CLINIC MARKETING

Local SEO vs Google Ads: spend here first

Two layers of the same results page. Earn the map pack first, then rent the top to close specific gaps.

Swipe →

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AT A GLANCE

Earned vs rented visibility

SPEED	Weeks to months vs same day once approved
COST	Time and content vs pay for every click
STOPPING	Visibility decays slowly vs stops at once
BEST FOR	Steady core demand vs new services, locations, empty slots
RISK	Neglected profile vs wasted spend on research and job queries

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WHY SEO FIRST

Ads cannot buy distance

- Most patients search with a place in mind
- The map pack runs on relevance, distance and prominence
- Ads do not fix a wrong phone number or stale reviews
- An ad to a slow page with wrong OPD timings wastes the click

Fix the profile, doctor pages and landing pages first. Every later rupee works harder.

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WHEN ADS FIRST

Four gaps paid search closes

- A new location or service with no reviews or history
- Empty slots you need to fill now
- High-value procedures with competitive search
- Seasonal windows: check-ups and awareness months

Healthcare ads face stricter review. Read Google's healthcare and medicines policy first.

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THE SEQUENCE

No percentage split, a practical order

1. Month one: fix profile, doctor pages, landing pages, tracking
2. Months two and three: small brand campaign plus one or two non-brand
3. Add negatives for jobs, courses and free-treatment queries
4. From month four: compare cost per honoured appointment
5. Move money to what books; keep investing in reviews and content

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WHAT TO MEASURE

One number to compare them

LOCAL SEO	Calls, directions, website clicks, bookings, review recency
GOOGLE ADS	Booked and honoured appointments, reconciled with the CRM
SPLIT	Brand and non-brand reported separately
COMPARE ON	Cost per honoured appointment

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THE COMMON MISTAKE

"

Running ads to cover for a weak profile. Every month the clinic pays for clicks that a well-kept profile would have earned free.

Fix the foundation, then rent the extra reach.

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READ THE FULL GUIDE

Local SEO vs Google Ads, in full

- Running it per location when one unit is new
- Whether a single-doctor clinic should run ads at all
- Why ads never improve your map ranking
- gauravphogat.com/local-seo-vs-google-ads-for-clinics

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