DIGITATOP AGENCY / PRACTICAL WORKSHEET

Google Ads for Doctors: Campaign Structure Planner

Use this planning worksheet with your practice owner, marketer and intake team. It is a decision aid, not a clinical advertising approval or performance forecast.

1. Define what the clinic can actually deliver

Practice / branch: _____

Advertised service and provider: _____

New-patient or consultation capacity: _____

Reception / enquiry owner: _____

Service policy and claim approval status: _____

2. Decide whether to split a campaign

Question	Your answer / evidence
Different budget priority or ceiling?	_____
Different geography, hours or intake availability?	_____
Different bidding objective or reliable conversion goal?	_____
Different ads, claim approval or landing destination?	_____

Working decision: Shared campaign / New ad group / Separate campaign / Hold pending readiness (circle one).

Use the simplest structure that provides necessary control. A separate ad group can be enough when the budget, geography and objective are shared.

From service to search to appointment

3. Draft an account structure

Record the campaign and ad group the visitor should reach. A landing page must match the relevant service and clinic location.

Campaign + budget control	Ad group / search intent	Service page / intended outcome
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

4. Define your conversion and intake handoff

Stage	What counts / who confirms
Contact action	_____
Qualified enquiry	_____
Confirmed booking	_____
Attended appointment (where appropriate)	_____

Primary bidding event: _____

Secondary observation event: _____

Measurement/privacy approval: _____

Do not upload sensitive patient or diagnosis information into advertising platforms as a default step. Review applicable privacy and tracking rules.

DIGITATOP AGENCY / BEFORE LAUNCH

16-point clinic campaign launch checklist

☐ 01. Advertised services are actually offered at the advertised branch.

☐ 02. Healthcare advertising policies and certification requirements reviewed.

☐ 03. Clinical claims, provider credentials, fees and hours verified.

☐ 04. Account access, ownership and billing visibility confirmed.

☐ 05. Each campaign has a meaningful objective and a responsible owner.

☐ 06. Any campaign split has a budget, geography or goal reason.

☐ 07. Ad groups match coherent patient search intent.

☐ 08. Keywords, negatives, languages and locations reviewed.

☐ 09. Landing pages accurately describe the advertised service.

☐ 10. Mobile phone, form and booking routes tested.

☐ 11. Ad wording and automated assets checked for accuracy.

☐ 12. Reception coverage and appointment capacity agreed.

☐ 13. Primary conversions tested; duplicates investigated.

☐ 14. Contact, qualified enquiry and booking stages distinguished.

☐ 15. Baseline, change log and next review date recorded.

☐ 16. Pause conditions for policy, page or capacity failures agreed.

Decision owner: _____ Review date: _____

Approved to launch / Needs fixes / Do not launch (circle one)

Source: DigiTaTop Agency educational planning framework. Campaign eligibility, local regulation, measurement and technical setup require assessment in the actual account.