

A 25-Point Checklist to Optimize Patient Acquisition & Lower CPL

Part 1: Strategic Account Structure & Indian Geography

- ☐ **Pincode-Level Targeting:** Are you targeting specific high-intent pincodes around your hospital/clinic rather than just the whole city?
- ☐ **Landmark-Based Keywords:** Does your keyword list include "near [Popular Landmark]" or "in [Locality Name]" (e.g., "Cardiologist near Kargil Chowk" or "Dentist in Indiranagar")?
- ☐ **Service-Specific Campaigns:** Are your campaigns split by specialty? (e.g., Separate budgets for Orthopaedics, Cardiology, and General OPD).
- ☐ **Brand Protection:** Are you bidding on your own hospital/doctor name to prevent competitors from appearing above you in search results?

Part 2: Keyword Health & Patient Intent

- ☐ **"Near Me" Optimization:** Are you aggressively bidding on "near me" and "open now" keywords, which account for 60%+ of Indian healthcare searches?
- ☐ **Negative Keyword Hygiene:** Have you excluded keywords like "jobs," "vacancy," "syllabus," or "free" to avoid spending on job seekers instead of patients?
- ☐ **Vernacular Awareness:** If applicable, do you have ad groups for common local terms (e.g., "Motibindu" for Cataract in Hindi/Marathi markets)?
- ☐ **Match Type Balance:** Are you avoiding "Broad Match" for high-cost surgeries to ensure you aren't paying for irrelevant informational clicks?

Part 3: Ad Creative & Indian Trust Signals

- ☐ **NMC/Medical Council Compliance:** Does your ad copy follow National Medical Commission guidelines? (Avoid "Best," "Cheapest," or "100% Guaranteed Results").
- ☐ **Trust Identifiers:** Do you mention "NABH Accredited," "20+ Years Experience," or "Top-Rated on Google"?
- ☐ **WhatsApp Call-to-Action:** Given India's preference, do you have a clear "Chat on WhatsApp" or "Click to Call" button in your extensions?
- ☐ **Doctor Branding:** Do you feature the name and qualifications (e.g., MBBS, MD, MS) of the lead specialist in the ad copy?

Part 4: Landing Page & Conversion Path

- ☐ **2-Second Load Time:** Most Indian patients use mobile data (4G/5G). Does your page load instantly on mobile?

- ☐ **Sticky Call Button:** Is there a floating "Call Now" button that follows the user as they scroll?
- ☐ **WhatsApp Integration:** Is there a WhatsApp icon for quick inquiries? (This often has a 3x higher conversion rate in India than forms).
- ☐ **DPDP Act Compliance:** Does your lead form have a clear privacy checkbox regarding patient data as per the new Digital Personal Data Protection Act?
- ☐ **Social Proof:** Are there patient video testimonials or Google Map ratings embedded on the page?

Part 5: Tracking & Analytics (The "Vital Signs")

- ☐ **Call Tracking:** Are you using a tool to track which keywords lead to phone calls, or just tracking form submissions?
- ☐ **Conversion Value:** Have you differentiated the value of a "Consultation Lead" vs. a "Surgery Inquiry"?
- ☐ **GMB Integration:** Is your Google Business Profile linked to your Ads account to show your location and distance to the patient?

Part 6: Budget & Bidding Optimization

- ☐ **Day-Parting:** Are your ads scheduled only during clinic hours when your staff is available to pick up the phone?
- ☐ **Quality Score Audit:** Are your ad quality scores 8/10 or higher? (Lower scores mean you are paying more per click than your competitors).
- ☐ **Impression Share:** Are you losing potential patients to "Budget Constraints" during peak morning search hours (8 AM – 11 AM)?

YOUR PPC HEALTH SCORE:

- **18–25 Checkmarks: Healthy Account.** You are likely dominating your local market.
- **10–17 Checkmarks: At Risk.** You are leaking budget and missing high-quality patient leads.
- **Under 10: Critical Condition.** Your ROI is likely negative. Immediate revamp required.

Prepared by Healthcare DMS

Want a professional audit of your Google Ads account?

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