

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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