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Home Service Marketing Glossary

Plain-English definitions for SEO, Google Ads, local search, and contractor marketing - built for owner-operators, not agencies.

Pro tip: Bookmark cost per booked job and ROAS. Those two metrics matter more than raw lead volume.



Your strategy team

Senior home service marketers
Roofing · Plumbing · HVAC & more

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Free marketing audit available



About this glossary: Terms used across Delta Marketing guides, audits, and calculators. Updated for US home service contractors.

Map Pack

The local three-pack on Google Search and Maps. Highest-intent visibility for near-me contractor queries.

NAP

Name, Address, Phone - must be identical across website, GBP, and citations.

Local SEO

Optimizing for geographically relevant searches: Map Pack, city pages, GBP, and local links.

Customer acquisition cost (CAC)

Total marketing cost divided by new paying customers in a period.

ROAS

Return on ad spend: revenue from ads divided by ad spend. Break-even depends on gross margin.

Quality Score

Google's 1-10 rating of ad relevance, expected CTR, and landing page experience.

Google Business Profile (GBP)

Your free Google listing controlling Maps and local Search appearance. Formerly Google My Business.

Citation

Online directory listing mentioning your business NAP (Yelp, BBB, Angi, etc.).

Cost per lead (CPL)

Ad spend divided by leads (forms + qualified calls). Stops before sales close rate.

Cost per booked job

Marketing spend divided by scheduled or completed jobs - the metric owners should optimize.

Local Services Ads (LSA)

Google pay-per-lead ads for eligible home service categories with Google Screened badge.

Negative keywords

Terms that prevent ads from showing (e.g. DIY, jobs, free).

**Landing page CVR**

Percentage of visitors who become a lead on a specific page.

Schema markup

Structured data helping search engines understand your business, services, and FAQs.

Service-area business

You go to customers - SAB listing hides street address on Maps while showing service areas.

Geo-fencing

Targeting ads to users physically inside defined ZIP codes or radii.

CRM

Customer relationship management system - your marketing truth for leads, jobs, and attribution.

Branded search

Queries including your company name - protect with a small branded campaign.

Call tracking

Unique phone numbers or DNI to attribute calls to SEO, ads, or other channels.

Core Web Vitals

Google page experience metrics: LCP, INP, CLS. Affects rankings and ad quality.

Review velocity

Rate of new reviews over time. Fresh reviews signal active, trusted businesses.

Speed-to-lead

Time from inquiry to first human response. Under 5 minutes dramatically improves close rate.

UTM parameters

URL tags tracking campaign source in analytics (utm_source, utm_medium, etc.).

Broad match

Keyword match type showing ads for related searches - risky without strong negatives.

**Click-to-call**

Mobile tap-to-dial phone link. Primary CTA for emergency trades.

Lead marketplace

Shared lead sellers (Angi, HomeAdvisor). High volume, low exclusivity.

PPC

Pay-per-click advertising - you pay when someone clicks your ad.

SERP

Search engine results page - organic listings, Map Pack, and ads combined.

Close rate

Percentage of estimates or appointments that become paying jobs.

Long-tail keyword

Specific, lower-volume query (e.g. emergency plumber Austin).

Gross margin

Revenue minus direct job costs. Used to calculate break-even ROAS and CAC.

Owned visibility

Leads from your GBP, website, and ads - not shared marketplaces.

Retargeting

Ads shown to people who visited your site but didn't convert.

Show rate

Percentage of booked appointments where the homeowner actually shows up.

AEO / GEO

Answer / generative engine optimization - structuring content for AI search citations.

Doorway page

Thin city-swap page created only for SEO - violates Google guidelines.

**Attribution**

Connecting marketing touchpoints to booked jobs - often broken without CRM discipline.

DNI

Dynamic number insertion - swaps phone numbers by traffic source for tracking.

Impression share

Percentage of eligible auctions where your ad appeared - indicates budget/competition.

Hub-and-spoke

SEO content model: pillar page links to related service, city, and resource pages.



Quick Answers

Is CPL or CAC more important?

CAC - it includes whether leads actually book and pay.

What's a good ROAS for HVAC?

Often 3-5x revenue ROAS target; margin determines break-even.

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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