

By Search Synergy

# Home Experts Google Ads Guide



Team Search Synergy

2024



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# Welcome to your Google Ads Guide for Home Service Businesses

This guide simplifies Google Ads for home service businesses, showing how it's essential for attracting more clients & projects and increasing revenue. Learn practical tips on how to enhance your company's presence via Google Ads and how to reduce wastage spend from your paid ads.





**Before we start.. Sign up for our webinar all about Google Ads!**

**September 19, 7-8PM WIB**

Register Via:

**+62 821-4748-6926**

Or click on button:

**“register now”**

in the email we sent you..

19 SEP 2020

**HOME  
EXPERT SERIES**

7 - 8 PM WIB

**Jessa**

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SECURING PROJECTS THROUGH  
GOOGLE ADS

**SIGN UP**

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# Why running Google Ads?

Google Ads is your gateway to reaching potential clients when they are actively seeking home services on Google. These ads provide a strategic platform for enhancing visibility and engagement with your target audience in real-time.

- Immediate online visibility to potential new projects.
- Targets users actively searching for home services.
- Flexible budgeting – spend as much or as little as you want.

Google

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# Results That Google Ads Can Deliver

Using Google Ads, Search Synergy successfully attracted over 625% more new clients per day for a home expert located in Tangerang, significantly boosting their existing project base.

- More clients daily.
- Better online presence ---> higher clinic visibility.

**81%** USE ONLINE SEARCH TO CONNECT WITH HOME EXPERTS

**92%** CONTACT A HOME EXPERT ONLY AFTER A SEARCH





# REAL LIFE REPORTS SNAP SHOT FROM ONE OF OUR CLIENTS [PROPERTY CLEANING PROVIDER] ON: AUGUST, 29 2024

	NAME OF PROPERTY	TYPE OF CLEANING
August 29	Bali Serenity Homestay	Regular Cleaning
August 29	Villa Sunset Bliss	Villa Clean
August 29	Ubud Tranquility Retreat	Retreat Clean
August 29	Seminyak Coastal Villa	Coastal Home Clean
August 29	Legian Beachfront Homestay	Beachfront Cleaning
August 29	Nusa Dua Private Villa	Private Villa Clean
August 29	Canggu Stylish Villa	Stylish Home Clean
August 29	Jimbaran Seaside Homestay	Seaside Home Clean
August 29	Kuta Luxury Homestay	Luxury Home Clean
August 29	Sanur Sunset Homestay	Sunset Home Clean
August 29	Gianyar Family Villa	Family Villa Clean
August 29	Tanah Lot Serenity Villa	Serenity Villa Clean
August 29	Tabanan Countryside Homestay	Countryside Home Clean





# How to Run Google Ads?

Setting up Google Ads involves selecting the right types of campaigns to match your health expert goals. Here's a look at the options and how they cater to different aspects of client engagement.

We suggest starting off with a "Search Campaign" as this is the most cost-efficient.

- Search Campaigns: Target clients searching for specific home services.
- Display Campaigns: Visual ads on websites that potential clients visit.
- Remarketing Campaigns: Re-engage website visitors who didn't book a service yet.





# Different Types Of Campaign Explanations

## Types of Google Ads

### Search



**Best for:** Boosting webpages aligned with targeted keywords

### Display



**Best for:** Enhancing brand awareness or promoting products

### Shopping



**Best for:** Displaying products & marketing retail offerings visually

### Video



**Best for:** Enhancing brand or showcase products through visual storytelling

### App



**Best for:** Promoting mobile application

### Local Services



**Best for:** Connecting with potential customers

### Smart



**Best for:** Implementing goal-centric campaigns

### Performance Max



**Best for:** Generating audience-optimized ads

### Demand Gen



**Best for:** Reaching a wide audience & achieving a variety of marketing goals







# Tips Setting Up a Search Campaign

Home Experts attract the most clients via a search campaign

Search campaigns are the cornerstone of effective Google Ads, designed to capture the attention of clients searching for home services in your LOCAL area.

**Start with a Search Campaign: Focus on keywords like 'electrician near me' searches.**

- Choose relevant keywords.
- Set a daily budget.
- Write compelling ad copy that clearly states your services & unique selling points (example emergency electrical services, 24/7, best priced, 40 years of experience, 1 year of warranty ).
- Research the competition and how they run their campaign.





# Daily Monitor Your Search Campaign

- **Check Key Metrics:** Look at click-through rates (CTR), cost per click (CPC), and how many conversions you get each day to see how your ads are doing. Adjust how much you spend based on these numbers.
- **Update Keywords:** Add new effective keywords and stop using ones that don't work or cost too much. Check search term reports to find new keyword ideas.
- **Refine Ad Copy:** Test different ads and calls to action to see what works best. Change your ads often to keep them fresh.
- **Check Landing Pages:** Keep an eye on your landing pages for high bounce rates or low conversions. Make sure your ads and landing pages match up well to get better quality scores.
- **Adjust by Location and Audience:** Look at how your ads perform in different places and with different people. Increase your bids in areas where your ads do well.



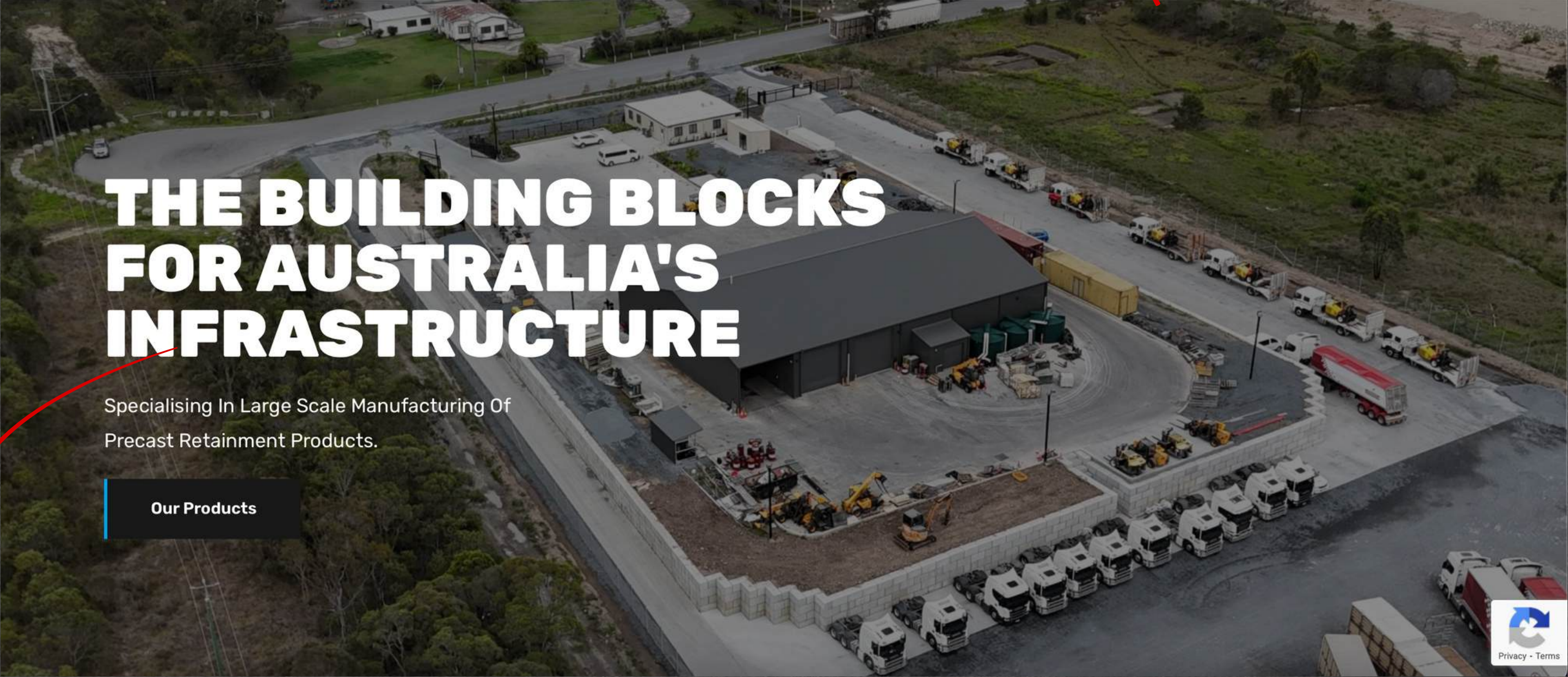


# How to know if your Google Ads campaign is working?

## ANSWER: GOOGLE ANALYTICS 4!

With Google Analytics 4, you can track all of the visitors coming from your Google Ads, in this way you can see whether your Google Ads campaign is working and how you can make it better for the next month. You can also track all of the activity of the people on your website. See on the next slide what you can track!

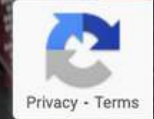




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Google Analytics 4 can track all of the buttons!





# Benefits of Google Ads

**GOOGLE ADS OFFERS SEVERAL ADVANTAGES THAT CAN SIGNIFICANTLY ENHANCE YOUR HOME EXPERT STRATEGY, FROM TARGETING TO COST EFFICIENCY.**

- Targeted Advertising: Reach specific demographics like single mothers.
- Cost Control: Only pay when someone clicks your ad.
- Measurable Impact: Easily measure the success of your ads with clear analytics.





# Challenges of Google Ads

**WHILE GOOGLE ADS CAN BE INCREDIBLY BENEFICIAL, THEY ALSO PRESENT CHALLENGES THAT REQUIRE EXPERTISE AND STRATEGIC PLANNING TO OVERCOME**

Challenges such as selecting the right keywords and managing ad spend can be complex. Search Synergy's experts are equipped to handle these challenges, ensuring your campaigns are optimized and effective.

- Keyword selection and competition.
- Budget management and bid adjustments.
- Continual optimization needed for best results.





# How Search Synergy Can Help?

WE CAN SET UP YOUR ADS CAMPAIGN, OPTIMIZE YOUR ADS DAILY AND SENT YOU A MONTHLY REPORT. IN THIS WAY, YOU CAN FOCUS ON THE BUSINESS AND DO NOT NEED TO WORRY ABOUT DIGITAL MARKETING.



**+62 821 4748 6926**  
[info@search-synergy.com](mailto:info@search-synergy.com)



**+62 81 22400 8703**  
[info@search-synergy.com](mailto:info@search-synergy.com)



**+62 859 1069 93313**  
[info@search-synergy.com](mailto:info@search-synergy.com)



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