Why ProSites?

**Dedicated PPC experts.** Our in-house experts focus solely on PPC. That's it – nothing else. They're on top of search engine advertising and technical changes so you don't have to be.

**Comprehensive strategy created just for you.** Your practice has specific needs and goals, and the first goal of our team is to understand them. It's from this understanding that your custom PPC strategy is created.

**We optimize your campaigns – a lot.** Your campaigns are continually tested, tracked and adjusted as needed. You receive monthly optimization reports and quarterly engagement calls to ensure your ad strategy continues to help your practice grow and attract new patients.

What Can You Expect?

Pay-per-click can be tough to understand, but knowing what's involved behind the scenes shouldn't be. Here's a deeper look into what our process looks like:

**CAMPAIGN SETUP**
Each campaign starts with a kick-off call with one of our PPC experts so we can better understand your goals.

**AD CREATION**
Using information gathered in your kick-off call, we create your ads, keywords and ad extensions based on the agreed upon categories.

Ad extensions improve user experience by including shortcuts to key information like your phone #, location, or special offers.

**AD REVIEW**
Within four business days from your kick-off call, you will receive ads for review.

As soon as we have your stamp of approval, the ads will go live.

**ROI MEASUREMENT**
PPC ads and landing pages include tracking phone numbers so we can tie your new patients to specific marketing efforts.

We also track and analyze number of clicks and form submissions to measure your success.

**CONTINUOUS OPTIMIZATION**
Our PPC experts continually optimize your campaigns based on performance, updating keywords and Ad Groups as needed.

**ONGOING REPORTING**
Each month you will receive a report detailing campaign performance and resulting website traffic.

Quarterly engagement calls are scheduled with you and your PPC expert to ensure we're continually aligning your strategy to your goals.

We make getting started easy.
Call or visit us today at (888) 932-3644 or www.ProSites.com