MOSEBURY MEDIA

Google Ads for clinics and surgeons: the complete UK guide

Google Ads puts your practice in front of people at the moment they search for help. This guide explains how to set it up properly, what it is likely to cost and how to judge whether it is working.

What Google Ads is and when it suits a practice

Google Ads is the system that places paid results above and below the normal search results. You choose the searches you want to appear for, write the adverts and pay when someone clicks.

It suits a private practice when three things are true. People search for your service by name. You have capacity to see more patients. Your website can turn a visitor into an enquiry. If any of these is missing, fix that first.

The campaign types that matter

Most practices need only two campaign types to begin with.

- Search campaigns show text adverts to people who type a relevant search. This is where most healthcare budgets should start.
- Performance Max campaigns spread adverts across Search, Maps, YouTube and other Google properties. They can work well once your conversion tracking is reliable.
- Display and video campaigns build awareness. They rarely produce direct enquiries for a clinic and are best left until later.

Choosing keywords for private healthcare

Good keywords show intent. Someone who searches for private knee replacement cost is closer to booking than someone who searches for knee pain. Start with searches that combine your service with words such as private, cost, consultant, clinic, near me or the name of your town.

Use phrase match and exact match at the start so that you control which searches trigger your adverts. Broad match can spend a budget quickly on irrelevant searches.

Negative keywords are as important as keywords. Add terms such as NHS, free, jobs, salary, course, training and images so that you do not pay for those clicks.

Writing adverts that are accurate and effective

An advert should say what you offer, where, and why someone should choose you. Mention the consultant or clinic by name, the location and one or two facts such as appointment availability or clear pricing.

Avoid superlatives that you cannot prove. Phrases such as the best surgeon or guaranteed results break the advertising code and may be rejected by Google. Use sitelinks, callouts and call extensions to add useful detail without making claims.

Landing pages decide the result

The page a person lands on matters more than the advert. It should match the search exactly, load quickly on a phone and answer the questions a patient has.

- State the service and who provides it at the top of the page
- Show the price or a price guide and what it includes
- Explain what happens at the first appointment
- Show qualifications, registration and genuine reviews
- Offer a phone number, a short form and online booking

Tracking what happens after the click

Without tracking you are guessing. Record every phone call, form submission and online booking as a conversion. Where you can, feed back which enquiries became patients, because a campaign that produces many enquiries and few patients is not a good campaign.

Health websites must take care with tracking. Tags that send information to advertising platforms need the visitor's consent under UK privacy rules, and they must not pass health details.

Healthcare policy and advertising law

Google applies its own healthcare and medicines policy, and UK advertising law applies as well.

- Prescription-only medicines cannot be promoted to the public
- Online pharmacies need to be certified by Google before they can advertise
- Adverts cannot be personalised on the basis of health conditions, so remarketing lists are restricted for health services
- Claims must be supported by evidence and must not promise outcomes
- Cosmetic interventions must not be advertised to under-18s

A disapproved advert is an inconvenience. Repeated breaches can lead to an account suspension, which is far more serious.

Budgets and what to expect

Costs per click in private healthcare vary widely with the service and the city. Surgical and cosmetic terms in large cities cost more than therapy or diagnostic terms in smaller towns.

Research the likely cost per click before you set a budget.

Work backwards from the result you need. If one in twenty visitors enquires and one in three enquiries becomes a patient, you need sixty clicks for each new patient. The calculator on this page does that arithmetic for your own figures.

Give a new campaign six to eight weeks before judging it. The first month is spent learning which searches produce real patients.

A weekly routine

- Read the search terms report and add negative keywords
- Pause keywords that spend without producing enquiries
- Check that calls and forms are being recorded
- Test one new advert against your best one
- Compare cost per enquiry with the previous month

Common mistakes

The most common mistakes are sending every click to the home page, using broad match without negative keywords, failing to track phone calls, and judging the campaign on clicks instead of patients. Each one is simple to correct.

Related pages

- Google Ads management
- Website design
- Marketing for surgeons

Common questions

How much do Google Ads cost for a private clinic?

You set your own budget. The cost of each click depends on the service and location. Work out how many clicks you need for one new patient, then set a budget that can produce enough patients to judge the campaign.

How long do Google Ads take to work?

Adverts can appear within a day of approval. Expect six to eight weeks of learning before the cost per patient settles.

Can surgeons advertise on Google?

Yes. Surgeons and clinics can advertise most procedures. Adverts must follow Google's healthcare policy and the UK advertising code, and prescription-only medicines cannot be promoted to the public.

Should I run Google Ads myself?

You can. It takes regular attention, particularly in the first two months. Many practices prefer to have campaigns managed and to receive a clear monthly report.

Checklist

- ☐ Calls, forms and bookings are tracked as conversions
- ☐ We use phrase and exact match with a negative keyword list
- ☐ Each advert leads to a page about that exact service
- ☐ Our adverts make no claim we cannot prove
- ☐ Tracking tags run only with the visitor's consent
- ☐ We review search terms every week

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