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Campaign Structure & Keywords.

Relevancy is the single biggest lever in Google Ads. When keyword, ad copy, and landing page all match, your cost per click drops and your placement rises. Structure is how you earn the discount.

YOU'LL LEARN

How to read search intent and translate it into the campaigns that actually fund themselves.

YOU'LL BUILD

One campaign per service, with the right match types and a working negative-keyword list.

YOU'LL PROTECT

Your radius, your demographics, and your own clinic name: all three.

2.1. QUALITY SCORE & AD RANK

The mechanism that decides your cost.

Google doesn't just award the top spot to whoever bids the most. They award it to the highest **Ad Rank**. Your Ad Rank is calculated in real-time, every time a search happens, using three inputs:

$$\text{Bid} \times \text{Quality Score} \times \text{Expected Asset Impact} = \text{Ad Rank}$$

Quality Score is Google's rating of how relevant your ad is, scored 1 to 10. The asset impact component reflects whether your ad extensions and formats are likely to improve the result. If your Quality Score is low, you have to bid significantly higher just to compete. If your score is high, you can bid less and still beat competitors.

THE PENALTY OF MISALIGNMENT

Same keyword. Different price.

ALIGNED SETUP

\$10 *baseline*

MISMATCHED

\$20–\$30
CPC

When you ignore structure, the Quality Score penalty charges you **2–3× more per click** than the operator next door.

The Three Inputs of Quality Score

01 Expected Click-Through Rate (CTR).

Does your ad historically get clicked when shown? If Google thinks users like your ad, your score goes up.

02 Ad Relevance.

Does the ad copy actually match the keyword? A search for "lip filler" needs an ad about lip filler, not a generic "Best Med Spa" ad.

03 Landing Page Experience.

Does the page match the promise? Is it fast on mobile? Does it use the same keywords as the ad? Google scans the destination page to grade this.

Quality Score is not visible by default. To see it, go to the *Keywords* tab, click **Columns** → **Modify columns**, and add Quality Score to your view.

2.2. ONE CAMPAIGN PER SERVICE

Google rewards alignment. Structure is how you earn it.

You can't write one ad that's equally relevant to Botox, fillers, laser hair removal, and body contouring. Different searches need different campaigns, each with its own keywords, ad copy, and landing page.

■ METHOD • THE CAMPAIGN HIERARCHY

The skeleton of a perfect build.

Inside a campaign, you organize keywords into *Ad Groups*. The golden rule: **Tight ad groups beat broad ones**. If two keywords would need meaningfully different ad copy to make sense, they belong in separate ad groups.

```
Campaign: Search / Botox / Detroit
└ Ad Group 1: Botox - Near Me
  └ Keywords: "botox near me", "botox detroit"
  └ Ad Copy: "Botox in Detroit | Book Today"
  └ Landing Page: /botox-detroit
└ Ad Group 2: Botox - Cost
  └ Keywords: "botox cost per unit", "botox price"
  └ Ad Copy: "Botox Pricing | $12/Unit Specials"
  └ Landing Page: /botox-pricing
```

● COMPANION TOOL • LASER HAIR PHRASE MATCH CSV

A ready-to-import campaign template for laser hair removal, structured exactly as shown above. Use it as a starting point and model your other service campaigns from it. Download it from the Companion Tools page at the end of this guide.

× BAD SETUP (ALL IN ONE)

- × **Keyword:** MED SPA SERVICES
- × **Ad:** "Full Service Med Spa"
- × **Landing page:** Your homepage
- × **Result:** Quality Score penalty

✓ GOOD SETUP (STRUCTURED)

- ✓ **Keyword:** LASER HAIR REMOVAL
- ✓ **Ad:** "Professional Laser Hair Removal"
- ✓ **Landing page:** Dedicated laser page
- ✓ **Result:** Lower CPC, higher conversion

● PRO TIP • START WITH YOUR CORE FIVE

Don't try to launch every service at once.

Start with one campaign each for: Botox / neurotoxins • Dermal fillers • Laser hair removal • Skin treatments • Body contouring. Each campaign carries its own keywords, ad copy, and landing page.

2.3. KEYWORDS THAT CONVERT

The words tell you everything.

The exact words someone types tell you where they are in their buying process. Build your keyword list around the words people use when they're *ready*.

THE INTENT LADDER

Three searches, three stages of a buyer.

RESEARCH

WHAT IS BOTOX

Months from booking. Let your blog handle it.

COMPARE

BOTOX COST NEAR ME

Weeks away. Price-shopping providers.

BOOK

BOTOX OPEN SATURDAY

Hours away. Calling someone today.

The biggest mistake med spa advertisers make is funding stage one with the budget that should be funding stage three.

■ EXAMPLE • THE KEYWORD FORMULA

[Treatment] + [Location or Transactional Modifier]

Location modifiers (*near me, Detroit*) signal local intent. **Transactional modifiers** (*cost, book, clinic*) signal readiness to act.

■ METHOD • BUILDING YOUR KEYWORD LIST

How to validate volume using Google Keyword Planner.

01 Draft Candidates.

Use the formula above to draft 15–20 terms.

02 Open the Planner.

Go to *Tools* → *Planning* → *Keyword Planner* → *Discover new keywords*.

03 Set your real location.

Change the target from "United States" to your actual city/radius. Enter your drafts.

04 Read the data.

Check the *Average Monthly Searches* column. Keep terms with meaningful local search volume and transactional intent. Remove any keywords showing no significant local activity. Add any high-intent suggested terms Google surfaces.

2.4. MATCH TYPES

Control who sees your ads.

MATCH TYPE & SYNTAX	HOW IT WORKS	RECOMMENDATION
BROAD botox near me	Shows for anything loosely related (e.g. "DIY lip injections").	Not recommended for high-intent campaigns. Will show your ad for loosely related searches that won't convert at the costs you're paying.
PHRASE "botox near me"	Shows when a search includes your keyword's meaning.	Use this as primary.
EXACT [botox near me]	Shows only for that exact phrase or very close variants.	Use sparingly on top performers.

Note: unlike regular keywords, negative keywords do not expand for synonyms. A broad negative for **CHEAP** will block *cheapest* and *cheap botox*, but it will not block *inexpensive* or *affordable*. Build your exclusions list with this in mind.

2.5. NEGATIVE KEYWORDS

Block the junk before it shows up.

Negative keywords stop your ad from showing when certain words are present. Match types matter here, too.

If you add **"CHEAP BOTOX"** as a phrase negative, your ad still shows for "cheap lip filler". If you add **CHEAP** as a broad negative, your ad is blocked anytime the word "cheap" appears, regardless of the service. **Broad negatives are usually safer for general exclusions.**

■ METHOD • BUILD ONCE AT ACCOUNT LEVEL

Go to *Tools & Settings* → *Negative keyword lists*, create a list called **General Exclusions** (using the terms in Appendix B), and apply it to every campaign. (*Note: We'll maintain this list weekly in Chapter 5.*)

● COMPANION TOOL • NEGATIVE KEYWORDS CSV

A service-specific negative keyword list covering medical use cases, complication searches, at-home alternatives, training searches, and more. Download and import it alongside your General Exclusions list. Download it from the Companion Tools page at the end of this guide.

2.6. YOUR STARTER KEYWORD BANK

Start with real intent.

Understanding search intent is easier when you see the actual words. Below is a starter bank for four core services. Skip the vague terms and deploy your budget directly against searches that convert.

SERVICE	KEYWORD	MATCH TYPE	INTENT STAGE
Botox	[botox near me]	Exact	Ready to Book
	"botox cost [city]"	Phrase	Price-Shopping
	"book botox appointment"	Phrase	Ready to Book
	"botox specials near me"	Phrase	Price-Shopping
Lip Fillers	[lip filler near me]	Exact	Ready to Book
	"how much does lip filler cost"	Phrase	Price-Shopping
	"lip injections [city]"	Phrase	Ready to Book
	"best lip filler injector"	Phrase	Ready to Book
Laser Hair	[laser hair removal detroit]	Exact	Ready to Book
	"laser hair removal cost"	Phrase	Price-Shopping
	"full body laser hair removal"	Phrase	Ready to Book
	"laser clinic open saturday"	Phrase	Ready to Book
CoolSculpting	[coolsculpting near me]	Exact	Ready to Book
	"coolsculpting cost per session"	Phrase	Price-Shopping
	"coolsculpting specials detroit"	Phrase	Ready to Book
	"book coolsculpting consult"	Phrase	Ready to Book

● PRO TIP • LAUNCHING WITH BOTH MATCH TYPES

Use Exact and Phrase from day one.

Launch with both match types running simultaneously. Use **Exact Match** for your highest-confidence terms where you know precisely what the search looks like. Use **Phrase Match** to capture intent-aligned variations you haven't anticipated. Monitor the Search Terms report weekly to see what Phrase is catching, and use that data to refine both lists over time.

2.7. LOCATION TARGETING

A patient in New York will not drive to Ohio.

Med spas are local businesses. Targeting your whole state gets you more clicks, but terrible conversion rates. The radius you set is the radius of your real business: about twenty minutes of drive time for routine injectables.

◆ WATCH OUT • THE "INTEREST" TRAP

Switch from Interest to Presence.

Go to *Campaign settings* → *Locations* → *Location options (advanced)*. Select **"Presence: People in or regularly in your targeted locations."** This ensures only people physically in your area see your ads.

ROUTINE INJECTABLES

10–15 mi

Most patients won't drive more than 20–30 minutes for Botox.

PREMIUM TREATMENTS

25–30 mi

People will travel further for body contouring or advanced lasers.

AFFLUENT TARGETING

ZIPs

Skip radius: hand-pick high-income ZIPs around your clinic instead.

2.8. DEMOGRAPHIC BIDDING

Tell Google who you actually want.

You can adjust your bids by demographics. If your ideal patient is a woman aged 35–65 in the top 10% of household income, you can bid 20% higher whenever someone matching that profile searches.

Keep in mind that 30% or more of Google users have unknown demographics. This traffic is served at your base bid, so targeting narrows your reach but won't eliminate all unqualified impressions.

How they stack: These adjustments stack on top of each other. A +20% age adjustment combined with a +15% income adjustment results in roughly +38%, not +35%.

■ METHOD • APPLYING THE MULTIPLIER

- 01 **Locate the Demographics tab.**
Go to *Audiences, keywords, and content* → *Demographics*.
- 02 **Select your category.**
Choose between the tabs for Age, Gender, or Household Income.
- 03 **Enter the percentage.**
Click the pencil icon in the "Bid adj." column next to your segment and enter a positive percentage (e.g., +20%).

2.9. CHECKING COMPETITORS

Look first. Then position against them.

Google's **Ad Transparency Center** (adstransparency.google.com) shows recently active ads from competitors that have met a minimum impression threshold. Lower-volume or newer ads may not appear. Use it to understand how established competitors are positioning, then differentiate against them rather than copying their approach.

THEY SAY

- ✗ "Cheap Botox: \$9 / unit"
- ✗ "Lowest Prices in Town"

YOU ANSWER

- ✓ "Premium, Safe, MD-Administered"
- ✓ "Natural Results From Board-Certified Injectors"

◆ WATCH OUT • DON'T BID ON THEIR NAMES

Quality Score will punish you.

Don't bid on competitor clinic names as keywords. Your website doesn't mention them, so your Quality Score will be terrible. You'll pay a massive premium and convert almost none.

Note: You generally cannot force competitors to stop bidding on your name either, which brings us to the next section.

2.10. PROTECT YOUR OWN NAME

Build a Branded Campaign to protect your own name.

Once your main campaigns are running, create a Branded Campaign that bids on your own clinic name. Competitors can and will bid on your name to intercept traffic at the moment of decision.

BRAND-DEFENSE MATH

Why it costs competitors more to bid on your name than it costs you.

A COMPETITOR	YOU
\$8-\$15 / click	\$0.05- \$0.50 / click

End of Chapter 2 Your campaigns are structured by service, targeted to the right city, and protected against your own brand being poached. Time to write the ads.