gaps.





8



Run ads only when you're open!

Patients and potential patients do not want to hear a voice mail message! They often act as soon as they see an ad, so only run the ads when you're open so they can reach you right away.



9

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The easiest way to grow your practice is to fill your schedule

This may seem obvious, but it's true! AND... the easiest way to fill your schedule is to use Google Adwords!



BONUS

Your ads will only work as good as your website works and as good as your team answers the phone

Make sure that your website is up to date, optimized to attract your ideal patients, and that your staff is ready to book patients and answer questions related to your Google Adwords campaigns.



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the Eye Care Marketing CLUB

with Special Guest Speaker, Trudi Charest

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Dr. Sandi Eveleth

DrSandiEveleth.com



Dr. Darryl Glover

DeFocusMedia.com



Trudi Charest

Marketing4ECPs.com

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Eye Care Marketing CLUB

Join us on Sundays at 4:30 ET
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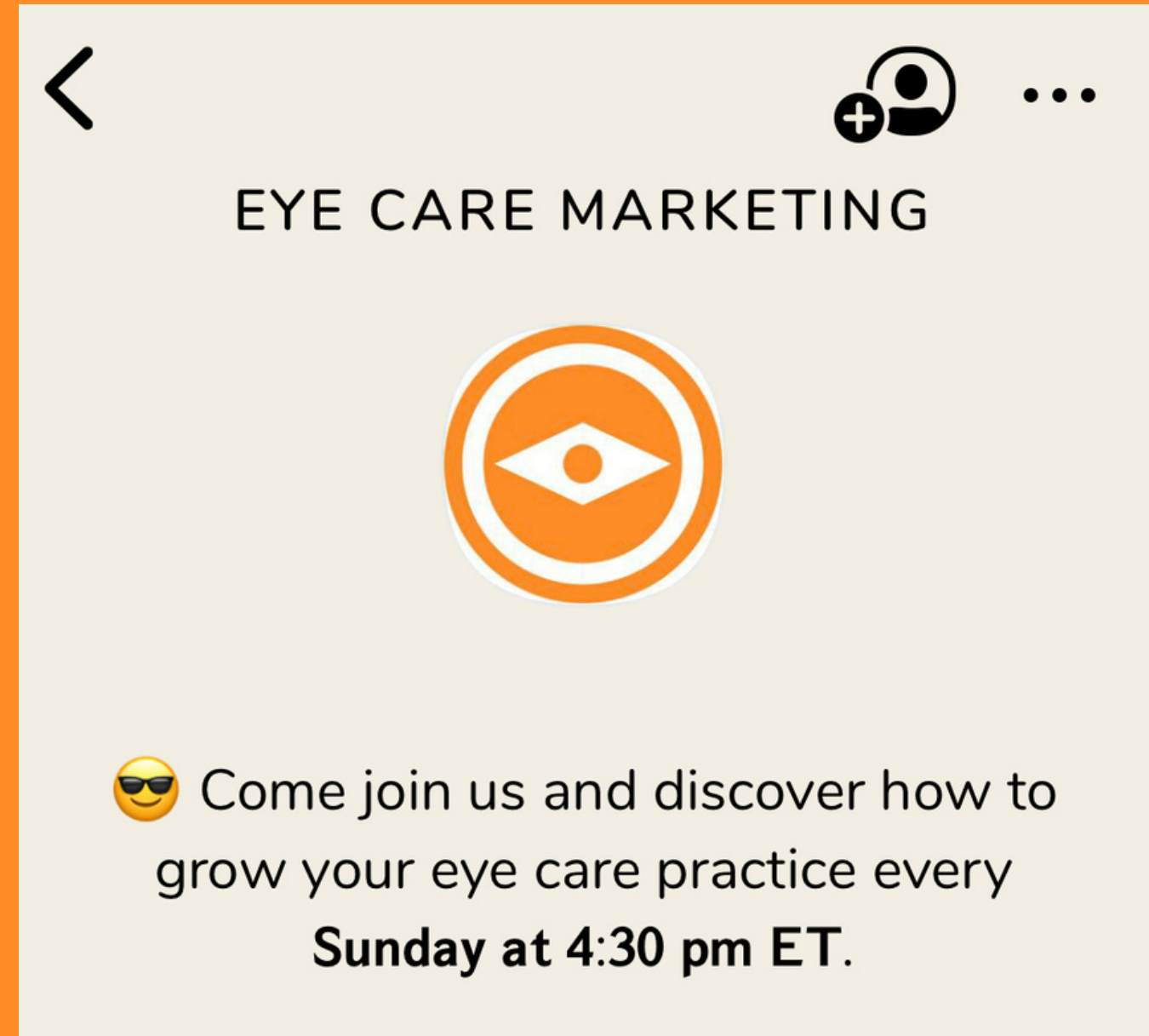
Weekly Notes

Check out the Clubhouse
notes at
DrSandiEveleth.com/CHnotes

Let's Chat!

I'd love to help you grow your
practice. I can answer your
marketing questions
DrSandiEveleth.com/bookdrsandi

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DrSandiEveleth



Dr Sandi Eveleth



@drsandieveleth

DrSandiEveleth.com/CHnotes



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DrSandiEveleth.com/CHnotes



I'd LOVE to
Work With You

Phone Number

(239) 691-2707

Email Address

sandi@drsandieveleth.com

Website

DrSandiEveleth.com

Dr. Sandi Eveleth

EYECARE PRACTICE CONSULTANT



“The pessimist sees difficulty in every opportunity. The optimist sees opportunity in every difficulty.”

— Winston Churchill

Dr. Sandi Eveleth

EYECARE PRACTICE CONSULTANT
