

Why Google disapproves hospital ads

Most causes sit on the landing page, not in the ad.

Check the page first

Swipe →

What each one means

ELIGIBLE

Serves everywhere you targeted

LIMITED

Serves with limits, often health
personalisation

DISAPPROVED

Won't serve until fixed or appealed

What trips healthcare ads

- × Prescription drug names, anywhere
- × Experimental or cell-based treatments
- × Guarantees, "100% success", "permanent cure"
- × Phone numbers, CAPS or "!!!" in ad text
- × Pages that don't load or don't match the ad

Where drug names hide

- 1** Landing page blocks, footers and related articles
- 2** Broad-match and search-term keywords
- 3** Automatically created assets pulled from the page

Where each one slips

AESTHETICS

Injectable brand names

WEIGHT

Named medicines, kilo promises

ONCOLOGY

Named therapies, cure wording

FERTILITY

Success rates; sex-determination wording

ORTHO

Regenerative procedures promoted

Clearing a disapproval

- 1 Read the named policy and where it applies
- 2 Check the landing page first
- 3 Then keywords and automated assets
- 4 Edit and save to trigger a fresh review
- 5 Appeal only with a reason, and log the fix

The 5-point policy check

- 1 No drug names in ads, keywords or pages
- 2 No experimental treatments promoted
- 3 No outcome claims or "best"
- 4 Calls via call assets only
- 5 Every page loads, names you and matches the ad

Full guide and sources:

gauravphogat.com/google-ads-healthcare-policy-what-gets-disapproved-and-why

A marketer's summary, not legal advice. Check the official rules for exact wording.