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Writing Ads & Building Landing Pages That Convert.

A patient evaluating a medical procedure worries about three things: will this look natural, what will it cost, and can I actually get an appointment. Your ad has to address all three. Your landing page has to keep the promise.

YOU'LL WRITE

Responsive search ads using the three-category headline formula: reputation, value, convenience.

YOU'LL FILL

Every ad asset slot Google offers: because empty slots cost you placement and money.

YOU'LL STOP

Sending paid traffic to your homepage. This is the most expensive mistake in the entire account.

3.1. WRITING ADS THAT GET CLICKED

Three categories. Fifteen headlines.

Google's Responsive Search Ads (RSAs) require up to 15 headlines and 4 descriptions. Google mixes and matches them in unpredictable combinations. Build your slate around **reputation**, **value**, and **convenience**.

■ METHOD • WRITING THE RSA

Draft in a spreadsheet first.

Headlines have a strict 30-character limit. Descriptions have a 90-character limit. Because Google shuffles them, **every headline must make sense standing alone**. Pinning limits the algorithm's ability to test; only pin your main service name to Position 1 if strictly necessary for compliance.

REPUTATION (TRUST)	VALUE (ENTRY POINT)	CONVENIENCE (ACCESS)
Top-Rated Injectors in Detroit	New Patient Special: \$50 Off	Open Evenings & Weekends
Board-Certified MD Injector	0% Financing Available	Same-Day Appointments
500+ 5-Star Google Reviews	Free Skin Mapping Consult	Book Online in 60 Seconds
Award-Winning Med Spa	Affordable Monthly Memberships	Walk-Ins Welcome
Natural Looking Results	View Our Pricing Packages	Located in Downtown Detroit

The 4 Descriptions (90 characters max)

- ✓ Experience natural-looking Botox results from Detroit's top-rated, board-certified MDs.
- ✓ New patients get \$50 off their first treatment. Book your free consultation online today.
- ✓ Open 7 days a week with same-day appointments available. Affordable 0% financing options.
- ✓ Join 500+ happy patients who trust our award-winning aesthetic clinic. Book your visit today.

As you build the RSA, Google displays an **Ad Strength** rating in real time — Poor, Good, or Excellent. Aim for Good or Excellent before saving. The rating reflects headline variety, relevance, and description coverage. It is not a guarantee of performance but it is a reliable signal that the ad is structurally complete.

3.2. AD ASSETS

Take up more of the screen.

Ad assets expand your ad with extra links, text, and information. On mobile, a fully built-out ad can fill the entire screen above the fold, making it impossible for a competitor to appear without the user scrolling. Google also factors assets into Ad Rank, meaning they actively *lower* your cost per click.

■ METHOD • ASSET IMPLEMENTATION

Navigate to *Ads & assets* → *Assets* to build these minimums.

Sitelinks: Direct links to specific pages inside your site. Build at least four — *Before & After*, *Meet the Injectors*, *Pricing*, and *Contact Us* — to give the algorithm enough options to show them.

Callouts: Short credibility snippets up to 25 characters that append to your description. Build at least four. Examples: *Board-Certified Injectors*, *FDA-Approved Treatments*, *Free Parking Available*.

Location Assets: Shows your clinic address and distance from the user. *Requires a verified Google Business Profile to be securely linked to your Ads account.*

Image Assets: A clinic or results photo that appears directly next to your search ad text. Image assets consistently improve click-through rates on mobile, particularly when competitors are not using them.

A bare-bones text ad with no assets is leaving money on the table and surrendering screen real estate to your competitors.

3.3. THE SCENT TRAIL IN FULL

Keep the message consistent from search to landing page.

The "scent trail" is the continuity of messaging from the search bar to the landing page. The user clicked because they were promised something specific. If the landing page breaks that continuity, trust evaporates, and the user bounces instantly.

◆ EXAMPLE 1 • MISMATCHED MESSAGING

CoolSculpting: Message Continuity Broken

1. SEARCH QUERY

"coolsculpting cost detroit"

2. AD HEADLINE

"CoolSculpting Specials | \$100 Off Today"

3. LANDING PAGE HEADLINE

"Welcome to Bella Med Spa | Top Rated in Michigan"

Diagnosis: The user clicked for a specific price and a \$100 special. They landed on a generic homepage that doesn't mention the special or the treatment. They hit the back button within 3 seconds, and you paid \$18 for a bounce.

● EXAMPLE 2 • THE FIXED TRAIL

Botox: Perfect Alignment

1. SEARCH QUERY

"botox new patient special"

2. AD HEADLINE

"\$50 Off Your First Botox Visit"

3. LANDING PAGE HEADLINE

"Claim Your \$50 Botox Welcome Offer"

Diagnosis: Perfect alignment. The specific promise made in the ad is immediately fulfilled in the massive H1 text on the landing page. The user knows they are in exactly the right place.

3.4. LANDING PAGES VS. HOMEPAGES

Homepages are for browsing. Landing pages are for booking.

A dedicated landing page has one purpose and one action. A homepage has many. Every campaign gets its own page.

■ METHOD • ANATOMY OF A LANDING PAGE

How to build the page top-to-bottom.

Build a standalone page for each campaign, separate from your main website navigation. The page has one job: convert the click into a booking. Structure it in this order:

- 01 **The Hero Section (Above the Fold)**
A headline that perfectly matches the ad text (The Scent Trail). A clear subheadline, and a primary CTA button ("Book Consultation").
- 02 **The Trust Block**
Logos of publications, 5-star rating badges, or short patient testimonials to instantly defuse anxiety.
- 03 **The Core Offer / Service Details**
Briefly explain the treatment, what to expect, and any active specials.
- 04 **The Evidence (Before & Afters)**
Real, unedited photos of your actual clinic's work. Stock photos destroy trust.
- 05 **The Lead Form**
Embed the form directly.
Four fields maximum:
Name, Phone, Email, Service of Interest.

● COMPANION TOOL • LANDING PAGE WIREFRAME

A blank Figma wireframe built on the structure above. Open it, duplicate the frame, and use it as the foundation for each campaign's landing page. Download it from the Companion Tools page at the end of this guide.

● PRO TIP • NO EXITS

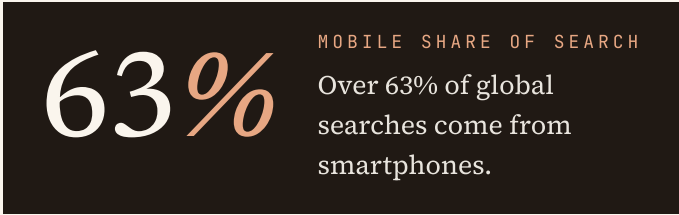
The logo should not link anywhere. No navigation menu. No social media icons in the footer. The only escape routes are the form or the phone number.

■ WHAT YOUR DEVELOPER NEEDS • FORM REDIRECT

- Set the form's post-submission action to **Redirect to URL**
- Point the redirect to the */thank you* page

3.5. MOBILE OPTIMIZATION

Most of your traffic is on a phone.


 63%

MOBILE SHARE OF SEARCH

Over 63% of global searches come from smartphones.

Slow pages, small text, or a form buried below a long scroll lose the majority of your traffic.

Mobile pages must load in under three seconds.

- ✓ **Sticky CTA bar:** anchor "Book Now" or "Call Now" to the bottom so it's always in thumb reach.
- ✓ **Text size ≥ 16px:** no one should pinch to zoom your form.
- ✓ **"Text Us Now" button:** many patients prefer SMS, especially during work hours.
- ✓ **Reply inside 5 minutes:** lead response studies consistently show contact rates drop sharply after 30 minutes. The faster the first response, the higher the chance of booking.

3.6. SOCIAL PROOF & LEAD CAPTURE

Aesthetics is a considered purchase. Address patient concerns directly and early.

Patients worry about looking unnatural, picking the wrong provider, and wasting money. Real photos of your actual clinic, your actual injectors, and authentic before-and-after results do more for conversion than any headline rewrite.

● PRO TIP • SPECIFIC BEATS VAGUE

"Rated 4.9 across 342 Google reviews" beats "We have great reviews."

Numbers create trust. Pull in a widget showing actual text reviews from local patients.

■ EXAMPLE • THE SECONDARY OFFER

Capture the 90% who aren't ready yet.

If your only option is *"Book a \$100 Consultation,"* you'll lose most of your paid traffic. Offer a softer alternative — *Claim Your \$50 Welcome Voucher* or *Download Our Pricing Guide* — that captures their contact information so the front desk can follow up and convert them later.