7 Tips To Succeed With Google Ads

Created for DCBN by Sean Parry - Google Ads Specialist at Project83

A little about me….

My name's Sean and I manage Google Ads campaigns for cleaning companies all around the world (www.project83.co.uk). Having previously set up and scaled a domestic cleaning company to multiple cities across the UK (London, Bristol and Sheffield), I now use a similar Google Ads strategy to help other cleaning business owners achieve similar success.

1 - Set Up Conversion Tracking

The #1 issue I come across with new clients

Without tracking, it's impossible to know whether Google Ads is making you money or not. My guess is that it probably isn't. If you know how many leads you're getting, then this is the first step to determining whether you're running a profitable campaign. If you're not tech savvy, you'll need to ask your web developer to add the Google Ads tracking code to your website. Tracking phone calls is a little more difficult but there are companies out there that specialise in this and can help you get set up.

2 - Consider Using Landing Pages

Put yourself in the shoes of someone clicking your ad

A landing page is a dedicated web page that is tailored to exactly what your advert is offering rather than a generic home page. By sending potential clients to targeted landing pages, conversion rates are generally higher. This is especially important if you offer a variety of cleaning services (such as oven, carpet, window etc), or if you offer services in different locations. If someone clicks an ad that says "House cleaners in Manchester", and they're taken to a landing page with a similar ad and page titles, then that person is more likely to pick up the phone to call you or fill out an online enquiry form.

3 - Regularly Review Your Search Terms

Is my ad being shown to the right people?

Your search terms report is a list of all the exact phrases people have typed into Google when your advert was shown. You'll quickly see that people enter all sorts of different phrases - but generally the best performers are when someone searches for your service + location e.g. "cleaning company manchester". In my experience, these people are the most likely to pick up the phone or fill out an online enquiry. The greater percentage of these types of search terms you have, the better your campaign should perform.

4 - Save Money With Negative Keywords

Protect yourself by continually adding negative keywords

When reviewing your search terms report, you'll also likely see there are some phrases which you wouldn't want your advert to show. The most common example I come across is if a client is targeting clients for their cleaning company, but their ads are showing for people looking for cleaning jobs. In this case, the word "job" should be added to the negative keyword list to prevent your ad being shown to a job seeker in the future. In this way we save your money and use it for more profitable searches.

5 - Set Your Locations Carefully

Make sure you only target clients in your area

Google makes it very easy to spend money, and unfortunately they're in the game of wanting you to spend money, as opposed to you getting the most profit for your investment. There are a number of settings you're need to change, but the location setting is a very important one. Rather than targeting people across the entire UK, you should select the towns / cities and / or postcodes you're targeting. You can even set a specific diameter around a specific location if you prefer. If you don't do this, your ads will be shown to everyone across the country.

6 - Create Themed Ad Groups

Bring similar keywords together into 1 ad group

If your cleaning company offers a variety of services such as domestic, commercial, oven, carpet or window cleaning, you'll need a separate ad group for each service you provide. In each ad group, you'll be creating ads targeting those specific keywords. If someone searches for "house cleaner in manchester" and you ad says "the best house cleaners in Manchester", you're far more likely to click than if your ad says "cleaning company'. So build ad groups around specific themes are you'll see your campaign working far more effectively.

7 - Create Ads That Stand Out

Write ads that make you want to click

As Google makes money every time someone clicks an ad, it's probably not surprising that they tend to favour advertisers whose ads have a greater click-through-rate (CTR). And if your ads have a greater CTR, they will actually charge you less per click - so you end up spending less money for the same number of clicks. So when you write an ad, put yourself in the client's shoes. What would make you click your ad rather than your competitors? Maybe it's including a special offer.

Any Questions?

If you have any questions, feel free to get in touch at hello@project83.co.uk.

If you're interested in me managing your Google Ads account, then happy to speak as well. As a DCBN member myself, I'm also currently offering fellow DCBN members a special discount :)

Many thanks,
Sean

www.project83.co.uk