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abortionclinics.com

800-455-8130

## ***Why you shouldn't give Google all of your advertising dollars***

### **Google AdWords is not your friend.**

Most of you are spending hundreds and thousands of dollars per month advertising with them. Don't take our word for it -- do the math yourself.

### **Search Google for “*abortion clinic in (your state or city)*”**

Take notice. Very high on the results page you'll see anti-abortion CPCs and other anti-abortion information because Google has sold them ads under the search term “abortion clinic” (which we know they are NOT). This is against Google's own policy. But they continue to do it any way.

### **What this does to you:**

Costs you big bucks. Bottom line - Google sells ad space to anti-abortion interests under the “abortion clinic” tag which only enriches Google at YOUR expense. This causes your COST per click to go UP while your page positioning goes DOWN. This clutters up the results and confuses patients who click on the anti-abortion centers thinking they are abortion clinics.

### **What has ACOL done about this?**

Last year we started a program to report false results to Google. In some cases this worked. We noticed Google changed their reporting form making it HARDER (not easier) to report results that violate their own policies. Also, new Google employees have to be retrained constantly about these issues. **We can't keep up.** Meanwhile, Google continues to blatantly accept money from anti-abortion centers to falsely advertise as abortion clinics.

**Abortion Clinics Online makes it clear who the real abortion clinics are.** By advertising with us, patients searching for an “abortion clinic” are assured that everyone on our directory is an actual abortion clinic. Advertising with us improves your Link Juice, thus improving your organic ranking on Google and other Search Engines. ACOL is considerably cheaper than Google.

***Get CREATIVE & EFFECTIVE today -- Call us for details.***

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ACOL (abortionclinics.com) is the world's FIRST and LARGEST online directory for abortion clinics. Over 8 MILLION women have searched the ACOL directory for an abortion clinic nearest them.