BANISH MEDIA

Google Ads checklist for home-service businesses

Open your Google Ads account and tick each item you can confirm. Anything you cannot tick is likely costing you money or calls. Most accounts we audit miss at least three.

Tracking

- [ ] Phone calls from ads are tracked as conversions (call extensions and website calls)
- [ ] Form submissions are tracked once, on the thank-you step
- [ ] Calls under 30 to 60 seconds are not counted as leads
- [ ] You can see which search led to each booked job
- [ ] Conversions are imported from Google Analytics or set in Google Ads, not both

Targeting

- [ ] Location targeting is set to "Presence: people in or regularly in" your areas
- [ ] Ads only run during hours someone answers the phone (or calls route to a service)
- [ ] Display Network and search partners are off for search campaigns, unless tested
- [ ] Bids are lower or excluded in areas you do not want to drive to

Keywords and searches

- [ ] Each service has its own ad group or campaign
- [ ] You read the search terms report at least every two weeks
- [ ] Negative keywords block DIY, jobs, careers, supplier, parts and free searches
- [ ] Broad match is only used with smart bidding and strong conversion data
- [ ] Competitor names are not in your keywords unless you chose to bid on them
- [ ] Your own brand name is in a separate campaign

Ads

- [ ] Ads mention the service and area searched for
- [ ] Ads give a reason to choose you (reviews, warranty, same-day service)
- [ ] Call, location, sitelink and callout assets are all set up
- [ ] At least one responsive search ad per ad group, rated Good or Excellent

Landing pages

- [ ] Each ad group sends people to a page about that service, not the homepage

- [ ] The page loads in under 3 seconds on a phone
- [ ] Your phone number is a tap-to-call button above the fold
- [ ] The form asks only what you need to call back
- [ ] The page shows reviews, photos of real work and your service area

Budget and bidding

- [ ] You know your target cost per booked job
- [ ] Budgets are not limited on your best campaign while weak ones spend freely
- [ ] Bidding strategy matches the amount of conversion data you have

Want a second pair of eyes on your account? Get a free audit at banishmedia.com. Read this list online at banishmedia.com/resources/google-ads-checklist.