CLINIC PPC

Agency or in-house? Own the account first

The choice matters less than ownership, incentives and a monthly audit. Judge every model on cost per honoured appointment.

Swipe →

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THE PROBLEM

"

The old agency created the account under its own manager. When the relationship ended, the account, conversion history and call numbers went with it.

The clinic paid for years of learning and owns none of it.

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AT A GLANCE

Three models, one yardstick

AGENCY	Several specialties or locations, new accounts, heavy tracking work
IN-HOUSE	One location, a few services, a stable budget
HYBRID	Most small hospitals and multi-service clinics
OWNER	The clinic, in every model
JUDGE ON	Cost per honoured appointment

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OWNERSHIP

Create it yourself, then invite the agency

- Google Ads account and billing in the clinic's legal name
- Tag Manager, Analytics and Business Profile owned by the clinic
- Call tracking and WhatsApp numbers registered to the clinic
- CRM or lead sheet owned by the clinic, agency given access
- Two clinic-side admins, handover written into the contract

A manager account that creates the account becomes its owner. Order matters.

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FEE MODELS

What each model rewards

PERCENT	Rewards spend, not results. Needs a cap and reviews
RETAINER	Neutral on spend. Effort can drift without deliverables
SETUP PLUS	Recognises the heavy first months. List the deliverables
PER LEAD	Rewards whatever is counted. Clinic must define and count
HYBRID	Retainer plus bonus on honoured appointments. Best aligned

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ASK BEFORE HIRING

Listen for appointments, not clicks

1. Who works on our account, and how many others?
2. How will you track to booked and honoured appointments?
3. Will account, tags and numbers be in our name?
4. When would you not use Performance Max?
5. What happens at contract end: handover, data deletion?

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MONTHLY AUDIT

An hour or two that prevents slow decline

- Access: who, at what level, anyone who has left
- Spend against budget and invoices; conversions against CRM
- Search terms, negatives, brand vs non-brand reported apart
- Every live landing page opened on a phone
- Missed calls in ad hours; change log; cost per honoured visit

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FIRST 90 DAYS

With any new operator

1. **Weeks 1-2: confirm ownership, document, reconcile leads**
   Nothing structural changes except broken tracking
2. **Weeks 3-6: fix tracking, split brand, apply negatives**
   Repair or replace weak landing pages
3. **Weeks 7-12: one meaningful test at a time**
   Report on appointments, not only leads

By day 90: does tracking reach bookings, do reports match your records, is the cost moving right?

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READ THE FULL GUIDE

Agency vs in-house PPC, in full

- The hybrid split that works for most clinics
- Changing agencies without losing history
- When each of four models fits
- gauravphogat.com/agency-vs-inhouse-ppc-for-clinics

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