

10 Questions to Ask Before Hiring a Dental PPC Agency

Overview

Goal: To equip dentists with the critical questions needed to evaluate PPC agencies, prevent them from making costly hiring mistakes, and implicitly showcase your agency's transparency, expertise, and patient-centric approach. Ultimately, it aims to generate highly qualified leads who understand the value of a good PPC partner.

Target Audience: Dental practice owners, marketing managers, or anyone responsible for selecting a digital marketing or PPC agency for their dental clinic. They are actively considering or in the process of hiring an agency.

1: "Do you have specific experience with dental practices, and can you provide relevant case studies?"

- **Why it's important:** Dentistry is unique. An agency needs to understand patient acquisition cycles, local competition in Chennai, service nuances (implants vs. general check-ups), and ethical advertising for healthcare.
- **What to look for:** Concrete examples, metrics (new patients, cost per acquisition), and testimonials from other dentists.
- **Red flags:** Vague answers, general e-commerce examples, inability to discuss dental-specific challenges.

2: "How will you approach keyword research for my specific dental services and location?"

- **Why it's important:** Generic keywords waste money. The agency should demonstrate a clear strategy for finding high-intent, localized, and negative keywords.
- **What to look for:** Discussion of long-tail keywords, local intent ("dentist near Anna Nagar"), negative keyword strategy, and the tools they use.
- **Red flags:** Only mentioning broad terms, no mention of negative keywords or local specificity.

3: "What is your strategy for creating compelling ad copy and utilizing all relevant ad extensions?"

- **Why it's important:** Ads need to stand out and clearly convey your USP. Ad extensions maximize visibility and provide crucial information.
- **What to look for:** Emphasis on clear CTAs, unique selling points (e.g., "Pain-Free," "Same-Day Emergency"), and a plan for leveraging various extensions (sitelinks, callouts, call extensions, location extensions).
- **Red flags:** Generic ad examples, not mentioning ad extensions, or sounding like a template.

4: "How do you ensure my landing pages are optimized for conversions and align with my ads?"

- **Why it's important:** A great ad is useless without a high-converting landing page. Poor landing pages waste ad spend.
- **What to look for:** Discussion of mobile responsiveness, clear forms/CTAs, speed, matching ad message to page content, and A/B testing.
- **Red flags:** No mention of dedicated landing pages, assuming your website is "good enough," or no focus on conversion optimization.

5: "How will you track conversions (calls, form fills, bookings), and how will you report on ROI?"

- **Why it's important:** If you can't track it, you can't measure success or optimize effectively. ROI is the ultimate metric.
- **What to look for:** Clear explanation of conversion tracking setup (Google Ads, call tracking), regular reporting (frequency, depth), and focus on **new patients** and **revenue**, not just clicks.
- **Red flags:** Vague on tracking, only reporting clicks/impressions, or not discussing CPA/ROI.

6: "What is your ongoing optimization process once the campaign is launched?"

- **Why it's important:** PPC is not "set it and forget it." Continuous optimization is vital for sustained performance.
- **What to look for:** Discussion of regular keyword auditing, negative keyword additions, bid adjustments, ad copy testing, budget management, and adapting to Google Ads changes.
- **Red flags:** Suggesting campaigns run on autopilot, no mention of ongoing analysis.

7: "What level of access and transparency will I have to my Google Ads account?"

- **Why it's important:** You should always own your account and have full visibility into your data and campaigns.
- **What to look for:** Full access to your own Google Ads account, regular communication, and willingness to explain decisions.
- **Red flags:** Agencies that don't grant access, "black box" reporting, or reluctance to share detailed data.

8: "How do you communicate performance, and how often will we meet or speak?"

- **Why it's important:** Clear and consistent communication builds trust and ensures you're always informed.
- **What to look for:** Defined reporting schedule (weekly/monthly), preferred communication methods (email, calls, dashboards), and a dedicated point of contact.
- **Red flags:** Vague communication plans, only sending automated reports, or difficulty reaching your contact.

9: "What are your fees, and how are they structured?"

- **Why it's important:** Understand all costs upfront to avoid surprises.
- **What to look for:** Clear breakdown of management fees separate from ad spend, no hidden charges, and a structure that aligns with your budget.
- **Red flags:** Unclear pricing, high percentages for small budgets, or pushing for long, inflexible contracts without proving value.

10: "What is your contract length and cancellation policy?"

- **Why it's important:** Understand the commitment. A good agency is confident in their results and doesn't need to lock you into a lengthy, inescapable contract.
- **What to look for:** Flexible terms (e.g., month-to-month, 3-month initial), clear exit clauses, and reasonable notice periods.
- **Red flags:** Long-term contracts without performance guarantees, hefty cancellation fees, or reluctance to discuss terms openly.

Bonus Tip: Ask for a Free Audit First

Before hiring, ask for a **free PPC audit**. A good agency will gladly assess your current setup and give honest feedback — no pressure.

Conclusion: Choose Smarter, Get Better Results

Asking the right questions helps you avoid generic agencies, protect your ad budget, and find a partner who **genuinely cares about growing your dental practice**.

If you're still unsure or want honest feedback on your current ads, we offer a **Free 1-on-1 PPC Strategy Call** — no pressure, just value.