

FREE RESOURCE FOR DENTAL PRACTICES

Google Ads Cheat Sheet: Implants & Cosmetic Services

High-value elective services require a different ad strategy than general dentistry. This guide covers campaign structure, keywords, bidding, and HIPAA-compliant targeting built specifically for implants, veneers, whitening, and smile makeovers.

Why high-value services need their own campaigns

A patient searching for a cleaning has already decided they want dental care — they're just picking a practice. A patient searching for implants is still deciding whether to get implants at all. They research longer, compare prices, read more reviews, and need more trust before they call. Lumping implants into a general dentistry campaign wastes budget, lowers Quality Scores, and sends the wrong message at the wrong moment. Each high-value service earns its own campaign, its own landing page, and its own bidding strategy.

HIPAA Notice: Audience & Remarketing Targeting Must Be Disabled

No customer match · No remarketing lists · No similar audiences · No in-market health audiences All targeting must be keyword and geo-based only. Disable auto-applied audience targeting at the campaign level. Do not upload patient lists. This applies to cosmetic and implant campaigns even though these services feel less clinical — the practice is still a covered entity.

RECOMMENDED CAMPAIGN STRUCTURE

Dental Implants	Standalone campaign — highest CPC in dentistry (\$15–\$80+). Budget must be isolated so implant spend doesn't cannibalize general campaigns. Ad groups: single implant, implant-supported dentures, full arch / All-on-4, implant cost/pricing, implant consultation.
Cosmetic / Veneers	Separate campaign for veneers, smile makeovers, composite bonding. Ad groups by treatment type. Patients here are comparison-shopping — ad copy should emphasize transformation, not just price.
Teeth Whitening	Lower CPC than implants but very high search volume. Segment: in-office whitening vs. take-home trays. Differentiate strongly from OTC products — add negative keywords for strips, kits, Crest, Zoom at-home.
Invisalign / Aligners	If Invisalign-certified, run branded (Invisalign) and generic (clear aligners, invisible braces) separately. Branded terms convert better but cost more. Adults and teens are different audiences — write separate ad copy for each.

KEYWORDS BY SERVICE

Dental Implants

USE

dental implant clinic near me
 implant dentist near me
 single tooth implant treatment
 all-on-4 implant clinic [city]
 dental implant consultation near me
 teeth implant office [city]
 full arch implant treatment near me
 implant supported dentures clinic

AVOID

dental implant failure
 implant pain relief
 DIY implant
 dental implant supply
 dental school implants
 implant surgery risks
 implant infection symptoms
 how do implants work

Veneers & Cosmetic

USE

dental veneer clinic near me
 porcelain veneers dentist near me
 smile makeover treatment [city]
 veneer consultation near me
 composite bonding clinic near me
 cosmetic dentist office near me
 smile design treatment near me
 dental bonding appointment [city]

AVOID

veneers repair at home
 broken veneer fix
 DIY veneers
 snap-on veneers online
 veneer cost forum
 veneer before after pics
 are veneers worth it
 veneer pain recovery

Teeth Whitening

USE

teeth whitening clinic near me
 professional whitening treatment [city]
 in-office whitening dentist near me
 zoom whitening appointment
 laser whitening clinic near me
 dental whitening office near me
 teeth whitening treatment near me
 professional bleaching near me

AVOID

whitening strips review
 Crest whitening kit
 at-home whitening trays
 whitening toothpaste best
 DIY teeth whitening
 baking soda whitening
 whitening side effects
 how does whitening work

Invisalign / Aligners

USE

Invisalign clinic near me
 Invisalign provider [city]
 clear aligner treatment near me
 invisible braces dentist near me
 Invisalign consultation near me
 clear aligner office [city]
 Invisalign for adults near me
 orthodontic treatment dentist near me

AVOID

SmileDirectClub review
 byte aligners vs Invisalign
 retainer replacement
 braces vs aligners cost comparison
 cheap aligners online
 Invisalign pain week 1
 how long does Invisalign take
 aligner tracking issues

Lead with the transformation, not the procedure

"Restore your confidence" outperforms "Dental implants available." Patients considering cosmetic or implant work are buying an outcome, not a treatment. Lead headlines with the result and use the second headline for the clinical term.

Address cost hesitation directly

Implants and cosmetics have a high abandonment rate due to price anxiety. Include a headline like "Flexible financing available" or "Free consultation — know your costs upfront." Hiding price creates friction; addressing it creates trust.

Name the doctor in high-value ad copy

"Dr. [Name], Implant Specialist — [City]" converts better than generic practice names for elective services. Patients doing research want a person, not a brand. Use if the doctor has credentials or volume to back it up.

One landing page per service — no exceptions

An implant searcher who lands on a general dentistry page sees a mismatch and bounces. Each service needs its own page: before/after context, specific pricing range or financing, doctor credentials, and a single CTA (call or consultation form).

BIDDING STRATEGY FOR HIGH-VALUE SERVICES

All campaigns	Use Maximize Conversions on every campaign. Set conversion actions before launch: phone calls (60+ sec threshold) AND form/booking completions. Maximize Conversions lets Google optimize toward actual patient actions rather than clicks. Ensure both call and form conversions are verified and firing correctly before enabling — the algorithm is only as good as the signals it receives.
Implants	Set a target CPA once you have 15+ conversions. CPCs run \$20–\$80 so conversion data builds slowly on implants. Run Maximize Conversions without a CPA target first to let the algorithm learn, then introduce a target CPA set 25–30% above your actual goal. Tighten incrementally over 4–6 weeks.
Cosmetic & Invisalign	Maximize Conversions from day one. Lower CPCs mean conversion data accumulates faster than implants. Keep branded Invisalign and generic clear aligner terms in separate campaigns — they have different conversion rates and budgets should not compete. Ad scheduling: bid higher evenings and weekends, when elective service research peaks.

BENCHMARK METRICS — IMPLANTS & COSMETIC

\$15–\$80	\$5–\$20	3–8%	\$150–\$50 0	\$30–\$120
CPC range (implants)	CPC range (cosmetic)	Avg CTR (high-value)	Cost per implant lead	Cost per cosmetic lead

Implant CPCs vary significantly by market — major metros can hit the top of the range. Track cost per consultation booked, not just cost per click or lead.

HIPAA COMPLIANCE CHECKLIST

X	Disable all audience features Turn off remarketing, customer match, and Optimized targeting at campaign level. Cosmetic campaigns are especially tempting to retarget — resist it. The practice is still a covered entity regardless of the service type.
X	No PHI through conversion tracking Ensure tags fire on thank-you page URLs, not form field values. Never capture patient name, DOB, condition, or insurance info in conversion data.
X	HIPAA-compliant call tracking only If using CallRail or similar, confirm a BAA is signed. Do not store call recordings without patient consent.
✓	Keyword and geo targeting are fully compliant Bidding on service keywords and geographic targeting do not use health data. These are your primary targeting tools — use them confidently.
✓	Review Optimized targeting status quarterly Google quietly re-enables Optimized targeting after account changes. Add it to your monthly account audit checklist.

Want campaigns built specifically for your high-value services?

We build and manage Google Ads for dental practices — HIPAA-compliant from day one, structured around the services that matter most to your bottom line. Free 30-minute strategy call, no obligation.

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