

Google Ads

FOR LOCAL BUSINESSES



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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%.



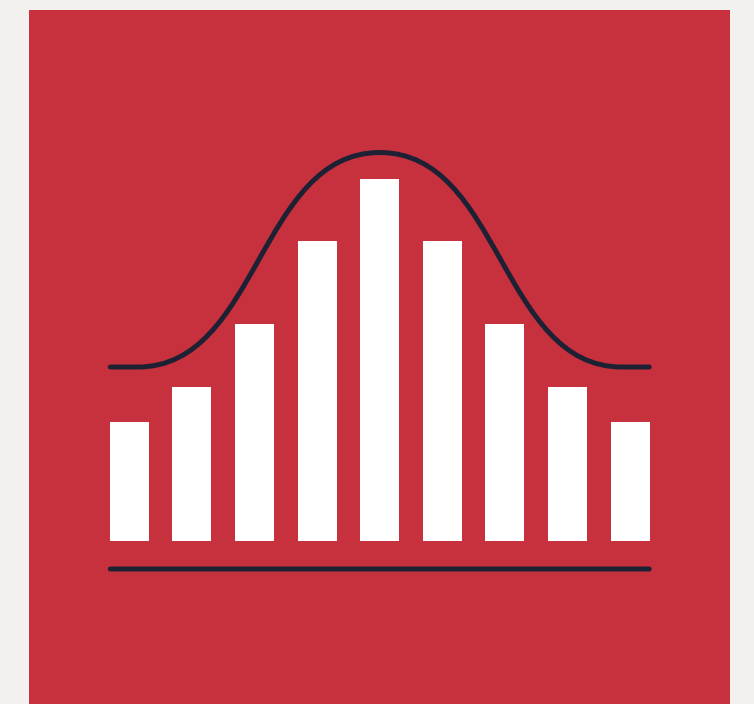
About

- It's a subsidiary of the profit focussed Alphabet, worth over 3 trillion.
- Google 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

TICKET
£25

24-25 JULY, 2026
8 AM - 11 PM

Aaron Loeb, Benjamin Shah, Korina Villanueva, Reese Miller

FEATURING:

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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