

5

Ongoing Optimization.

Setting up your campaigns correctly is the foundation. What separates the profitable accounts from the ones that stagnate is consistent, weekly attention: small adjustments based on what the data actually shows.

YOU'LL DO (WEEKLY)

A 15-minute Search Terms audit.
The single most important maintenance task in the entire account.

YOU'LL WATCH

Three metrics. CTR, conversion rate, cost per lead. Ignore the rest until those three are healthy.

YOU'LL RESIST

The urge to "make a change" every time a day is slow.
Patience is a Google Ads skill.

YOU'LL EVALUATE

Whether your account is being managed or just being billed, and the specific questions that reveal the difference.

5.1. THE WEEKLY SEARCH TERMS AUDIT

Fifteen minutes. Every week. Forever.

Your **Keywords** tab shows what you told Google to bid on; the **Search Terms** tab shows the exact phrases people typed before clicking. They're often very different. You're looking for two things:

■ IF YOU FIND A HIDDEN WINNER

Add it to your keyword list.

A great term you aren't targeting, but that is converting, gets promoted to a real keyword.

◆ IF YOU FIND A JUNK CLICK

Add the root word to negatives.

Saw "botox jobs near me"? Add JOBS as a broad-match negative. One word, every variation blocked.

■ METHOD • YOUR TUESDAY AT 9:00 AM

The audit, in four steps.

- 01 **Open *Insights & Reports* → *Search Terms*.**
Set the date range to last 7 days.

- 02 **Sort by cost, descending.**
Reviewing the highest-cost terms first identifies where budget is being wasted.

- 03 **Tag each term: keep, add, or negative.**
Converting → leave alone. Highly relevant → add. Irrelevant → root word becomes a negative.

- 04 **Apply negatives at the account level when possible.**
One add protects every campaign you'll ever run.

Set a recurring calendar reminder. The audit takes fifteen to twenty minutes and saves hundreds of dollars a month.

In the first 60 days of a new account, consider running this audit 2–3 times per week. Early campaigns burn through budget faster on unexpected terms before the algorithm stabilizes.

5.2. READING YOUR DATA

Three metrics tell you almost everything.

■ METHOD • SET UP YOUR VIEW

Google hides the best columns by default. Click the **Columns** icon, select *Modify columns*, and ensure you have: **Conv. rate**, **CTR**, **Cost / conv.**, and **Conv. value / cost (ROAS)** checked. Save as your default view.

METRIC	TARGET FOR MED SPAS	IF IT'S LOW...
Click-Through Rate % of impressions that clicked	4% to 8%+	Rewrite ad copy. Tighten keywords. The market is reading your headlines and walking past.
Conversion Rate % of clicks that became leads	5% to 15%+	Fix the landing page. Slow load, weak offer, long form, or a broken scent trail.
Note: New landing pages typically convert at the lower end of this range. Pages with established trust signals, strong offers, and optimized forms reach the higher end. Use your own data as the benchmark once available.		
Return on Ad Spend revenue ÷ spend	3× to 5× by day 90	Check tracking. Review the LTV math. Reconsider service mix.
High ROAS, Low Volume strong returns but few conversions	Expand targeting	Targeting may be too narrow. Add Phrase Match keywords, expand radius, or broaden demographics to increase eligible traffic.

5.3. BID ADJUSTMENTS

Tell Google when to push, and when to pull back.

■ DEVICE ADJUSTMENTS

Reduce bids on underperforming devices.

If desktop users bounce without converting, go to *Insights & reports* → *Devices* and decrease bids on Computers by 20%. Wait until a device segment has at least 50 to 100 clicks before applying any adjustment. Fewer clicks than this produces statistically unreliable data.

■ AD SCHEDULE ADJUSTMENTS

Late-night leads don't answer.

Go to *Audiences, keywords, and content* → *Ad schedule*. Restrict ad delivery to business hours or drop overnight bids.

5.4. THE 7-DAY NO-TOUCH RULE

◆ WATCH OUT • CONSTANT TINKERING KILLS CAMPAIGNS

Major changes — switching bid strategies, significantly increasing or decreasing budget, adding new ad groups — restart the learning phase and require time to stabilize. Small changes — adding a negative keyword, adjusting an ad schedule — do not. Apply the 7-day rule to major changes. **Make a major change. Wait seven days. Then evaluate.**

5.5. SEASONAL DEMAND BY SERVICE

Aesthetics is seasonal. Your budget should reflect it.

You likely already know when your busiest and slowest months are from running your business. Use that knowledge to adjust your campaign budgets throughout the year rather than running a flat spend year-round.

To verify or discover seasonal patterns for specific services, use Google Trends (trends.google.com). Search your treatment category, set the region to your state or city, and review the interest over time graph for the past 12 months. Increase budgets during peak demand periods and pull back during consistently low months.

● PRO TIP • BUDGET ADJUSTMENT GUIDE

A practical starting point: increase campaign budgets by +30% during your known peak months and decrease by -20% during your known slow months. Revisit this each quarter as your own account data accumulates.

5.6. WHAT TO EXPECT, MONTH BY MONTH

Data collection takes time.

The most common point at which owners abandon campaigns prematurely is week three. The spend is visible, the bookings aren't yet. Understanding the timeline prevents you from making that mistake.

TIMELINE	WHAT THE ALGORITHM IS DOING	WHAT YOU SHOULD SEE	WHAT YOU SHOULD NOT DO
Month 1	Learning phase and broad data collection. Finding out who interacts with your ads and who doesn't.	Highly variable CPCs, thin traffic, and potentially zero conversions.	Do not touch settings, pause campaigns, or slash budgets.
Month 2	Finding patterns and testing winning combinations. Pruning bad traffic.	CTR stabilizes (4%+), and the first consistent conversions appear.	Do not switch to Smart Bidding yet if data is too low.
Month 3	Optimization compounds. Targeting narrows heavily on proven converters.	Predictable lead flow. Return on Ad Spend (ROAS) becomes readable.	Do not ignore the weekly Search Terms audit.

3.3x MEDIAN HEALTHCARE ROAS

Industry data puts the median ROAS for healthcare on Google Search around **3.3x** at Day 90.

◆ WATCH OUT • THE DAY 60 MISTAKE

Do not kill campaigns early.

Killing a campaign before day 60 is the single most expensive mistake in this chapter. The algorithm requires a critical mass of clicks before it has enough data to make reliable bidding decisions.

End of Chapter 5 • End of the Playbook The remaining pages are reference and agency accountability tools. Print them. Keep them next to your account.

5.7. MANAGING YOUR AGENCY RELATIONSHIP

Know what good management looks like.

You have account access. You've read this guide. You now know enough to evaluate whether your account is being actively managed or just being billed. A well managed account is visible in the data. A poorly managed one is too.

01 Campaign Structure.

You know from Chapter 2 what a well structured account looks like. Open the Campaigns tab and verify. Each service should have its own campaign with its own keywords, ad copy, and landing page. If services are combined into one campaign or one ad group, structure is the problem and it is costing you Quality Score and a higher cost per click.

02 Search Terms and Negative Keywords.

Pull the Search Terms report yourself, sorted by cost, covering the last 30 days. Irrelevant terms spending real budget means negative keywords are not being reviewed regularly. A healthy account shows tightly relevant searches with minimal wasted spend. Compare what you find against the General Exclusions list in Appendix B.

03 Conversion Tracking.

You know from Chapter 1 what real conversions are. Go to Tools and Settings and check what actions are marked as Primary. If page views, contact page visits, or time on site appear as Primary conversions, the performance numbers in every report you have received are inflated.

04 Reporting and Communication.

A well managed account comes with regular updates showing the metrics that matter: CTR, conversion rate, cost per lead, and ROAS. A monthly PDF showing impressions and clicks is not account management. If you cannot get a clear answer about what changed in the account last week and why, that is the answer.

5.8. QUESTIONS TO ASK AT EVERY REVIEW

Bring these to your next agency call.

A well managed account means your agency can answer all of these without hesitation. Vague or defensive answers tell you something.

CAMPAIGN STRUCTURE

- Can you show me the campaign structure broken down by service and ad group?
- Are our campaigns separated by service or combined?
- What naming convention are you using and why?

SEARCH TERMS & NEGATIVE KEYWORDS

- Can you pull the Search Terms report sorted by cost for the last 30 days?
- How often are you reviewing and updating the negative keyword list?
- What was the last term you added as a negative and why?

CONVERSION TRACKING

- What actions are you counting as conversions?
- Are any of those conversions set to Primary that shouldn't be?
- Are we tracking offline conversions from our CRM?

REPORTING & COMMUNICATION

- How often will we receive performance updates?
- What metrics will be in those updates?
- What does a bad week look like in your reporting versus a good one?

End of Chapter 5 • End of the Playbook The remaining pages are reference. Print them. Keep them next to your account.

COMPANION TOOLS

Four tools to put this guide to work.

Each tool below corresponds to a specific section of the guide. Download them, fill them in with your own numbers and services, and use them alongside the chapter they reference.

**■ TOOL 01 • CHAPTER 2 • CAMPAIGN
STRUCTURE**

Laser Hair Phrase Match Campaign CSV

A ready-to-import keyword campaign for laser hair removal, structured by intent-based ad groups: Near Me, Cost, Booking, Body Area, and Full Body. Use it as a starting template and model your other service campaigns from it.

Referenced in: 2.2 One Campaign Per Service

**■ TOOL 02 • CHAPTER 2 • NEGATIVE
KEYWORDS**

Negative Keywords CSV

A service-specific negative keyword list covering medical use cases, complication searches, at-home device alternatives, training searches, celebrity and meme queries, and more. Import it alongside the General Exclusions list in Appendix B.

Referenced in: 2.5 Negative Keywords • Appendix B

■ TOOL 03 • CHAPTER 3 • LANDING PAGES

Landing Page Wireframe (Figma)

A blank Figma wireframe built on the landing page structure from Chapter 3. Open it, duplicate the frame for each campaign, and build from the structure rather than from scratch.

Referenced in: 3.4 Landing Pages vs. Homepages

**■ TOOL 04 • CHAPTER 4 • BUDGET & PATIENT
VALUE**

Google Ads Calculator (Excel)

Enter your service price, patient visit frequency, and campaign inputs to calculate your lifetime patient value, maximum allowable CPA, minimum daily budget, and projected ROAS. Fill this in before setting your campaign budget.

Referenced in: 4.2 Sizing the Budget

APPENDIX A. PRE-LAUNCH CHECKLIST

Before activating any campaign, confirm:

- | | |
|---|--|
| ☐ Account is in Expert Mode | ☐ "General Exclusions" negatives applied |
| ☐ Display Network unchecked | ☐ Location: Presence Only (not Interest) |
| ☐ Search Partners unchecked | ☐ Bidding: Manual CPC with a bid cap
(Phase 1 only, transition to Target CPA after 30 conversions) |
| ☐ Auto-applied recommendations off | ☐ Dedicated landing page built |
| ☐ Type: Search • Objective: Leads | ☐ Conversion tracking confirmed |
| ☐ Named <i>Search</i> / <i>[Service]</i> / <i>[City]</i> | ☐ Form redirects to thank-you page |
| ☐ Phrase or Exact Match (no Broad) | |

APPENDIX B. NEGATIVE KEYWORD STARTER LIST

Build this once at the account level as a list called **General Exclusions**.

PRICE	JOB & TRAINING	DIY	RESEARCH
cheap	jobs	at home	side effects
discount	hiring	kit	gone wrong
groupon	training	DIY	lawsuit
free	class	device	reviews
deal	course	machine	bruising
affordable	school	natural	vs
pro-bono	salary	tutorial	wikipedia

APPENDIX C. COMPLIANCE & CERTIFICATIONS

Bid on the brand. Write around the brand.

You can **bid** on branded keywords like Botox or Juvéderm. You generally **cannot** use trademarked drug names in promotional ad copy without certification. Note: as of October 2025, Google updated its policy to allow non-promotional, informational references to prescription drug terms in ad copy and landing pages — but keyword targeting still requires Healthcare and Medicines certification. Using generic terms (see table below) remains the safest and most compliance-proof approach.

BID ON THIS AS KEYWORD	COMPLIANT AD COPY ALTERNATIVE
Botox · Dysport · Jeuveau	Wrinkle Relaxers · Neurotoxin Injections
Juvéderm · Restylane	Dermal Fillers · Lip Enhancement
Kybella	Double Chin Reduction · Submental Contouring
CoolSculpting	Fat Freezing · Body Contouring

Google Healthcare Advertiser Verification

TREATMENT CATEGORY	REQUIRES CERT?	WHAT TO DO
Rx Injectables (Botox, Dysport)	Yes	Apply for Healthcare & Medicines certification. Use generic terms in ad copy.
PRP Treatments	Yes (often flagged)	Remove "PRP" from landing pages, use "Microneedling with Growth Factors".
Stem Cell Therapies	Banned	Do not mention on landing pages receiving ad traffic at all.
Before & After Photos	No	Ensure no exposed skin/body shaming. <i>Note: Retargeting is banned for these pages.</i>
Weight Loss (Semaglutide)	Yes	Requires separate certification. Highly scrutinized by Google.

● PRO TIP · CERTIFY EARLY

Apply for Google's Healthcare and Medicines certification *before* launching, not after getting flagged. It saves weeks of downtime.

◆ WATCH OUT · ACCOUNT SUSPENSIONS

Non-compliant ads can result in account-level suspension, not just an ad disapproval. This freezes all campaigns entirely.

A note on compliance: Rules change constantly. Verify all policies before launch and refer to the companion *Healthcare Compliance Guide*.

APPENDIX D. TROUBLESHOOTING MATRIX

Diagnostic logic tree.

Use this matrix when a campaign isn't performing. Always diagnose from top (Impressions) to bottom (Revenue).

SYMPTOM	MOST LIKELY CAUSE	WHERE TO LOOK
No Impressions	Budget too low or bid cap too tight. Approval issues.	Campaign Settings; Ad Status column.
Impressions, No Clicks	Low ad relevance. Weak offer. Poor position.	Ad Headlines; Quality Score.
Clicks, No Conversions	Broken scent trail. Slow site. Form too long.	Landing page speed; Mobile view.
Conversions, No Revenue	Front desk isn't calling fast enough. Bad lead quality.	Search Terms report; CRM time-to-contact.

Buy intent, not impressions.

Impressions are vanity. Clicks are cost. Booked appointments are revenue.

Structure earns the discount.

One campaign per service. Google literally lowers your CPC for the work.

END OF VOLUME ONE

You now know more about Google Search Ads than the agency emailing your front desk.

Use the checklist. Run the weekly audit. Let the math do the convincing. Then start Volume Two.

COMING NEXT

Vol. 02. Healthcare Compliance & You

The companion guide. PRP, stem cells, prescription certification, before-and-after rules, and what Google really means by "Personalized Advertising."

A FINAL WORD

"Your front desk is the last mile of every campaign. The fastest CTR in the world won't save a five-hour callback window."