



FREE CHECKLIST · PAID SEARCH

Google Ads Checklist for Home Services

Launch and maintenance checklist for contractor Google Ads accounts - structure, negatives, geo, extensions, landing pages, and tracking.

Estimated time: 40 minutes

Pro tip: 80% of wasted home service ad spend comes from broad match without negatives, wrong geo, and slow landing pages.



Your strategy team

Senior home service marketers
Roofing · Plumbing · HVAC & more

UNITED STATES · 2026 EDITION

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Free marketing audit available



How to use this guide: Use at account launch and repeat monthly. Pair with the Cost Per Lead calculator at deltamarketingdigital.com/tools/.

FIX FIRST Account Structure

- ☐ Campaigns split by service (emergency, install, etc.)
- ☐ Search campaigns separate from Performance Max test
- ☐ Conversion actions: calls 60+ sec, forms, booked jobs
- ☐ Ad groups tightly themed (5-15 keywords max)
- ☐ Branded campaign protecting your company name

FIX FIRST Keywords & Negatives

- ☐ Phrase and exact match prioritized over broad
- ☐ Negative list: wrong services you don't offer
- ☐ Location qualifiers in keywords where needed
- ☐ Negative list: DIY, jobs, salary, free, how to
- ☐ Search terms report reviewed weekly

THIS MONTH Geo & Schedule

- ☐ Targeting set to service radius or ZIP list
- ☐ Bid adjustments for top-converting ZIPs
- ☐ Seasonal budget shifts documented (HVAC, roofing)
- ☐ Location options: Presence only (not interest)
- ☐ Ad schedule matches when you answer phones

**THIS MONTH** **Ads, Extensions & Landing Pages**

- ☐ RSA with service + city in headlines
- ☐ Sitelinks to top service pages
- ☐ One clear CTA above fold (call or short form)
- ☐ Call extensions on all mobile campaigns
- ☐ Landing page load under 3 seconds mobile

ONGOING **Measurement**

- ☐ Google Ads linked to GA4
- ☐ Offline conversion import or CRM match if available
- ☐ Call tracking DNI on paid traffic
- ☐ CPL and cost per booked job reported monthly



Do & Don't

Do	Don't
Review search terms every week	Set and forget broad match
Send emergency keywords to click-to-call page	Send all traffic to homepage
Pause ads in areas you don't serve	Target entire state to 'see what happens'

Quick Answers

What CPC is normal for plumbers?

Often \$25-\$80+ depending on metro and emergency intent.

LSA or Search?

LSA where eligible for pay-per-lead; Search for control and scale.

When to scale budget?

When cost per booked job is at or below your target for 30+ days.

Want a second set of eyes?

Book a free marketing audit. We'll review your trade, cities, Map Pack position, ad waste, and where qualified leads are going in your market.

Book Free Consultation

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