

## FREE RESOURCE FOR DENTAL PRACTICES

# Google Ads Cheat Sheet for Dentists

HIPAA-compliant campaign structures, keyword strategy, bidding guidance, and compliance rules — all in one place.

## Targeting Must Be Disabled

• No in-market health audiences All targeting must be keyword and geo-based only. Disable auto-applied audience targeting in account settings. Do not

### CAMPAIGN STRUCTURE

<b>Campaign level</b>	<b>General Dentistry — [City]</b> One campaign per location. Separate high-value services (implants, cosmetics) into their own campaigns so budgets don't compete.
<b>Ad groups</b>	<b>One service theme per ad group.</b> 10–20 tightly themed keywords each. Suggested groups: Cleanings & checkups · Emergency dental · Teeth whitening · Invisalign · Dental implants · Veneers · New patients
<b>Match types</b>	<b>Phrase + broad match with a strong negative list.</b> "dentist near me" (phrase) catches local intent. Broad match discovers new queries — mine Search Terms weekly and add negatives. Avoid exact-only; too restrictive locally.

### RECOMMENDED CAMPAIGNS TO RUN

<p><b>Emergency / Urgent</b></p> <p>Highest intent — bid aggressively. Keywords: emergency dentist, toothache relief, broken tooth. Use call extensions prominently; these searchers call, not browse.</p>	<p><b>Cosmetic Services</b></p> <p>Higher margin — worth its own campaign. Separate ad groups per service: teeth whitening, veneers, smile makeover. Landing page must match each ad group exactly.</p>
<p><b>Brand / Practice Name</b></p> <p>Always run. Competitors may bid on your name. Cheapest CPC you'll get. Use sitelinks: services, booking, reviews.</p>	<p><b>New Patients</b></p> <p>Targets people new to the area or switching practices. Keywords: new patient dentist, accepting new patients. Offer a new patient special on the landing page.</p>

### KEYWORD STRATEGY

✓	<p><b>Add location modifiers to every key term</b></p> <p>dentist [city], [neighborhood] dental office, dentist near [landmark] — explicit location keywords boost relevance and Quality Score.</p>
✓	<p><b>Build a robust negative keyword list from day 1</b></p> <p>Add: free · school · veterinary · dental assistant jobs · dental school · insurance coverage · DIY · home remedy. Review Search Terms report weekly.</p>
X	<p><b>Don't bid on condition keywords as primary targets</b></p> <p>Terms like "gum disease symptoms" attract informational searchers, not appointment-bookers. High spend, low conversion.</p>
X	<p><b>Don't use broad match without a strong negative list</b></p> <p>Without guardrails, broad match will match dental supply companies, hygienist jobs, and dental school queries — wasted budget fast.</p>

#### AD COPY TIPS

<p><b>Responsive search ads</b></p> <p>Use all 15 headlines and 4 descriptions. Pin headline 1 to your main keyword, headline 2 to location. Include: a differentiator (same-day, no waiting), a CTA (book online, call now), and social proof (500+ 5-star reviews).</p>	<p><b>Trust signals</b></p> <p>Dental ads compete heavily on trust. Mention years in practice, doctor name, or accreditations. "Dr. Smith — 20 Years Serving [City]" outperforms generic copy.</p>
<p><b>Offer specificity</b></p> <p>Vague CTAs underperform. "Book your cleaning" beats "Learn more." "New patient exam \$99" beats "Affordable dental care." Be concrete about what they get.</p>	<p><b>Extensions are free real estate</b></p> <p>Always add: call extension, location, sitelinks (book, services, about, reviews), callout (accepting new patients, same-day), structured snippets (services list).</p>

#### BIDDING STRATEGY

<b>New account (0–3 months)</b>	Use Maximize Clicks with a max CPC cap to gather conversion data. Set a sustainable daily budget while learning the auction landscape.
<b>30+ conversions/month</b>	Switch to Target CPA. Set your target 20–30% higher than your actual goal at first — give Smart Bidding room to learn before tightening.
<b>High-value services</b>	Consider Target ROAS for implants/full arches if you assign revenue values. Manual CPC is fine when conversion volume is low — Smart Bidding needs data.

## BENCHMARK METRICS FOR DENTAL

<b>3–6%</b> Avg CTR (search)	<b>\$4–12</b> Avg CPC (general)	<b>\$20–80</b> Avg CPC (implants)	<b>5–15%</b> Conversion rate	<b>\$60–200</b> Cost per lead
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Varies by city, competition level, and service type. Implants and cosmetic services skew higher. Track both calls and form submissions as conversions.

## HIPAA COMPLIANCE CHECKLIST

<b>X</b>	<b>Disable all audience features</b> Turn off remarketing, customer match, and "Optimized targeting" at the campaign level. Check account-level audience settings too.
<b>X</b>	<b>No PHI through the Google tag</b> Ensure your conversion tag does not capture PHI (names, DOB, insurance info). Fire conversions on thank-you page URL, not form field values.
<b>X</b>	<b>HIPAA-compliant call tracking only</b> Use third-party tools with a signed BAA (e.g. CallRail). Do not store patient call recordings without explicit consent.
<b>✓</b>	<b>Geo + keyword targeting is compliant</b> Location-based and keyword targeting do not use health data and are fully permitted.
<b>✓</b>	<b>Review Google's healthcare ad policies annually</b> Confirm BAA status with every third-party tool used in the patient journey.

## Want us to build and manage this for you?

We specialize in Google Ads for dental practices — HIPAA-compliant setup, campaign builds, and ongoing optimization. Book a free 30-minute strategy call.

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