



# How To Improve Your Google Ads With Dental PPC Strategies - Filefactory

PPC for dentists isn't something you can set up and then forget about. Pay-per-click marketing is a type of advertising where you pay each time one of your ads results in a click. Rather than securing organic visits to your site, this strategy will have you purchasing the traffic. Compare this to other online advertising models such as impressions, where you pay for each exposure. To know more [Visit Here.](#)