

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%.



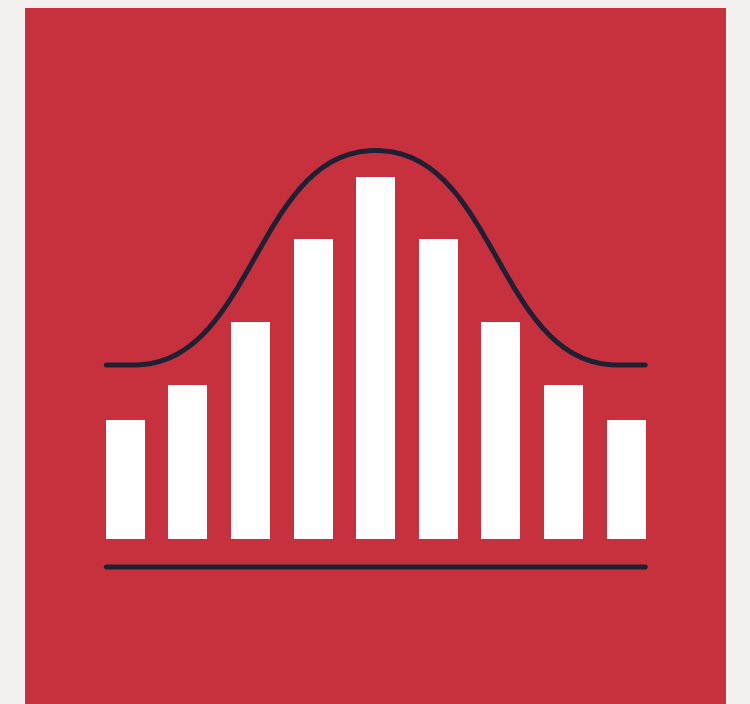
About

- 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

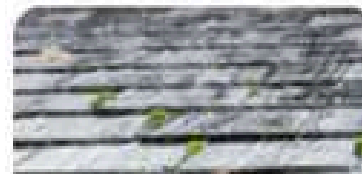
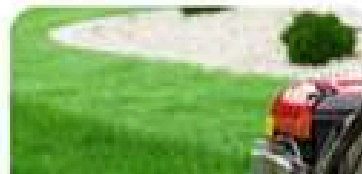
Provides
Most Authentic
Landscaping Services.

REQUEST AN ESTIMATE

KNOW ABOUT US

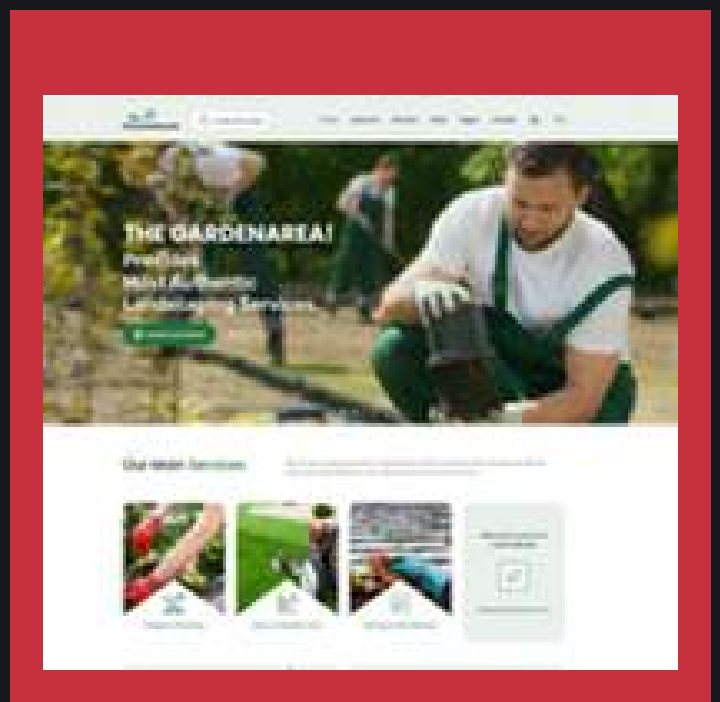
Our Main Services

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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