GREAT**Dental**
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Google Local Services Ads

Case
Study

Are Google Local Services Ads Viable for Dentists at This Early Stage?

Summary of Google Local Services Ads Launch Results

$126
Average Cost Per Verified Lead

$1534
Average Total Ad Spend

$106
Lowest Average Cost Per Verified Lead

12.2
Average Total Charged Leads

Google ✓ Local Services

4.91
Average Google rating for all clients involved in beta launch group

196
Average total Google reviews for all clients in beta launch group

83%
Average practice phone call answer rate verfied from LSAs during case study

Introduction & Background

In highly competitive markets, dental practices often find it difficult to stand out from their colleagues. Practices have many marketing options to find new patients, but in early 2023 Google introduced **Google Local Services Ads (LSAs)** as a new option for the dental industry. LSAs are a **"pay-per-lead" model instead of "pay-per-click"**, and GDW wanted to test Google Local Services Ads (LSAs) for dentists as a viable lead generation source for our clients. Our initial results showed that LSAs indeed work, albeit with a current lower volume due to newness. **Our clients saw an immediate improvement in verified new patient leads with a positive ROI on marketing costs.**

Most paid search strategies from Facebook, Google, Instagram, or Bing rely on a *"pay-per-click"* model. This gives you the ability to cast a broad net to reach patients searching for service based keywords. But If someone clicks the ad, you pay for it. This model has worked successfully for years, but sometimes leaves dentists seeking greater clarity in their ad spend. **PPC still is a viable option to cast this wider "net", where we believe LSAs will be an excellent add-on.**

Solution

Google LSAs offer a different option: *"pay-per-lead"*. You do not pay for each click, only for phone calls. Unlike *"pay-per-click"*, spam phone calls can be rejected, as can wrong numbers, solicitations, or other irrelevant inquiries. LSAs also appear at the very top of SERP - above all other search results, and right above traditional PPC ads - when new patients search for dental services. We believed this would reduce the risk a practice takes on when investing in a new marketing campaign, especially while in conjunction with traditional pay-per-click campaigns.

GDW believed that these new Google LSAs offered some added benefits to enhance a traditional, pay-per-click (PPC) advertising campaign, including:

- ✓ **Pay-Per-Lead** – The client's budget would only be charged when a potential patient contacts the practice through the ad, making it cost-effective and providing another way to show ROI.

- ✓ **Google Screened -** Once a client was fully verified after our setup process, the Google Screened badge would display on the client's ad, indicating that the client is a trustworthy and reliable service provider. This also allows and requires the client to use a recent photograph to create a visual impression with potential patients (where a traditional search ad can not usually do this).

Important Factors & Benefits of Google LSAs:

Different Targeting Options

We would be able to include conditions and service categories when optimizing the ads (bad breath, dental implants, teeth cleaning, mouth sores, etc) vs only using exact or phrase match keyword bidding methods.

Early Adoption Was Key

Google has stated that most locales can support **30-50 businesses max** in each LSA market for other industries, and we believed this would hold true for dental practices. Practices who delay may find themselves shut out or on a waiting list.

Google Reviews Matter

While it is common knowledge that Google reviews matter to build patient trust, we also wanted to see if it is a ranking and signaling factor in displaying Google LSAs over other competitors ads and listings.

Google Local Services Ads Launch Group

A group of interested clients signed up for our initial launch. The GDW team handled the verification and setup process for our clients, including background checks for the provider and the practice, insurance requirement verifications, license requirements, ensuring the minimum number of Google reviews were present, and additional bio and account setup steps (hours of business, years in business, insurances accepted, and more).

The verification process took an average of about 4 weeks, with some moving faster and a few stretching to five or six weeks. High resolution images and document uploads, combined with client responsiveness, were the key differentiating factors that helped shorten the timeline.

The first accounts and ads went live in March of 2023, and additional clients and active accounts continue to go live as this is written (May 2023).
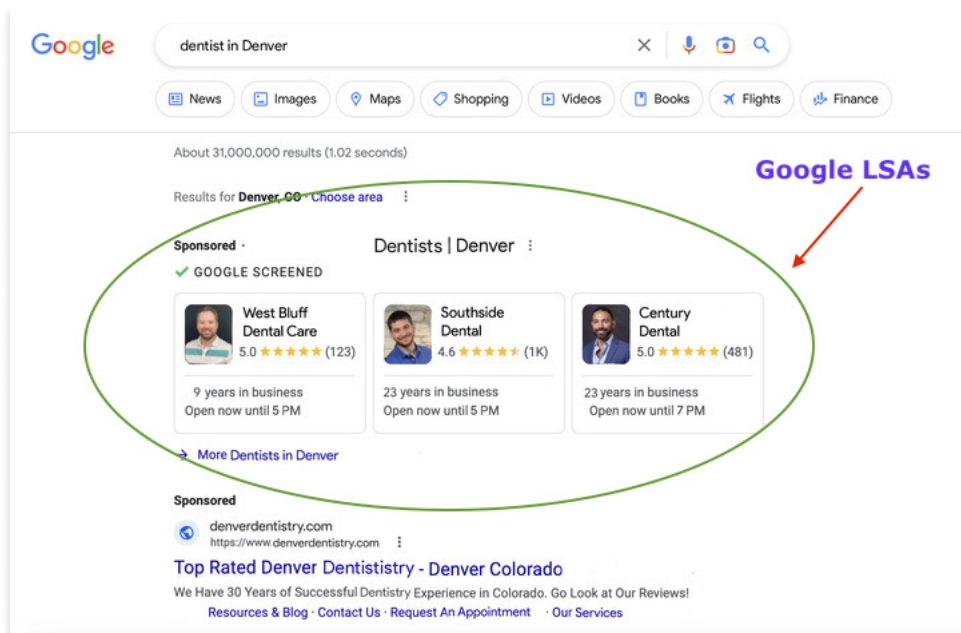
3.7
Average days between client setup and start of LSA verification

29
Average days to be fully verified by Google and able to run LSAs

5.3
Average years in business of practices involved in Google LSA beta launch program

Results

The initial clients saw positive results in new patient calls and bookings, which has continued to accelerate as other providers have joined the Google Local Services Ads fray. Depending on market size, most clients have realized a **cost of $126 on average per lead** (outliers as low as $106 and one as high as $140 per lead).

Early Adoption Was Rewarded

The earlier a client started Google LSAs, the more exponential growth they experienced over the short time of this study. **All practices have received verified leads** from their campaigns.

A Responsive Front Desk is Key

A **phone call answer rate of 70% or higher** has proven to be a massive variable in the number of calls generated, the amount of spend utilized, and ultimately a higher number of charged, high-quality leads. **Google rewards practices who answer and punishes those whom don't.**

Early indications have shown that **the faster a client has responded to these calls (even following up if a voicemail is left**), the more fruitful these leads have been.

Google Reviews Matter

Google reviews (both rating and number) also **have been shown to impact these LSAs being served more often**, but we do caution that this is still early, and there is no known algorithm formula for review calculations that Google has provided to date for GDW to analyze.

Impressive Results Have Come Quickly

$126
Average Cost Per Verified Lead

$1534
Average Total Ad Cost Per Campaign (March 1 to May 2)

14.0
Average Total Completed Phone Calls

12.2
Average Total Charged Leads

Source Data from March 1 to May 2

Practice	Google Rating Score	Google Total Review	Charged Leads	Total Phone Calls	Connected Phone Calls	Answer %	Cost Per Lead	Total Cost
	4.9	255	17	21	20	95.24%	$137.00	$2,329.00
	4.8	125	10	16	12	75.00%	$140.00	$1,400.00
	4.9	113	3	11	4	36.36%	$106.00	$318.00
	4.9	221	14	18	17	94.44%	$113.00	$1,582.00
	4.9	319	17	17	17	100.00%	$120.00	$2,040.00
			12.2	16.6	14	Total	$125.72	$1,533.80
							Avg Cost Per Lead	Avg Total Cost

Practice names blacked out for financial privacy

Comments:
Above data shows sample clients from different market sizes, as well as some that have been active for longer than others, which explains differences in lead volume.

Conclusion

Google Local Services Ads provide dentists with a new, powerful advertising tool to reach hyper-local potential patients and boost their online visibility. The ability to pay-per-lead gives dental practices new options, and reduces initial risk for a practice looking to increase new patient volume. **Many clients have seen an increase of new, verified patients from their paid search campaigns since beginning their Google Local Services Ads with GDW**. As budgets are settling in and our average time to launch is shrinking closer to three weeks, we see LSAs becoming an important tool for any dentist looking for ways to expand their practice through digital marketing, while also supplementing existing PPC and SEO campaigns

Get More Patients With Google LSAs

Ready to try Google Local Services Ads? Want to learn more about GDW's Google LSA offering? **Click the button below** and take advantage of this exciting, new paid search option today.

Learn More Here

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