

Tips for Recruiting on Google

Google is the most popular search engine. Google Ads incorporate Search Engine Marketing to reach the intended audience. This allows for tailoring of the recruitment ads to match search terms used by the target participants. The below links provide tips for using Google ads for clinical trial recruitment.

1. <https://ads.google.com/home/resources/advanced/>: Resources for Google Advertising from Google.
2. <https://support.google.com/google-ads/answer/6373216?hl=en>: Advertising strategies from Google.
3. <https://www.patientcentra.com/patient-recruitment-insights/beginners-guide-ppc-clinical-trials>: Guide to advertising for Clinical Trials.
4. <https://www.patientcentra.com/patient-recruitment-insights/google-social-media-improve-clinical-trial-recruitment>: Using Google Ads for Clinical Trials.
5. <https://forteresearch.com/news/qa-effectively-advertise-clinical-trials-potential-patients/>: Advarra resource on advertising with Google.