



PAID MEDIA AUDIT • Q3 2026

Illawarra Terrace *Dental*

A review of Google Ads, Meta Ads, website tracking and Google Business Profile for a three-chair general practice on Marrickville Road, with a ranked findings list, an Inner West benchmark and a 90-day plan.



PREPARED FOR
Practice principal and
practice manager

PREPARED BY
King St Ads Co.

PERIOD REVIEWED
1 July to 30 September
2026

REPORT DATE
4 October 2026 • v1.0

ACCESS USED
Read-only (viewer) on Google Ads, Meta Business Manager,
GA4 and Google Business Profile. No logins or passwords.

ABOUT THIS SAMPLE
Illawarra Terrace Dental does not exist. Every figure about it is
invented. The Inner West benchmarks and local facts are real
and sourced.

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What is inside

Read the executive summary in five minutes. Read the findings in thirty. Keep the appendices for whoever makes the changes.

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PRIORITY

- HIGH** Costing money or exposing the practice now. Fix in the first fortnight.
- MEDIUM** Material, but not urgent. Fix this month.
- LOW** Worth doing. Fix this quarter.

DATA CONFIDENCE

- High:** read directly from an account or log with a clear definition.
- Medium:** a reasonable inference from account data and the practice's records.
- Low:** an estimate or an assumption. Marked wherever it is used.

GRADES

- A** **B** Sound, with room to refine.
- C** Works, but leaks or lags.
- D** **E** Broken or misleading.
- !** Needs a compliance review.

SECTION 01 • EXECUTIVE SUMMARY

The ads are doing better than the report shows, and worse than they could.

Google Ads reports 372 conversions at \$19.35 each. Cross-checking GA4, call logs and the practice's booking system, we can verify 122 real enquiries at \$59.02 each. The ads are still profitable. The practice just cannot see where the money leaks.

122

372
Verified enquiries in the quarter
(58 forms, 64 calls)

\$59

\$19
True cost per enquiry on Google
Ads

23%

Of search spend (\$1,656) went
on searches that cannot
become patients

41%

Of clicks came from beyond 10
km, at \$155 per enquiry against
\$38 in the core catchment

WHAT WE FOUND

- **Tracking inflates results by about three times.** Two actions, a confirmation page view and a button load, are counted as primary conversions, so automated bidding is learning from the wrong signal (F1).
- **Almost a quarter of search spend is irrelevant.** Jobs, courses, free dental and other suburbs; only 4 negative keywords are set (F2).
- **Four advertising - rule items need review before anything else is published,** including "Specialist" wording and patient testimonials on pages the practice controls (F3).
- **The practice pays to attract people across Greater Sydney.** Clicks from beyond 10 km cost four times as much per enquiry (F4).
- **The Meta pixel loads on health booking pages** while campaigns optimise for clicks and record no leads. That is a measurement and a privacy problem (F6).

WHAT WE WOULD DO FIRST

- 1 **This week:** reclassify the page-view and button-load conversions as secondary (about 1 hour).
- 2 **This week:** add a shared negative keyword list and switch two broad ad groups to phrase match (about 2 hours).
- 3 **This week:** take clinical testimonials and "Specialist" wording out of live ads and pages, then get advice (F3).
- 4 **Next fortnight:** tighten location targeting to an 8 km catchment and fix the Google Business Profile phone number and booking link.
- 5 **This month:** add a lead event to Meta, remove the pixel from booking pages pending advice, and set an after-hours booking path.

THE UPSIDE, ILLUSTRATED

With spend held at \$7,200 a quarter, our base case adds about **50 enquiries** (41% more) and lowers the true cost per enquiry to about **\$42**. Section 10 shows every assumption. These are illustrations on invented numbers, not forecasts or promises.

The scale of the improvement matters less than the habit it builds: from here on, the practice judges its ads on enquiries, bookings and new patients, not on a dashboard number that three different tags can inflate.

SECTION 02 • SCORECARD AND BENCHMARK

Overall account health: 47 out of 100.

Eight areas, each graded A (sound) to E (broken) against what we would expect from a well-run account of this size in the Inner West. The overall figure is the simple average of the eight area scores.



HOW TO READ THE SCORE

Below 40 means material money is being lost or the practice is exposed. 40 to 70 means the foundations are sound but leaks exist. Above 70 means refinement. This practice sits in the middle band: the structure is good, the measurement and targeting are not.

AREA	GRADE	SCORE	WHY
Conversion tracking	D		Counts page views and button loads as conversions; real enquiries are a third of the reported total.
Search terms and keywords	C-		23% of spend on searches that cannot become patients; 4 negative keywords set.
Account structure	B-		Sensible campaign split; brand and general are separated. PMax runs without brand exclusions.
Location and schedule	C		41% of clicks from beyond 10 km; ads run around the clock while the phone is answered 8:30am to 5pm.
Landing pages and speed	C		Good message match on emergency; whitening page is slow and carries clinical testimonials.
Google Business Profile	C		Phone number and category disagree with the website; booking link redirects to the homepage.
Meta Ads	D+		Campaigns optimise for clicks; no lead event recorded; the pixel loads on health booking pages.
Compliance and privacy	!		Specialist wording, clinical testimonials, an offer without terms and pixel use need review.

Grades reflect the evidence in Section 05. Scores are invented for this sample.

How it compares with the Inner West

The practice looks like most local peers: independent, active and carrying something fixable.

MEASURE	INNER WEST DENTAL & MEDICAL (16 PRACTICES)	THIS PRACTICE
Independent, owner-led	62%	Yes
Carries a live, verifiable audit issue	56%	Yes (8 findings)
Broken public record (dead domain, wrong suburb, no confirmed business)	8 of 16	No
No social presence found	12%	No (Facebook and Instagram active)

Cohort figures: King St Ads Co. review of 108 Inner West and Alexandria businesses, September 2026 (real data).

SECTION 03 • SCOPE, METHOD AND DATA CONFIDENCE

What we looked at, and how sure we are.

Every finding in this report cites its source and a confidence level. Where we assume something, we say so, and the impact model in Section 10 shows exactly how far each assumption moves the answer.

SOURCE	WHAT WE REVIEWED	CONFIDENCE
Google Ads	Viewer access to the account. Campaign, search terms, location, device, hour-of-day and conversion-action reports for the period.	High
GA4	Viewer role. Key events, event counts, landing pages, source and medium, and Realtime tests.	High
Call tracking and phone logs	Tracked calls from ads and the practice's phone system export (call length, time, outcome).	High
Practice management system	Booked, attended and accepted counts for Google-sourced enquiries, supplied by the practice manager.	Medium
Meta Business Manager	Partner (view) access. Campaign, placement and event reports; Events Manager and pixel diagnostics.	High
Google Business Profile	Manager view plus public listing. Fields, categories, hours, reviews and performance metrics.	High
Public ad libraries	Google Ads Transparency Center and Meta Ad Library for the practice and six neighbouring practices.	Medium
Website	Manual review on a phone and desktop; speed and vitals from PageSpeed Insights and field data where available.	Medium

All access was read-only and can be removed on delivery of this report.

Five checks, run in this order

- 1 Tracking truth.** Does each conversion fire once, on the right action, and match a real enquiry?
- 2 Search and targeting.** Who sees the ads, for which searches, from where and when?
- 3 Destination.** What happens on the page, on a phone, after the click?
- 4 Public record.** Does the Google profile, website and ad copy tell one consistent story?
- 5 Rules and risk.** Advertising, privacy and review practices a regulator would look at.

What this review does not cover

- Organic search (SEO) beyond the Google Business Profile.
- Offline marketing, referrals and word of mouth.
- The quality of phone handling and treatment-plan presentation.
- Clinical content. We flag advertising-rule risks; we do not give legal advice.
- Any change to the accounts. Nothing was edited, paused or published.

HONESTY NOTE

This is a sample. The practice, its accounts and every figure about them are invented to show the format and depth of a King St Ads Co. audit. The Inner West benchmarks, Google Trends data and local facts are real and cited in Appendix G. A real audit uses your accounts and your numbers.

SECTION 04 • ACCOUNT OVERVIEW

Where the \$9,000 went, and what came back.

\$7,200 on Google Ads and \$1,800 on Meta over 92 days. Google brought 122 verifiable enquiries and about 52 new patients; Meta brought clicks and nothing the practice can measure.

GOOGLE ADS CAMPAIGN	SPEND	IMPR.	CLICKS	CPC	REPORTED CONV.	VERIFIED ENQ.	COST / ENQUIRY
Search Brand	\$360	3,900	410	\$0.88	118	34	\$11
Search General dentist	\$2,640	21,200	640	\$4.12	142	41	\$64
Search Emergency dentist	\$1,680	7,400	290	\$5.79	61	30	\$56
Search Cosmetic & whitening	\$1,320	12,800	240	\$5.50	34	11	\$120
Performance Max All services	\$1,200	26,100	220	\$5.45	17	6	\$200
Total	\$7,200	71,400	1,800	\$4.00	372	122	\$59

Source: Google Ads campaign report, GA4 and call logs (confidence: high). Verified enquiries are form submissions plus calls of 30 seconds or longer, deduplicated.

Reported conversions grew 58% while real enquiries grew 25%

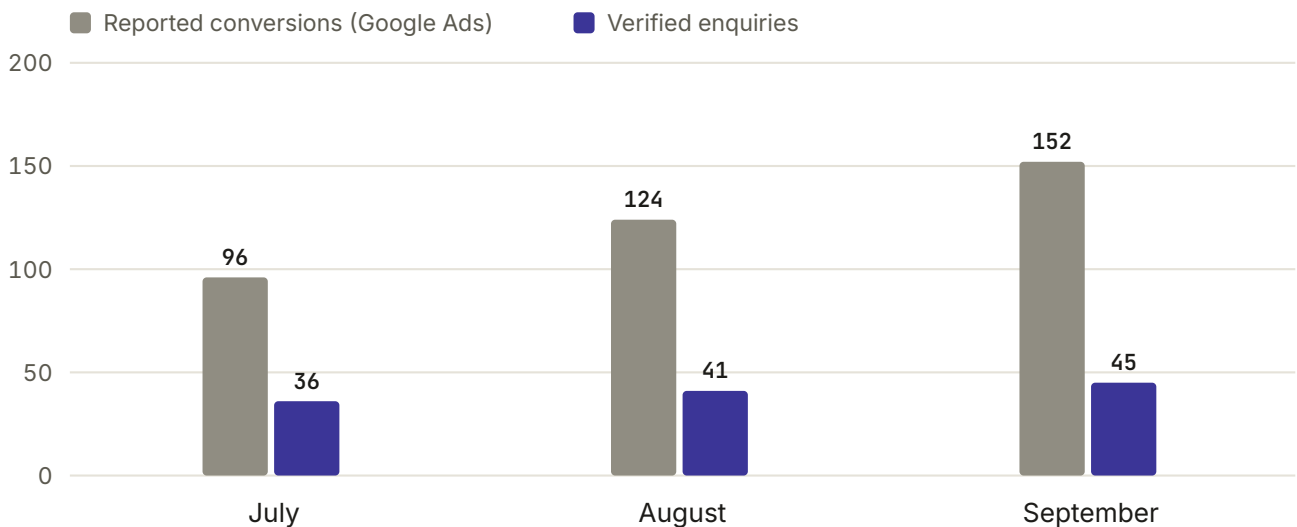


FIGURE 1 Reported conversions rose from 96 to 152 between July and September; verified enquiries rose from 36 to 45. The gap widened after a page change in August made the confirmation page easier to refresh.

From click to new patient (Google Ads only)

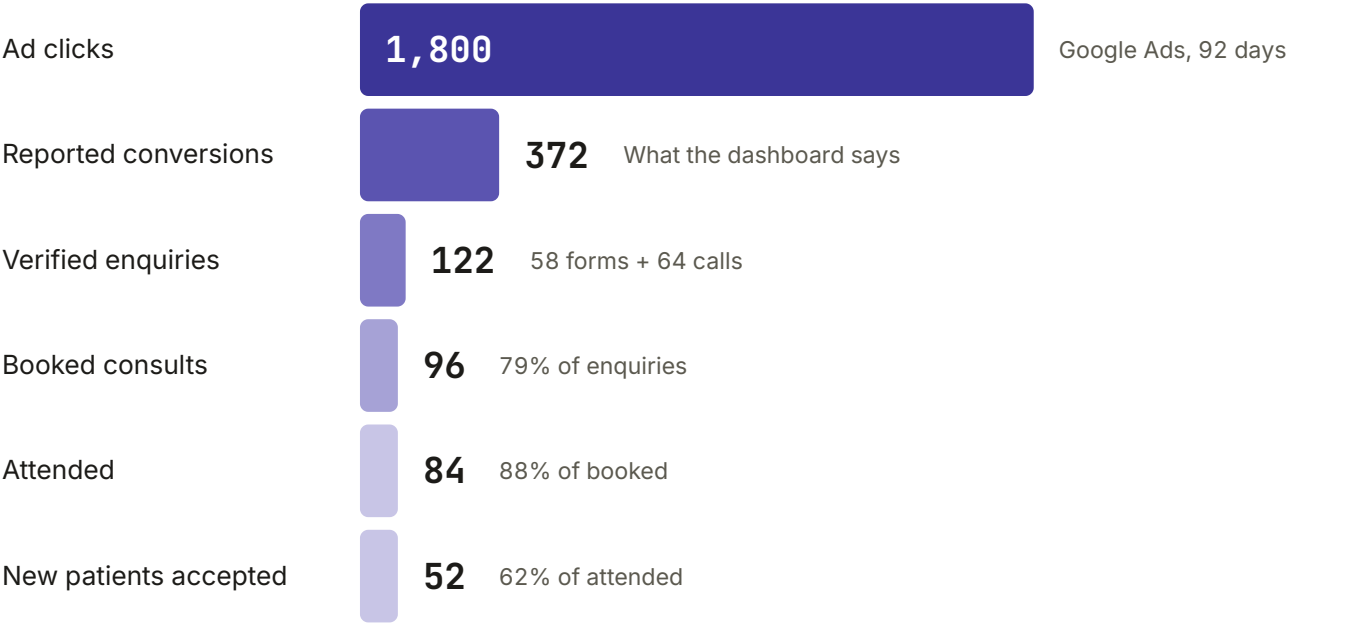


FIGURE 2 Booked, attended and accepted counts come from the practice management system (confidence: medium). At an assumed \$780 first-year billings per new patient, Google-sourced patients represent about \$40,560, or 5.6 times spend. This assumption is invented for the sample.

Meta Ads (Facebook and Instagram)

CAMPAIGN	SPEND	IMPR.	LINK CLICKS	CTR	CPC	LEAD EVENTS
Family check-up Traffic	\$1,050	148,000	1,120	0.76%	\$0.94	0
Whitening offer Traffic	\$750	96,000	690	0.72%	\$1.09	0
Total	\$1,800	244,000	1,810	0.74%	\$0.99	0

Source: Meta Ads Manager (confidence: high). Both campaigns use the Traffic objective. The front desk recorded 9 new patients who said they found the practice on Facebook or Instagram, so the channel is probably working, but nothing links those patients to a campaign.

WHY THE PRACTICE'S OWN REPORT LOOKS SO GOOD

The monthly report the practice receives says "372 conversions, \$19.35 each". It is correct arithmetic on the wrong definition. Once the two over-counting actions are removed, the true figure is 122 enquiries at \$59.02. That is still a healthy return, which is why nobody questioned the report, and why the leaks in the next section have gone unnoticed.

SECTION 05 • FINDINGS

Eight findings, ranked.

Three are high priority, three medium and two low. Each finding follows the same shape: what we found, why it matters, how to fix it, and how to check the fix worked. Fix them in this order.

#	FINDING	AREA	PRIORITY	EFFORT	OWNER
F1	Reported conversions are three times the real enquiries	Tracking	HIGH	1 hour	King St Ads Co.
F2	A quarter of search spend cannot become patients	Search terms	HIGH	2 hours	King St Ads Co.
F3	Advertising rules: wording, offers and reviews	Compliance	HIGH	1 hour + adviser	Practice
F4	Ads reach people who will never visit	Location	MEDIUM	30 minutes	King St Ads Co.
F5	Google Business Profile disagrees with the website	Local search	MEDIUM	45 minutes	Practice
F6	Meta: clicks optimised, no lead event, privacy exposure	Meta Ads	MEDIUM	2 hours + adviser	King St Ads Co. + developer
F7	Slow on mobile	Website	LOW	Half a day	Web developer
F8	Ad schedule and the unanswered phone	Schedule	LOW	1 hour	Practice + King St Ads Co.

Effort is an estimate for someone with account access and the relevant skills. Owners are suggestions.

A NOTE ON ORDER

F1 comes first because everything else is judged by its numbers. If the practice improves the ads but keeps counting page views, the dashboard will look better and the business will not. F3 sits alongside F1 as an immediate action because it carries regulatory risk rather than lost spend.

The shape of the problem in one picture

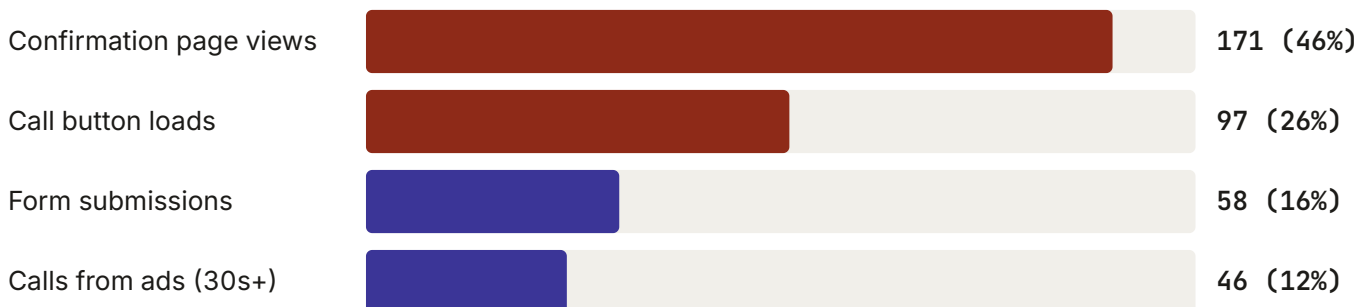


Figure A. Seventy-two per cent of what Google Ads calls a conversion is a page view or a button load. Only 104 of the 372 are real enquiries, and the account misses a further 18 real calls made on the website.

Reported conversions are about three times the real number of enquiries.

EFFORT About 1 hour	EXPECTED IMPACT Honest numbers; better bidding	OWNER King St Ads Co.	SEE THE RESULT Immediately for reporting; 4 to 6 weeks for bidding
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WHAT WE FOUND

Google Ads reports **372 conversions** over the quarter, a reported cost of \$19.35 each. Cross-checking GA4, the call log and the practice's own enquiry register, we can verify **122 real enquiries**: 58 form submissions and 64 phone calls of 30 seconds or longer. The true cost per enquiry is **\$59.02**.

Two actions cause the gap. A confirmation-page view is counted as a primary conversion every time it loads, including refreshes and bookmarked visits. A "click-to-call button loaded" event, which fires when the button renders on the page and not when anyone taps it, is also primary. Together they account for 268 of the 372 reported conversions. At the same time, 18 genuine calls made from the website through dynamic numbers are not imported into the account at all.

Every campaign over-reports; the brand campaign most of all

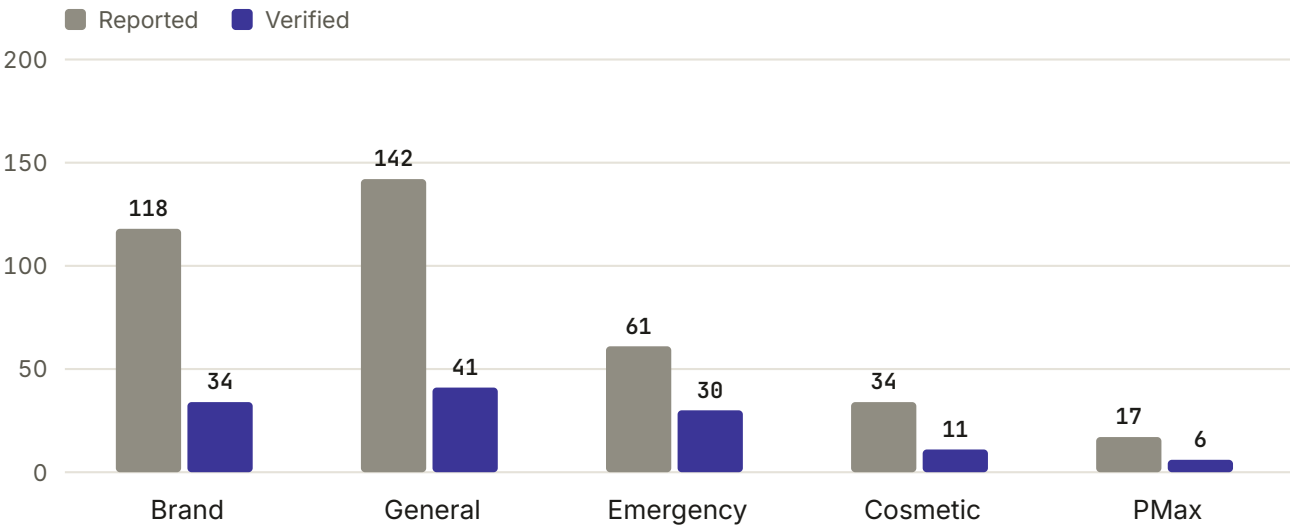


FIGURE 3 Reported conversions against verified enquiries, by campaign. Brand over-reports by 3.5 times because brand searchers load the confirmation page again when they return.

CONVERSION ACTION	FIRES ON	TYPE NOW	COUNTS	REPORTED	RECOMMENDED
Booking confirmation page view	/booking-thanks load	Primary	Every	171	Secondary , count One
Click-to-call button loaded	Header button renders	Primary	Every	97	Secondary , then remove
Form submit	Enquiry form success	Primary	Every	58	Primary, count One
Calls from ads (30s+)	Call asset	Primary	Every	46	Primary, count One
Website calls (dynamic number)	Not imported	None	n/a	0	Add as Primary (18 calls missed)

Source: Google Ads, Goals, Conversions, Summary (confidence: high). "Fires on" confirmed with the Google Tag Assistant and a live test enquiry.

WHY IT MATTERS

Automated bidding learns from whatever the account calls a primary conversion. Told that page loads are the goal, it finds more people who load pages. The Performance Max campaign, which relies most on conversion signals, reports 17 conversions and delivers 6 real enquiries. The monthly report also reassures the practice that cost per conversion is \$19.35, which hides the leaks in F2, F4 and F8.

HOW TO FIX IT

- 1 In Google Ads open **Goals, Conversions, Summary**. Open "Booking confirmation page view", change it to **Secondary** (observation only), and set counting to **One**. Secondary actions are reported in "All conversions" and are not used for bidding.
- 2 Do the same for "Click-to-call button loaded". After 30 days, once nothing depends on it, remove it.
- 3 Keep "Form submit" and "Calls from ads" as Primary and change both to count **One** per click. Google recommends counting one conversion per click for leads and every conversion for sales.
- 4 Add the dynamic-number website calls as a Primary conversion with a 30-second minimum, so the 18 missed calls are counted.
- 5 Plan a second phase: enhanced conversions for leads and an offline upload of booked and attended outcomes, so bidding can learn from patients and not only enquiries. Note that Google moved these uploads to the Data Manager API from 15 June 2026.
- 6 Tell the practice in advance that reported conversions will fall by about two thirds. That is the fix working, not performance dropping. Add an account annotation with the change date.

HOW TO CHECK IT WORKED

Submit a test enquiry and tap the phone number from an ad. Within a day each should appear once in Google Ads with status "Recording conversions", once in GA4 as a key event, and once in the practice's register. For four weeks, compare the three counts every Monday. They should agree within 10%.

Sources: [Google Ads Help: About primary and secondary conversion actions](#) · [About conversion counting options](#) · [About enhanced conversions for leads](#)

F2 HIGH PRIORITY

SEARCH TERMS AND KEYWORDS

Almost a quarter of search spend goes to searches that cannot become patients.

EFFORT	EXPECTED IMPACT	OWNER	SEE THE RESULT
About 2 hours, then 15 minutes a week	About \$552 a month recovered	King St Ads Co.	Within the first fortnight

WHAT WE FOUND

The search terms report shows **\$1,656 of \$7,200 (23%)** spent on searches that no patient would make: dental assistant courses, dentist jobs, free or public dental, dentists in Parramatta and Penrith, whitening kits and pure information queries. The account has 4 negative keywords. Two ad groups use broad match, which lets Google match to any related search.

Where the irrelevant spend went

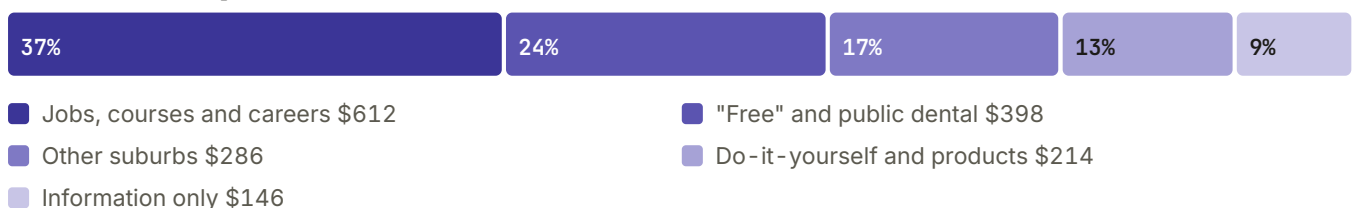


FIGURE 4 The five groups together total \$1,656. Jobs and courses alone are 37%. None of these searches produced a verified enquiry.

SEARCH TERM (AS TYPED)	CLICKS	COST	WHY IT CANNOT CONVERT
dental assistant course sydney	41	\$168	Jobs and courses
dentist jobs sydney	33	\$139	Jobs and courses
free dentist near me	29	\$121	"Free" and public
dentist parramatta	27	\$112	Other suburbs
teeth whitening kit	24	\$98	DIY and products
public dental waiting list nsw	22	\$91	"Free" and public

SEARCH TERM (AS TYPED)	CLICKS	COST	WHY IT CANNOT CONVERT
dentist penrith	19	\$79	Other suburbs
what is a dental crown	18	\$74	Information only
Eight costliest terms shown	213	\$882	of \$1,656 total waste

Source: Google Ads search terms report, 1 July to 30 September 2026 (confidence: high). Terms were classed by hand; none produced a verified enquiry.

WHY IT MATTERS

Each click is cheap and the total is not. Worse, these clicks feed the bidding system: a person who clicks "dentist jobs Sydney" and loads the confirmation page, because the page is a quirk of the old tracking, trains the account to find more job-seekers. Fixing F1 and F2 together is what restores honest learning.

HOW TO FIX IT

- 1 Create a **shared negative keyword list** called "Dental: never" and apply it to every campaign. Start with Appendix A, which has about 90 terms grouped by intent. A list can hold up to 5,000 keywords, and an account can hold up to 20 lists.
- 2 Add job, course, free and public-dental terms as **phrase match** negatives, and other suburbs as **exact or phrase** negatives. Add each new irrelevant search you see in the report; do not wait for a review.
- 3 Switch the two broad-match ad groups to **phrase match** until tracking is fixed. Google recommends pairing broad match with Smart Bidding, but that only works when the conversion signal is honest. Revisit after eight clean weeks.
- 4 Review the search terms report every week for the first month, then monthly. Fifteen minutes is enough.
- 5 Add **brand exclusions** to the Performance Max campaign so it stops serving to searches that the brand campaign already owns, and add search themes for the services the practice wants to be found for.

HOW TO CHECK IT WORKED

After four weeks, irrelevant spend as a share of search spend should be below 8%. Cost per verified enquiry on the General campaign should move from \$64 towards the account average of \$45.

Sources: [Google Ads Help: About the search terms report](#) · [About negative keyword lists](#) · [About keyword matching options](#) · [Apply brand exclusions to Performance Max](#)

F3 HIGH PRIORITY

ADVERTISING RULES

Wording, offers and reviews: six items need review before anything else is published.

EFFORT	EXPECTED IMPACT	OWNER	SEE THE RESULT
About 1 hour, plus adviser time	Lower regulatory risk	Practice, with advice	Immediately

GENERAL INFORMATION, NOT LEGAL ADVICE

We flag advertising-rule risks the way an experienced reviewer would. The practice should confirm each item with its professional body, insurer or lawyer before acting. Guidelines change; the Ahpra guideline we reviewed is dated 14 December 2020 and is reviewed at least every five years, so check for the latest version.

WHAT WE FOUND

#	WHERE	WHAT WE SAW	RULE OR GUIDANCE	RISK	ACTION
1	Whitening landing page	Two patient quotes describing results ("my teeth have never looked better").	Ahpra: advertising must not use testimonials about the service. Comments on clinical aspects are the clearest case.	HIGH	Remove both quotes. Keep factual service information.

#	WHERE	WHAT WE SAW	RULE OR GUIDANCE	RISK	ACTION
2	Google Ads headline	"Specialist Invisalign Dentists" on a general practice with no specialist registration.	Dental Board / Ahpra: words or titles implying a specialty are likely to mislead where the practitioner does not hold specialist registration.	HIGH	Pause the ad today. Rewrite as "Invisalign available at our Marrickville practice" if accurate.
3	Google Ads description	"Free whitening with your new - patient exam" with no terms.	Ahpra: offers of gifts or discounts must state the terms and conditions. "Free" is generally understood as absolutely free.	MEDIUM	State conditions in the ad and page, or reword as a discount.
4	Cosmetic gallery	Before-and-after photos taken in different lighting and angles.	Ahpra: images are less likely to mislead when content, angle, background, framing and exposure are as similar as possible.	MEDIUM	Re-shoot or remove. Add a standard photo protocol.
5	Facebook page	Reviews tab on; two public reviews praise treatment outcomes.	Ahpra: the practice is responsible for testimonial content it can modify or remove on pages it controls, but not for platforms it does not control.	MEDIUM	Turn the reviews feature off on the page, or take advice on how to manage it.
6	Front desk	Card reads "10% off your next visit if you leave us a 5-star review".	Google prohibits offering incentives for reviews. The ACCC says incentivised reviews must be disclosed and offered equally for positive and negative feedback.	HIGH	Withdraw the card. Ask for honest reviews without any reward.

Sources: Ahpra and Dental Board of Australia advertising guidelines; Google Business Profile policy on incentivised reviews; ACCC guidance on online reviews. See Appendix G for links.

WHY IT MATTERS

Regulated health services are advertised under the Health Practitioner Regulation National Law. The Dental Board states that the maximum financial penalty per advertising offence increased from \$5,000 to \$60,000 for individuals and from \$10,000 to \$120,000 for bodies corporate following the 2022 amendments, and that these changes took effect across jurisdictions by July 2024. Confirm current amounts with the Board. Separately, the ACCC has taken action against businesses over misleading reviews, including a \$2.9 million penalty in the HealthEngine case.

HOW TO FIX IT

- 1 Today:** pause the ad containing "Specialist" and the "Free whitening" ad. Both can be edited and relaunched within an hour.
- 2 This week:** remove the two patient quotes from the whitening page. Replace them with factual content: what the service involves, who provides it, how long it takes, what it costs and what to expect.
- 3 This week:** withdraw the front-desk review card. Ask for reviews with no reward, and reply to every review without confirming the reviewer is a patient or discussing treatment.
- 4 This fortnight:** decide how to manage reviews on the Facebook page, and standardise before-and-after photo conditions or retire the gallery.
- 5 This month:** write a one-page advertising checklist for the practice (specialist titles, offers, testimonials, before-and-after images, reviews) and apply it to every new ad, page and post.

HOW TO CHECK IT WORKED

Search the live account, site and social pages for the words "specialist", "free", "best", "guarantee" and any quote marks. Have a second person review every new ad before it goes live for the next quarter.

Sources: [Dental Board of Australia: Guidelines for advertising regulated health services](#) · [Ahpra: Testimonials, understand the requirements](#) · [ACCC: Online reviews for products and services](#) · [Google Business Profile Help: policy on incentivised reviews](#)

Ads reach people who will never visit the practice.

EFFORT About 30 minutes	EXPECTED IMPACT About 41% of clicks redirected	OWNER King St Ads Co.	SEE THE RESULT Within 4 weeks
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WHAT WE FOUND

Location targeting is set to all of Greater Sydney, using Google's default "presence or interest" option, which also reaches people who have merely shown interest in the targeted area. **41% of clicks** (738 clicks) came from beyond 10 km of the practice on Marrickville Road. Those clicks produced 19 enquiries at **\$155** each. Inside 3 km, an enquiry cost **\$38**.

A patient in Parramatta is four times as expensive as one in Marrickville

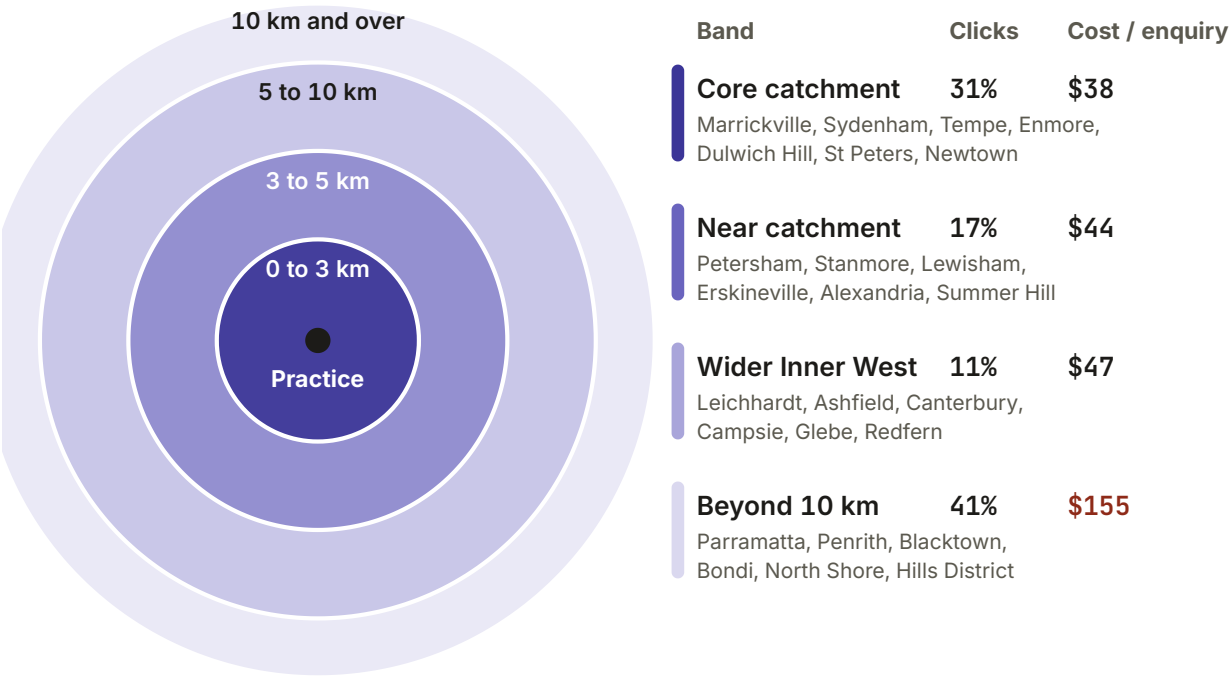


FIGURE 5 Schematic only, not to scale. Click and enquiry figures are from the Google Ads matched-locations report grouped into distance bands (confidence: medium, because distances are approximated to suburb centres). Suburb names are illustrative of each band.

BAND	DISTANCE	CLICKS	SHARE	SPEND	ENQUIRIES	COST / ENQUIRY	VS CORE
Core catchment	0 to 3 km	558	31%	\$2,232	58	\$38	1.0x
Near catchment	3 to 5 km	306	17%	\$1,224	28	\$44	1.1x
Wider Inner West	5 to 10 km	198	11%	\$792	17	\$47	1.2x
Beyond 10 km	10 km and over	738	41%	\$2,952	19	\$155	4.0x
Total		1,800	100%	\$7,200	122	\$59	

Spend is clicks multiplied by the account average CPC of \$4.00, because the report does not split spend by band. Sources: Google Ads, call logs, GA4.

WHY IT MATTERS

General dentistry is a local decision. People choose a practice they can reach on the way to work or school, and then keep going for years. A click from 25 km away is rarely a patient. The exception is high-value, planned treatment such as clear aligners or implants, where some people will travel, so the fix is a tighter default with a deliberate exception.

HOW TO FIX IT

- 1 Replace "Greater Sydney" with **two radius targets** around the practice: 0 to 3 km and 3 to 8 km. Google requires a radius of at least 1 km.

- 2 Under advanced location options choose **Presence: people in or regularly in your targeted locations**, not the default "presence or interest".
- 3 Add **location exclusions** for areas the practice does not serve, such as the outer west and north shore.
- 4 After four clean weeks, apply bid adjustments by band: raise the 0 to 3 km target by 10 to 20% and hold the 3 to 8 km target at zero.
- 5 For the Cosmetic and whitening campaign only, test a wider 15 km radius for four weeks and compare cost per enquiry against the core.

HOW TO CHECK IT WORKED

Check the matched-locations and distance reports after four weeks. The share of clicks beyond 10 km should fall below 10%, and the account-wide cost per verified enquiry should fall towards \$40.

Sources: [Google Ads Help: Target ads to geographic locations](#) · [About advanced location options](#) · [View matched locations and distance reports](#)

F5 MEDIUM PRIORITY

GOOGLE BUSINESS PROFILE

The Google Business Profile disagrees with the website.

EFFORT About 45 minutes	EXPECTED IMPACT Fewer lost calls and bookings	OWNER Practice manager	SEE THE RESULT Within days
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WHAT WE FOUND

For many patients the profile is the first thing they see, before any ad or web page. Ours disagrees with the website on the phone number, the Saturday opening hours and the business name. The primary category is "Health" instead of "Dentist". The booking button, which received **61 clicks** in the quarter, sends every visitor to the homepage.

FIELD	GOOGLE PROFILE	WEBSITE	STATUS
Phone number	(02) 5550 0142	(02) 5550 0149	MISMATCH
Business name	Illawarra Terrace Dental	Illawarra Terrace Dental Practice	DIFFERS
Primary category	Health	n/a	TOO BROAD
Additional categories	None	n/a	MISSING
Opening hours	Mon to Fri 8:30am to 5pm	Mon to Fri 8:30am to 5pm, Sat 9am to 1pm	MISMATCH (SAT)
Special hours	None set	Closed public holidays	MISSING
Booking link	Redirects to homepage	/book-online	BROKEN
Website link	http (not secure)	https	UPDATE
Services listed	0	12 on the website	MISSING
Photos	4, oldest from 2019	New team and clinic photos available	STALE
Reviews	118 reviews, 4.7 average; 9 unanswered	n/a	23% REPLIED

Source: public listing and Business Profile manager, compared with the website on 2 October 2026 (confidence: high).

METRIC (LAST 90 DAYS)	COUNT	NOTE
Profile views (Search and Maps)	8,428	
Calls	188	Includes 46 that also arrived via ads
Direction requests	312	

METRIC (LAST 90 DAYS)	COUNT	NOTE
Website clicks	904	
Booking button clicks	61	Every one lands on the homepage, not the booking page

Source: Google Business Profile Performance (confidence: high). All figures are invented for this sample.

WHY IT MATTERS

Calls and booking clicks from the profile are intent in its purest form. The wrong phone number sends a patient to a different practice's front desk, or to a disconnected line. A broken booking link loses the patient after they have decided. Google has also discontinued the Business Profile chat feature (31 July 2024), so the phone, directions and booking buttons carry more weight than they used to.

HOW TO FIX IT

- 1 Make **name, address, phone, hours and website identical** across the profile, the website footer, Facebook and Instagram. Use the real-world business name only, with no keywords or suburb added, in line with the Google guidelines.
- 2 Set the primary category to **Dentist**. Add the secondary categories the practice genuinely offers, such as "Emergency dental service" and "Cosmetic dentist".
- 3 Point the booking link at **/book-online** with a UTM tag (see Appendix C). Add special hours for public holidays and the Christmas period.
- 4 List every service with a plain description. Replace the four photos with new ones of the clinic, team and entrance, and add the storefront on Marrickville Road so people can find the door.
- 5 Reply to all nine unanswered reviews within the week, politely and briefly, without confirming that the reviewer is a patient or discussing treatment. Then reply within two working days from now on.
- 6 Ask for reviews after appointments with a neutral message and no incentive (see F3). Aim for one new review a week.

HOW TO CHECK IT WORKED

Call the number on the profile and on the website from a mobile. Tap the booking button on a phone and confirm it lands on the booking page. Watch Performance in the profile: booking clicks should convert to online bookings, which you can see in GA4 once the UTM tag is in place.

Sources: [Google Business Profile Help: Guidelines for representing your business on Google](#) · [Choose a business category](#) · [How to set special hours](#) · [Changes to Business Profile Chat and Call History](#)

Meta: clicks optimised, no lead event recorded, and a privacy exposure.

EFFORT About 2 hours, plus adviser time	EXPECTED IMPACT A measurable channel; lower privacy risk	OWNER King St Ads Co. and web developer	SEE THE RESULT 4 to 8 weeks
--	---	--	--------------------------------

WHAT WE FOUND

The two Facebook and Instagram campaigns spent **\$1,800** and delivered 1,810 link clicks at an average \$0.99. Both use the Traffic objective, so Meta optimises for the people most likely to click. **No lead event is recorded**, which means there is no way to know which clicks became patients. The front desk logged 9 new patients who said they saw the practice on Facebook or Instagram, so the channel probably works. The practice just cannot prove it or improve it.

AREA	NOW	RECOMMENDED
Campaign objective	Traffic (both campaigns)	Leads, with a website lead event
Lead events recorded	0 in 92 days	One per enquiry, once
Pixel placement	Loads on every page, including /book-online	Marketing pages only, pending advice
Server-side events	None	Conversions API with matching event_id (phase 2)

AREA	NOW	RECOMMENDED
Audience	25 km radius, ages 18 to 65+	5 km radius around the practice, with an exclusion for current patients
Creative	Whitening before- and -after carousel	Practice, team and service information; no before- and -after images
Reporting	Link clicks and CPC	Cost per verified enquiry from the practice register

Source: Meta Ads Manager and Events Manager (confidence: high).

PRIVACY EXPOSURE: THE PIXEL ON HEALTH PAGES

The Meta Pixel loads on the online booking page, where visitors enter health-related details, and on a page confirming an appointment type. In June 2026 the Office of the Australian Information Commissioner found that using tracking pixels on health websites and then targeting those visitors with social media ads amounted to collecting sensitive information that requires consent. A dental practice provides health services, and the OAIC says health service providers are covered by the Privacy Act whatever their turnover. Treat this as high priority and take privacy advice; this report is not legal advice.

WHY IT MATTERS

There are two separate problems. Measurement: a channel that cannot be measured cannot be improved, and Meta's delivery system gets better only when it is told which clicks are valuable. Privacy: sending information about a person's health-related behaviour to an advertising platform without consent is the specific conduct the regulator has now examined.

HOW TO FIX IT

- 1 This week:** remove the Meta Pixel from /book-online and any page where a visitor enters or sees health-related details. Keep it on general marketing pages only if consent is obtained, and take advice first.
- Add a **consent banner** that blocks marketing tags until the visitor agrees, and describe the practice's use of advertising technology in its privacy policy.
- Create a single **Lead** event on enquiry-form success that carries no health information. When the developer is ready, send the same event server-side through the Conversions API with a matching **event_id**, so Meta deduplicates the two (it matches events received within 48 hours).
- Switch both campaigns from Traffic to **Leads** once the event has recorded at least 30 events in a week. Until then keep Traffic but tag every link with UTMs (Appendix C).
- Tighten the audience to a 5 km radius and remove the whitening before- and -after carousel (F3).
- Check **Event Match Quality** in Events Manager; Meta scores it out of 10. Aim for 6 or more without sending any sensitive field.

HOW TO CHECK IT WORKED

In Events Manager use **Test Events** with the website URL: the Lead event should arrive once, from the enquiry form, and no event should arrive from the booking page. After eight weeks, compare Meta-reported leads with the practice's register of Facebook-sourced new patients.

Sources: [OAIC: Privacy Commissioner finds privacy breaches in third-party tracking pixel investigation \(24 June 2026\)](#) · [OAIC: Guidance on tracking pixels and privacy obligations \(4 November 2024\)](#) · [OAIC: Small business](#) · [Meta for Developers: Handling duplicate Pixel and Conversions API events](#)

F7 LOW PRIORITY

WEBSITE SPEED

The homepage is slow on mobile.

EFFORT	EXPECTED IMPACT	OWNER	SEE THE RESULT
About half a day	Higher conversion rate on every click	Web developer	Within a week of release

WHAT WE FOUND

On a simulated mid-range phone the homepage's largest content element appears after **4.8 seconds**, against Google's "good" threshold of 2.5 seconds or less. Responsiveness and layout stability also fail. Of the four pages that ads send people to, none passes all three measures.

Homepage Core Web Vitals, mobile

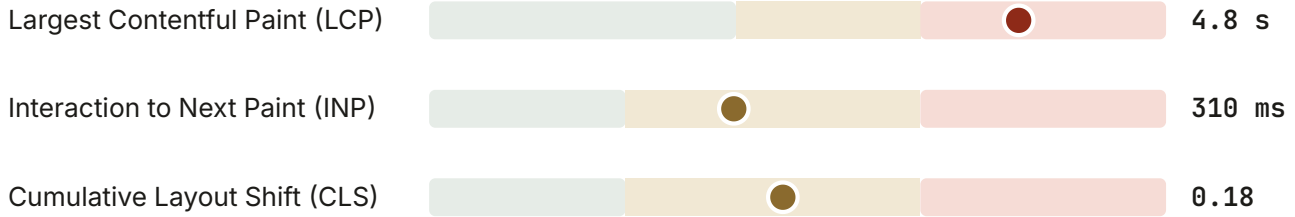


FIGURE 6 Green is the "good" range, amber "needs improvement", pink "poor". Google measures at the 75th percentile of page loads, segmented by mobile and desktop. Figures are invented for this sample (confidence: medium).

PAGE	LCP	INP	CLS	ALL THREE GOOD?
Homepage	4.8 s	310 ms	0.18	Fail
Emergency page	3.9 s	240 ms	0.09	Fail
Whitening page	5.6 s	380 ms	0.27	Fail
Online booking	3.1 s	190 ms	0.06	Fail

Thresholds from web.dev: LCP 2.5 s or less, INP 200 ms or less, CLS 0.1 or less.

WHY IT MATTERS

Most local searches happen on phones, and the emergency page sits at 3.9 seconds: a person with a toothache who waits four seconds for the phone number will tap back and call the next result. Google also describes Core Web Vitals as aligned with what its core ranking systems seek to reward, so speed helps free search as well as paid.

HOW TO FIX IT

- 1 Compress the homepage hero image from about 2.1 MB to under 150 KB as WebP, with explicit width and height so the layout does not jump.
- 2 Defer or remove third-party scripts that load before the page is usable: the live-chat widget, the review carousel and two duplicate tracking tags.
- 3 Reserve space for the cookie banner and the sticky call bar so they do not push content down (this is most of the layout-shift score).
- 4 Add a **tap-to-call bar** that stays visible on scroll on mobile, on every page ads point to.

HOW TO CHECK IT WORKED

Run PageSpeed Insights on mobile for all four pages and record LCP, INP and CLS. Aim for green on all three on the emergency page first, since it carries the most urgent traffic. Re-check field data after 28 days.

Sources: [web.dev: Web Vitals](#) · [Google Search Central: Understanding Core Web Vitals and Google search results](#)

F8 LOW PRIORITY

AD SCHEDULE AND PHONE

Ads run around the clock; the phone is answered 8:30am to 5pm.

EFFORT About 1 hour	EXPECTED IMPACT Fewer lost enquiries	OWNER Practice and King St Ads Co.	SEE THE RESULT Within a fortnight
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WHAT WE FOUND

Ads run 24 hours a day. **59% of clicks** arrive when the practice is closed, mostly early morning and 5pm to 10pm. Of 64 tracked calls, **24 (38%)** arrived outside opening hours with no after-hours option beyond a generic voicemail. The practice's own note says about 8 of those callers hung up without leaving a message.

When people click, and when the phone is answered

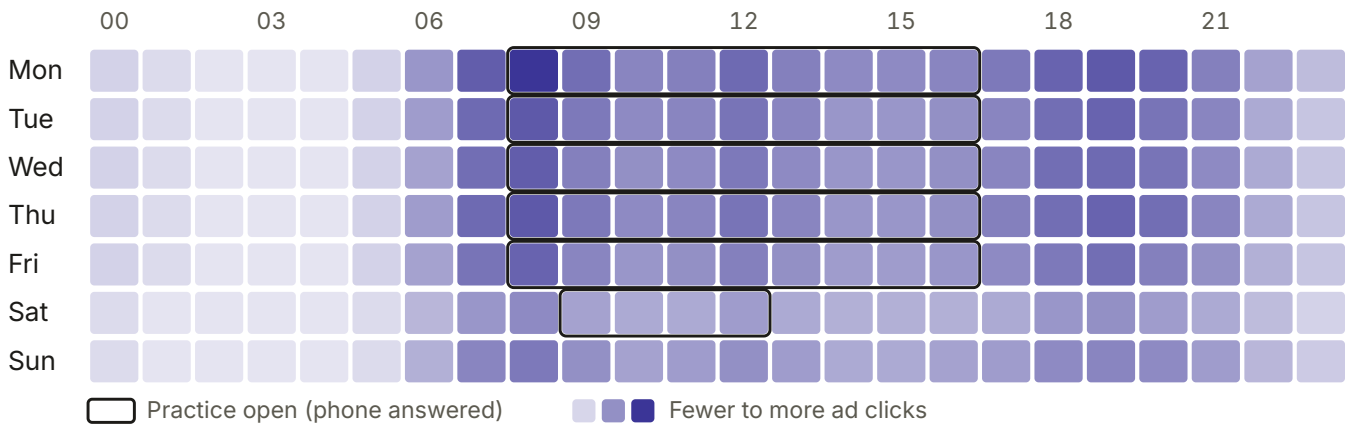


FIGURE 7 Ad clicks from the Google Ads hour-of-day report (confidence: high), 92 days. The outlined blocks show opening hours. Saturday is 9am to 1pm; the practice is closed on Sundays.

Calls by time of day

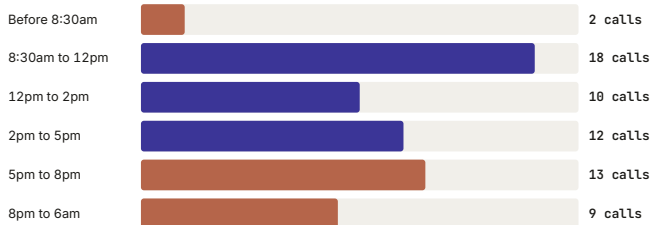


FIGURE 8 Tracked calls of 30 seconds or longer. Brick-coloured bars are outside opening hours.

Dentist searches, Sydney

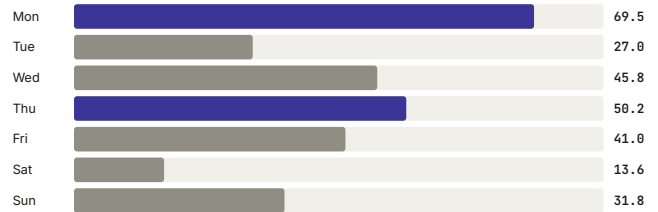


FIGURE 9 Real data: Google Trends relative interest (0 to 100), Sydney NSW, 5 Sep to 4 Oct 2026. A relative index, not a count.

WHY IT MATTERS

Evening clicks are not waste: people research at night. They are lost only when there is no way to act. Demand peaks early in the week, so a Monday where the phone rings out costs the most.

HOW TO FIX IT

- 1 Do **not** cut evening ads. Instead add an after-hours path: an "Book online any time" sitelink and a prominent online booking button above the fold on every landing page.
- 2 Set the **call asset schedule** to opening hours, and show the booking link outside them.
- 3 Raise bids modestly on Monday to Thursday mornings, when search interest and answered calls coincide, and lower Saturday and Sunday by about 20% to match demand and opening hours.
- 4 Replace the generic voicemail with one that gives the emergency number and an online booking link.

HOW TO CHECK IT WORKED

Online bookings made between 5pm and 9am should rise in GA4 within two weeks. Calls abandoned at voicemail should fall from about 8 a quarter to 2 or fewer.

Sources: [Google Trends \(Sydney NSW, dentist; 5 September to 4 October 2026\)](#)

SECTION 06 • COMPETITIVE SNAPSHOT

Six neighbouring practices, seen through the public ad libraries.

The Google Ads Transparency Center and the Meta Ad Library show what advertisers are running, for free. They do not show budgets, results or targeting. That is enough to see who is advertising, what they say and where they send people.

	SUBURB	GOOGLE ADS SEEN	META ADS SEEN	LEAD MESSAGE	LANDING PAGE	GAP OR THREAT
A	Newtown	14	6	"Family dentist on King St"	Service page per treatment	No emergency page
B	Enmore	3	0	"Book online in 60 seconds"	Homepage only	No Meta presence; slow page
C	Dulwich Hill	22	11	"Invisalign, whitening, implants"	Generic services page	Cosmetic-led; weak on check-ups
D	Sydenham	5	2	"Nervous? We take it slowly"	Dedicated nervous-patient page	Strong message; phone only, no booking
E	Petersham	9	4	"Open Saturdays"	Booking link in ad	Competes directly on weekends
F	Leichhardt	31	17	"Dental implants Sydney"	Single long landing page	Broad targeting; likely paying for the same distant clicks

Illustrative competitor set. The practices are fictional and anonymised for this sample. A real audit names the actual local competitors we reviewed, using the Google Ads Transparency Center and the Meta Ad Library.

What the set tells us

- **Nobody owns "open Saturday" and "emergency" together.** Practice E leads on Saturdays; none of the six has a fast emergency page with a visible phone number.
- **Message match is weak.** Four of six send every ad to a services or home page rather than a page that repeats the search.
- **Meta is under-used.** Two of six run no Meta ads at all; none runs a measurable lead campaign that we can see.
- **Only one competitor addresses nervous patients** (Practice D), which is a widely searched concern and a low-competition angle.

How to repeat this yourself

- 1 Open the Google Ads Transparency Center, search the competitor's name or domain, and filter to Australia.
- 2 Open the Meta Ad Library, choose Australia, and search the same name or page.
- 3 Save the ad copy and landing pages in a table. Note date, format and offer.
- 4 Repeat every quarter; compare messages, not budgets, and avoid copying anything.

LIMITS

The libraries show ads that have run. They do not show spend, impressions, audiences or results, and a competitor who looks busy may be losing money.

Sources: [Google Ads Transparency Center](#) • [Meta Ad Library](#)

SECTION 07 • LOCAL MARKET CONTEXT

Marrickville is not the average Sydney suburb. The ads should not behave as if it were.

A practice on Marrickville Road serves a renter-heavy, linguistically varied and fast-changing neighbourhood. These are the local facts that shape how the ads should be set up, with the implication for each.

AREA	POPULATION	MEDIAN AGE	RENTERS	MEDIAN WEEKLY PERSONAL INCOME
Marrickville (suburb)	26,570	37	46.6%	\$1,077
Newtown (suburb, includes City of Sydney part)	14,690	34	57.6%	\$1,309
Leichhardt (suburb)	15,158	37	40.4%	\$1,377
Inner West Council area	182,818	38	43.8%	\$1,207

Source: ABS Census 2021 QuickStats for each area. Newtown's suburb figures include the part inside the City of Sydney. Inner West Council was formed on 12 May 2016 from the former Ashfield, Leichhardt and Marrickville councils.

LOCAL FACT	WHAT IT MEANS FOR THIS PRACTICE
Renters are 43.8% of Inner West households (57.6% in Newtown)	People move more often, so "dentist near me" and "new to the area" searches recur. Add a welcome offer for new residents, and a new-resident landing page.
About 31% of Inner West households speak a language other than English at home (Mandarin, Greek, Italian, Vietnamese and Cantonese lead)	If staff speak these languages, say so in the profile and on a page for each language. Do not claim it if it is not true.
Medicare does not broadly cover adult dental, and children can use the Child Dental Benefits Schedule (up to \$1,158 over two calendar years from 1 January 2026, indexed each year)	A "family check-up" ad group can speak to cost: confirm whether the practice participates in the CDBS and say so plainly. Adults pay privately or through health insurance, so lead with transparency on fees.
Sydney Metro is converting the Sydenham to Bankstown line; the old T3 service closed in September 2024 and Sydney Metro has said it will reopen in the second half of 2026	Journey times to the city are due to fall (Time Out reports Marrickville to Gadigal from 24 to 12 minutes). Reopening may widen the catchment for workers who commute: plan a commuter-friendly messaging test once the date is confirmed.
Marrickville North and Marrickville Town Centre are among six new Special Entertainment Precincts added to the Enmore Road precinct	Evening and weekend foot traffic around the practice may rise. Check that hours, signage and noise expectations around the premises suit the new activity.
Marrickville Music Festival (a free Sunday in mid-October), Marrickville Market (Sundays at Addison Road) and Newtown Festival (second Sunday of November, about 50,000 visitors, per Council)	These are local-brand moments, not dental search moments. They suit sponsorship or a community presence, which is hard to track. Treat them as awareness spend and measure with a dedicated phone number and a code on the booking page.
Green Square is forecast to reach 63,000 residents in 33,000 homes when complete (City of Sydney), partly in Alexandria and Waterloo, 3 to 5 km from the practice	New residents arrive with no dentist. Alexandria and Zetland sit in the near catchment band: a distinct ad group for those suburbs is justified once the 0 to 3 km core is efficient.

Sources are listed in Appendix G. The Metro reopening date was not confirmed at the time of writing (4 October 2026); check Sydney Metro for the current status.

THE BUSINESS LANDSCAPE

The Inner West has about 24,468 active GST-registered businesses (April 2025), 8.8% of them in health care and social assistance. In the December 2024 quarter the area recorded 448 new registrations against 465 cancellations, a net loss of 17. A local practice competes for attention in a dense, independent, slightly shrinking market. That favours specific, local, well-measured advertising over broad reach.

How we would apply this in the first month

MESSAGE

Name the street and the station. People in Marrickville search and recognise places, such as Marrickville Road, the station and the Town Hall, long before they recognise a brand. Use them in headlines, on the landing page and in the Business Profile description.

RENTERS AND MOVERS

Renters move more often than owners. Re-run the location report every quarter, and add a "new to the area" check-up offer once the practice has confirmed its terms with its adviser.

LOCAL CALENDAR

Expect heavier foot traffic and road closures around the Marrickville Music Festival (mid-October) and Newtown Festival (November). Make sure the phone roster covers those days instead of raising the budget.

SECTION 08 • COMPLIANCE AND RISK REGISTER

Seven risks, one register.

Advertising a health service is a regulated activity, and a practice that advertises online also handles personal information. This register brings the compliance threads together so someone owns each of them.

ID	RISK	LIKELIHOOD	IMPACT	RATING	OWNER	NEXT STEP
R1	Advertising rules: testimonials, "specialist", offers, before-and-after images	High	High	HIGH	Practice	F3 actions this week; one-page checklist
R2	Privacy: Meta Pixel and other tags on health-detail pages without consent	Medium	High	HIGH	Practice + developer	Remove from booking pages; consent banner; privacy advice (F6)
R3	Review incentives and unmanaged social reviews	High	Medium	HIGH	Practice	Withdraw front-desk card; manage Facebook reviews (F3)
R4	Spam Act: recall reminders by email or SMS	Medium	Medium	MEDIUM	Practice	Confirm consent, clear sender identity, working unsubscribe honoured within 5 working days
R5	Google policy on personalised ads for sensitive health categories (remarketing, Customer Match)	Medium	Medium	MEDIUM	King St Ads Co.	Do not build health-related remarketing lists; confirm how the policy applies before using audiences
R6	Account access: a former agency still holds manager access to Google Ads	Medium	Medium	MEDIUM	Practice	Review users in Google Ads, Meta and GA4; remove anyone not currently engaged
R7	Misleading claims: price, "best", ratings and outcomes	Medium	Low	LOW	Practice	Only publish claims you can substantiate; keep evidence on file

Ratings are King St Ads Co.'s judgement for this sample. They are not legal advice and not a compliance opinion.

What the regulators say, briefly

- **Ahpra and the Dental Board:** advertising must not use testimonials about the service, imply a specialty the practitioner is not registered for, create unreasonable expectations, or offer a gift or discount without stating the terms and conditions.
- **OAIC:** using tracking pixels on health websites, then targeting the visitors with ads, amounts to collecting sensitive information for which the website provider must obtain consent (determination of 24 June 2026).
- **ACCC:** it is against the law for a business to create fake or misleading reviews or arrange for others to do so; incentivised reviews must be disclosed.
- **ACMA:** commercial messages need consent, accurate sender identification and a working unsubscribe, honoured within 5 working days.

Who to ask

- The practice's professional body and indemnity insurer for advertising questions.
- A privacy lawyer or adviser for pixel, consent and data-handling questions.
- Ahpra and the Dental Board websites for the current advertising guidelines (the version we reviewed is dated 14 December 2020).
- King St Ads Co. for the account and website changes, once advice is in hand.

NOT LEGAL ADVICE

King St Ads Co. is a paid media consultancy. We identify risks a reviewer would flag and suggest practical fixes. We are not lawyers and this register is not a compliance opinion.

SECTION 09 • 90-DAY ROADMAP

Twelve weeks, three owners, one rule: measure first.

The order matters. Tracking and compliance come first because they change how everything else is judged and expose the practice to risk. Targeting and the profile come next because they are cheap and quick. Pages, speed and the Meta rebuild follow, once the numbers can be trusted.

The roadmap

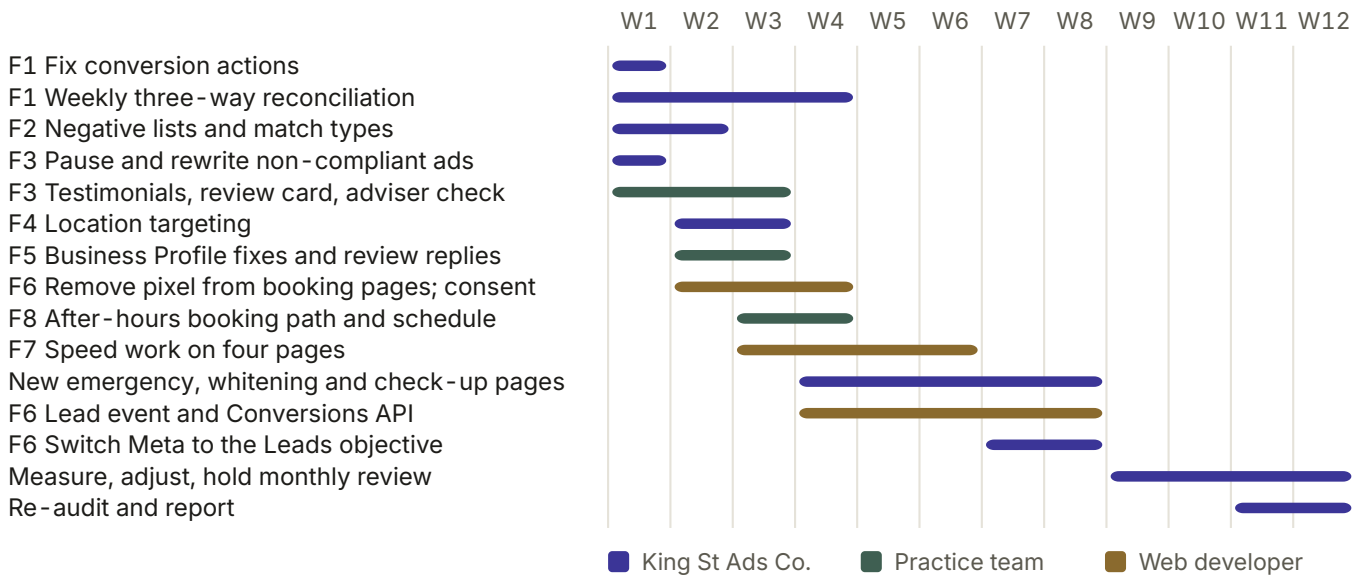


FIGURE 10 Bars show the weeks in which each task runs. Owners are suggestions. Dependencies: F6 Lead event needs the pixel removed from booking pages first; the Meta switch needs 30 Lead events a week.

The first month, week by week

WHEN	WHAT HAPPENS	WHO
Week 1	Reclassify conversions; add negative list; pause "Specialist" and "Free" ads; remove testimonials; withdraw review card	King St Ads Co. and practice
Week 2	Tighten location targeting; fix profile phone, hours and booking link; remove pixel from booking pages	King St Ads Co., practice, developer
Week 3	Reply to all reviews; add after-hours booking path; start speed work; confirm adviser sign-off	Practice, developer
Week 4	First reconciliation sign-off (Ads, GA4, register within 10%); consent banner live; begin landing pages	King St Ads Co.

Quick wins under one hour

- Switch two conversion actions to secondary.
- Paste the shared negative keyword list.
- Pause the two ads that carry "Specialist" and "Free".
- Fix the profile phone number and the booking link.
- Reply to the nine unanswered reviews.

SECTION 10 • IMPACT MODEL

What the fixes could be worth, and how we got there.

We model three cases. Every lever is explicit so the practice, or a sceptical partner, can change an assumption and see the answer move. These are illustrations on invented numbers, not forecasts or promises.

LEVER	CONS. ASSUMPTION	BASE	UPSIDE	CONSERVATIVE	BASE CASE	UPSIDE
Search terms: redeploy waste at \$45.44 per enquiry	60% of \$1,656	80%	100%	+22	+29	+36
Location: shift part of the beyond-10 km pool to the core at \$40.19	25%	40%	55%	+7	+11	+15
After hours: recover callers lost to voicemail (8 a quarter)	25%	50%	75%	+2	+4	+6
Tracking: better bidding from honest signals	0%	5%	10%	+0	+6	+12
Additional enquiries per quarter				+31	+50	+69

The two location and search-term levers overlap, so the location result carries a 50% haircut. All levers assume spend stays at \$7,200 a quarter. Figures are rounded to whole enquiries.

	TODAY	CONSERVATIVE	BASE CASE	UPSIDE
Verified enquiries per quarter	122	153	172	191
True cost per enquiry	\$59.02	\$47.06	\$41.86	\$37.70
New patients (same conversion rates as today)	52	65	73	81
First-year billings, at \$780 per new patient	\$40,560	\$50,700	\$56,940	\$63,180

Patient and billing figures use the practice's own funnel rates (79% booked, 88% attended, 62% accepted) and an invented first-year billing figure.

How the levers are calculated

- **Search terms.** The \$1,656 of irrelevant spend produced no verified enquiries (assumption). The remaining \$5,544 produced 122, which is \$45.44 each. Redeploying a share of the waste at that rate gives the first line.
- **Location.** Beyond-10 km spend is \$2,952 for 19 enquiries. Moving a share to the 0 to 5 km bands at \$40.19 gives more enquiries than it loses. Half of the saving is assumed to overlap with the search-term lever.
- **After hours.** About 8 callers a quarter hang up at voicemail (the practice's own estimate). An online booking path recovers a share.
- **Tracking.** Zero in the conservative case. Five and ten per cent of today's volume in the base and upside cases, reflecting better bidding.

What would make this wrong

- Irrelevant clicks sometimes convert. If they did, the search-term lever shrinks.
- Core-catchment cost per enquiry rises as spend is concentrated. Local demand is finite.
- Competitors respond. Practice A or E may bid on the same searches.
- Seasonality: our quarter includes school holidays and the start of a new month. A different quarter will differ.
- The assumed \$780 billings per patient is invented. Use the practice's real figure.

WHAT WE WILL NOT PROMISE

We do not guarantee results. These scenarios show the arithmetic of removing waste. They are not a forecast of future performance and should not be read as one.

SECTION 11 • MEASUREMENT AND REPORTING

Judge the ads on patients, not on a dashboard number.

One north-star metric and a short list of supporting ones. Targets are goals consistent with the base case in Section 10. They are not predictions.

METRIC	DEFINITION	SOURCE	TODAY	WEEK 4	WEEK 8	WEEK 12
Verified enquiries per month	Forms + calls of 30s+, deduplicated, from Google Ads	GA4, Ads, call log	41	44	48	52
True cost per enquiry	Spend divided by verified enquiries	Ads, register	\$59	\$52	\$46	\$42
Irrelevant search spend	Share of search spend on terms that cannot convert	Search terms report	23%	12%	8%	5%
Clicks beyond 10 km	Share of Google Ads clicks	Matched locations	41%	15%	8%	5%
Booked within 3 days	Share of enquiries that book	Practice system	79%	80%	82%	85%
Cost per new patient	Ad spend divided by accepted new patients	Practice system	\$138	\$120	\$108	\$100
Mobile LCP (emergency page)	75th percentile, mobile	PageSpeed, field data	3.9 s	3.2 s	2.5 s	2.5 s

Baselines are the Q3 2026 figures in this report. Week targets are goals for a base-case outcome.

Weekly • 15 minutes

Reconcile Ads, GA4 and the register
Review search terms and add negatives
Check spend pacing and any disapproved ads

Monthly • one page

Verified enquiries, cost per enquiry, cost per new patient
Findings closed and findings open
One decision for the practice

Quarterly • 30 minutes

Re-run this audit's scorecard
Review the competitor set
Plan the next quarter's tests

The dashboard, in six tiles

Verified enquiries this month against last month; true cost per enquiry; spend by distance band; irrelevant search spend; booked and attended rate; new patients and cost per new patient. If a tile cannot be tied to the practice register, it does not go on the dashboard.

SECTION A • APPENDICES

Everything the person making the changes will want.

Appendix A • Negative keyword starter list

GROUP	TERMS TO ADD	MATCH TYPE	NOTE
Jobs and training	job, jobs, career, careers, employment, vacancy, hiring, salary, wage, apprenticeship, traineeship, internship, course, courses, tafe, university, degree, study, school, scholarship, volunteer, resume, locum	Phrase	Add "dental assistant" as an exact negative only if the practice does not recruit through ads.
Free and public	free, voucher, vouchers, bulk billing, medicare, public dental, waiting list, concession, charity, student clinic, low cost	Phrase	Review "cheap" and "low cost" before adding; some are value-seekers who would book.
Do-it-yourself and products	diy, kit, kits, strips, home whitening, at home, chemist, pharmacy, chemist warehouse, amazon, ebay, toothpaste, toothbrush, floss, mouthwash, charcoal, buy online	Phrase	
Information only	what is, meaning, definition, how to, wikipedia, pdf, images, pictures, youtube, video, forum, reddit	Phrase	Information searchers can become patients through content, not paid search.
Other suburbs and regions	parramatta, penrith, blacktown, bondi, manly, chatswood, hornsby, liverpool, campbelltown, north shore, hills district, western sydney, melbourne, brisbane, gold coast, overseas, turkey, thailand	Phrase	Adjust to the practice's real catchment. Keep Newtown, Enmore, Dulwich Hill and neighbours positive.
Non-patient intent	veterinary, pet, dog, horse, animal, technician, lab, supplies, equipment, wholesale, software, franchise, for sale, indemnity	Phrase	Removes vets, suppliers and practice-sale searches.

A starter list of about 90 terms. Always review the search terms report before adding more.

Appendix B • Conversion tracking specification

EVENT	FIRES WHEN	GA4	GOOGLE ADS	META	NOTES
generate_lead	Enquiry form returns success (not on page load)	Key event	Primary, count One	Lead, no health fields	Single source of truth for forms
call_from_ad	Call from a call asset lasts 30 seconds or longer	n/a	Primary, count One	n/a	Native Google Ads call tracking
website_call	Call to the dynamic number lasts 30 seconds or longer	n/a	Primary, count One	n/a	Recovers 18 calls the account misses
phone_tap	Visitor taps a tel: link	Event	Secondary	None	Counts taps, not calls
begin_booking	Booking widget opened	Event	Secondary	None	Micro-conversion for diagnosis
booking_confirmed	Server confirms a booking (deduplicated)	Key event	Primary if volume allows	Do not send	Health-detail page; no marketing pixel
page_view (/booking-thanks)	Confirmation page loads	Event	Remove from conversions	None	Kept only for debugging

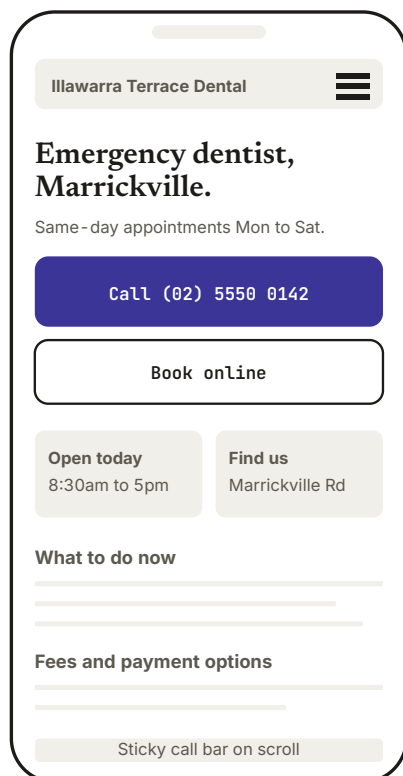
Primary actions drive bidding. Secondary actions are observation only. Meta events must not carry health information.

Appendix C • UTM naming convention

PARAMETER	RULE	EXAMPLE
utm_source	The platform, lowercase	google, meta, gbp, ciao
utm_medium	The kind of traffic	cpc, paid_social, profile, print
utm_campaign	goal_audience_yyyymm	emergency_core_202610
utm_content	Ad or link identifier	rsa-a, booking-button, qr-flyer
Format	Lowercase, hyphens or underscores, no spaces, no personal data	
Example URL	/book-online? utm_source=gbp&utm_medium=profile&utm_campaign=booking_core_202610&utm_content=booking-button	

Never put a name, email, phone number or health detail in a URL. UTM's end up in analytics, in logs and in browser history.

Appendix D • Brief for the emergency landing page



- **Message match.** The H1 repeats the search: "Emergency dentist, Marrickville".
- **Phone first.** One large tap-to-call button, then online booking. A sticky call bar stays on scroll.
- **Open now.** Show today's hours and whether the phone will be answered, and the after-hours booking option.
- **Cost and how to pay** in plain words. Fees are the question people are afraid to ask.
- **Find us.** Address, nearest station and bus, parking, and a map link. Mention nearby suburbs only where true.
- **No testimonials,** no "specialist" wording, no before-and-after images.
- **Privacy.** A short notice beside the form; no marketing pixel on this page without consent.
- **Speed budget.** LCP 2.5 s or less on mobile; one image under 100 KB; no widgets above the fold.
- **Structured data.** Dentist and LocalBusiness markup with accurate hours and phone.

Appendix E • Ad copy rewrites

BEFORE	ISSUE	AFTER
Specialist Invisalign Dentists	Implies a specialty the practice does not hold	Invisalign at our Marrickville practice
Free whitening with your new - patient exam	Offer without terms; "free" means absolutely free	New patient? Book a check - up this week. Conditions apply to any offer; see our website.
Sydney's best dentist. 5 - star rated.	Unsubstantiated superlative; ratings invite scrutiny	Local dentist on Marrickville Road. Open Saturday mornings.
Pain - free guaranteed	Creates an unreasonable expectation	Gentle care for nervous patients. Talk to us before you book.
Teeth 10 years younger in one visit	Unreasonable expectation of treatment outcome	Whitening and cosmetic options. Book a consultation to discuss yours.

Illustrative rewrites. Check each against current Ahpra and Dental Board guidance and your adviser.

Appendix F • Glossary

TERM	PLAIN MEANING
CPC	Cost per click: what Google charges when someone clicks an ad.
Verified enquiry	A form submission or a call of 30 seconds or longer, matched to a real person and counted once.
Primary and secondary conversion	Primary actions are used for bidding. Secondary actions are only reported.
Key event	A GA4 event marked as especially important to the business; formerly called a conversion.
Negative keyword	A word that stops ads showing when it appears in a search.
Phrase and exact match	Match types that keep the ad closer to the meaning of your keyword than broad match does.
Performance Max	A Google Ads campaign type that serves across Search, Maps, YouTube, Display and Gmail from one set of assets.
LCP, INP, CLS	Core Web Vitals: loading speed, responsiveness and layout stability on a page.
Conversions API	A way for a website's server to send events to Meta directly, instead of only through the browser pixel.
Ahpra	The Australian Health Practitioner Regulation Agency, which works with the national boards, including the Dental Board of Australia.
OAIC	The Office of the Australian Information Commissioner, regulator of the Privacy Act.
CDBS	The Child Dental Benefits Schedule: government -funded basic dental services for eligible children.

Appendix G • Sources and limitations

REAL AND SOURCED

1. Google Trends: Sydney NSW, "dentist", "medical centre", "real estate", 5 September to 4 October 2026
2. King St Ads Co.: Inner West paid media research, 108 businesses, September 2026
3. ABS Census 2021 QuickStats: Inner West LGA14170
4. ABS Census 2021 QuickStats: Marrickville (SAL12514)
5. ABS Census 2021 QuickStats: Newtown (SAL12969) and Leichhardt (SAL12306)
6. economy.id: Inner West business locations and business trends
7. Inner West Council: Special Entertainment Precincts
8. Inner West Council: Sydney Metro (project status)
9. Sydney Metro: Sydenham to Bankstown
10. City of Sydney: Green Square
11. Dental Board of Australia: Guidelines for advertising regulated health services
12. Ahpra: Testimonials, understand the requirements
13. OAIC: tracking pixel determination (24 June 2026) and guidance (4 November 2024)
14. ACCC: Online reviews for products and services
15. ACMA: Avoid sending spam
16. Services Australia: Child Dental Benefits Schedule
17. Parliamentary Library: Commonwealth funding for dental
18. Google Ads Help (conversions, locations, search terms, negative lists, matching) and Business Profile Help
19. web.dev: Web Vitals
20. Meta for Developers: Conversions API deduplication

INVENTED FOR THIS SAMPLE

- The practice, its name, address, phone numbers and staff.
- Every figure about its Google Ads, Meta Ads, GA4, Business Profile, web speed and patient funnel.
- The six neighbouring practices in Section 06.
- The \$780 first-year billing figure and the impact scenarios built on it.

LIMITS OF ANY AUDIT LIKE THIS

- Public ad libraries show ads, not budgets or results.
- Correlation in a single quarter is not proof of cause.
- Distances are approximated to suburb centres.
- Google Trends is a relative index for a single month.
- Rules and platform behaviour change; confirm before acting.
- We were read-only: nothing here was tested by changing the live accounts.

ABOUT KING ST ADS CO. AND NEXT STEPS

An independent, AI-native paid media agency for the Inner West.

King St Ads Co. reviews Google Ads, Meta Ads and GA4 for owner-led businesses in Sydney's Inner West. AI agents do the repetitive reading: tracking checks, search-term mining, listings and benchmarks. A strategist makes the judgement calls. You approve every change.

How it works

1. Send a short form.
2. We send read-only access instructions.
3. We review your accounts and public records.
4. You receive a report like this, in 7 business days.
5. You decide what happens next. No contract.

The Audit

\$449 AUD, one-off
Written report like this one
7 business days
Read-only access

Audit + Session

\$549 AUD, one-off
Everything in The Audit
30-minute working session
14 business days

The Retainer

\$599 AUD / month
Continuous monitoring
You approve every change
Min. \$1,000 a month ad spend

START HERE

<https://YOUR-DOMAIN/#start> · Four fields, about 30 seconds. We reply with read-only access instructions. Nothing is charged at that step.

King St Ads Co. is independent and is not affiliated with or endorsed by Inner West Council, the City of Sydney, Google or Meta. This sample describes a fictional business with invented figures. It is general information and not legal, financial or compliance advice.