MODULE 12: PAID ADS, MEASUREMENT AND THE MARKETING PLAN

Your first Google Search campaign

Lesson: Google Ads for local services · about 15 minutes

Plan a small, focused Search campaign before you open the Google Ads account.

Your business (name, service, main city):

1. List three ad groups for your main services, with five keywords and the landing page for each.

2. Write your negative keyword list, including job, training, DIY and out-of-area terms that apply to you.

3. Define your target locations and choose Presence or Presence or interest. Explain your choice.

4. Write eight headlines and two descriptions for one ad group, each within the character limits.

5. **Estimate one month: budget, cost per click, click-to-lead rate, leads, close rate and cost per booking.**

Check: can you now

- Structure a local Search campaign with ad groups matched to services and landing pages
- Choose keywords, match types, negative keywords and location settings that keep spending relevant
- Write responsive search ads and run a weekly search terms review

One change you will make this week