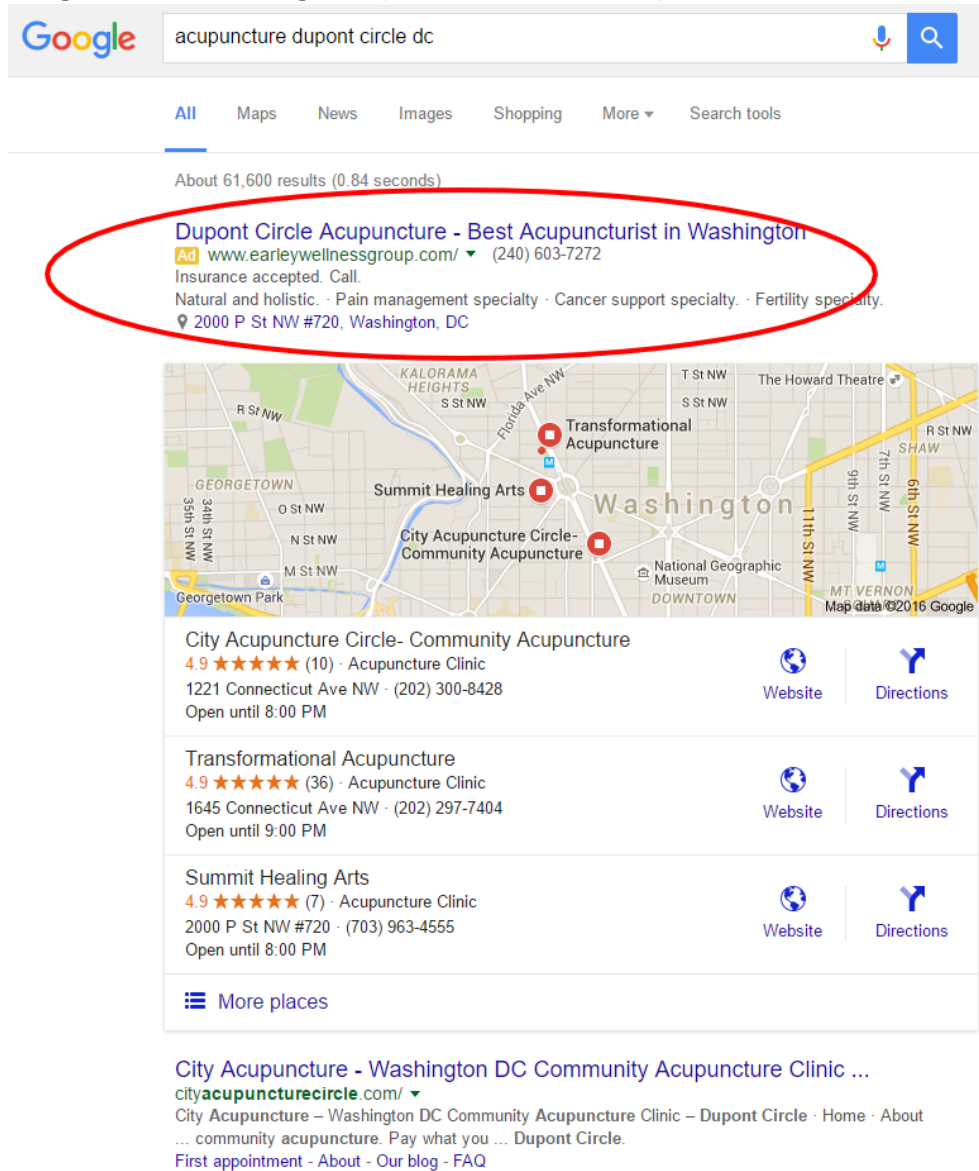


Introduction to Google Adwords Advertising

Google Advertising is a great way to see great search engine ranking relatively quickly. Ads appear both on Google and on the Google map, as well as on some partner web sites.



Google acupuncture dupont circle dc

All Maps News Images Shopping More Search tools

About 61,600 results (0.84 seconds)

Dupont Circle Acupuncture - Best Acupuncturist in Washington
Ad www.earleywellnessgroup.com/ (240) 603-7272
Insurance accepted. Call.
Natural and holistic. · Pain management specialty · Cancer support specialty. · Fertility specialty.
2000 P St NW #720, Washington, DC

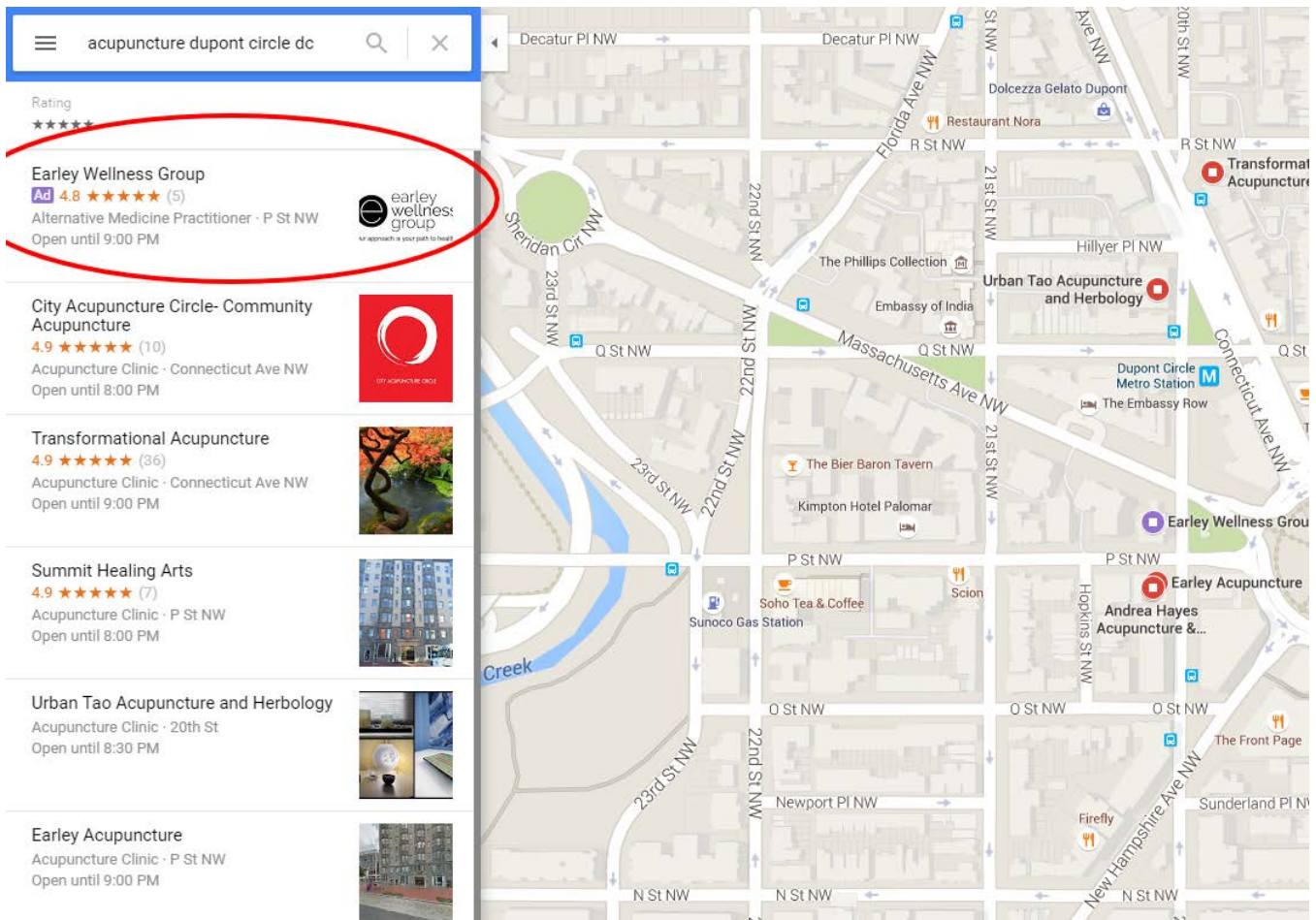
Map showing acupuncture clinics in Washington DC:

- City Acupuncture Circle- Community Acupuncture
4.9 ★★★★★ (10) · Acupuncture Clinic
1221 Connecticut Ave NW · (202) 300-8428
Open until 8:00 PM
- Transformational Acupuncture
4.9 ★★★★★ (36) · Acupuncture Clinic
1645 Connecticut Ave NW · (202) 297-7404
Open until 9:00 PM
- Summit Healing Arts
4.9 ★★★★★ (7) · Acupuncture Clinic
2000 P St NW #720 · (703) 963-4555
Open until 8:00 PM

More places

City Acupuncture - Washington DC Community Acupuncture Clinic ...
cityacupuncturecircle.com/
City Acupuncture – Washington DC Community Acupuncture Clinic – Dupont Circle · Home · About ... community acupuncture. Pay what you ... Dupont Circle.
First appointment - About - Our blog - FAQ

1 Ad showing on Google search results (which includes a map in this case)



acupuncture dupont circle dc

Rating
★★★★★

Earley Wellness Group
Ad 4.8 ★★★★★ (5)
Alternative Medicine Practitioner · P St NW
Open until 9:00 PM

City Acupuncture Circle- Community Acupuncture
4.9 ★★★★★ (10)
Acupuncture Clinic · Connecticut Ave NW
Open until 8:00 PM

Transformational Acupuncture
4.9 ★★★★★ (36)
Acupuncture Clinic · Connecticut Ave NW
Open until 9:00 PM

Summit Healing Arts
4.9 ★★★★★ (7)
Acupuncture Clinic · P St NW
Open until 8:00 PM

Urban Tao Acupuncture and Herbolgy
Acupuncture Clinic · 20th St
Open until 8:30 PM

Earley Acupuncture
Acupuncture Clinic · P St NW
Open until 9:00 PM

Map showing various acupuncture clinics in the Dupont Circle area, including Earley Wellness Group, Urban Tao Acupuncture and Herbolgy, and Earley Acupuncture.

2 Ad showing on Google map search

Ads are shown when the associated keyword is typed into a search engine. In this case, I typed “acupuncture dupont circle dc” into the search engine. Over time, new keywords are added and old keywords which don’t perform as well are removed. In addition, Google tells me the keywords which are done over time that actually result in Google showing your ads. So I can remove keywords which aren’t related (pet acupuncture, for example). And I can see items which are being searched for that you may offer but may not be currently advertising.

Ads are also constantly being tested against each other to find the best performer. This is the one with the highest click through rate (CTR - the percentage of people who saw the ad and clicked on it) and converted clicks (the number of people who filled out the form after clicking). CTR varies by greatly by industry with some getting as high as 5-7%. This particular ad isn’t getting that high of a CTR, but still performs very well for the customer.

Ad	Status ?	CTR ? ↓	Converted clicks ?
Dupont Circle Acupuncture Best Acupuncturist in Washington Insurance accepted. Call. www.earleywellnessgroup.com (mobile)	Approved	1.02%	14
{Keyword:Acupuncture Dupont Circle} Best acupuncture in DC! Over 11 yrs experience. Professional. Call now. www.earleywellnessgroup.com (mobile)	Approved	0.53%	0

3 Ad test results example

After a person clicks on the ad, they are taken to a landing page (see example, next page). Landing pages are web sites made up of one single page which help to increase the chances a person will convert (fill out the form). Landing pages have the following goals:

1. Making it easy for customers to convert, even on mobile devices
2. Giving customers all the information they need to make a decision to do business with you – this includes maps (if applicable), office hours, testimonials, specialties, background, etc.
3. Tracking advertising and marketing efforts. They can also be used to track ads on other sites like Facebook, LinkedIn and Yelp, or to track other advertising methods like emails.
4. In the case of Adwords, to improve the performance of ads. This is determined by a variety of things, but the quality and relevance of the landing page to the particular keyword used by a browser are extremely important.

In addition, if applicable, I add a new product or service offered by your business each month to Adwords with the associated ads, keywords, and landing pages. Over time, all your product offerings are covered. So, for example, my insurance customer might start out with advertising car insurance, but add home insurance the second month, life insurance the 3rd, etc.



Our approach is your path to health



Excellence in Acupuncture in Washington, D.C.
Dupont Circle Acupuncture: pain management, cancer support, fertility.

Best Acupuncture in DC

Acupuncture is an effective treatment for a variety of health concerns. With treatments that are drug-free, and usually pain-free, acupuncture is a natural and holistic way to help your body restore health.

Conveniently located in Dupont Circle.

Name *

Email *

Phone *

Comments

SCHEDULE MY APPOINTMENT

We will contact you within 2 business days to set up your appointment.



Pain Management

Acupuncture an effective way to manage and relieve chronic pain without drugs. Treat migraines, back pain, arthritis, gout, nerve pain, and other conditions. In many cases, patients notice improvement after the very first acupuncture treatment!



Fertility

Acupuncture has been clinically shown to help patients conceive - especially when paired with existing IVF treatments. Acupuncture can also help pregnant women feel better throughout their pregnancies.



Cancer Support

Cancer treatments are very hard on a patient both physically and mentally. Acupuncture has been shown to help mitigate the effects of chemotherapy on the body and to help patients stay mentally able to meet the challenges of cancer treatment.



Injury Recovery

Acupuncture is effective for treatment sports injuries - helping to relieve the pain and inflammation and get an athlete back in the game more quickly. It's a natural and drug-free treatment for sports injuries.

"Deb is Amazing!"

"Deb is AMAZING! She's very patient, easy to talk to and has helped me tremendously. I initially went to her for digestive issues - I am not able to eat wheat products and after going to her, I feel like I can enjoy them without any of the side effects I used to experience. It's pretty amazing and she changed my life! I also deal with anxiety and felt that she was almost like a therapist in a way where she talks to you and gets your background and tries to help verbally as well as with acupuncture. I've recommended her to many of my friends."

 Nicole G.
Washington, D.C.

"Healer of the Body, Mind & Spirit"

"Deb is an incredible healer of the body, mind and spirit! She takes a holistic approach with her clients and really listens and gets to know them. Deb, through her acupuncture skill, has helped me address and improve challenges with anxiety, depression, muscle and joint pain, and sleep. As important, Deb is a wonderful life coach. She has made a big difference in my life, helping me improve my relationships, parenting, and career choices and evolution. Deb shares honestly and generously of her own life decisions and experiences. She also has a great laugh and sense of humor.

If you truly want to improve your health on all levels, you should include Deb as a key part of your healthcare team."

 Kurt K.
Takoma Park, MD



Deb Earley, Licensed Acupuncturist

I am a board-certified acupuncturist, licensed by the Washington DC Board of Acupuncturists. As a general practitioner of acupuncture I treat a wide variety of illnesses and concerns.

Other Specialized Training and Professional Experiences include:

- OBGYN/Fertility Training Program, Chengdu University of Traditional Chinese Medicine, Chengdu, China.
- Acupuncture Pain Center, Chengdu University of Traditional Chinese Medicine, Chengdu, China.
- Sports Medicine Pain Relief Training - Sports Medicine Acupuncture Certification Program (SMAAC)
- Muscle Motor Point, Muscle Trigger Release, Muscle Myofascial Specialized Training
- Clinical Instructor and Supervisor for acupuncture interns at Maryland University of Integrative Health
- Advanced Herbal Studies
- Certified Acupuncture Detoxification Training
- Certified Yoga Teacher
- Reiki Level 1 and Reiki Training for Cancer Support

Better Health for Yourself

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4 Landing page example

Landing pages are also tested constantly to find the version which has the best conversion rate (percentage of people who fill out the form) over time. Changes to headlines, position of elements, pictures, offers, colors and many other factors can all influence landing page conversion rates.

DC - Acupuncture Dupont Circle

Change URL <http://try.earleywellnessgroup.com/acupuncture-dupont-circle/>

2067 VISITORS 97 CONVERSIONS 4.69% CONVERSION RATE

Created about a year ago, updated less than a minute ago. Last Published less than a minute ago.
Two very different variants for the main acupuncture page.
[Edit Notes](#)

A/B Test Centre

Reset Stats Preview Variants Add Variant

Current Champion	Weight	Visitors	Views	Conversions	Conversion Rate	Confidence
Excellence in acupuncture new branding green acupuncture image <small>updated less than a minute ago</small>	51%	185	221	10	5.41%	
Challenger Page Variants						
Excellence in Acupuncture in Washington DC <small>updated less than a minute ago</small>	49%	569	639	32	5.62% ↑ 4%	9%

5 Landing page test results example

Every time an ad results in a conversion, you receive an email with contact information for a lead. This information can also be configured to automatically feed into an email or lead generation tool (Constant Contact, Salesforce, MailChimp, etc.) which can then send automated emails to prospects. If you keep track of which leads turn into customers and the value of those customers, you can know if your advertising is effective and profitable. Within 6 months (usually less), ads on Google should be profitable for a business.

The goal of the Adwords management program is to get the entire Adwords process running as smoothly as possible so that it becomes a steady lead/revenue generation tool.