

The 2025 Google Ads Playbook for Cleaning Companies

Why Some Cleaning Companies Pay \$29 Per Lead While Others Pay \$324

Based on Real Analysis: \$98,530 in Ad Spend | 12 Companies | 1,468 Leads | July-November 2025

What You're About to Learn

This isn't theory or best practices from some marketing blog.

This is real performance data from real cleaning companies.

Between July and November 2025, we analyzed every Google Ad from 12 cleaning companies who collectively spent \$98,530 to generate 1,468 leads.

What we found was shocking:

- Best performer: **\$29.26 cost per lead**
- Worst performer: **\$323.99 cost per lead**
- **That's an 11x difference** for the same type of lead

The difference?

Three things: Ad copy, campaign settings, and targeting.

This playbook shows you exactly what the winners did differently.

The \$95 Per lead Difference

The Raw Numbers

Company	Cost Per lead	Conversion Rate	What They Did
Company A	\$29.26	19.75%	City-specific headlines
Company B	\$30.24	27.09%	Brand + location combo
Company C	\$35.58	13.56%	Simple, direct CTAs
Company D	\$48.33	9.77%	Focused targeting
Company E	\$104.52	7.88%	Generic copy hurting them
Company F	\$116.38	10.31%	Wrong campaign types
Average	\$67.14	12.89%	Portfolio average

Translation:

If you're paying more than \$50 per lead, you're leaving massive money on the table.

If you're paying over \$100, you have serious problems that are easy to fix.

Part 1: The Ad Copy That Actually Converts

The Data: 5,606 Ad Variations Analyzed

We analyzed every headline and description combination from these 12 companies.

The pattern was crystal clear:

Some ad copy converts at **28%**. Some ad copy converts at **0.1%**.

That's a **280x difference** from just changing a few words.

The Headlines That Win (20-28% Conversion Rate)

These headlines converted at 20-28% (industry average is 3-5%):

1. Location + Authority = Gold

28.6% Conversion Rate | \$81.83 CPA:

- "Austin's Top Maid Service"
- "{LOCATION(City)}'s Top Maid Service"
- "Maid Service in {LOCATION(City)}"

28.1% Conversion Rate | \$28.91 CPA:

- "#1 Cleaning Service In Denver"
- "Denver's #1 Rated Cleaners"

27.2% Conversion Rate | \$30.24 CPA:

- "[Brand Name] | [City]"
- "Serving {LOCATION(City)}"

Why it works: People search for LOCAL services. When you say "Denver's #1" instead of "near you," you match their intent exactly.

2. Strong, Direct CTAs

28.1% Conversion Rate | \$28.91 CPA:

- "Schedule Your House Cleaning"
- "Get a Free Quote Here"

27.4% Conversion Rate | \$23.49 CPA:

- "Request A Home Cleaning Quote"

26.3% Conversion Rate | \$31.20 CPA:

- "Get a Free Quote Or Book Today"

Why it works: Tells them exactly what to do. No friction. No confusion.

3. Trust Signals That Actually Matter

28.1% Conversion Rate | \$28.91 CPA:

- "Trusted & Highly Recommended"
- "Green Seal Certified Cleaners"
- "Easy, Flat Rate Pricing"

28.4% Conversion Rate | \$21.69 CPA:

- "Residential Clean Done Right"

Why it works: Third-party validation reduces risk. Pricing transparency removes anxiety.

4. Brand + Location (If You Have Good Reviews)

27.4% Conversion Rate:

- "[Brand Name] Cleaning Services"

27.2% Conversion Rate | \$30.24 CPA:

- "[Brand Name] | [City]"

34.9% CTR (highest in dataset):

- "[Brand Name] Cleaning"

Why it works: If you have reviews and brand recognition, lean into it. Brand builds trust.

5. Service Specificity

28.6% Conversion Rate:

- "{Keyword:Local Maid Service}"
- "{Keyword:Recurring Cleaning Services}"

28.4% Conversion Rate | \$21.69 CPA:

- "Residential Clean Done Right"

Why it works: Matches search intent precisely. They searched "maid service," you say "maid service."

The Headlines That Tank (0-3% Conversion Rate)

These headlines wasted thousands of dollars:

Generic "Near You" Copy (AVOID)

0.1% Conversion Rate (yes, really):

- "Deep Cleaning Service Near You"

3.3% Conversion Rate:

- "Cleaning Service Near You"
- "Regular Cleaning Near You"

3.5% Conversion Rate:

- "Locations Near You"

Why it fails: Vague, sounds like a directory listing, no differentiation from competition.

Emotional Fluff Without Substance

1.0% Conversion Rate:

- "Clean Home, Fresh Start"
- "Clean House, Happy Life"
- "Save Time For Yourself"

2.7% Conversion Rate:

- "Sparkling Homes, Happy Lives"

Why it fails: Cliché, no specific reason to choose YOU over competitors.

Feature Dumps

1.0% Conversion Rate:

- "Safe for Your Family and Pets"

2.7% Conversion Rate:

- "Eco Friendly Products"

3.5% Conversion Rate:

- "Safe Cleaning for Pets & Kids"

Why it fails: These are table stakes. Everyone says this. Not a differentiator.

Weak Help Language

2.7% Conversion Rate:

- "We're Here to Help"
- "Call Us Today"

2.8% Conversion Rate:

- "Request A Quote" (when not combined with anything specific)

1.0% Conversion Rate:

- "We Make Moving Easy"

Why it fails: Could be ANY service business. No specificity. No compelling reason to click.

Just Service Names






2.7% Conversion Rate:

- "Deep House Cleaning"
- "Move In/Move Out Cleaning"
- "Power Washing"






Why it fails: Just stating what you do isn't compelling. Need differentiation.

The Pattern: What Winners Do vs What Losers Do

Winners (20-28% conversion):

-  Specific city names ("Denver," "Austin," "St. Louis")
-  Authority claims ("#1," "Top," "Most Trusted")
-  Direct CTAs ("Schedule," "Get Quote")
-  Trust signals (certifications, ratings, guarantees)
-  Service specificity ("Maid Service" not just "Cleaning")

Losers (0-3% conversion):

-  Generic location ("near you," "in your area")
-  No differentiation (everyone says it)
-  Vague promises (emotional fluff)
-  Weak CTAs ("call us")
-  Feature dumps without context

Copy-and-Paste Google Ads Template

Use this structure for your Responsive Search Ads. Just replace [City] and [Company Name] with yours:

HEADLINE 1: [Company Name] | [City]

HEADLINE 2: [City]'s #1 House Cleaning Service

HEADLINE 3: Schedule Your [City] Cleaning Today

HEADLINE 4: Get a Free Quote Here

HEADLINE 5: Trusted & Highly Recommended

HEADLINE 6: Easy, Flat Rate Pricing

HEADLINE 7: Licensed & Insured Since [Year]

HEADLINE 8: Green Seal Certified Cleaners

HEADLINE 9: [City]'s Most Trusted Cleaners

HEADLINE 10: Professional Residential Cleaning

DESCRIPTION 1: Get your [City] home spotless in hours. Book online in 60 seconds. Same-week availability!

DESCRIPTION 2: Flat-rate pricing with no hidden fees. Trusted by 500+ [City] families. Get your free quote today!

DESCRIPTION 3: Professional cleaning services in [City]. Licensed, insured, and background-checked. Book now!

DESCRIPTION 4: We pride ourselves on attention to detail and excellent lead service. Call today!

Expected performance: 20-25% conversion rate, \$30-50 CPA

Part 2: Campaign Settings That Matter

The Campaigns That Work (Data-Backed)

Based on our analysis, here are the campaign types and settings that generated the best results:

Campaign Type: Search Only

What worked:

- Standard Search campaigns
- Responsive Search Ads

What didn't work:

- Display Network (wasted \$255 with 0 conversions for one company)
- Performance Max (inconsistent, hard to optimize)

Best CPAs came from pure Search campaigns:

- Company A: \$29.26 CPA (Search only)
- Company B: \$30.24 CPA (Search only)
- Company C: \$35.58 CPA (Search only)

Recommendation: Turn off Display Network and Search Partners. Run Search campaigns only.

Campaign Structure: Keep It Simple

Winning campaign structures from the data:

1. Brand Campaign (Separate)

- Your company name keywords
- Defensive bidding
- Usually lowest CPA

Example: One company's brand campaign - \$84.77 CPA (vs \$203 for generic)

2. Service-Specific Campaigns

- One campaign per major service type
- House cleaning / Maid service / Deep cleaning / Move in-out

Example: One company's house cleaning campaign - \$30.24 CPA with 27% conversion

3. Location-Specific (If Multi-Location)

- Separate campaigns or ad groups by city

Don't overcomplicate it. The best performers had 1-3 simple campaigns.

Geographic Targeting: Be Specific

What the data shows:

Ads with specific city names converted at **27%**. Ads with "near you" converted at **0.1%**.

That's 270x worse.

Recommended targeting:

- Use radius targeting (10-15 miles max from service area)
- Exclude areas you don't serve
- Bid higher in affluent zip codes
- Use location insertion in ads: {LOCATION(City)}

Example from the data:





- Denver-specific campaigns: \$28-30 CPA
 - Generic "near you" campaigns: \$200+ CPA
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Settings Checklist

Turn ON:

- ☒ Search Network
- ☒ Call extensions
- ☒ Location extensions
- ☒ Sitelink extensions
- ☒ Callout extensions
- ☒ Conversion tracking

Turn OFF:

-  Display Network
-  Search Partners (test, but usually worse)
-  Performance Max (for now)
-  "Optimized" targeting (gives Google too much control)

Best practice from winners: Keep tight control. Don't let Google expand beyond your target areas.

Part 3: The Numbers That Actually Matter

Performance Benchmarks (From Real Data)

Here's what "good" looks like based on the 12 companies analyzed:

Metric	Poor	Average	Good	Elite
Cost Per lead	\$100+	\$50-100	\$30-50	<\$30
Conversion Rate	<8%	8-12%	12-20%	20%+
CTR	<4%	4-5%	5-7%	7%+
CPC	\$10+	\$7-10	\$5-7	<\$5

Where do you fall?

If your CPA is above \$100, you have major optimization opportunities (like Company E in our dataset).

If your CPA is \$50-100, you're average and can improve significantly.

If your CPA is below \$50, you're in the top 25%.

If your CPA is below \$30, you're in the top 5% (like Companies A and B).

Monthly Performance Trends

What the data showed across 4 months:

Month	Avg CPA	Avg Conv Rate	Insight
July	\$68.73	11.93%	Baseline
August	\$52.78	14.24%	Best month
September	\$67.56	14.79%	Volume up, efficiency down slightly
October	\$76.35	11.64%	Worst efficiency
November	\$77.69	10.11%	Partial month

Key insight: August had the best efficiency. October saw costs increase despite volume growth.

Likely cause: Many companies launched new campaigns in September/October without proper optimization, diluting overall performance.

Part 4: What Winners vs Losers Actually Did

The Top Performers (CPA Under \$50)

Company A: \$29.26 CPA | 19.75% Conv Rate

What they did right:

- Used dynamic keyword insertion: "{Keyword:House Cleaning}"
- Strong CTAs: "Get Your Home Cleaned Now"
- Kept campaigns simple and focused
- City-specific targeting

Best performing ad group: 25% conversion rate, \$23.70 CPA

Company B: \$30.24 CPA | 27.09% Conv Rate (Highest conversion in dataset)

What they did right:

- Brand + Location formula: "[Brand] | [City]"
- Authority claims: "#1 Cleaning Service In [City]"
- Trust signals: "Green Seal Certified Cleaners"
- Multiple strong CTAs

Best performing ad group: 27% conversion rate (highest in entire dataset)

Company C: \$35.58 CPA | 13.56% Conv Rate

What they did right:

- Very low CPC (\$4.82) through quality optimization
- Simple, clear headlines
- Focused on long-term client campaigns
- Consistent messaging

Result: Excellent efficiency with 13.56% conversion rate

The Underperformers (CPA Over \$100)

Company E: \$104.52 CPA | 7.88% Conv Rate

Problems identified:

1. **Brand campaign worked** (\$84.77 CPA)
2. **Generic search campaign failed** (\$203.39 CPA)
3. **Display campaign wasted money** (\$255 spent, 0 conversions)
4. **Website traffic campaign disaster** (\$3,159 CPA!)

What needs fixing:

- Replace "near you" headlines with city-specific headlines
- Kill display and website traffic campaigns immediately
- Focus budget on brand campaign (which is working)
- Add city-specific copy throughout

Potential impact: Could drop CPA from \$104 to \$50-60 just by fixing ad copy and pausing bad campaigns.

Company F: \$116.38 CPA | 10.31% Conv Rate

Problems identified:

1. **One geographic campaign worked** (\$80.72 CPA)
2. **Second geographic campaign was a disaster** (\$488.35 CPA!)

What needs fixing:

- Pause the failing geographic campaign immediately
- Focus all budget on the working geography
- Fix ad copy if expanding again

Potential impact: Could drop CPA from \$116 to \$80 by cutting the bad geography alone.

Part 5: The One Change That Will 10x Your Results

If you only do ONE thing from this playbook:

Replace every instance of "near you" with your specific city name.

That's it.

The data:

- "Cleaning Service Near You" → 0.1% conversion rate
- "[City]'s Top Cleaning Service" → 27% conversion rate

That's **270x better** from changing two words.

How to do it:

1. Log into Google Ads

2. Go to your Responsive Search Ads
3. Find any headline with "near you" or "in your area"
4. Replace with:
 - "[Your City]'s Top [Service]"
 - "[Service] in [Your City]"
 - "[Your City]'s Most Trusted [Service]"

Time required: 10 minutes

Expected impact: 50-100% improvement in conversion rate

This is the fastest, easiest win in this entire playbook.

Part 6: Common Expensive Mistakes

Mistake #1: No Conversion Tracking

Companies affected: At least 3 in our dataset showed signs of this

The problem: Can't optimize what you can't measure.

The cost: Wasting 30-50% of budget on campaigns that don't work.

The fix:

- Set up Google Ads conversion tracking
 - Track both form submissions AND phone calls
 - Use call tracking numbers (CallRail, CallTrackingMetrics)
 - Verify tracking is working before spending more
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Mistake #2: Using Display Network

Example: One company spent \$255 on display with 0 conversions

The problem: Display ads don't work for local service businesses. People aren't browsing the internet thinking "I need cleaning today."

The fix: Turn off Display Network. Search only.

Mistake #3: Wrong Campaign Types

Example: One company's "website traffic" campaign - \$3,159 CPA

The problem: Optimizing for clicks/traffic instead of leads.

The fix: Only run campaigns optimized for conversions. Delete anything optimized for clicks, traffic, or impressions.

Mistake #4: Generic Copy

Evidence: "Near you" headlines had 0.1-3% conversion vs 20-28% for city-specific

The problem: You're competing with every cleaning company's generic ads.

The fix: Use the copy templates in Part 1. City name + authority + service type.

Mistake #5: Broad Geographic Targeting

Evidence: Best performers had tight geographic focus

The problem: Paying for clicks from people 30+ miles away who will never book.

The fix:

- 10-15 mile radius max
 - Exclude areas you don't serve
 - Bid higher in affluent zip codes
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Mistake #6: No Negative Keywords

Evidence: Search term reports likely show tons of irrelevant searches

The problem: Wasting money on searches like "cleaning jobs," "cleaning products," "DIY cleaning."

The fix: Build a negative keyword list:

- jobs
- careers
- hiring

- DIY
 - products
 - supplies
 - equipment
 - franchise
 - free
 - cheap
 - (your city name if targeting different cities)
-

Mistake #7: Not Tracking ROI

Evidence: Most companies didn't know which campaigns were profitable

The problem: Can't make smart decisions without knowing lead value.

The fix:

- Calculate average lead value
 - Track lifetime value, not just first job
 - Know your maximum acceptable CPA
 - Kill campaigns above that threshold
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Part 7: 30-Day Action Plan

Week 1: Audit & Quick Wins

Day 1-2: Data Collection

- ☐ Log into Google Ads
- ☐ Download last 90 days of data
- ☐ Calculate your actual CPA
- ☐ Identify your best and worst campaigns

Day 3-4: The "Near You" Purge

- ☐ Find every headline with "near you"
- ☐ Replace with city-specific copy (templates in Part 1)
- ☐ Update ad descriptions to include city name
- ☐ Add location insertion: {LOCATION(City)}

Day 5: Settings Audit

- ☐ Turn OFF Display Network
- ☐ Turn OFF Search Partners (or monitor closely)
- ☐ Verify conversion tracking is working
- ☐ Add call extensions with tracking numbers

Day 6-7: Campaign Cleanup

- ☐ Pause any campaign with \$100+ spend and 0 conversions
- ☐ Pause "website traffic" or "brand awareness" campaigns
- ☐ Focus budget on conversion-optimized campaigns only

Expected impact: 30-50% CPA reduction just from these quick wins.

Week 2: Structural Improvements

Day 8-10: Campaign Restructure

- ☐ Separate brand campaign from generic search
- ☐ Create service-specific campaigns
- ☐ Set up location-specific ad groups (if needed)
- ☐ Keep structure simple (3-5 campaigns max)

Day 11-12: Ad Copy Refresh

- ☐ Write new RSAs using winning templates
- ☐ Include: Brand + City, Authority claim, Strong CTA
- ☐ Add trust signals to descriptions
- ☐ Pin your best headlines to position 1

Day 13-14: Negative Keywords

- ☐ Review search terms report
 - ☐ Add obvious negative keywords (jobs, careers, DIY, etc.)
 - ☐ Create negative keyword list
 - ☐ Apply to all campaigns
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Week 3: Optimize & Test

Day 15-17: Performance Review

- ☐ Which campaigns have CPA under \$50?
- ☐ Which ad groups convert best?

- ☐ Which headlines get highest CTR?
- ☐ Which descriptions drive conversions?

Day 18-20: Budget Reallocation

- ☐ Move budget FROM underperformers
- ☐ Move budget TO winners
- ☐ Increase bids on best-performing keywords
- ☐ Decrease bids on high-CPA keywords

Day 21: Quality Score Optimization

- ☐ Check Quality Scores
 - ☐ Improve ad relevance (match keywords to ad copy)
 - ☐ Improve landing page relevance
 - ☐ Improve expected CTR (use better headlines)
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Week 4: Scale What Works

Day 22-24: Winner Identification

- ☐ List all campaigns with CPA below target
- ☐ List all ad groups with >15% conversion rate
- ☐ List all headlines with >20% conversion rate

Day 25-27: Scaling

- ☐ Increase budgets on winning campaigns by 20-30%
- ☐ Create variations of winning ads
- ☐ Expand winning campaigns to similar keywords
- ☐ Test new geographic areas (carefully)

Day 28-30: Monitoring & Documentation

- ☐ Track daily performance
 - ☐ Document what's working
 - ☐ Calculate ROI
 - ☐ Plan next month's optimizations
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Part 8: Your Benchmark Scorecard

Use this to grade your current Google Ads performance:

Campaign Structure

Grade A (Elite):

- ☐ Search campaigns only
- ☐ Clear brand vs generic separation
- ☐ Service-specific structure
- ☐ Tight geographic targeting

Grade B (Good):

- ☐ Mostly search, minimal display
- ☐ Some structure
- ☐ Geographic targeting in place

Grade C (Needs Work):

- ☐ Running display or PMax
- ☐ No clear structure
- ☐ Broad targeting

Grade F (Broken):

- ☐ Multiple campaign types mixed
 - ☐ No organization
 - ☐ Targeting entire states
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Ad Copy

Grade A (Elite):

- ☐ City name in every headline
- ☐ Authority claims (#1, Top, Most Trusted)
- ☐ Strong CTAs (Schedule, Get Quote)
- ☐ Trust signals (certifications, ratings)
- ☐ Zero "near you" headlines

Grade B (Good):

- ☐ Some city-specific copy
- ☐ Mix of strong and weak headlines
- ☐ At least one strong CTA

Grade C (Needs Work):

- ☐ Mostly generic copy
- ☐ Some "near you" headlines
- ☐ Weak CTAs

Grade F (Broken):

- ☐ All "near you" headlines
 - ☐ No differentiation
 - ☐ Generic fluff
 - ☐ Weak or missing CTAs
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Performance Metrics

Grade A (Elite):

- ☐ CPA under \$50
- ☐ Conversion rate 15%+
- ☐ CTR 5%+
- ☐ CPC under \$7

Grade B (Good):

- ☐ CPA \$50-80
- ☐ Conversion rate 10-15%
- ☐ CTR 4-5%
- ☐ CPC \$7-10

Grade C (Needs Work):

- ☐ CPA \$80-120
- ☐ Conversion rate 7-10%
- ☐ CTR 3-4%
- ☐ CPC \$10-15

Grade F (Broken):

- ☐ CPA over \$120
 - ☐ Conversion rate under 7%
 - ☐ CTR under 3%
 - ☐ CPC over \$15
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Final Thoughts

The data doesn't lie:

Some cleaning companies get leads for \$29. Others pay \$324 for the same lead.

The difference isn't budget. The difference isn't luck.

The difference is:

1. ☒ Using city-specific headlines instead of "near you"
2. ☒ Running search campaigns instead of display
3. ☒ Having strong CTAs instead of weak ones
4. ☒ Building trust instead of making vague promises

You now have the exact formulas used by the top performers.

The question is: Will you implement them?

Most people will read this, nod along, and do nothing.

The winners will log into Google Ads this week and start making changes.

Which one will you be?

About This Data

Data Source:

- 12 cleaning companies (anonymized)
- \$98,530 in ad spend
- July 11 - November 7, 2025
- 1,468 total leads generated
- 6,857 ad performance records analyzed
- 5,606 ad variations with actual copy

Geographic Coverage:

- Multiple major U.S. cities
- Urban and suburban markets
- Competitive markets with 5-10+ competitors per city

Analysis Methodology:

- Campaign-level performance tracking
 - Ad group-level optimization analysis
 - Individual headline/description performance
 - Geographic targeting analysis
 - Conversion rate optimization
 - Cost per acquisition benchmarking
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What's Next?

This Week: Log into Google Ads and implement the "near you" headline swap (Part 5).

That ONE change could 2-3x your conversion rate.

This Month: Follow the 30-day action plan in Part 7.

By day 30, you should see a 30-50% reduction in CPA.

This Quarter: Optimize, scale, and dominate your market while your competitors waste money on generic copy.

Questions?

Want us to implement this for you? [Your booking link]

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