



Google Ads Performance Benchmarks for Australian Health Practices

What psychologists, counsellors, dentists, surgeons, and clinics can expect to spend and earn from Google Ads.

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Why this guide exists

One of the most common questions we hear from health practitioners is:

“What should we be spending on Google Ads — and what results should we expect?”

The truth is, most clinics are flying blind. There are very few trustworthy, Australia-specific performance benchmarks... especially for private practices.

So we decided to **change** that.

This guide blends real private-practice performance data from Excite Media clients with Australian CPC research and global medical marketing benchmarks — giving you **clear, realistic expectations** based on actual performance, not guesswork.

Whether you're a psychologist, counsellor, dentist, surgeon, or clinic owner, this guide will show you what's normal, what's possible, and how to **improve your numbers**.



How we built these benchmarks

This report draws on three main data sources:

Excite Media Dataset

Over **190+ months** of campaign data, including psychologists, counsellors, hypnotherapists, psychotherapy, speech pathology, cosmetic clinics, skin clinics and more.

We analysed:

- Ad spend
- Cost per click (CPC)
- Conversion rates (CVR)
- Conversions per month
- Cost per lead (CPL)

Australian CPC Research

Independent studies analysing **average Cost per click (CPC)** by industry and keyword across Sydney, Melbourne, Brisbane, Perth, and Adelaide.

Global Medical Benchmarks

Trusted industry data for Conversion Rate (CVR), Cost per lead (CPL), and click behaviour in the health sector.

To ensure accurate comparisons:

- ✓ We removed junk conversions
- ✓ Grouped similar practice types
- ✓ Weighted averages based on budget
- ✓ Smoothed out extreme outliers
- ✓ Calculated “12-month style averages” that reflect typical performance, not one-off spikes
- ✓ All data shown uses AUD

Quick industry benchmarks

Industry	Ad Spend	CPC	Conv %	Leads	Lead Cost	Notes
Psychologists	\$600-\$2,000	\$4-\$10	4-8%	8-20	\$60-\$120	Stable demand; Feb spike
Counsellors	\$600-\$2,000	\$3-\$9	2-6%	6-18	\$70-\$150	Similar CPC with psychology; lower CVR
Hypnotherapists	\$700-\$2,000	\$3-\$8	4-10%	10-25	\$90-\$150	Strong intent for issue-specific pages
Psychotherapy	\$1,000-\$3,000	\$4-\$10	3-8%	10-25	\$120-\$200	Higher CPC due to specialised services
Speech Pathology	\$800-\$2,000	\$4-\$9	8-12%	12-30	\$60-\$100	Parents convert quickly; high intent
Cosmetic Clinics	\$800-\$4,000	\$4-\$10	5-12%	10-30	\$80-\$180	Competitive niche; strong seasonality
Dermatology	\$2,000-\$10,000	\$5-\$15	6-12%	15-50	\$100-\$200	Mix of cosmetic & medical demand
Dentists	\$3,000-\$10,000+	\$20-\$40	8-12%	20-80	\$120-\$250	High competition; strong CVR
Surgeons (Elective)	\$3,000-\$15,000+	\$8-\$25	8-15%	20-80	\$120-\$250	High-value keywords; premium budgets

Average Cost Per Lead: \$80 – \$150 across most niches.

Alongside our internal dataset, we cross-referenced industry-wide benchmarks from Quinn Marketing, Firewire Digital and WordStream to validate and contextualise our findings. Checking your own performance against multiple external sources is a helpful way to understand whether your results are on track or if there are opportunities for improvement.



Quick wins that
move the needle fast



Psychologists

2025 Snapshot

Monthly Ad Spend \$600–\$2,000	CPC (AUD) \$4–\$10	Conv Rate 4–8%	Leads P/Mth 8–20	Cost Per Lead \$60–\$120
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How psychologist campaigns typically perform

Psychologists tend to see steady search demand year-round (with a small dip over the Christmas holidays), with strong intent keywords like “psychologist near me” and “online psychologist”. Most practices sit comfortably in the \$600–\$2,000 per month range. Practices that advertise Mental Health Care Plan rebates (available for up to 10 rebated sessions per year) also tend to see higher click-through and conversion rates, as clients actively search for providers who offer this support.

Seasonality Notes

- ✓ February often sees a lift in enquiries
- ✓ School holidays and long weekends create small dips
- ✓ Month-to-month cost per lead (CPL) can change by around 20–30%

Recommended Budgets

Starter \$600/month

Growth \$1,200–\$2,000/month

Multi-location \$3,000/month per clinic



Counsellors

2025 Snapshot

Monthly Ad Spend \$600-\$2,000	CPC (AUD) \$3-\$9	Conv Rate 2-6%	Leads P/Mth 6-18	Cost Per Lead \$70-\$150
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What's driving these results?

Counselling tends to attract slightly lower cost per click (CPC) than psychology, but conversion rates are similar. Strong local intent keywords work best, and ads with specific issues (anxiety, relationships, trauma) often convert better. Because counsellors don't offer Medicare-rebated Mental Health Care Plan sessions, their ads generally face lower conversion intent compared to psychologists, making it even more important to focus on niche issues and clear value propositions.

Seasonality Notes

- ✓ Demand is fairly stable
- ✓ February sees a notable spike
- ✓ Weekend behaviour varies heavily — mobile click-through rate (CTR) increases

Recommended Budgets

Starter \$600-\$800/month

Growth \$1,000-\$2,000/month

High demand metro \$3,000/month per clinic



Hypnotherapists

2025 Snapshot

Monthly Ad Spend \$700–\$2,000	CPC (AUD) \$3–\$8	Conv Rate 4–10%	Leads P/Mth 10–25	Cost Per Lead \$90–\$150
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What's typical in this niche?

Hypnotherapy often achieves surprisingly strong conversion rates when landing pages are specific (e.g., “Quit Smoking Hypnosis” or “Anxiety Hypnosis”). Campaigns underperform when trying to target too many issues at once. And while hypnotherapy isn't eligible for Medicare rebates, this doesn't appear to negatively impact performance—likely because clients view it as an alternative therapy and are already seeking a more specialised, self-funded solution.

Seasonality Notes

- ✓ January/February sees a sharp spike for habit-based queries
- ✓ Winter often dips for weight loss & motivation queries

Recommended Budgets

Starter \$700/month

Growth \$1,000–\$1,800/month (15–25 enquiries)

Multi-location \$3,000/month per clinic



Psychotherapy

2025 Snapshot

Monthly Ad Spend \$1,000–\$3,000	CPC (AUD) \$4–\$10	Conv Rate 3–8%	Leads P/Mth 10–25	Cost Per Lead \$120–\$200
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Performance insights

Psychotherapy campaigns usually involve deeper or more complex services, which pushes CPC slightly higher. Conversion rates depend heavily on how clearly the practitioner explains their process and who they help. And because psychotherapy isn't eligible for Medicare rebates, campaigns often rely more on strong messaging around depth of work and long-term transformation to maintain conversion rates.

Seasonality Notes

- ✓ Enquiries spike in early February and late August
- ✓ CPL fluctuations of 20–40% are normal

Recommended Budgets

Starter \$1,000/month

Growth \$1,500–\$3,000/month (15–25 enquiries)

Multi-disciplinary clinics \$3,000/month per clinic



Speech Pathology

2025 Snapshot

Monthly Ad Spend \$600-\$2,000	CPC (AUD) \$4-\$9	Conv Rate 8-12%	Leads P/Mth 12-30	Cost Per Lead \$60-\$100
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Why speech pathology performs well

This vertical consistently shows stronger conversion rates than most health niches. Parents searching for help tend to take action immediately, especially for developmental concerns.

Seasonality Notes

- ✓ Enquiries rise sharply in February-March
- ✓ School holidays reduce conversion rates slightly

Recommended Budgets

Starter \$800/month

Growth \$1,500-\$2,500/month

Clinic expansions \$2,500-\$4,000+/month



Cosmetic Clinics

2025 Snapshot

Monthly Ad Spend \$600–\$4,000	CPC (AUD) \$4–\$10	Conv Rate 5–12%	Leads P/Mth 10–30	Cost Per Lead \$80–\$180
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Performance insights

Cosmetic treatments are competitive — especially injectables, laser, and body contouring. Landing pages with clear before/after examples and pricing guidance consistently outperform generic pages.

Seasonality Notes

- ✓ Strongest months: September–December
- ✓ Slowest months: June–August
- ✓ Peak CPL swings: 25–40%

Recommended Budgets

Starter \$1,000/month

Growth \$2,000–\$4,000/month

High demand metro \$4,000–\$10,000/month



Dermatology

2025 Snapshot

Monthly Ad Spend \$2,000-\$10,000	CPC (AUD) \$5-\$15	Conv Rate 6-12%	Leads P/Mth 15-50	Cost Per Lead \$100 - \$200
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Performance insights

Dermatology straddles both medical and cosmetic search intent, which creates broad variation. Campaigns targeting acne, pigmentation and rosacea often perform better than general “skin clinic” terms.

Seasonality Notes

- ✓ Strongest months: October-February (cosmetic + acne demand rises)
- ✓ Demand spikes: January-April for acne treatment (post-holiday flare-ups)
- ✓ Cosmetic peak: October-December for pigmentation, laser & anti-ageing enquiries
- ✓ Holiday periods reduce clinic availability → higher CPL.

Recommended Budgets

Starter \$2,000/month

Growth \$3,000-\$6,000/month

Multi-location or cosmetic-heavy \$7,000-\$10,000+/month



Dentists

2025 Snapshot

Monthly Ad Spend \$3,000-\$10,000+	CPC (AUD) \$20-\$40	Conv Rate 8-12%	Leads P/Mth 20-80	Cost Per Lead \$120-\$250
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Performance insights

High-value treatments like implants, veneers and orthodontics drive the bulk of spend. These keywords are competitive but convert incredibly well when landing pages are descriptive and price-anchored.

Seasonality Notes

- ✓ Strongest months: November-December (pre-holiday dental rush) & January (new year health kick)
- ✓ Demand spikes: Before school holidays, and in October for cosmetic treatments
- ✓ High-value treatment peaks: Implants, veneers & ortho enquiries rise October-February
- ✓ Clinic closures: CPL increases when clinics reduce availability over Christmas/New Year

Recommended Budgets

Starter \$800/month

Growth \$1,500-\$2,500/month

Multi-location \$2,500-\$4,000/month per clinic



Surgeons (Elective)

2025 Snapshot

Monthly Ad Spend \$3,000–\$15,000+	CPC (AUD) \$8–\$25	Conv Rate 8–15%	Leads P/Mth 20–80	Cost Per Lead \$120–\$250
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Performance insights

Elective surgery campaigns rely heavily on trust, transparency, and strong visuals. Keywords for rhinoplasty, breast augmentation, body contouring and eyelid surgery dominate traffic and tend to convert well with high-quality landing pages.

Seasonality Notes

- ✓ Strongest months: October–February (cosmetic planning season)
- ✓ Peak CPL swings: 30–45%
- ✓ High booking periods: January–March as people commit to “new year changes”

Recommended Budgets

Starter \$3,000–\$6,000/month

Growth \$7,000–\$12,000/month

Established surgeons \$12,000–\$20,000/month per clinic

How to interpret these numbers

Google Ads performance varies month to month — and that's normal.

Expect 20–30% movement depending on:

- ✓ Competitor budgets
- ✓ Seasonality
- ✓ Public holidays
- ✓ Website quality
- ✓ How quickly leads are responded to
- ✓ Your service mix



How to improve your results

Patients may ask how a system reached a particular decision or request that a human review their case. This **aligns with broader trends** towards explainable AI and ensures your clinic demonstrates accountability.

- ✓ **Improve landing pages**
Make it clear who you help and what outcomes you deliver.
- ✓ **Add instant enquiry options rather than a booking form**
Reduces friction and increases conversion rate.
- ✓ **Use tighter keyword themes**
Stop paying for clicks you don't want.
- ✓ **Improve your mobile experience**
70–80% of health searches happen on mobile.
- ✓ **Track every lead properly**
Calls, form fills, bookings – everything.
- ✓ **Add Performance Max**
Combining PMax with Search lifts total conversions and reduces CPL for most clinics.





Small website
changes can lift
your conversion
rate by 10–40%

Want to know how your clinic compares?

Get a free benchmark assessment based on your actual data.

Most clinics don't know if they're doing well — or leaving money on the table. If you'd like us to benchmark your campaign against the 2025 health industry averages, we can do that for free.

We'll tell you

- ✓ Whether your CPC and CPL are normal
- ✓ How many enquiries you should have
- ✓ What your realistic budget should be
- ✓ Where your biggest opportunities are

[Request my free assessment](#)



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Visit our office

Level 1/67 High St, Toowong QLD 4066

1300 392 483

info@excitemedia.com.au

Or follow us on socials

