

CAPTURE INTENT WITHOUT MAKING A MESS

Google Ads Campaign Planner

Google Ads work best when high-intent searches land on a matching service page. Use this to plan one tight search campaign before spending money.

One service

Start with the offer most worth advertising.

Tight keywords

Tight groups keep search intent clean.

Track calls and forms

Clicks are not the business result.

Choose the Service

Start with one high-intent, valuable service. Do not advertise the entire business in one sloppy campaign.

SERVICE

IDEAL SEARCHER

LANDING PAGE

PRIMARY CTA

SERVICE AREA

BUDGET

Build Tight Groups

Group searches by intent and keep the ad matched to the page.

AD GROUP	BUYER SEARCHES	NEGATIVE KEYWORDS	AD PROMISE
		jobs, free, DIY, cheap, wrong locations	

Measure What Matters

Clicks are not the prize. Sales conversations are.

- Calls are tracked.
- Forms are tracked.
- Search terms are reviewed.
- Cost per qualified lead is tracked.
- Close rate and revenue are tied back when possible.