

Where she's actually looking

What each channel is really *for*, how to use it, and how often — for reaching 16–28 year old women.

Google Business Profile

For: your free front door for “near me” searches & map results.

Do: fill every field, seed your Q&A, add real photos, gather recent reviews.

How often: post 2–3×/week · reply to reviews in a day

Google Ads (Search)

For: catching her at the exact moment she searches.

Do: tight local targeting, landing pages that match the search, click-to-call.

How often: always-on · needs abortion-keyword certification

Google Ad Grant

For: \$10k/mo in **free** search ads for nonprofits — great for educational terms.

Catch: a ~\$2 bid cap means it can't win the most competitive terms.

How often: set up once, maintain monthly

YouTube

For: the “second search engine.” Videos that rank for years.

Do: “what to expect,” options & symptom Shorts that answer real questions.

How often: ~1 Short/week is plenty

Instagram (Reels)

For: a real face & honest answers — *not* follows or likes.

Do: put real people on camera; answer her questions; link in bio so reaching out feels easy.

How often: 3–5 short videos/week

TikTok

For: discovery & search — reach, *not* engagement.

Do: be a trusted face that answers her questions, so she's comfortable reaching out.

How often: 3–5/week · consistency > volume

Facebook

For: older audience, donors, events, local community.

Not: your Gen Z reach engine — don't over-invest here.

How often: 2–3/week

Website

For: where she decides if you're safe & real — in about 5 seconds.

Do: fast, mobile-first, “free & confidential” up top, book in <30 sec.

AEO: built so AI answers surface & cite you — not just rank you.

Blog

For: being the *cited answer* inside AI results — not just a ranking.

Do: answer her real questions, lead with a tight answer, show E-E-A-T.

How often: 2–4 quality posts/month

AI chat (ChatGPT)

For: she asks AI chat (ChatGPT, Gemini) before she clicks anything.

Do: invest in **AEO & AI optimization** so the answer cites *you* — not a competitor.

The fastest-growing place she searches — optimize now

Be fast. Be real. Be the trusted answer.

Prepared for the New York Pro-Life Coalition · “Invisible No More.”

What to ask before you hire help

You don't need to become the expert. You need the questions that tell you whether *they* are.

Five questions that reveal a real fit

- “Who exactly are you helping me reach — and how do you know she's there?” You know her best — a strong partner builds the profile *with* you, and adds where she's actually searching.
- “What will success look like in 90 days — and will you show me appointments, not just clicks and likes?” Every center is different — good KPIs and ROI get built *with* you, not handed down.
- “Are we eligible for the free Google Ad Grant, and who handles the abortion-keyword certification?” Tests whether they know our specific landscape.
- “How will we know which channel actually brought a woman through our door?” Listen for “attribution,” “how did you hear about us,” branded-search lift.
- “What can my team realistically do in-house — and what should we hand to you?”

Good signs — what a strong partner looks like

- ✓ Asks about your **intake & response time** first
- ✓ Asks about your **mission** and the women you serve
- ✓ Measures **cost per client served**, not vanity metrics
- ✓ Explains **attribution** in plain English
- ✓ Honest that good results **take time**

Ask the questions. The right partner will be glad you did.

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E-E-A-T: how trust gets you found

Google's framework for judging content quality — and what each piece looks like **at your center**.



Experience

FIRSTHAND & REAL

Was this created by someone with real, lived experience of the topic?

AT YOUR CENTER

Use real client stories (with permission), staff & photos whenever possible — and stock when privacy or safety calls for it.



Expertise

GENUINE KNOWLEDGE

Does the author actually know the subject — especially on health?

AT YOUR CENTER

Name your medical reviewer — RN, sonographer, or medical director — on health pages.



Authoritativeness

A RECOGNIZED SOURCE

Are you a go-to source others reference and link to?

AT YOUR CENTER

Accurate content, the same name & info everywhere, and mentions from trusted local sites.



Trustworthiness

THE CENTER OF IT ALL

Is the content accurate, honest, current, and safe? This is the one that matters most.

AT YOUR CENTER

Be transparent about services, cite sources, keep info current, gather recent reviews.

*Google — and AI — now reward the trustworthy.
For a pregnancy center, trust isn't just right. **It's how you get found.***

Most weight sits on Trust; the other three support it · Prepared for the New York Pro-Life Coalition.