HOSPITAL GOOGLE ADS

Structure campaigns the way hospitals decide

Specialties at campaign level, procedures at ad group level, brand separate. The least glamorous decision that decides everything else.

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WHAT EACH LEVEL CONTROLS

Split where Google lets you set things

ACCOUNT	Billing, access, account-wide negative keywords
CAMPAIGN	Budget, bidding, locations, languages, schedule
AD GROUP	Themed keywords, their ads, one landing page

Split campaigns for separate budget or geography. Split ad groups for a different message or page.

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THE DEFAULT

Campaign per specialty per location

- Ad groups per procedure, condition or intent cluster
- One landing page per ad group, always
- Brand searches in their own campaign, always
- Health checks, diagnostics, second opinions get own campaigns
  Different buyer, different message, different page

Mirror how finance reviews revenue and the Google Ads report becomes the management report.

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BREAK OUT A PROCEDURE

When a procedure earns its own campaign

- ✔ It would swallow most of the specialty budget
- ✔ Patients travel from other cities or states for it
- ✔ The enquiry to treatment cycle is long
- ✔ It depends on one surgeon or one theatre schedule

Joint replacement, cardiac, bariatric and some oncology often qualify. Routine consultations almost never do.

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AVOID

Structures that fail

- **One campaign called Hospital with hundreds of keywords**
  No control, no reporting
- **A campaign per doctor per procedure per city**
  Spends almost nothing, learns nothing
- **Bidding on other hospitals' names**
  Poor patients, trademark complaints, wrong tone
- **Splitting search campaigns by language speculatively**
  Let the search terms report decide

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CAMPAIGN SETTINGS

Settings that follow how hospitals run

SCHEDULE	Follows the hours that specialty's calls are answered
PAUSING	Follows surgeon leave and theatre capacity
BIDDING	Follows the data maturity of the specialty
BUDGET	Follows whoever approves it, as one visible line

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BUILD SEQUENCE

Setting up a new hospital account

1. Map services to decisions and budget owners
2. Check capacity before building anything
3. Draft the structure on paper, one page per ad group
4. Build landing pages and test conversion tracking first
5. Launch brand plus one or two specialties, then add more

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WHEN TO CONSOLIDATE

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If most of your campaigns see only a trickle of appointments each month, merge them until each has enough signal.

Shared budgets and portfolio bidding keep each department's line while bidding learns from the pool.

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READ THE FULL GUIDE

Campaign structure by specialty and procedure, in full

- Naming conventions that survive agency changes
- Multi-unit geography and location targeting
- Where Performance Max and AI Max fit
- gauravphogat.com/campaign-structure-by-specialty-and-procedure

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