



Paid Search Advertising | Google Ads

Advertising in the Google search results can help you generate new customer visits!

Agenda

- 1 What is paid search?
- 2 Paid search helps hospitals gain new clients
- 3 Benefits of managing through NVA
- 4 Next steps
- 5 Questions?



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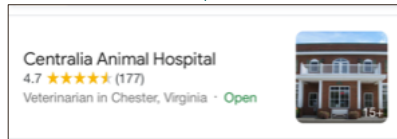
What is paid search and how does it
help me get new clients?

NVA has invested in all the ways a new client can find you online -- websites, listings and online reviews. Our newest program is Paid Search. Paid search is simply paying for your hospital to appear at the top of search rankings.

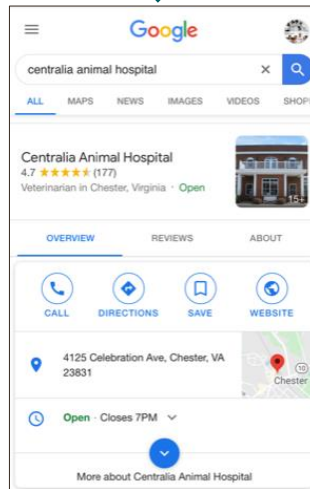
SEM/Paid Search
Our focus for today



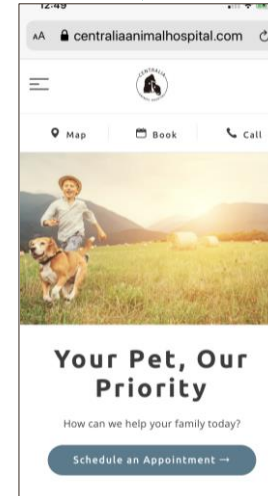
Online reviews



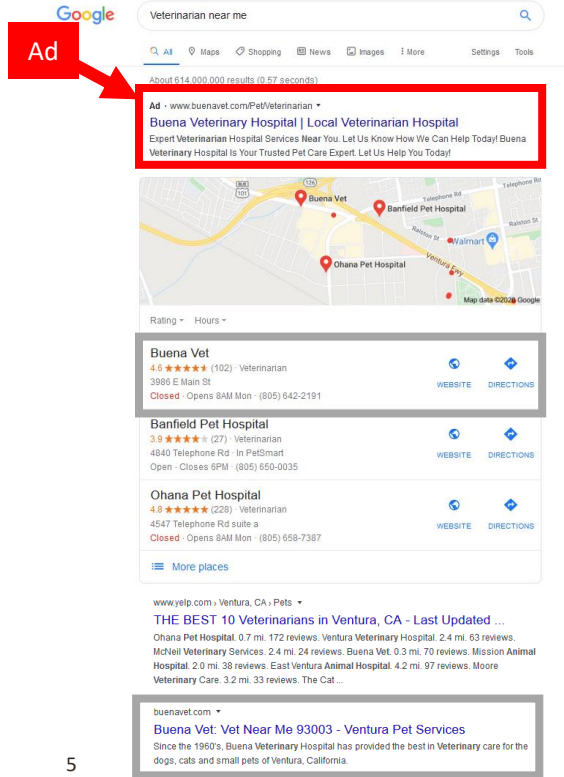
Accurate & consistent
business listings



SEO/Mobile built websites



Our goal is to help your hospital get more new clients by ensuring you appear at the top of search listings via Paid Search



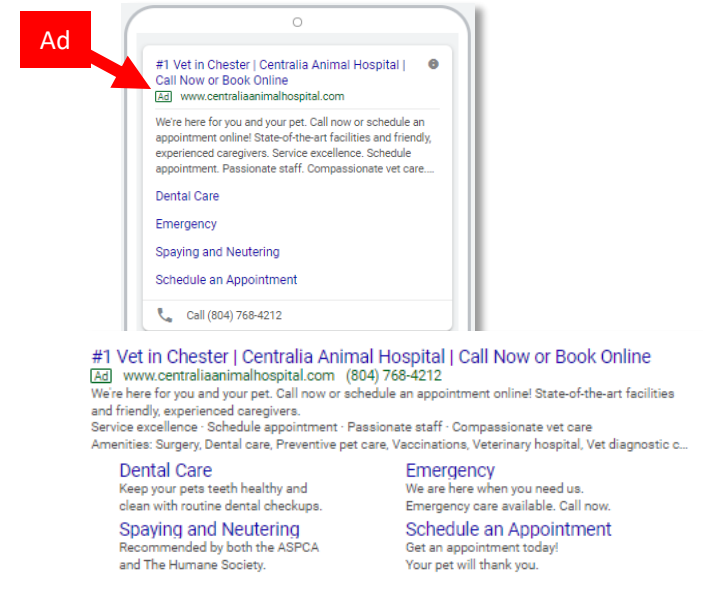
Paid Search ad
(paying to have your hospital appear at the top of search rankings)

Map Pack Results
(NVA already takes care of this for you via our listings platform)

Free Search (organic) Results

(NVA already helps you show up in the free results through NVA websites and listings platform)

Example of a Paid Search ad



What is paid search and why is it important?



Be there when they're searching for you

Paid search ads bring your listings to the top of search results.

- **98%** of searchers choose a business that is on page 1 of search results. ([src](#))
- **Top 3 paid ads get ~40%** of the clicks on the page. ([src](#))
- **89%** of traffic generated by paid ads is not replaced by unpaid listings when ads are paused. ([src](#))

Paid search ads deliver immediate results – **you rank higher** in Google search results pages. Google Ads listings can:

- Drive clients to book appointments online
- Increase traffic to the website
- Build overall awareness for a brand and business
- Have your listing appear before your competitors

Paid search is especially important with clients searching via their phone. And that is most people.



Ad

Ad

Ads

Everyone else is not visible on a mobile device unless you scroll

Mobile phones have small screens. As a result, paid search ads may be all a new client sees.

WHY IT IS IMPORTANT

- **55%+** of NVA web traffic is from **mobile**
- Paid ads are always shown **first** if available
- Organic (listings that are not paid for) results are shown after paid results
- If there are paid ads, and they're not yours, **your competitor is getting the majority of the screen.**

We can target new clients and we can tell you how many clients called and booked online. You only get charged when a client clicks on an ad.

NVA ads only appear when people **actively search for a relevant service** on Google within a 15 mile radius of your hospital. We target the most commonly searched terms for our ads (ex: “veterinarian near me”).

We **don't display ads** to **existing customers** and you only pay when someone **clicks on an ad**.

The image shows a Google search results page for the query "animal hospital near me". The search bar at the top shows the query and the Google logo. Below the search bar, there are tabs for "All", "News", "Images", "Shopping", "Maps", and "More". The search results show "About 3,170,000 results (0.58 seconds)". An advertisement for "Above & Beyond Pet Care Hosp." is displayed, featuring a black and white dog sitting on a wooden table. The ad includes a phone number "(806) 792-7297" and a "Book" button. Below the ad, there are links for "Preventive Care", "Emergency", and "Schedule an Appointment". A blue box highlights the "Book" button in the ad, and a blue arrow points from it to the "Book" button in the "Above & Beyond Pet Care Hosp." ad. Another blue box highlights the "Schedule an Appointment" button in the ad, and a blue arrow points from it to the "Schedule an Appointment" button in the "Above & Beyond Pet Care Hosp." ad.

Paid search is highly measurable, especially compared to other methods of advertising.

- We can track when someone clicks on a link to the hospital website or makes a call from an ad
- Once on the website from an ad, we can track if the visitor places a mobile call or books an OBT appointment

Is paid search for every hospital?



Criteria for a hospital to be a part of paid search

Must haves:

- Participation in the **NVA website platform**.
- **Capacity** for new clients.
- **Some competition** in the area.

Considerations:

Paid search can be turned on or off at any time.

- Are you **already running local advertising**? Paid search is highly trackable and you only pay when someone responds to an ad.
- If located in a snow bird area or experience **seasonality**, ad spend can be turned off when there is a decline in new people entering the area or less of a need.

The image features a solid teal background. A thick white curved line, resembling a stylized arch or a wide smile, spans across the upper portion of the frame. Below this line, the text "Benefits of managing through NVA" is centered in a teal, sans-serif font.

Benefits of managing through NVA

Current paid search performance

There are 190 hospitals currently participating in paid search with NVA that were grandfathered in from a previous website vendor.

Location Averages	January	February	March	April
Ad Spend	\$412.56	\$398.76	\$431.29	\$458.02
# of Clicks from Ad	460	417	465	558
# of Calls from Ad	67	60	89	120
Average Estimated Appts from Ad Calls <i>(total calls *.20)</i>	13	12	18	24
Average OBT Appts from Ads	3	2	4	3
Average Appts from Ads <i>(Call appts + OBT appts)</i>	16	14	22	27
Average Cost Per Appt	\$36.14	\$37.55	\$26.06	\$26.18

- April was one of our highest performing months despite COVID-19, as demand for essential pet care continues
- Based on past call tracking data and CSC booking rates, we know that only 20% of calls will translate to a scheduled appointment. We apply this metric to calls from ads, which is a conservative assumption based on NVA's targeted strategy

The key metrics for success are appointments generated from ads and the average cost per appointment

Benefits of paid search with NVA

Partnering with a digital agency that specializes in supporting local businesses to conduct paid advertising benefits hospital leaders, field Ops and the Support Center.

Hospital Leaders

- **Gain new client visits:** Generate more appointments by targeting ads to local new customers that are actively searching for services offered. Outside agencies can't exclude existing clients from viewing ads, causing unnecessary spend on customers that would have come in anyway.
- **NVA does all the work:** NVA marketing will manage the entire program and provide hospital leaders with monthly updates on performance.
- **Lower cost than managing at the hospital:** Most agencies charge at least 20% to manage ads, while NVA sites are pay much less at \$65/mo. You're only charged for ad spend when someone actually clicks on an ad.
- **Benefit from national paid search experts:** NVA hired a paid search agency who compares results and finds best practices from other NVA hospitals and applies to all.
- **No surprise budgeting:** Ad spend capped at \$500 or \$300, based on hospital budget. Most sites aren't hitting their budgets (average monthly spend for March was \$431; hospitals only charged when someone clicks on their ad).

Marketing & Field Ops

- Enterprise **reporting** and **analytics**
- **Scalable** platform to setup, manage, fine-tune and test ads on behalf of hospitals
- Due to our size, we can hire a paid search agency

Sample monthly report

All participating hospitals will receive a monthly report via email to help measure and track performance for their site.

Paid Search Performance | March 2020

Group	Division	Location #	Location Name	Ad Spend	Ad Clicks	Total Ad Calls (direct from ad and website)	Estimated Appointments from Ad Calls	OBT Appts From Ads	Total Appts From Ads	Cost Per Appt
Central	Southwest	143	Table Mountain Veterinary Clinic	\$500.00	365	78	16	7	23	\$22.12
Central	IL - North	174	Lake Street Animal Hospital	\$500.00	484	66	13	7	20	\$24.75
East	Mid-Atlantic MVP:	198	Vienna Animal Hospital	\$500.00	372	80	16	9	25	\$20.00
East	Chesapeake	210	Larkin Veterinary Center	\$500.00	348	77	15	2	17	\$28.74
East	Keystone Empire	222	Chambersburg Animal Hospital	\$500.00	537	85	17	4	21	\$23.81
Central	Southwest	230	Bolton Animal Hospital	\$500.00	405	83	17	5	22	\$23.15
West	Mountain West	234	Bush Animal Hospital	\$500.00	409	105	21	12	33	\$15.15
East	Carolinas	240	Hidden Valley Animal Hospital	\$500.00	410	75	15	6	21	\$23.81
South	North Texas	281	Creature Comfort Animal Clinic	\$500.00	611	61	12	0	12	\$40.98
East	Mid-Atlantic MVP:	283	Vinton Veterinary Hospital	\$500.00	544	214	43	16	59	\$8.50
West	CA - North	298	Vacaville Animal Care Center	\$500.00	518	99	20	4	24	\$21.01
Central	Southwest	306	Friendship Hospital for Animals	\$500.00	315	57	11	2	13	\$37.31
West	Arizona	372	Brown Road Animal Clinic	\$500.00	489	66	13	2	15	\$32.89
Central	Southwest	140	All City Pet Care South and ER	\$499.99	625	106	21	2	23	\$21.55
Central	Southwest	150	Manzano Animal Clinic	\$499.99	457	97	19	4	23	\$21.37
South	South Texas	159	North 10th Street Animal Hospital	\$499.99	955	135	27	8	35	\$14.29
West	CA - South	249	Lifetime Animal Care Center	\$499.99	547	47	9	9	18	\$27.17

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Next steps

How does my hospital get started with paid search?

Opt in or out at any time!

1. Complete a short questionnaire [here](#) to launch the onboarding process.
This shouldn't take you any more than 10 minutes to complete.
2. Please allow up to 30 days from date of receipt for new campaigns to be setup.
3. Campaigns will be launched at the start of the following month.
We'll notify you once you're live.
4. Reporting will be available the month after ads start.
You'll receive each month via email.

Total Monthly Costs:	
Max Ad Budget: \$500 or \$300/mo <i>(we recommend \$500 for best optimization)</i>	Agency Fee: \$65/mo

How can I make a change to my current budget or stop paid search for my hospital?

1. Contact Marketing@nva.com to make a change to existing Google ad campaigns.

Please include "Paid Search" in the subject and let us know what isn't working or why you've decided to stop. This helps us to better serve you!

2. Please allow 30 days from date of confirmed receipt for changes to be implemented.

You'll be notified when changes have been implemented or ads have been paused / cancelled.

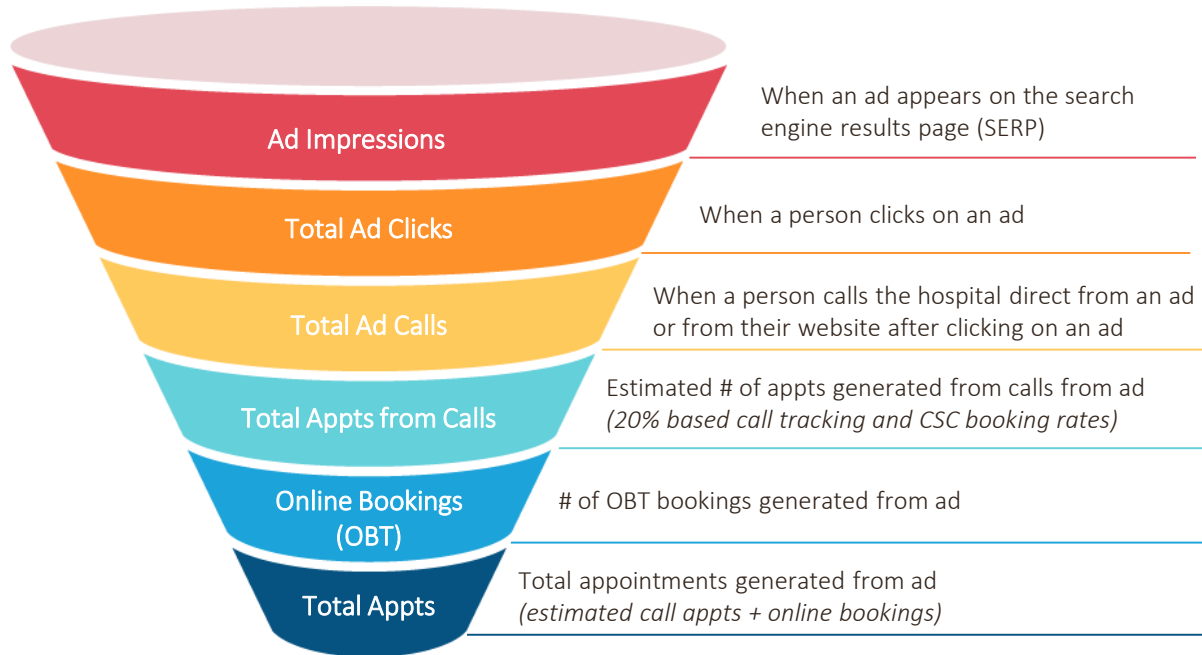
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Questions?

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Appendix

Paid Search Terminology





Frequently Asked Questions

What types of ads will be running on behalf of my hospital?

Based on a hospital's most prominent and highly searched services, ads will appear for customers searching for those **keywords** within a 15 mile radius of the business on Google. (a **keyword** is the term typed into the search bar)

How do we measure success with Google ads?

Each month, the Marketing team will be providing reporting on ad performance. As with any form of advertising, the goal is to drive new business to the hospital. While there are several metrics to help gauge success, the most significant indicators are [total appointments booked](#) and [cost per appointment](#).

How much should I spend each month on paid search?

Based on testing and assessment of performance of other NVA hospitals, we've found that ~\$500 monthly budget is an optimal place to start for reaching new customers within local markets, but sites can also start at \$300/mo. Your Google ad spend will NOT exceed this budget maximum each month, but actual spend may vary based on competitiveness and performance.

Why does my hospital have to be on the NVA website platform to participate?

Being on the NVA website platform ensures that all campaigns are setup and tracked properly using shared technology and analytics systems. In addition, we have the ability to tweak and optimize campaigns in real-time, ensuring that we're maximizing budget and opportunity. Any changes to your website are then coordinated with your paid search ads.

How does paid search fit into my advertising efforts?

Compared to other forms of advertising, paid search is highly measurable with a low level of effort to manage.

TYPES OF ADVERTISING	TRACKABILITY	WHO YOU'RE REACHING	LEVEL OF EFFORT FOR HM TO MANAGE	COST	SUMMARY:
Online listings (Google My Business, Facebook, Yelp)	High	Pet owners	Low	Free with NVA	Already managed by NVA listings platform. Drives visits to your website.
Website (organic search ranking)	High	Pet owner	Medium	\$200/mo	Already managed by NVA website platform. Helps your ranking in organic search.
Online reviews (Google, Yelp, Facebook)	High	Pet owners	Medium	\$18/mo	Already managed by NVA online reputation system (Birdeye)
Paid search (Google search ads)	High	Pet owners	Low	\$300 - \$500/mo	Brand new program! Only pay visits. Managed by NVA. Get ~ 27 new appts/month.
Print advertising (newspaper, magazine)	Medium	General public	High	\$\$\$\$	Expensive. Do not know how many clients see it or respond. Newspapers declining in circulation.
Local sponsorships (ex: school sport sponsorship)	Low	General public	Medium	Varies	Best for community engagement / feel good; no way to track performance
Local biz advertising (Ex: local coupons, restaurant ads, etc.)	Low	General public	High	Varies	Can be expensive. Do not know how many clients see it or respond. Better than print advertising.
Radio	Medium	General public	High	\$\$\$\$	Expensive. Do not know how many clients see it or respond.
Billboard	Low	General public	High	\$\$\$\$	Expensive. Best for generating awareness of your hospital.