

# Google Ads

FOR LOCAL BUSINESSES



# About

Google's search is so dominant that "Googling" has become a universal verb. Its suite of services (Gmail, Maps, Calendar, Docs) are embedded in our daily life.

- The world's largest advertising platform through Google Search, YouTube and its Display Network.
- Google's economic impact report puts advertisers average ROI at 800%.



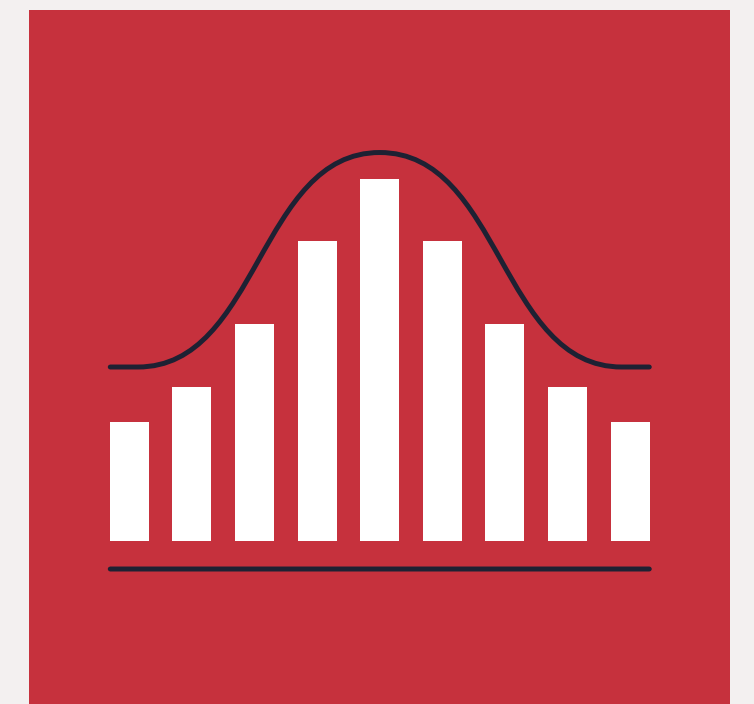
# About

- It's a subsidiary of the profit focussed Alphabet, worth over 3 trillion.
- Google's supplies free tools because the data support its primary business.
- Google ads wont give suckers an even break.



# About

- An average ROI can not be expected as there's no normal distribution.
- Success varies across industries and depends on skill.
- Neil Patel claims that 8 out of 10 businesses lose money on Google Ads.



# Traditional vs digital marketing

More traffic won't make  
a bad offer good.



# BOB SMITH

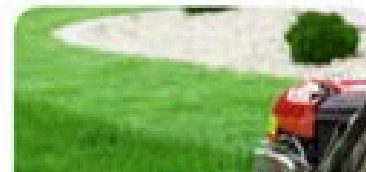
Provides  
Most Authentic  
Landscaping Services.

[REQUEST AN ESTIMATE](#)

[KNOW ABOUT US](#)

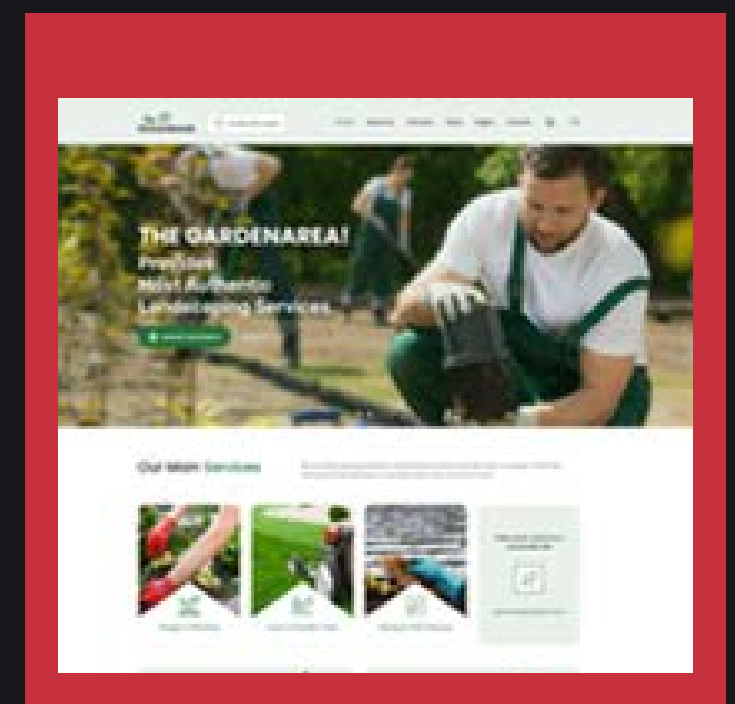
## Our Main Services

We provide ongoing property maintenance which includes lawn mowing, fertilizing, spring and fall cleanups, snow plowing & tree care & removal.



# No message match

- Bob pays more per click because his homepage has a low quality score.
- He's at the top of Google search, but attracting those with the least patience to search his site.
- There's other distractions and no specific CTA.





# SUMMER

## MUSIC FESTIVAL



24-25 JULY, 2026  
8 AM - 11 PM

Aaron Loeb, Benjamin Shah, Korina Villanueva, Reese Miller

FEATURING:

TICKET  
£25

CALL TO ACTION





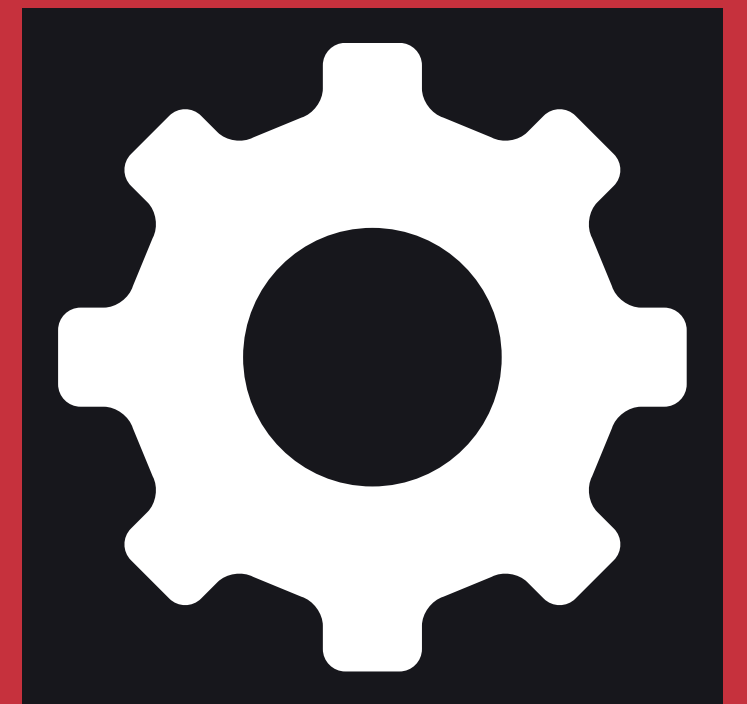
# Conversion focussed

- A tweaked landing page for each ad type.
- Builds in urgency with FOMO.
- Includes a lower risk conversion option.



# Mistakes setting up Ads

- Not using 'Negative Keywords'.
- Wrong location targeting.
- No conversion tracking.



# Time and Money

- Google Ads is not "set and forget".
- Most campaigns need 2-3 months of testing and optimization before hitting profitable ROI.
- You need to be responsive and have the budget.



# Hired Help

- A red flag is someone approaching you offering to get you more traffic.
- Don't place too much faith in badges.
- Look for transparency and someone who can show examples of returns for clients similar you.



# Checklist

- Have you optimized your Google Business profile?
- Have you checked Google's Local Service Ads?
- Have you optimised your on-site SEO?



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