

Ad Groups

Keywords listed from highest to lowest recommended bid.

General

+dentist +near +me
+nearest +dentist
"local dentist"
+find +dentist
+dentist +nearby
[dentist]

Emergency

+emergency +dentist +near +me
+emergency +dentist

Town Name

[town ST dentist]
[dentist town ST]
[dentist town]
[town dentist]
+dentist +zip
+dentist +town

Dentist Office

[dentist office]
"dentist office"

Sedation

[sedation dentistry]
"sedation dentistry"
+sedation +dentistry

Teeth Cleaning

"teeth cleaning"

Whitening

+whitening +near +me
+whitening +dentist
+whitening +town

Ad Text Recommendations

- Use a new patient special in the headline.
- Mention your location and nearby landmarks.
- Mention ratings, reviews and awards.

Campaign Settings

- Target a radius that reflects your current customer base.
- Create a smaller radius with a 20% bid increase.
- In larger towns and cities create town name campaign with "target people in my location" setting.

Negative Keywords

*Look up most popular competitors and add as negatives.
This is just a sample of the most important negatives.*

+animal	+medicaid
+blog	+seminars
+books	+software
+canine	+veterinarian
+careers	+websites
+dr	+yelp
+directions	+youtube
+dogs	"dental school"
+employment	"dental labs"
+feline	"dental society"
+hiring	"dental supplies"

Miscellaneous

Connect Google analytics to AdWords
Import conversions (contact form, call tracking)

Ad Extensions

Sitelinks

Reviews Page, Specials, Directions, Our Team, Online Scheduling, Unique Services

Call

Use Practice Phone number (enable conversion)

Location

Requires Connection to GMB Listing

Call Outs

Awards, Review Ratings, Specials, Tag Lines