Google Ads Audit Checklist for Dentists

Overview

A Google Ads audit for a dental practice is crucial to ensure your campaigns are performing optimally, attracting the right patients, and maximizing your return on investment.

Here's a comprehensive checklist:

✅ Account Structure & Settings

◆ **Campaign Structure**

☐ Campaigns are organized logically (e.g., by service type like "Dental Implants," "Teeth Whitening," etc.)
☐ Ad groups are segmented tightly with relevant keywords and ad copy

◆ **Campaign Settings**

☐ Campaign goal is appropriately set (**e.g., "Leads" or "Website Traffic**")
☐ Search Network is targeted (**Display Network excluded unless needed**)
☐ Target locations are precisely set (**city/radius)**
☐ Irrelevant locations are excluded
☐ Bid strategy matches campaign goals (**e.g., Manual CPC, Target CPA**)
☐ Ad scheduling aligns with office hours or peak times
☐ Device performance is reviewed and optimized
☐ Budget is sufficient and allocated efficiently

✅ **Keyword Performance & Management**

- ### **Keyword Relevance**

☐ Keywords are highly relevant to dental services offered
☐ A mix of match types is used effectively (**phrase, exact**)

- ### **Negative Keywords**

☐ A comprehensive negative keyword list is in place
☐ Search Term Report is reviewed regularly for new negatives

- ### **Search Term Analysis**

☐ Search queries are relevant to dental services
☐ New keyword opportunities are identified and added

- ### **Keyword Bidding & Optimization**

☐ Bids are optimized based on performance
☐ Quality Scores are monitored and improved

✅ **Ad Copy & Extensions**

◆ **Ad Relevance**

☐ Ad copy matches search intent and keyword
☐ Ad message aligns with landing page

◆ **Compelling Copy**

☐ Headlines are catchy, include keywords, and highlight USPs
☐ Descriptions address patient concerns and include strong CTAs
☐ Copy complies with Google's healthcare ad policies

◆ **Ad Extensions (Assets)**

☐ Sitelink Extensions (**e.g., Services, Reviews, Contact Us**)
☐ Callout Extensions (**e.g., Emergency Appointments, Free X-rays**)
☐ Structured Snippet Extensions (e.g., Services offered)
☐ Location Extension is set up
☐ Call Extension is active and tracked
☐ Image Extensions are added (**if compliant**)
☐ Promotion Extensions are used for offers
☐ Lead Form Extensions are enabled (**if applicable**)

◆ **Ad Testing**

☐ A/B testing is in place for ad variations
☐ Poor-performing ads are paused or revised

✅ **Landing Page Experience**

- ◆ **Relevance & Messaging**

☐ Landing page content aligns with ad and keyword intent

- ◆ **User Experience**

☐ Information is clear and concise
☐ CTAs are visible and actionable

- ◆ **Page Speed & Mobile Usability**

☐ Pages load quickly (under 3 seconds)
☐ Pages are responsive on mobile and tablet

- ◆ **Trust & Credibility**

☐ Trust signals like reviews, insurance logos, bios are present
☐ Professional design and layout

- ◆ **Contact Options**

☐ Phone number is visible and clickable
☐ Contact forms are short and functional
☐ Online booking option is available (if applicable)

✅ Conversion Tracking & Measurement

- ◆ **Conversion Tracking Setup**

☐ All key conversions are being tracked (**calls, forms, bookings**)
☐ Phone calls over a set duration are tracked
☐ Offline conversions (**e.g., booked appointments**) are tracked if possible

- ◆ **Conversion Values**

☐ Conversion values are assigned to help measure ROI

- ◆ **Analytics & Tag Setup**

☐ Google Analytics 4 is linked to Google Ads
☐ Google Tag Manager is installed and configured

- ◆ **Performance Metrics**

☐ Conversion Rate
☐ Cost Per Conversion (CPA)
☐ Click-Through Rate (CTR)
☐ Bounce Rate
☐ Return on Ad Spend (ROAS)

✅ Competitor Analysis & Local Trends

- **Auction Insights**

☐ Impression share, overlap rate, and outranking share are reviewed

- **Ad Review**

☐ Competitor ad messaging and offers are reviewed
☐ Unique value propositions are used to differentiate

- **Local Trends**

☐ Awareness of local trends in services or seasonality

- **Patient Feedback**

☐ Insights from reviews are used to inform ad messaging

✅ Compliance & Best Practices

◆ **Ad Policy Compliance**

☐ Ad content follows Google's Healthcare Policy
☐ No exaggerated or non-compliant claims are made

◆ **Privacy & Targeting**

☐ No remarketing based on sensitive conditions
☐ User data is protected and privacy policies are in place

◆ **Remarketing & Audience Targeting**

☐ Remarketing ads are used to re-engage visitors
☐ Audience segments are used (**e.g., Implant Page Visitors**)

✅ **Final Note**

By following this **Google Ads Audit Checklist for Dentists**, you'll avoid costly mistakes and ensure your dental PPC campaign is set up for success from the start.

If you'd like an expert to review your campaign or build it for you, we're happy to offer a **Free 1-on-1 PPC Audit & Launch Strategy Call.**

👉 **[Book Your Free Audit Now]**

📞 6352600568

🌐 http://mrundigital.com/

✉ info@mrundigital.com

Mrun Digital – Helping Dentists Grow with Google Ads