

5 Tips to Improve Your Google AdWords Marketing

Google AdWords can be a powerful and robust way to reach new clients, boost conversion and increase your return on investment (ROI). People searching for specific aesthetic treatments, solutions or symptoms will view your clinic's ads at exactly the right time. But making the most of Google AdWords' potential can be tricky as our 5 tips reveal.

1. Watch out for negative keywords

High click-through rates are great if they're converting to real enquiries and sales/visits to your clinic. If not, you're simply increasing costs as you pay-per-click.

Although it's not possible to convert every single click, using the right keywords and avoiding negative keywords can make a significant difference.

It's all about focusing on the keywords that matter most to your clients while choosing who not to target. Aesthetic treatments and the words associated with them can often overlap into other related industries such as diet and fitness. In these instances, your ad is not relevant, but you pay for the click through with no chance of conversion.

2. Make your ad sound great

The average click-through rate on Google AdWords paid search ads across all industries is about 2%, with consumer services at 2.4%, and health & medical coming in at only 1.79%*. It's clear your ad must work hard to stand-out and boost click-through rates and conversion.

A clear, compelling ad that's well written can really boost your Google AdWords marketing performance. Targeting the right people with the right information in an engaging way is fundamental to a successful campaign and can be more important than achieving the highest ranking.

3. Have enough budget in place

It might sound obvious but using Google AdWords effectively needs investment.

You'll need to consider the costs of creating your ads and whether your website needs updating to fulfil enquiries successfully through to conversion. Your location can affect budget too, especially if you're in London.

4. Make time for strategy

Discovering Google AdWords' true potential means investing time, effort and money into a strategy that trials and tests different locations, times of the day and days of the week. Understanding what works best can make a real impact on conversion rates and ROI.

5. Make sure your website is approved by Google

Google AdWords has become much stricter in terms of the ads and websites it will approve. Clinics need to be far more careful about their treatment content and if it doesn't meet Google AdWords' criteria then it won't be approved. You may be forced to use landing pages which generally don't convert as well as websites.

Ultimately, improving your Google AdWords marketing takes a considered approach, experience and expertise. Yet the rewards can certainly make your investment worthwhile helping to grow your client base and strengthen your clinic's success.

*Source: WordStream (wordstream.com)

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Cosmetic Digital specialises in branding and website design for cosmetic, laser, skin and medical clinics.

Adam started H&P Design in 2005 and has become one of the most experienced web designers in the medical cosmetic industry today. Adam and his team help clients across the UK and overseas; from starting up their own new clinic, to growing an established one, through their knowledge and expertise in web design, Google optimisation, marketing and creative branding.

In 2016 H&P Design rebranded as Cosmetic Digital, a design and marketing agency providing expertise to businesses, practices and clinics in Medical Cosmetics, Dentistry and the Healthcare sector.



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