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Google Ads for private healthcare: a starting guide

Google Ads can bring enquiries within days, and it can also waste money quickly. This guide covers the set-up that prevents waste.

Begin with tracking

Before spending anything, make sure every phone call, form and online booking is recorded as a conversion. Without this you cannot tell which searches bring patients.

Choose searches with intent

Bid on searches that show someone is ready to act, such as private hip replacement cost or private dermatologist near me. Exclude searches for jobs, courses, free treatment and the NHS by adding them as negative keywords.

Send people to the right page

Each advert should lead to a page about that exact service, with the price or a price guide, what is included, who provides it and a clear way to book. Sending people to the home page wastes most of the click.

Know the policy limits

- Prescription-only medicines cannot be promoted to the public
- Some health subjects are restricted in advert text and targeting
- Claims must be supported and must not promise results
- Remarketing based on health conditions is not allowed

Review weekly

Read the actual search terms every week for the first two months. Move budget towards the searches that produce enquiries and pause the rest.

Related pages

- Google Ads
- Website design

Common questions

How much should a clinic spend on Google Ads?

It depends on the service and the area. Research the cost of clicks for your searches first, and start with a budget that can produce enough enquiries to judge the results.

Are Google Ads better than SEO?

They do different jobs. Adverts bring enquiries quickly while you pay. SEO takes longer and keeps working. Most clinics benefit from both.

Checklist

- ☐ Calls, forms and bookings are tracked as conversions
- ☐ We bid only on searches that show intent
- ☐ We maintain a list of negative keywords
- ☐ Each advert leads to a page about that service
- ☐ We read the search terms report every week

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