# Search Advertising (Google Ads PPC) for Professional Services

## Service Overview

Luna Digital specialises in compliant Google Ads campaigns for medical practices and legal firms that generate qualified leads whilst adhering to strict professional advertising regulations. Our PPC strategies focus on high-intent searches that drive immediate practice growth through targeted, conversion-optimised campaigns.

We understand the complex regulatory requirements governing professional services advertising. Our Google Ads approach balances aggressive lead generation with AHPRA compliance for medical practices and Legal Professional Conduct Rules for law firms, ensuring campaigns drive results without regulatory risks.

Our professional services PPC delivers immediate visibility for priority services, captures high-intent searches during peak demand periods, and provides measurable ROI through sophisticated tracking and optimisation tailored to professional services requirements.

## How It Works: Medical Practices vs Legal Firms

### Medical Practice Google Ads

Medical practice PPC campaigns target patients actively searching for healthcare services, treatments, and practitioner expertise within your specialty areas. We create campaigns that capture urgent medical needs whilst maintaining AHPRA advertising compliance.

Our medical Google Ads focus on condition-specific searches, treatment option inquiries, and practitioner selection criteria that indicate high appointment booking intent. We develop ad copy that attracts patients without making prohibited therapeutic claims or outcome promises.

Medical PPC strategies include emergency service advertising, specialist referral targeting, and geographic campaign optimisation that captures local patients whilst respecting therapeutic goods advertising restrictions and professional medical standards.

### Legal Firm Google Ads

Legal firm PPC campaigns target potential clients searching for legal advice, representation, and court services within your practice areas. We create campaigns that capture urgent legal needs whilst adhering to professional conduct advertising requirements.

Our legal Google Ads focus on legal issue searches, court process inquiries, and specific legal service requests that indicate high consultation booking intent. We develop compliant ad copy that attracts clients without inappropriately soliciting or making unrealistic outcome promises.

Legal PPC strategies include crisis legal service advertising, competitor targeting within ethical boundaries, and practice area campaigns that capture qualified leads whilst maintaining professional standards and client confidentiality requirements.

## Compliance Considerations

### AHPRA Compliance in Medical Advertising

All medical practice Google Ads strictly adhere to AHPRA advertising guidelines, ensuring ad copy doesn't contain prohibited health claims, therapeutic outcome promises, or before/after imagery that breaches professional standards.

Our medical PPC compliance includes appropriate disclaimers in landing pages, cautionary statements about individual treatment outcomes, and keyword targeting that attracts patients without making therapeutic claims or guaranteeing health outcomes.

### Legal Professional Conduct Rules in PPC

Legal firm Google Ads must comply with professional conduct rules regarding appropriate advertising, client confidentiality, and professional standards. We ensure ad copy and landing pages meet advertising restrictions whilst maximising lead generation.

Our legal PPC compliance framework covers appropriate legal service advertising, client privacy protection, and ethical competitive strategies that build practice growth whilst maintaining professional integrity and conduct requirements.

## Process Methodology and Timeline

### Campaign Strategy & Setup Phase (Week 1-2)

Our Google Ads process begins with comprehensive keyword research targeting high-intent searches within your professional specialty, competitor analysis, and campaign architecture development that balances lead generation with compliance requirements.

We develop landing page strategies that convert clicks into appointments or consultations, create ad copy variations that comply with professional standards, and establish conversion tracking systems that measure practice growth outcomes.

### Campaign Launch & Optimisation Phase (Week 3-4)

Using strategic insights, we launch targeted campaigns with sophisticated bid management, audience targeting, and ad scheduling that maximises visibility during peak search periods for your services.

We implement negative keyword strategies to avoid irrelevant traffic, develop ad extension strategies that enhance visibility, and establish ongoing optimisation protocols for continuous campaign improvement.

### Performance Management & Scaling (Month 2+)

Post-launch, we provide continuous campaign monitoring, bid optimisation, and performance analysis. Our management includes compliance monitoring, competitor response strategies, and budget scaling based on lead quality and conversion performance.

We deliver detailed monthly reporting covering lead generation, cost per acquisition, and campaign ROI, adjusting strategies based on seasonal demand patterns and practice capacity requirements.

## Results and Benefits

### Immediate Lead Generation

Our professional services Google Ads typically generate qualified leads within 48 hours of campaign launch, with medical practices seeing increased appointment bookings and legal firms experiencing immediate consultation requests.

PPC campaigns we manage deliver predictable lead volume, allowing practices to scale advertising investment based on capacity and growth objectives whilst maintaining strict compliance standards.

### Precise Targeting Control

Google Ads provide precise control over who sees your advertisements, when they appear, and how much you invest, allowing budget optimisation during peak demand periods whilst avoiding irrelevant traffic.

### Measurable ROI Tracking

Professional services PPC delivers complete visibility into advertising ROI, with detailed tracking of lead sources, conversion costs, and campaign performance that informs broader marketing strategy decisions.

## Getting Started

Ready to capture high-intent searches and drive immediate practice growth through compliant Google Ads campaigns? Our PPC service begins with comprehensive campaign strategy development tailored to your professional services requirements and growth objectives.

Contact Luna Digital to discuss your Google Ads goals and current lead generation challenges. We'll provide detailed analysis of search opportunity within your specialty and strategic recommendations for immediate campaign launch.

Start generating qualified leads today with Google Ads campaigns designed specifically for professional services compliance and conversion optimisation.