

THE PRACTICE OWNER'S

CHEAT SHEET TO HIRING A GOOGLE ADS AGENCY

Most Google Ads agencies don't understand PT, Rehab, or Chiro—*and that's dangerous!* Ask these key questions BEFORE you hire a Google Ads agency...

01 Have you run Google Ads for a PT / Chiro / Rehab clinic before?

Industry experience is crucial! Ask the potential agency to share new patients results from a clinic they've worked for in the past.

02 How many extra new patients can I get each month with ads?

We hate to say it, but most ads agencies only care about clicks and cost per call. They don't understand your end goal: to get new patients. If they can't articulate how many new patients you'll get... drop them. *Tip*—your Google Ads should be bringing in 10-15 extra new patients each month.

03 What will I spend each month?

Based on our experience running Google Ads 100+ PT, Rehab, and Chiro clinics, we recommend paying Google $500-1000 per month to start out. An agency fee will go on top of that. If your agency doesn't give you numbers in that ballpark...RUN!

04 How often will you update and optimize my ads?

Any Google Ads agency worth their stuff will optimize your ads weekly or monthly. If they don't give you a straight answer...cut them loose.

05 What keywords are important for a physical therapy / chiro clinic?

89% of people search for their conditions on Google (like back pain and neck pain), not just "physical therapy." Grill your agency on what keywords they'll focus on! They SHOULD mention conditions, not just "physical therapist" or the name of your clinic. If they don't, they don't know what they are talking about.

BONUS: Are my results guaranteed?

At Practice Promotions, we guarantee **20 new patient leads each month**—*or you get your money back.* Push any other Google Ads agency to give you a guarantee!

REQUEST A ***FREE*** PRACTICE MARKETING KIT TODAY! **PracticePromotions.Net/Kit**

The ULTIMATE Patient Acquisition Strategy



BUILD A MASSIVE ONLINE PRESENCE

MAXIMIZE ONLINE DISCOVERY

BUILD TRUST

CONVERT PATIENTS

LEVERAGE PATIENT REACTIVATIONS + REFERRALS



STRATEGY	OUTCOMES	TOOLS TO USE	PATIENT EXPERIENCE
FIRST, create a broad online presence so you can be easily found. Complete your Google Business profile and set up your practice website with good SEO practices and blogging.	High number of local visitors to your website and blog	ORGANIC OR "ON SITE" SEO; ONLINE BRAND PRESENCE; REGULAR BLOGGING	Patient leads learn therapy can help their pain
NEXT use paid ads to supercharge the amount of people finding you with paid ads and increase how many local listings you appear on with Local SEO.	Your practice appears in 2-3 places on page 1 of Google for several search terms	GOOGLE ADS FOR YOUR SPECIALTY; GOOGLE ADS FOR CONDITIONS; LOCAL LISTINGS + LOCAL SEO	Patients learn your clinic can help them
ONCE people find you, connect with their problem then build trust in your expertise with testimonials from patients like them. Excite and educate them while removing doubt or fear to encourage appointments.	High number of people calling your front desk or requesting an appointment online	QUALITY ONLINE REVIEWS; PATIENT-FOCUSED WEBSITE DESIGN; CONDITION-BASED CONTENT	Gain confidence that you understand their pain and have helped others like them
THEN people are ready, call them to *action!* Use clear language like "book appointment" and give them the option to call or use a form. Ensure you know where calls and leads come from so you can invest wisely.		APPOINTMENT FORMS + CHATBOT; TRACK PATIENT LEADS; GENERATE + TRACK CALLS	Decide to try you and either call or schedule an evaluation
DEVELOP loyalty with patients during and after care. Ensure a stellar clinic experience and stay top-of-mind consistently after care. Request reviews from patients who are happy with their care.	Your 4 and 5-star online reviews and testimonials increase each month	NEW PATIENT WELCOME EMAILS; REVIEW REQUEST TOOLS; EMAIL BLOGS + NEWSLETTERS	Experience remarkable care that leads them to leave a review and/or refer 1 friend
FINALLY, use newsletters, email campaigns, and other tools to encourage past patients to refer others and return for future care.	High number of reactivated patients on your schedule	IN-CLINIC MATERIALS; PRINTED NEWSLETTERS; DIRECT MAIL CAMPAIGNS	Get reminded about other conditions you treat so they return and refer others