

Plumbing Ads Setup Checklist

Google Local Services Ads + Google Search Ads (2026)

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Use this checklist to launch, optimize, and scale profitable plumbing advertising campaigns.

1. Local Services Ads (LSA) Setup

- Create Google LSA profile with correct business name and address
- Upload proof of license and insurance
- Complete background checks for owner and technicians
- Add accurate service areas and hours
- Optimize business description
- Enable call and message leads
- Set weekly lead budget
- Request and respond to reviews
- Enable lead dispute tracking
- Monitor dashboard weekly

2. Google Search Ads Setup

- Create separate campaigns by service type
- Use exact and phrase match keywords
- Add negative keywords (jobs, free, DIY, parts)
- Write 2–3 ad variations per ad group
- Enable call and location extensions
- Create dedicated landing pages per service
- Add Google call forwarding numbers
- Install GA4 and Google Ads conversion tracking
- Link Google Ads and Analytics accounts
- Test ads weekly

3. Lead Handling & Follow-Up

- Answer calls within 3 rings
- Use a lead intake script
- Log every lead in CRM or spreadsheet
- Tag leads by source (LSA, Google Ads, Organic)
- Record call outcomes
- Follow up missed calls within 5 minutes
- Train staff on phone closing
- Review recordings weekly
- Track booking rate
- Track close rate

4. Optimization & Scaling

- Review search terms weekly
- Add new negative keywords
- Pause low-performing keywords
- Increase budget on profitable campaigns
- Improve landing page speed
- Test new ad headlines monthly
- Monitor blended CPL
- Track ROI by service
- Scale only profitable campaigns
- Audit account quarterly