

Hepatitis C Adwords Campaign 1 - Pager

Goal: This campaign aimed to explore the efficacy of search engine marketing in attracting new patients to Open Door Health. Utilizing the keyword list below, the team at Open Door Health sought to fill Dr. Epstein's schedule for Hepatitis C (HEP C hereafter) appointments to expand Open Door Health's service offerings.

Method: Open Door Health utilized DDL Advertising to recommend a plan for search engine marketing. DDL provided a media plan* to compete for keyword searches using Google Adwords. The duration or flight of this campaign was February 1st, 2024, through March 7th, 2024. The budget was \$2,979. The list of keywords can be found below.

Objective: The campaign's objective was to get users to navigate to the HEP C page and click on the phone number. Click-to-calls were considered conversions for this campaign.

Campaign Performance: As the campaign began, DDL recommended waiting 1-2 weeks before optimizing anything to give the campaign the ability to serve and present data. Two weeks into the campaign, DDL noticed the search term "open door health" garnered 360 (about 68%) of 529 clicks and all 13 conversions thus far.

DDL recommended omitting "open door health" from the list of keywords. DDL reasoned that users are looking to get to Open Door Health for any reason rather than HEP C specifically and are taking the path of least resistance when they see Open Door Health keywords at the top of the search page. This does not help spread awareness for HEP C-specific terms.

Google ads prioritized the keyword Open Door Health. Google optimized it because it found this keyword would garner more conversion than HEP C. For this reason, and in an attempt to keep the campaign focused on HEP C Terms, DDL recommended omitting the term as a negative keyword, removing its influence on other terms.

The decision to remove Open Door Health from the search terms sparked a conversation within Open Door Health's internal teams and with DDL advertising about SEO optimization, Google Search criteria, and how Google prioritizes content when answering a user's query.

DDL explained that due to Open Door Health's current web presence for HEP C, their budget, strength of competition, and how Google prioritizes sensitive topics (including STI testing and HEP C-related issues), it would be difficult for Open Door Health to rank for HEP C specific search terms.

On February 28th, the Open Door Health team decided to remove Open Door Health from the keyword list. Once removed DDL did observe a small bump in HEP C related performance.

Final Reporting:

The campaign ended with 1,167 clicks for a CPC of \$2.61 and 27 conversions. The top 5 most searched keywords were

open door health

std testing near me.

hepatitis

std

free std testing near me

[A full report is available here](#)

Recommendation/Takeaway

Open Door Health has exceptional brand recall within the community. Folks looking for Open Door Health are able to find it easily as indicated by the amount of clicks for the Open Door Health keywords. For future Open Door Health should prioritize non-branded keywords. This will help boost awareness for Open Door Health via specific services, or medical needs, rather than via the already strong brand recall the clinic has. This will also create potential new patient as future searchers will be finding Open Door Health to answer a query related to their health rather than about Open Door specifically.

Keyword list:

Hep C

- HCV
- Hepatitis
- Hepatitis C
- PrEP
- Injectable PrEP
- PEP
- Doxy
- Doxycycline
- DoxyPEP
- Hep C doctors near me
- HCV test
- HCV testing
- Hep C treatment
- Hepatitis C treatment
- HCV treatment
- Hep C positive test
- Positive Hep C test
- Hep C test
- Hep C testing
- Hepatitis test
- Hepatitis C testing
- Hepatitis C positive test
- Positive Hepatitis C test
- Hepatitis C test
- How to treat Hep C
- Where to treat Hep C
- Can Hep C be treated
- What is Hep C
- Symptoms of Hep C
- Liver
- Liver doctor
- Hepatologist
- Anal doctor

- Anal procedure
- Anoscopy
- Anascopy
- High resolution anoscopy
- HRA
- HRA near me
- HRA providers
- Anal pap
- Anal HPV
- Anal HPV treatment
- Anal HPV care
- Anal health care
- Anal wart treatment
- Genital wart treatment
- Anal health
- Anal dysplasia
- Anal warts
- Testopel
- Testopel near me
- Testopel in Rhode Island
- STI testing
- STD testing
- STI testing near me
- STD testing near me
- Free STI testing near me
- Free STD testing near me
- STI doctor
- STD doctor
- STI
- STD
- STI anus
- STD anus
- STI anal
- STD anal
- Colorectal
- Colorectal doctor



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- Colorectal treatment
- HIV
- HIV testing
- HIV care
- Sexual health
- LGBTQ Doctor
- Gay doctor
- LGBTQ friendly Doctor
- Gay friendly doctor
- Colon
- Colon cancer
- Rectal cancer
- Long-acting testosterone
- Testosterone procedure
- Testosterone implant
- Testosterone implant pellets
- Open Door Health
- Open Door Health, Central Street, Providence
- Open doors

* Impressions in media plan presented to align with the method of purchases for digital and traditional impressions. In this campaign we competed for clicks, over impressions. This accounts for the discrepancies in impressions listed in the plan, against impressions delivered in campaign reporting. This was an oversight of the DDL account manager.