



THE GOOGLE ADS CHECKLIST

Google Ads for Urgent Care: What to Get Right Before You Spend

A checklist to help you prepare, whether you're launching your first campaign or auditing one that's already running.

Urgent care is one of the most competitive, time-sensitive categories in Google Ads. Someone searching "urgent care near me" is deciding in minutes, and every wasted click costs real budget.

This checklist covers what to prepare before your first campaign goes live, and what to keep discussing as it runs, so your spend turns into visits instead of clicks that go nowhere.

PREPARATION

Foundations Before Launch

The setup work that determines whether every dollar after this is well spent.

	TO DISCUSS	RESOLVED
 Set a radius that matches how far people actually drive. Urgent care is local. Targeting too wide burns budget on clicks from people who will never come in; too narrow and you miss the neighborhoods worth serving.	☐	☐
 Schedule ads around your actual hours. An ad running while your doors are closed sends a walk-in searcher straight to a competitor. Ad scheduling should mirror your real hours, including extended evening and weekend hours if you offer them.	☐	☐
 Build a negative keyword list before you launch, not after. Terms like "jobs," "hiring," or specific conditions you don't treat waste budget fast. A short negative list on day one saves weeks of cleanup.	☐	☐
 Confirm your Google Business Profile is accurate first. Ads send people to a business listing as often as a website. Wrong hours, an old address, or missing photos undercut every dollar you spend on ads.	☐	☐

Structuring Campaigns for Urgent Decisions

A generic search campaign treats every visit the same. Urgent care searches aren't generic, and your account shouldn't be either.

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	Split campaigns by intent, not just by keyword. "Urgent care near me" and "flu symptoms treatment" are different searchers at different moments. Separate campaigns let you write ads and set bids that match each one.	☐	☐
	Use Local Services Ads alongside Search, not instead of it. LSAs build trust with a Google Guarantee badge; Search ads let you control message and offer. Together they cover more of the results page than either alone.	☐	☐
	Add every ad extension that fits: call, location, sitelinks, and wait-time if available. Extensions raise your ad's real estate on the page and give an anxious searcher a reason to click yours over a competitor's.	☐	☐
	Bid up for the hours you're actually busy. Symptom searches spike mornings, evenings, and weekends. Bid adjustments by hour and day put budget where the urgency already is.	☐	☐

Knowing What's Working, and Staying Compliant

Without the right tracking, you're guessing. Without the right safeguards, you're exposed.

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Use call and form tracking built to protect patient privacy.

Standard ad-tech tracking can capture identifiable health information without meaning to. Route calls and form fills through a setup that handles that carefully.

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Define what counts as a conversion before you launch. A phone call, a booked visit, and a page view are not the same result. Decide which ones matter and track those, or your reporting will look busy without meaning much.

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Review search terms weekly while a campaign is new. The queries triggering your ads shift fast in the first month. Weekly reviews catch waste and new negative keywords before they add up.

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Check your ad copy and landing page against healthcare ad policies. Google restricts certain health claims and personalized messaging. A compliant campaign that stays live beats an aggressive one that gets suspended.

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Where the Click Actually Lands

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Send clicks to a page built for the ad, not your homepage. A landing page with wait times, insurance accepted, and a click-to-call button converts far better than a generic homepage the visitor has to dig through.

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Lead with wait time and hours, not a mission statement. Someone searching in discomfort wants two answers fast: how long, and are you open. Put both above the fold.

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Match the ad's promise to the page exactly. If the ad says "\$0 copay visits" or "no appointment needed," that same line needs to be the first thing the visitor sees, not buried three scrolls down.

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Load fast on mobile, or lose the click you paid for. Most urgent care searches happen on a phone, often on the go. A slow-loading page turns a paid click into a bounce before it ever converts.

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Running Google Ads is easy. Running them profitably for urgent care takes a system built for how urgently people search.

At Hekate Strategies, we build and manage Google Ads campaigns for urgent care and healthcare brands, with a track record of strong results, weekly optimization, and reporting tied to visits, not just clicks.

We can help you turn ad spend into visits.

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