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GUIDE · GOOGLE ADS

YOUR FIRST 90 DAYS OF GOOGLE ADS

How to set budgets, write ads, pick keywords and measure results in your first campaigns.

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Google Ads can bring in calls quickly, but the first few months decide whether it pays off. This guide lays out a simple 90-day plan for a trades or service business running its first campaigns.

BEFORE YOU SPEND: SET UP TRACKING

Decide what counts as a lead: a phone call, a form submission or a booking. Set up conversion tracking for each one before your ads go live. Without it, you cannot tell which keywords bring jobs and which only bring clicks.

- Use a call tracking number in your ads and on your website.
- Connect Google Ads to Google Analytics.
- Record where each booked job came from in your CRM or job list.

DAYS 1 TO 30: START NARROW

Start with one or two services you want more of and a tight service area. Choose keywords that show clear intent, such as 'emergency plumber [city]' or 'furnace repair near me', and avoid broad terms like 'plumbing'.

Set a daily budget you are comfortable with for the full month and leave it alone for the first two weeks so Google has enough data to learn.

WRITE ADS THAT ANSWER THE SEARCHER

- Put the service and the area in the headline.
- Mention what makes you the safe choice: licensed, insured, years in business, warranty.
- Add call, location and sitelink extensions.
- Send each ad to the matching service page, not your home page.

DAYS 31 TO 60: CUT WASTE

Review the search terms report every week. Add irrelevant searches as negative keywords: jobs you do not do, areas you do not serve, people looking for employment or DIY instructions.

Pause keywords that spend without producing leads. Move budget towards the keywords and times of day that bring calls.

DAYS 61 TO 90: GROW WHAT WORKS

Once you know your cost per lead and how many leads become jobs, you can decide whether to raise the budget, add another service or widen the area. Grow one change at a time so you can see

its effect.

WHAT TO REVIEW EVERY MONTH

- Spend, leads and cost per lead
- Leads that became booked jobs
- Revenue from those jobs
- Search terms to add as negatives
- Ads and pages to improve

NEED A HAND?

Souck helps trades and service businesses with websites, search, advertising, branding and business systems. Book a free conversation at souckinc.com/book or call 1-888-218-9374.