

The background of the slide is a faded, high-angle photograph of a large, multi-story classical building with many windows and a prominent central tower topped with a flag. The building is likely the People's Bank of China building in Shanghai.

PPC Campaign Launch Checklist for Dental Clinics

Overview

Goal: To provide dentists with a clear, actionable roadmap for launching successful PPC campaigns, establish your authority in dental PPC, and generate qualified leads for your services.

Target Audience: Dental practice owners, office managers, or marketing coordinators who are responsible for patient acquisition and either plan to run PPC campaigns themselves or want to better understand what a successful campaign entails.

✓ Section 1: Pre-Launch Strategy & Research

☐ Define Clear Campaign Goals

Why this matters: Without clear goals, you can't measure success.

💡 **Example:** “Generate 15 new Invisalign leads this month.”

☐ Identify Target Audience & Services

Think about your ideal patient and the high-value services you want to promote.

💡 **Tip:** Focus on high-ROI treatments like implants, whitening, or clear aligners.

☐ Competitor Analysis

Learn from what others are doing right — and where they're falling short.

💡 Check their ad copy, landing pages, and keyword targets.

☐ Budget Allocation

How much are you willing to invest to acquire a new patient?

💡 Start with a test budget (e.g., ₹500–₹1000/day) and adjust based on performance.

☐ Unique Selling Proposition (USP) & Offers

What makes your practice stand out from the competition?

💡 **Example:** “Free first consult” or “Same-day appointments available.”

✓ Section 2: Google Ads Account Setup & Structure

☐ Google Ads Account Setup

Ensure everything is linked correctly for seamless tracking.

💡 Link Google Ads, Google Analytics, and Google Tag Manager (if used).

☐ Campaign Structure

Organize for clarity and control, like separate campaigns for each major service.

💡 One campaign for implants, one for emergency dental, etc.

☐ Geographic Targeting

Pinpoint your local patient base precisely.

💡 Tip: Target your clinic's radius (5–10 km) and exclude areas you don't serve.

☐ Ad Scheduling

Only run ads when your office is open and ready to take calls.

💡 Avoid wasting budget overnight or on weekends if closed.

☐ Language Targeting

Consider local languages like Tamil for broader reach.

💡 Bonus: Add Tamil keywords or ad copy if applicable.

☐ Bid Strategy & Budget

How you'll manage your spend to get the most conversions.

💡 Start with "Maximize Conversions" or manual CPC, depending on goal.

Section 3: Keyword Research & Selection

Comprehensive Keyword Research

Find the exact terms your potential patients are searching for.

 Use tools like Google Keyword Planner or Ubersuggest.

Keyword Match Types

Control who sees your ads by using the right match types.

 Use phrase/exact match for tighter targeting.

Negative Keywords (ABSOLUTELY CRITICAL)

Avoid wasting money on irrelevant searches like "free dental school".

 Common negatives: "jobs," "free," "courses," "training"

Section 4: Ad Copy & Ad Extensions Creation

Compelling Ad Copy

Craft messages that grab attention and drive clicks.

 Mention offers, local service, and urgency (e.g., "Book Today!")

Responsive Search Ads (RSAs)

Let Google optimize your headlines and descriptions for better performance.

 Add at least 10 headlines and 3–5 descriptions.

Ad Extensions (Maximize Visibility)


Provide more information and clickable options to stand out.

 Add call extensions, location, sitelinks, and structured snippets.

Section 5: Landing Page Optimization

Dedicated Landing Pages

Send visitors to a page that perfectly matches their search intent.

 Example: Ad for “Teeth Whitening” → Page with whitening details & booking form.

High-Converting Design

Make it easy for patients to find info and book appointments.

 Use a clear headline, patient testimonials, and prominent CTA buttons.

Section 6: Tracking & Analytics Setup

Conversion Tracking

Know exactly which ads are leading to phone calls and appointments.

 Set up form submissions, call tracking, and thank-you page events.


Google Analytics Integration

Understand user behavior on your site.

 Link GA to Google Ads for deeper campaign insights.

Google My Business (GMB) Optimization

Boost your local visibility and trustworthiness.

 Ensure your name, phone number, and address are consistent across platforms.

✓ Section 7: Pre-Launch Checks & Testing

☐ Ad Preview & Diagnosis Tool

See your ads before they go live and catch any errors.

💡 Make sure location and device settings are working as expected.

☐ Landing Page Functionality Test

Ensure all forms and links are working perfectly.

💡 Check on both desktop and mobile.

☐ Review Campaign Settings

A final double-check before hitting “launch.”

💡 Look at location, budget, ad rotation, and networks.

☐ Compliance Check

Ensure your ads follow Google's healthcare policies.

💡 Avoid restricted language like “guaranteed results” or sensitive claims.

Launch with Confidence

By following this checklist, 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]**

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Mrun Digital – Helping Dentists Grow with Google Ads