

Google search ad copy

- Headlines

- "Rapid STI Test"
- "Same-Visit STD Results"
- "Cash Pay STI Test"*
- "Self Pay STD Test"*
- "Fast, Private STI test"
- "While-you-wait STI results"
- "Same-Visit STI Results"
- "Quick & Easy STI Test"
- "Fast Reliable Private STD test"
- "Chlamydia Testing"
- "Gonorrhea Testing"
- "Quick STI testing"
- "STD Testing Near Me"
- "Trichomoniasis testing"
- "Gonorrhea Treatment"

- Descriptions:

- Fast STI Testing - Results Today! PCR Accuracy, Cash-Pay Options*
- "Confidential PCR STI Testing for Women - Same-Visit Results, Private & Accurate"
- "Reliable STI Testing: Fast, Accurate PCR Results, Private Cash Pay Options Available!"*
- Skip the Wait, Faster Peace of Mind - Private PCR STI Testing with Quick Results!"
- "Take Control of Your Health - Private PCR STI Testing, Fast Results, Less Stress!"

** Please note that the Ad copy related to Cash or Self pay is not intended as a directive. Clinics maintain autonomy in establishing their payment options, and the inclusion of "self-pay" language in advertising for STI testing is at the sole discretion of each clinic.*