

Do I need LegitScript? Decision checklist

Work down the list. If every box in the first section is unchecked, Google's own pages put you outside the categories that must certify, and the rest of the sheet does not apply. Fees are not printed here on purpose: read LegitScript's current page.

Does any of this describe your ads?

- ☐ The ads promote treatment for drug or alcohol addiction (Google's addiction services policy; behavioral addiction, impulse control and nicotine are out of its scope)
- ☐ You want to bid on a prescription drug name as a keyword (allowed in ads and pages without certification in the United States, not as a keyword)
- ☐ You are an online pharmacy, a telemedicine provider, or a pharmaceutical manufacturer (certification required for the business type)
- ☐ You match one of the seven organization types on Google's healthcare application form

If none of the above

- ☐ Do not click Apply for healthcare certification; it is a category check, not a task
- ☐ Keep prescription drug names out of ad copy and sitelinks, so no reviewer has to make the call
- ☐ Write the ads about the service, not a medication

If one or more apply

- ☐ Pick the LegitScript program: healthcare certification, or addiction treatment certification for drug and alcohol services
- ☐ Read the application requirements linked from that program's page
- ☐ Check the current application fee and annual fee on LegitScript's site before you budget; both are charged per website
- ☐ Gather the documents the requirements list and submit from Start Your Application
- ☐ After certification, complete Google's Apply for healthcare-related advertising form for each location you target
- ☐ Diary the renewal; Google allows the ads only while you are certified for the location

Three cases on the line

- ☐ Medication-assisted psychotherapy with a prescriber: naming the drug on the page is fine in the United States; bidding on it is not without certification
- ☐ A prescriber doing telehealth: the telemedicine clause is about business type, not keywords; if in doubt, submit the form and let Google answer

- ☐ A group practice with one clinician treating substance use: the policy applies to the ads that promote that service

Based on Google's advertising policy pages and LegitScript's public certification pages as read on September 24, 2026; not legal advice.