

Growing Health Businesses

Google Marketing Masterclass

By Your Easy Web Solutions

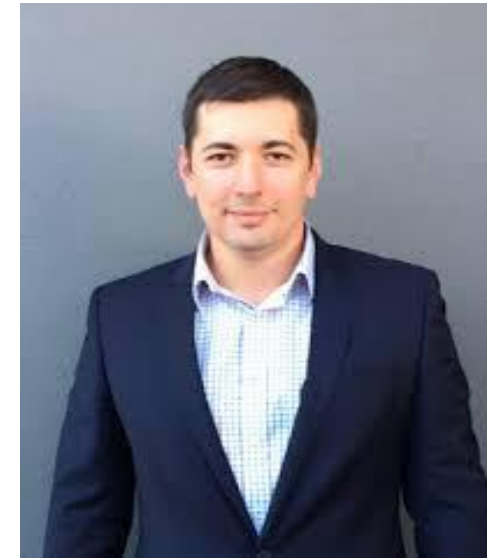
About us

Your Easy Web Solutions

Digital marketing company with offices in Brisbane and Melbourne. Specialising in web design, digital advertising and consulting. Established in 2007, we service hundreds of customers nationally and are proud to hold the distinctive Google Premier Partners badge.

Alexei Kouleshov

I am the managing director at Your Easy Web Solutions. I look after strategy and innovation to make sure we deliver the best solutions to our clients. My objective is to provide outstanding support and outside-the box solutions for our customers.



Some of our clients



Presentation Agenda

- Reaching Your Audience
- Before You Start
- Success Metrics
- Case Study
- Questions

What are your goals?

- Get more clients?
- Reduce current advertising costs?
- Get better leads?

Ways to Grow Your Business

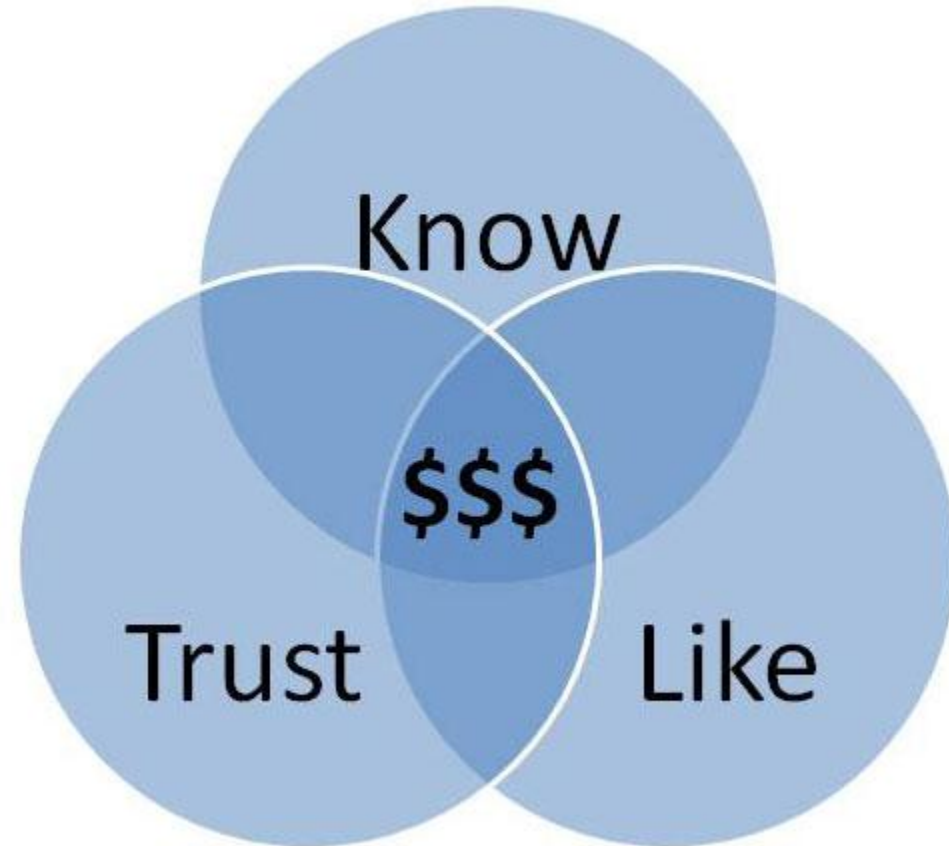
- **Get More Leads**
 - New avenues / opportunities
 - Improve ongoing campaigns
- **Improve Conversion Rate**
 - Sales process
 - CRM
- **Get Repeat Clients / Old Clients / Referrals**
 - Systems

Reaching Your Audience

Types of Campaign

Basics

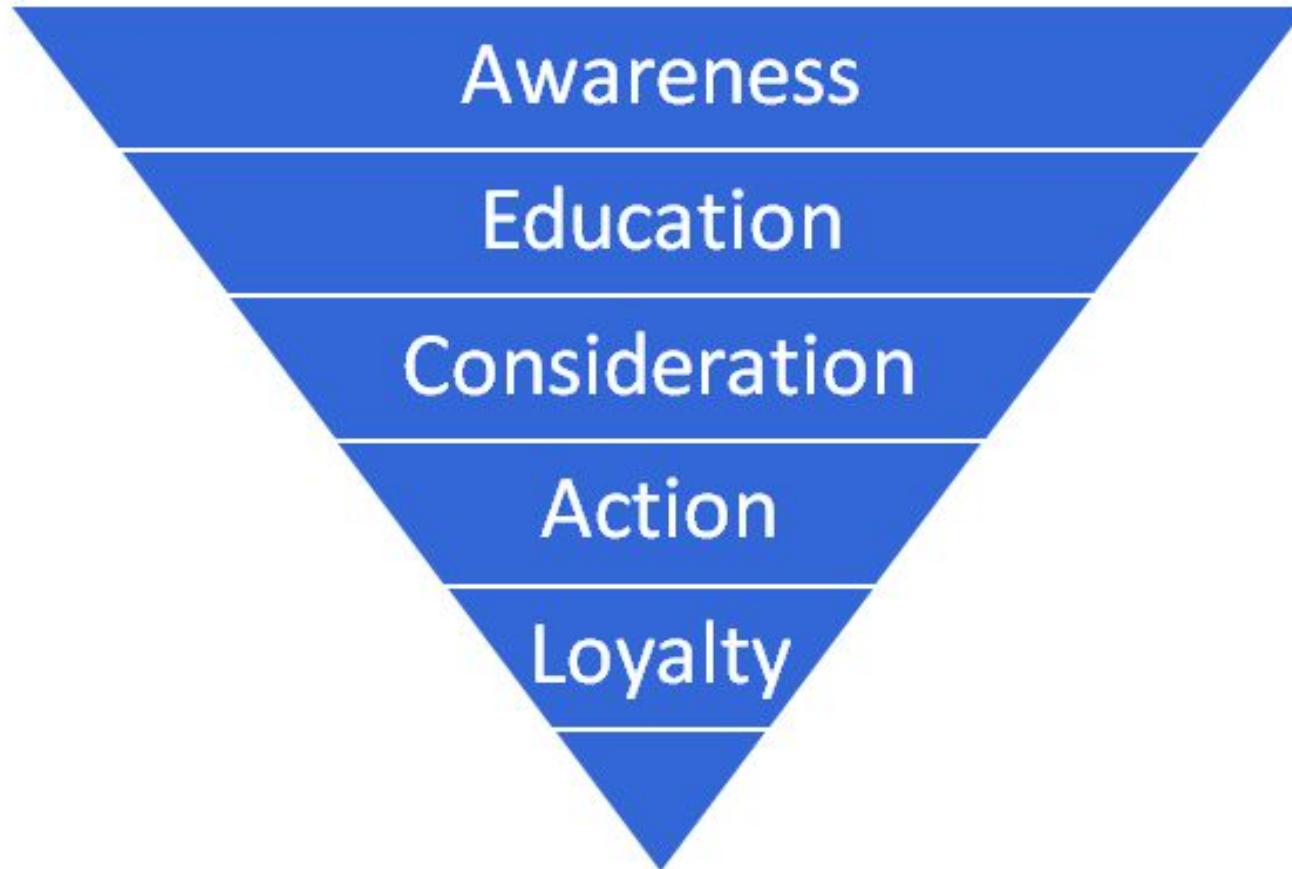
- **Know**
 - Brand
 - What you do
- **Like**
 - Research / Reviews
- **Trust**
 - Enquiry
 - Sale
 - Referral



Questions

- Why do big companies spend \$\$\$ on brand advertising?
- When users find your ads will they take action straight away?
- Will users need to be followed up?

Marketing Funnel



Awareness

- Focus on brand and services
- Show to target market
- Build audience

Measure: Reach, Frequency



Education

- Authority / Advice
- Case Study / Report
- Product
- FAQs



**GET UP TO
40% EXTRA LEGROOM**

Plus

- Priority Boarding*
- Priority Screening†
- Preferred overhead lockers

*Where available †Where available, domestic only

Virgin
australia

Virgin
australia

Measure: Reach, CTR

Consideration

- Point of difference
- Call-to-action
- Offer



Measure: CTR, Conversions

Consideration

Google

Google Search

I'm Feeling Lucky

Facts

- **84% of consumers trust online reviews** as much as a personal recommendation
- **92% of consumers read online reviews** before visiting a business
- **Online reviews impact 90% of purchasing decisions**
- **74% of consumers say positive reviews make them trust a local business more**

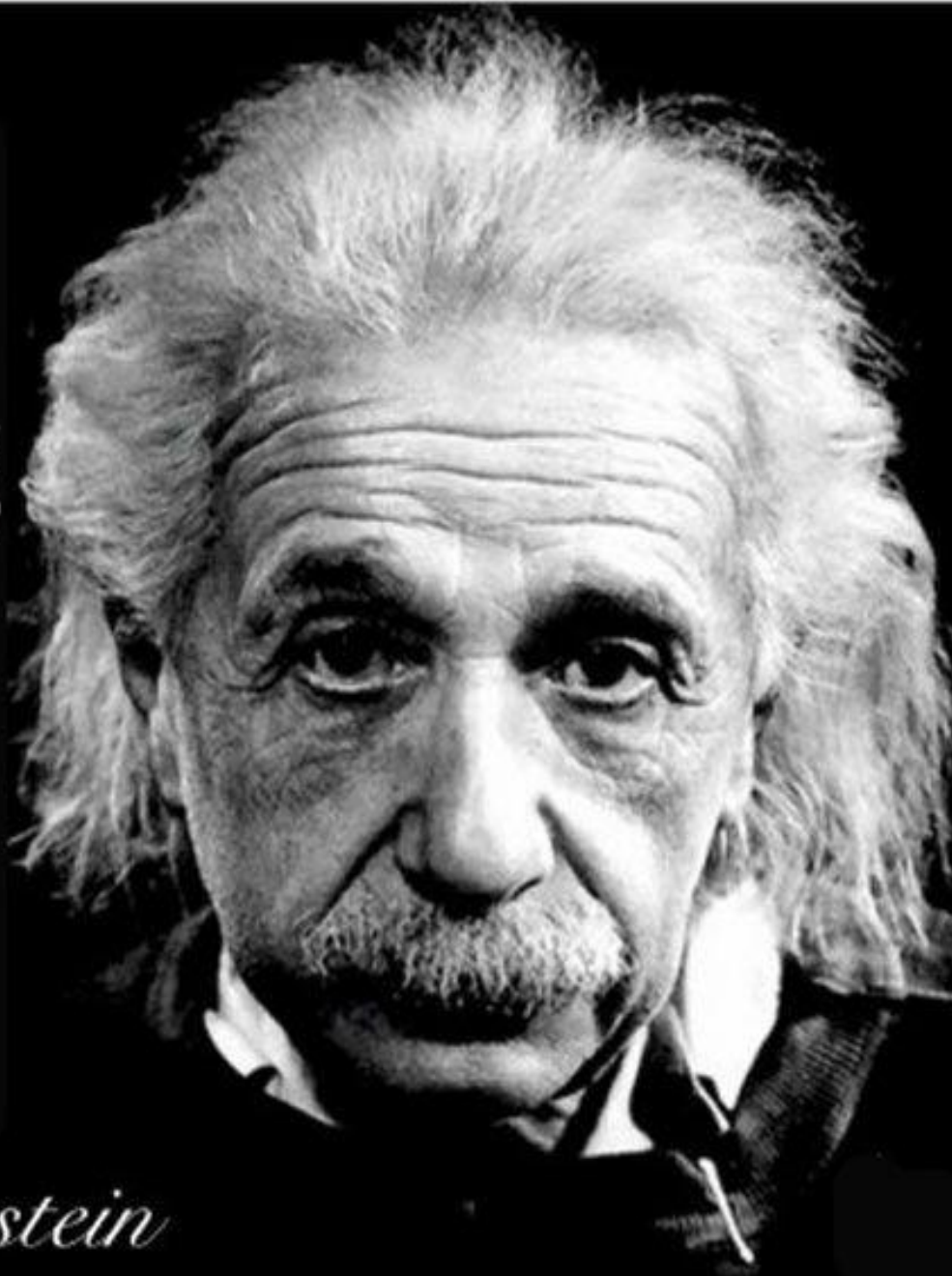
Actual Journey



Insanity:

doing the same thing
over and over again
and expecting
different results.

- Albert Einstein



Before You Start

Common Problems That Majority Ignores

From Marketing to Sale

Message

- **Disconnected Message**
 - Ad does not connect to destination URL
- **Inconsistent Call-to-Action**
 - Ad has one trigger, website has other (s)
- **ACUA Principle**
 - Customer wants
 - Sales points

Message

- **Affordability**
 - Payment plans, rebates, health Insurance
- **Convenience**
 - Free parking, after hours, weekend appointments
- **Utility**
 - Awards, certifications, credibility
- **Availability**
 - Book now schedule, same day emergency service

dentist gold coast



All

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More

Settings

Tools

About 32,800,000 results (0.49 seconds)

Gold Coast Dentists | Affordable Dental Care

[Ad](http://www.dentistsonthegoldcoast.com.au/) www.dentistsonthegoldcoast.com.au/ ▼

Preferred provider for health funds. Affordable dental care you can feel comfortable with. Preventative care and personalised dentist services. Contact Dentists on the Gold Coast. Convenient location. Finance Options. Quality patient care. Services: teeth whitening, veneers.

Over 15 Years Of Experience | Dental Practice Gold Coast

[Ad](http://www.maloclinicgoldcoast.com/gc-dentist) www.maloclinicgoldcoast.com/gc-dentist ▼

Meet Our Friendly & Experienced Team. We Offer All General, Cosmetic & Implant Treatments. Call To Find Out About Our Latest Treatment Specials. Choose The Best Gold Coast Dentist. Adults & Children Welcome. New Robina Practice. Friendly Team. Services: Scale/Clean, Fillings, Veneers. Cosmetic Dentistry · Sleep Dentistry Options · General Check-up & Clean
📍 4/76 Robina town centre drive, Robina QLD - Open today · 8:00 am – 5:00 pm ▼

Chermside Dental Care | Affordable Gentle Dentists

[Ad](http://www.chermsidedental.com.au/) www.chermsidedental.com.au/ ▼ (07) 3359 1611

Professional, Friendly, Affordable. Est. 1957. Open 7 Days. Call Or Book Online!

Mudgeeraba Dentists | Dr. Alison Miles | NationalDentalCare.com.au

[Ad](http://www.nationaldentalcare.com.au/) www.nationaldentalcare.com.au/ ▼

Comprehensive check up & clean offer for all new patients* Arrange yours today. Find us at the...



Our team are experienced, professional & create personalised treatment plans

Meet Your Dental Team

Quick Enquiry

Name

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Phone

Message

Enquire Now

Our Services



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Chiropractor Brisbane | Improve Your Health | vitalign.com.au

Ad www.vitalign.com.au/South-Brisbane ▼

Excellence In Service, Treatment & Technology. Book Your Appointment Online Now. First Visit For Just \$85. Services: Chiropractic Care, Corrective Exercises, Lifestyle Advice, Nutritional Counseling.

📍 5, 165 Melbourne St, South Brisbane QLD - Open today · 7:00 am – 6:00 pm ▼

Chiropractor Brisbane Offer | \$49 For New Patients. Act Now

Ad www.firstchoicechiropractic.com.au/BrisbaneNorth/Chiropractor ▼ (07) 3256 4500

\$49 New Patient Offer Incl. Initial Consultation, Exam Process & More! Call Now. Expert Chiropractic Care. Holistic Family Care. All Private Health Funds. Services: Back & Neck, Extremity Issues, Posture, Spinal Adjustments.

📍 628 Rode Road, Cherside Queensland - Open today · 2:30 – 6:30 pm ▼

Need Chiropractor In Brisbane? | Fast And Effective Pain Relief

Ad www.elitetherapy.com.au/Relief ▼ (07) 3666 0633

Acute And Chronic Injuries. Specialising In Sciatica Back, Neck Pain & Headaches

[Conditions To Treat](#) · [Bookings](#) · [Services](#) · [Our Techniques](#)

📍 23/76 Doggett Street, Newstead QLD - Closed now · Hours ▼



NEW PATIENT

SERVICES & TECHNIQUES

ADVANCED DIAGNOSTICS

FEATURED ARTICLES

ABOUT US

CLICK FOR LIVE HELP

or

CALL (07) 3217 2473

Opening Hours

Monday - Friday

7am - 6pm

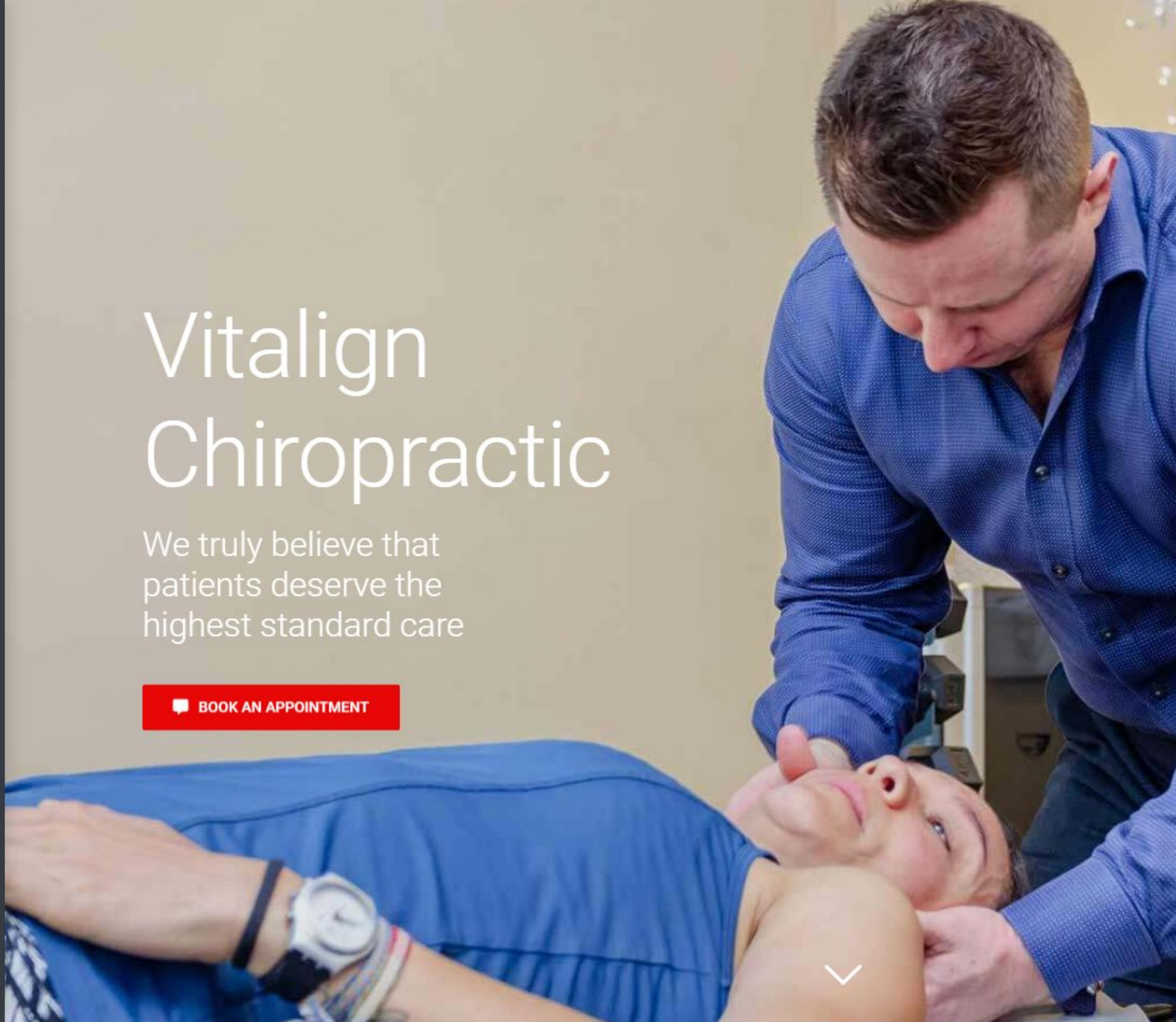
Location

5 / 165 Melbourne St,
South Brisbane QLD 4101

Vitalign Chiropractic

We truly believe that
patients deserve the
highest standard care

 **BOOK AN APPOINTMENT**



A NEW ELITE LEVEL OF CARE

A CHIROPRACTIC AND REMEDIAL MASSAGE SERVICE
THAT REDEFINES THE MEANING OF QUALITY CARE

[VIEW OUR SERVICES](#)

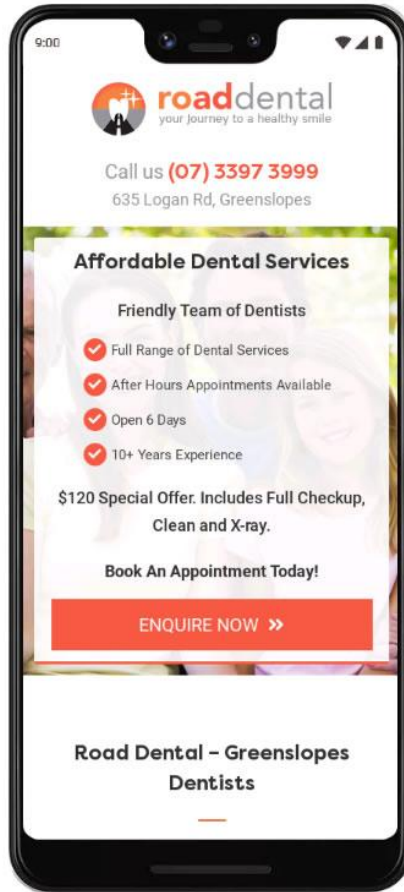


Tips

- **Use Landing Pages**
 - Key content easily visible
 - Easy to follow
 - Mobile/Desktop Friendly
- **Key Content**
 - Where you are
 - How to contact you
 - When are you open
 - Services you offer

Landing Page Example

Google Pixel 3XL



Google Pixel 3



Affordable Dental Services

Friendly Team of Dentists

- ✓ Full Range of Dental Services
- ✓ After Hours Appointments Available
- ✓ Open 6 Days
- ✓ 10+ Years Experience

\$120 Special Offer. Includes Full Checkup,
Clean and X-ray.

Book An Appointment Today!

ENQUIRE NOW >>

Attention Span

average attention span of the internet user



vs.



Source: Microsoft Corp.

Attention

- **Time for user to click on an Ad**
 - 3-8 seconds
- **Time for a user to take action on your website**
 - 5-20 seconds
- **Time for user to make an enquiry/booking**
 - 10-60 seconds

From Search to Ad

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About 32,800,000 results (0.49 seconds)

Gold Coast Dentists | Affordable Dental Care

[Ad](http://www.dentistsonthegoldcoast.com.au/) www.dentistsonthegoldcoast.com.au/ ▼

Preferred provider for health funds. Affordable dental care you can feel comfortable with. Preventative care and personalised dentist services. Contact Dentists on the Gold Coast. Convenient location. Finance Options. Quality patient care. Services: teeth whitening, veneers.

Over 15 Years Of Experience | Dental Practice Gold Coast

[Ad](http://www.maloclinicgoldcoast.com/gc-dentist) www.maloclinicgoldcoast.com/gc-dentist ▼

Meet Our Friendly & Experienced Team. We Offer All General, Cosmetic & Implant Treatments. Call To Find Out About Our Latest Treatment Specials. Choose The Best Gold Coast Dentist. Adults & Children Welcome. New Robina Practice. Friendly Team. Services: Scale/Clean, Fillings, Veneers. Cosmetic Dentistry · Sleep Dentistry Options · General Check-up & Clean
📍 4/76 Robina town centre drive, Robina QLD - Open today · 8:00 am – 5:00 pm ▼

Chermside Dental Care | Affordable Gentle Dentists

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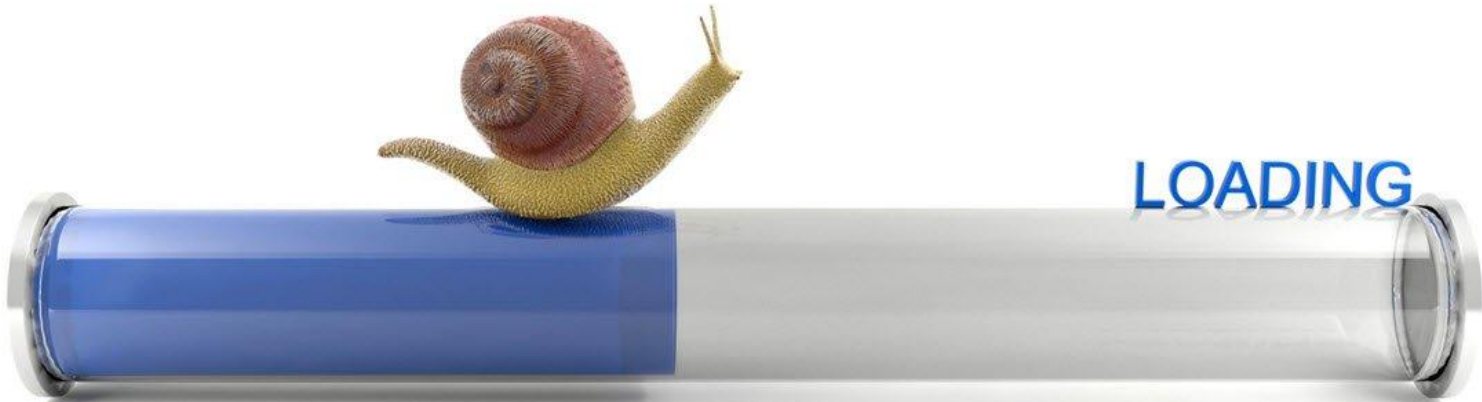
Professional, Friendly, Affordable. Est. 1957. Open 7 Days. Call Or Book Online!

Mudgeeraba Dentists | Dr. Alison Miles | NationalDentalCare.com.au

[Ad](http://www.nationaldentalcare.com.au/) www.nationaldentalcare.com.au/ ▼

Comprehensive check up & clean offer for all new patients* Arrange yours today. Find us at the...

From Ad to Result



LOADING



Latest Performance Report for:

<https://www.coorparoomedical.com.au/>

Report generated: Tue, Mar 12, 2019, 9:56 PM -0700

Test Server Region: Vancouver, Canada

Using: Chrome (Desktop) 62.0.3202.94, PageSpeed 1.15-gt1, YSlow 3.1.8

Performance Scores

PageSpeed Score

A (91%)

YSlow Score

C (74%)

Page Details

Fully Loaded Time

21.9s

Total Page Size

2.03MB

Requests

87

PageSpeed

YSlow

Waterfall

Timings

Video

History

RECOMMENDATION

GRADE

TYPE

PRIORITY

Minimize redirects

B (83)



CONTENT

HIGH

Optimize images

B (88)



IMAGES

HIGH

Defer parsing of JavaScript

A (90)



JS

HIGH

Minify JavaScript

A (91)



JS

HIGH

Optimize the order of styles and scripts

A (92)



CSS/JS

HIGH

Enable gzip compression

A (93)



SERVER

HIGH

What do my scores mean?

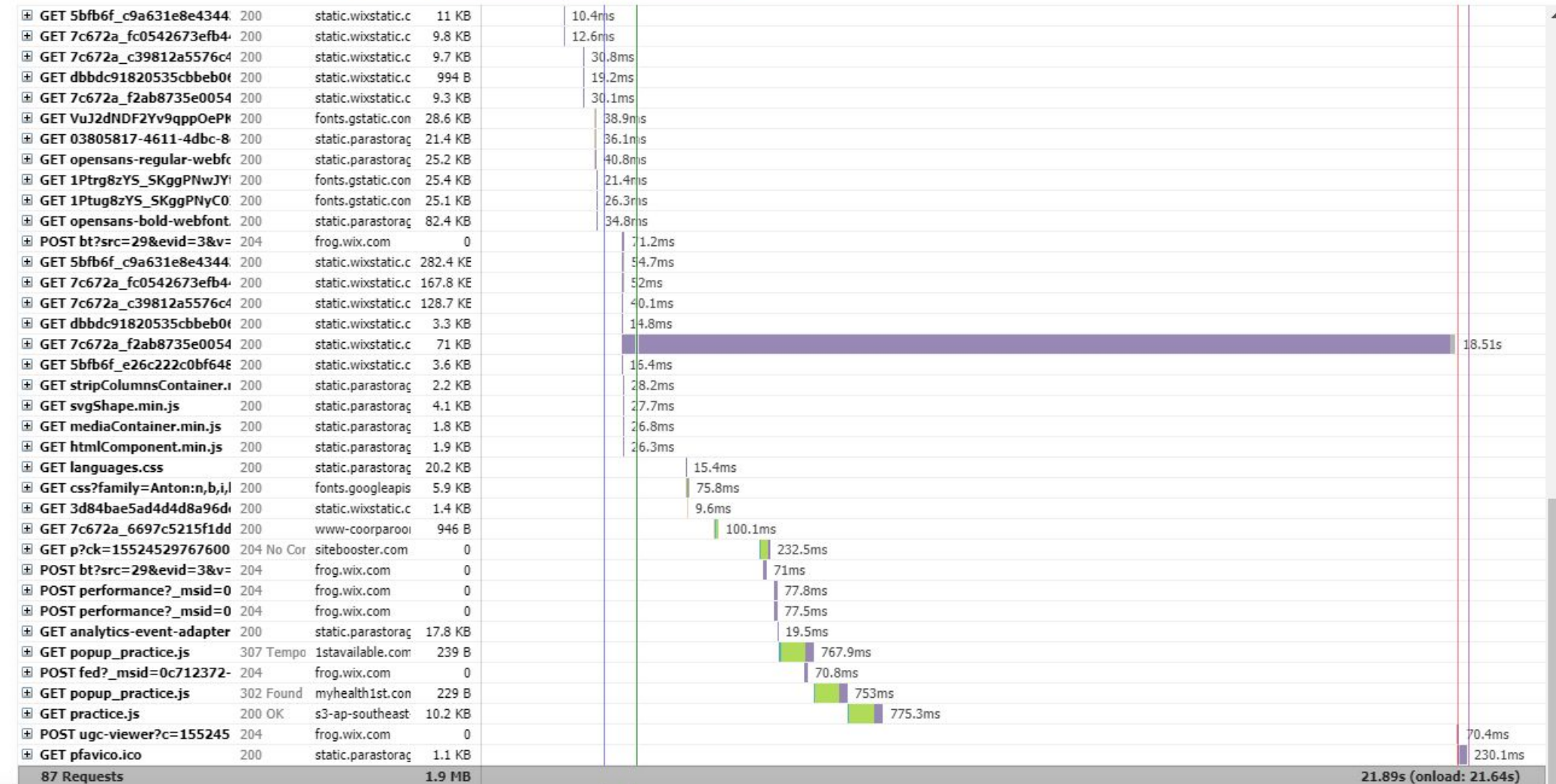
Rules are sorted in order of impact upon score
Optimizing rules at the top of the list greatly improve your overall score.

Not every recommendation will apply to your page
The recommendations are meant to be generic, best practices; some things may be out of your control (eg. external resources) or may not apply to you.

[Learn more about PageSpeed/YSlow](#)

Waterfall Chart

A request-by-request visualization of the page load. [Learn how to read a waterfall chart.](#)



Tips

- **Ads**
 - User numbers
 - Dominate more space
 - ACUA
- **Destination**
 - Relevant to ad
 - Customer wants
 - Fast to load





Success Metrics

Tracking Campaigns' Performance

What Can You Measure?

- Bookings
- Calls
- Walk-ins
- Email enquiries
- Website visitors
- Website user behaviour

Google Ad/Business Conversions

Conversion action	Source	Category	All conv.
Clicks to call 	Google hosted	Other	93.00
Local actions - Directions 	Google hosted	Other	25.00
Local actions - Website visits 	Google hosted	Other	43.00
Local actions - Other engagements 	Google hosted	Other	19.00
Ad call	Calls from ads	Lead	59.00
Web call	Calls from website	Lead	20.00
Enquiry	Website	Lead	11.00
			270.00

Walk-ins

Campaign	Budget	Status	Impr.	Clicks	Cost	CTR	Avg. CPC	Cost / conv.	Conversions	shop visit
All but removed campaigns ⓘ			2,423,273	35,416	A\$16,703.41	1.46%	A\$0.47	A\$23.02	723.15	1,753.15
[REDACTED]	A\$45.00/...	Eligible	23,290	8,154	A\$1,288.93	35.01%	A\$0.16	A\$3.03	424.56	1,176.56
Website			–	–	–	–	–	A\$6.02	213.56	213.56
Calls from ads			–	–	–	–	–	A\$6.09	211.01	228.01
Google hosted			–	–	–	–	–	A\$0.00	0.00	735.00

Tips

- Connect Google Ads to Google Business
- Customise columns in Google Ads
- Ask your marketing manager to report on specific metrics

Case Study

Doctors on Manly Road

Case Study

- Business Overview
- Marketing Challenges
 - Expensive leads
 - Volume of leads of low
- Starting Point (Late September 2017)
 - Landing page
 - Local campaign
 - Weekend campaign

Case Study Results

- 10603 clicks
- 19.54% CTR
- \$1.46 CPC
- 25.13% Conversion Rate - 1 in 4 people
- \$5.86 Cost/Conversion
- 80% Calls / 20% Online Bookings

Expression of Interest

Management Service Types

	Seamless Campaigns	Active Campaigns
A/B Split Testing	Yes	Yes
Google Ads	Yes	Yes
Bing Ads	Yes	Yes
Display Banner Ads	No	Yes
Remarketing	No	Yes
Monthly Promotions/Offers	No	Yes
Landing Pages	1	Up to 5
Reporting	Monthly	Flexible
Review Meetings	Quarterly	Monthly
Recommended Budget	From \$800	From \$2000

Why Choose Us?

- No contracts
- Dedicated Manager
- Ongoing Support
- Results-Based Campaigns
- Over 12 Years Experience
- Local Team

Questions?

Contact Details

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Phone: **07 3117 2568 / 03 9018 9468**

Office: **Level 2/755 Stanley Street
Woolloongabba QLD 4102**