

HEALTHCARE ADVERTISING

Google Ads for Doctors & Clinics

A practical guide to attracting relevant enquiries, measuring appointments, and improving the return on your marketing investment.



THE 30-SECOND SUMMARY

Start with people actively searching for your services. Measure phone calls as well as forms. Understand which enquiries become attended appointments. Give automated campaigns reliable, permitted signals, and use clear reporting to decide what deserves more investment. Specialist experience matters because medical advertising has its own rules.

Start where patients are already looking.

01 Choose experience in medical advertising

Medical marketing requires an understanding of both patient decision-making and advertising restrictions. Google applies rules to healthcare content, particular treatments, and the ways advertisers can reach people. What is suitable depends on the service, the destination page, and the market.^[1, 2]

An experienced agency considers these requirements from the outset: campaign structure, wording, landing pages, and measurement. Ask how it has handled comparable medical services and what evidence supports its approach.

02 Make Search the foundation

For many private practices, Google Search is the strongest starting point. Someone searching for a specialist or a particular treatment in their area is expressing a need. The opportunity is to appear with a relevant answer at the moment they are looking for help.

Focus campaigns on the services you want to grow, the locations you can realistically serve, and searches that indicate appointment intent. Send visitors to a page that explains the relevant service, the doctor's credentials, and how to enquire. Filter out irrelevant searches. Available demand, competition, and appointment capacity should guide the budget.

Three questions to ask about your marketing

- 1 Can we identify which advertising activity generates calls?
- 2 Do we know how many enquiries become attended appointments?
- 3 Can we explain what to improve next, and why?

Know what your advertising produces.

The quality of your measurement shapes the quality of your decisions.

04 Follow the enquiry through to the clinic

A ringing phone is the start of the patient journey. A useful measurement process follows whether the enquiry was relevant, an appointment was booked, and the person attended. This reveals which activity brings genuine demand. Missed calls, slow follow-up, and limited availability can lose otherwise valuable enquiries.

At AdGurus, we work with the clinic's team to connect advertising activity with these later outcomes in practical, understandable reporting. Where permitted, suitable conversion feedback can also support campaign optimisation. Medical information needs particular care: clinical details, diagnoses, and treatment histories stay out of advertising platforms. Some measurement methods are restricted for medical services.^[4]

03 If patients call, measure the calls

When phone calls are a main route into the practice, form submissions tell only part of the story. A suitable call tracking solution helps connect calls to advertising sources and, where supported, campaigns and keywords. It should distinguish a click on a phone number from an actual call.^[3]

This also matters for automated bidding. If meaningful calls are missing, or every minor interaction counts as success, campaigns learn from an incomplete picture. Reliable conversion signals help the system work towards the outcomes you have defined. Call tracking must fit the clinic's market, systems, and privacy requirements.

05 Judge the return using the right numbers

Connect each Google Ads campaign with the revenue it generates, then calculate its return on investment (ROI). This makes it easier to compare campaigns and direct investment towards those delivering the strongest return.

You should have direct access to your advertising account and clear reports: what is measured, what remains uncertain, and what action follows.

THE JOURNEY TO MEASURE



Build on a measurable foundation.

06 Expand with Performance Max

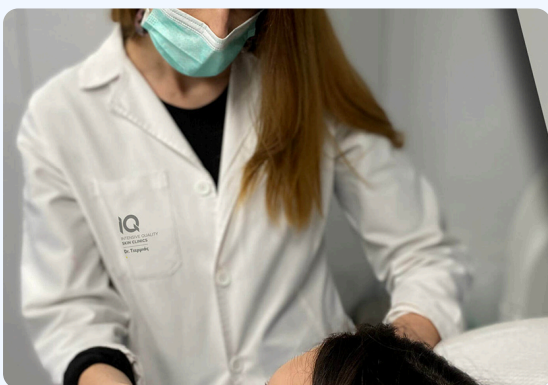
Performance Max can complement Search by reaching people across Google's channels. In our experience, it works well alongside strong Search coverage when the next objective is additional growth. This is a sequencing principle, rather than a requirement to capture every available search first. ^[5]

Its value should be judged by additional relevant demand and appointment outcomes. Strong creative, appropriate controls, and dependable measurement matter; more reported conversions alone do not establish a better return.

07 Let social media build familiarity and trust

Short videos in which the doctor explains a treatment, answers common questions, or sets realistic expectations can help people understand the service and feel more confident about making contact. They also give the doctor a way to demonstrate scientific expertise in accessible language.

Social media can support discovery and consideration before someone searches or enquires. For some specialties, it can also generate enquiries directly. Its role and budget should reflect the service and the evidence. A video's contribution to trust will not always appear as a directly attributed conversion.



EXPERIENCE IN PRACTICE



Our published IQ Skin Clinics case study describes an integrated programme combining Google Ads, other paid channels, web analytics, and phone-call tracking. ^[6]

10,000+

leads during 2025

94%

year-over-year
increase in leads

52.97%

lower advertising
costs year over year

Ready for a clearer view of your clinic's growth?

Talk to AdGurus about your goals, current campaigns, and measurement.

[Start a conversation →](#)

adgurus.agency/contact

SOURCES

1. Google: Healthcare and medicines
2. Google: Health in personalised advertising
3. Google: Phone call conversion tracking
4. Google: Customer data policies
5. Google: About Performance Max
6. AdGurus: IQ Skin Clinics case study

Every practice is different. The case study is an example of past results, not a forecast.