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## The best-kept PPC and CRO secrets in the dental industry and how to move the needle for your practice

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Many dental professionals use pay-per-click (PPC) advertising to drive conversions, yet performance plateaus happen much too often and AdWords tweaks sometimes do nothing to move the needle. In this “The best-kept PPC and CRO Secrets in the Dental Industry, and How to Move the Needle for Your Practice” presentation, you will learn proven strategies for setting up, tracking and optimizing with regards to attribution, modeling, retargeting and audience segmentation as well as how to nurture potential clients with different components of high-performing paid campaigns. This presentation dives deep into what really makes campaigns successful such as multi-intent keyword bidding, multi-step landing pages, profitable nooks and crannies on the AdWords Display Network, accessing new AdWords beta and legally hijacking competing dental professionals’ emails, so you can create multiple predictable channels (search, social, display and video) of revenue and reach more potential clients in your local market. Armed with these underutilized PPC and conversion rate optimization (CRO) blueprints, funnels and time-saving workflows, dental practitioners can outrank their competition and obtain the largest return with the minimal bandwidth necessary.

### Biography

Johnathan Dane is the Founder of KlientBoost, a PPC lead generation agency that focuses on conversion rate optimization and aggressive PPC testing. With conversion intent in mind, he has grown two separate agencies from scratch to over \$5 million in annual revenue in less than three years. He has worked with over 100 clients in different verticals to develop a formula for PPC success that works across multiple channels. From Fortune 500 brands to small SaaS, lead generation and e-commerce companies, he has a proven record of helping hundreds of companies double their PPC and CRO performance in record time.

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