

Google Ads Campaign Plan: Speedy Van

Author: Manus AI **Date:** October 12, 2025 **Objective:** Drive qualified leads, increase online bookings, and maximize ROI for Speedy Van through a full-funnel Google Ads strategy.

1. Account Structure

A new Google Ads account will be structured for clarity, control, and optimal performance tracking.

- **Account Name:** Speedy Van
- **MCC (My Client Center):** If managing multiple accounts, link to an MCC.
- **Billing:** Set up with primary payment method.
- **Timezone:** (GMT) London
- **Currency:** GBP (£)

2. Campaign Structure (Full Funnel)

We will structure campaigns to target users at every stage of the customer journey: Awareness, Consideration, and Conversion.

Funnel Stage	Campaign Type	Goal
Top Funnel	Display & Video	Build brand awareness and reach a broad audience.
Mid Funnel	Search (Broad)	Capture users researching solutions (e.g., "how to move furniture").
Bottom Funnel	Search (Exact/Phrase)	Drive conversions from high-intent users ready to book.
Retention	Remarketing (RLSA)	Re-engage past website visitors and customers.

Campaign Breakdown:

1. **C1: Search - Brand (Exact Match)**
 - **Goal:** Protect brand terms, capture highest-intent traffic.
 - **Ad Groups:** Speedy Van , SpeedyVan Reviews
2. **C2: Search - Core Services - Glasgow (Phrase/Exact)**

- **Goal:** Target users searching for core services in Glasgow.
- **Ad Groups:** Same Day Courier , Man and Van , Furniture Delivery , Parcel Delivery

3. C3: Search - Core Services - Hamilton (Phrase/Exact)

- **Goal:** Target users searching for core services in Hamilton.
- **Ad Groups:** Same Day Courier , Man and Van , Furniture Delivery , Parcel Delivery

4. C4: Search - Competitors (Broad)

- **Goal:** Capture traffic from users searching for competitors.
- **Ad Groups:** AnyVan , Shply , TaskRabbit

5. C5: Performance Max (PMax)

- **Goal:** Maximize conversions across all Google channels (Search, Display, YouTube, Gmail).
- **Asset Groups:** Based on services (e.g., "Same-Day Delivery", "Furniture Moving").

6. C6: Display - Remarketing

- **Goal:** Re-engage website visitors who did not convert.
- **Ad Groups:** All Visitors (30 Days) , Booking Page Abandoners (7 Days)

3. Keyword Strategy

Keywords will be tightly themed within ad groups. We will use a mix of match types to control targeting and discover new opportunities.

Ad Group (Example: C2 - Same Day Courier)	Keywords (Phrase Match)	Keywords (Exact Match)
Same Day Courier	"same day courier Glasgow"	[same day courier Gl
	"urgent delivery Glasgow"	[urgent delivery Glas
	"24 hour courier Glasgow"	[24 hour courier Glas
Man and Van	"man and van Glasgow"	[man and van Glasgo
	"van hire with driver Glasgow"	[van hire with driver
Furniture Delivery	"furniture delivery Glasgow"	[furniture delivery Gl
	"sofa delivery Glasgow"	[sofa delivery Glasgo

Negative Keywords

A comprehensive negative keyword list is crucial to prevent wasted ad spend. This list will be applied at the campaign and account level.

- **Account-Level Negatives:** free , cheap , jobs , career , DIY , training , course , reviews of [competitor]
- **Campaign-Level Negatives (e.g., for Furniture Delivery):** disposal , removal , recycling , storage (if not offered)

4. Ad Copy & Extensions

Ad copy will be compelling, relevant, and feature strong calls-to-action (CTAs).

Responsive Search Ad (RSA) Example:

Headlines:

1. Speedy Van - Same Day Delivery
2. Fast & Reliable Courier Service
3. Book Online in 60 Seconds
4. Glasgow & Hamilton Experts
5. From Just £25
6. Real-Time Tracking Included
7. Professional, Vetted Drivers
8. Get Your Instant Quote Now

Descriptions:

1. Need it there today? Speedy Van offers fast, reliable same-day delivery across Glasgow. Book online for an instant quote and live driver tracking.
2. Trusted by over 1,000 customers. Our professional drivers are ready to help with parcels, furniture, and more. Get your free quote today!

Ad Extensions

We will use a full suite of ad extensions to maximize ad rank and visibility.

- **Sitelinks:** Book Now, Pricing, Track Your Order, About Us, Contact Us
- **Callouts:** 24/7 Service, Fully Insured, Real-Time Tracking, Vetted Drivers
- **Structured Snippets:** Services (Same-Day Delivery, Furniture Moving, Parcel Courier)

- **Call Extension:** Use a tracked Google forwarding number.
- **Location Extension:** Linked to the Google Business Profile for **Office 2.18, Hamilton, 1 Barrack Street, Hamilton, ML3 0DG.**
- **Price Extension:** Show starting prices for different services.
- **Image Extension:** Visuals of vans, drivers, and items being delivered.

5. Conversion Tracking

Accurate conversion tracking is the foundation of a successful campaign. We will track all valuable user actions.

1. Primary Conversion (Macro):

- **Booking Form Submission:** Tracked via Google Tag Manager (GTM) firing a Google Ads conversion tag on the "Thank You" page.

2. Secondary Conversions (Micro):

- **Phone Calls (from Ads):** Tracked via Call Extensions.
- **Phone Calls (from Website):** Tracked via GTM and dynamic number insertion.
- **Email Clicks:** Clicks on `mailto:` links.
- **Tracking Page Visits:** Users checking an order status.

GA4 Integration

- Link Google Ads to Google Analytics 4 (GA4).
- Import GA4 conversions (e.g., `generate_lead`) into Google Ads.
- Build audiences in GA4 (e.g., "Engaged Users," "High-Value Customers") and import them into Google Ads for remarketing.

6. Budget & Bidding Strategy

- **Initial Budget:** Recommend starting with **£50-£100 per day**, focusing on the bottom-funnel search campaigns first.
- **Bidding Strategy:**
 - **Initial Phase (1-2 weeks):** Start with **Maximize Clicks** to gather data.
 - **Growth Phase (Post-data collection):** Switch to **Maximize Conversions** with a Target CPA (Cost Per Acquisition) goal.
 - **Mature Phase:** Implement **Target ROAS** (Return On Ad Spend) if conversion values are accurately tracked.

7. Targeting

- **Geographic:**
 - **Primary:** Hamilton, Glasgow, Edinburgh, Motherwell, East Kilbride.
 - **Secondary:** Target a 20-mile radius around Hamilton.
- **Language:** English
- **Demographics:** Monitor performance by age, gender, and income, but do not apply exclusions initially.

8. Remarketing Strategy

- **All Visitors (30 days):** A general remarketing campaign with brand-focused messaging.
- **Booking Abandoners (7 days):** A more aggressive campaign with a special offer or urgency messaging (e.g., "Complete Your Booking!").
- **Past Customers (180 days):** A campaign to encourage repeat business, potentially with a loyalty discount.

9. Measurement & Reporting (GA4)

- **Key Metrics:** Clicks, Impressions, CTR, CPC, Cost, Conversions, Cost/Conversion (CPA), Conversion Rate, ROAS.
- **Dashboards:** Create a custom dashboard in GA4 to monitor Google Ads performance alongside other traffic sources.
- **Reporting Cadence:** Weekly performance reports and monthly strategic reviews.