GOOGLE ADS

Google Ads for doctors: the full picture

Policy, structure, keyword intent and tracking decide results more than budget does. The setup was the problem, not the channel.

Swipe →

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BEFORE A RUPEE

Four prerequisites, or every problem gets worse

- Bookable capacity: OPD not full for three weeks
- Phone and WhatsApp answered, evenings and Sundays included
- A landing page per service, not the homepage
- A way to count appointments that actually happened

Search captures demand that exists. It does not create it. Emergencies are won on maps, not ads.

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POLICY FIRST

Most first-month failures are policy problems

- Prescription drug terms in ads or landing pages
- Speculative or experimental treatments, including cell and gene
- Prenatal sex determination: banned in India outright
- Urgency built on illness, counted as misrepresentation
- Phone numbers typed into ad text

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STRUCTURE

Organise around budget control and relevance

- Campaign per specialty per location
- Ad group per procedure, condition or intent cluster
- Brand campaign separate, so cheap clicks do not flatter the rest
- Target people physically in the catchment, not presence or interest

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KEYWORD INTENT

Sort into four tiers before building

BOOKING	Specialty plus location, near me, appointment, surgeon
EVALUATION	Cost, best, second opinion, cashless; needs a page that answers
RESEARCH	Symptoms, causes, what is; cheaper to serve with content
NON-PATIENT	Jobs, courses, salaries, PDF, notes; negatives from day one

Broad match now matches on meaning. Negatives do not match close variants. Read the search terms report weekly.

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AD COPY

Facts beat adjectives, and stay compliant

- Specialty, location, available this week, languages, cashless, how to book
- No outcome claims, success rates, cure language or comparisons
- No best, No. 1, painless, guaranteed, world-class
- Use a call asset, never a typed number

A responsive search ad gives 15 headlines of 30 characters. Spend them on checkable facts.

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LANDING PAGE

The page is half the ad

1. First screen says specialty and location, fast on mobile data
2. Doctor name, qualification and OPD timing visible without scrolling
3. Call button reaches a person; WhatsApp gets a reply
4. Nothing on the page a clinical reviewer has not seen

In India the preferred booking channel is often a call or WhatsApp, not a form.

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MEASURE

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If the account optimises for form fills, Google will find you more form fills. Track to the honoured appointment.

Three layers: online conversions, call tracking, offline import from the CRM. Name actions neutrally.

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READ THE FULL GUIDE

Google Ads for doctors in India, in full

- Budgets, automation and privacy-safe remarketing
- Who should run the account
- Links to every deeper article in the series
- gauravphogat.com/google-ads-for-doctors-in-india-the-complete-guide

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