

Google Ads launch checklist for a therapy practice

The order I would open, shape and watch a first Google Ads account for a counseling practice. Every policy line points to a Google help page linked in the lesson; the budget lines are my own account's choices, not a Google rule.

Before the account

- ☐ Website pages load, say what you offer, and have a phone number and a contact form that asks for little
- ☐ Google Business Profile is verified and matches the site's name, address and phone
- ☐ Decide what a conversion is for you: a call, a form, a booking page view
- ☐ Read your board's rule on testimonials before any review quote goes into ad copy

Open the account (Google's three steps)

- ☐ Sign up with the practice's email address, not a personal one
- ☐ Add business information, pick a campaign goal and budget, enter payment details
- ☐ Expect a temporary card authorization; Google says it typically clears within a week
- ☐ Note the promotional credit terms and the date it will likely run out

Shape the first campaign

- ☐ Search campaign only; Display Network and search partners switched off
- ☐ One ad group per service or search intent, each pointing at the matching page
- ☐ Location set to the cities you actually serve, or the state for telehealth
- ☐ Daily budget you can leave alone for thirty days; there is no Google minimum
- ☐ Cost-per-click cap set, and Maximize Clicks or a manual bid, never left unbounded

The healthcare certification prompt

- ☐ Read Google's Healthcare and medicines policy and the application form's organization list
- ☐ A counseling practice that does not prescribe and does not advertise drug or alcohol addiction treatment is not on that list; leave the prompt alone
- ☐ Never keyword-target a prescription drug name without certification; naming one on a page is allowed in the United States
- ☐ Keep drug names out of sitelinks and ad copy unless you have decided to certify

Before launch

- ☐ Conversion tracking installed and tested with a real test call or form

- ☐ If the site shows a cookie banner, consent mode configured (Google's setup page assumes the banner exists first)
- ☐ Age, location and schedule settings reviewed once more

First thirty days

- ☐ Billing page checked weekly, not the campaign page daily
- ☐ Every disapproval read against the policy it names, then fixed and resubmitted
- ☐ Search terms report reviewed; add negatives for searches you never want to pay for
- ☐ Reminder set for the day the promotional credit is likely to end

This checklist reflects my own account and Google's linked help pages as of September 2026; it is not marketing or legal advice.