



A Practical Guide to Marketing Your Home Services Company on AdWords

Intro

Need more home services contracts? Want to expand your home services business?

For many businesses in the home services industry, AdWords can seem like a waste of money. It can be hard to get the right people to click on your ads, convince them to become a lead and close them as a new client.

But, it doesn't have to be that way.

After working with home services companies for years, however, we've learned how to reliably produce click-through rates of around 5% and consistently turn a quarter of those clicks into highly qualified leads.

So, what's our secret?

Well, it all boils down to having the right campaign strategy, setting up call tracking and creating compelling landing pages.

In this guide, we'll discuss what you need to do in each of these areas to create successful home services campaigns. Let's get started!

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Running an Effective AdWords Home Services Campaign

AdWords makes it very easy to set up a paid search campaign. In fact, it's so easy that we won't spend any time in this guide on how to get started on AdWords.

In this guide, we'll be focused on how to actually *make* money on AdWords.

Unfortunately, while AdWords makes it easy to set up ads and start spending money, making money from your AdWords campaigns can take some real effort.

The good news is, at Disruptive, we've identified 3 basic obstacles that a home services business must overcome to succeed with AdWords advertising: targeting, time, and tracking.

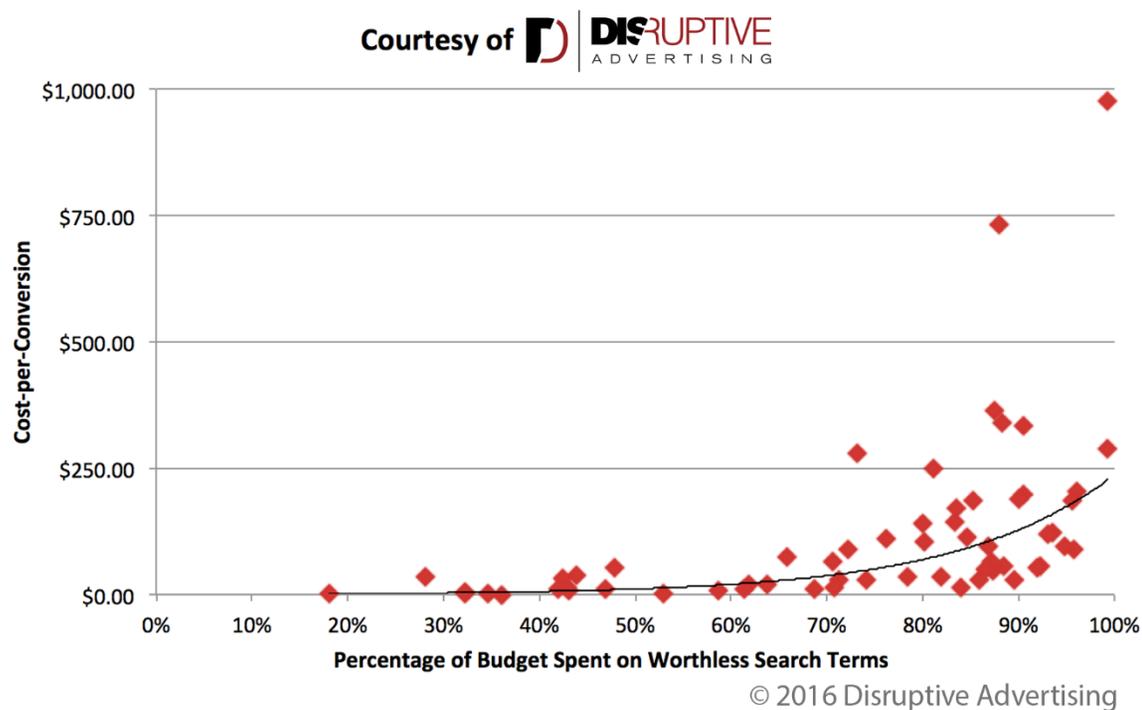
1. Targeting

One of the major problems most home services companies face in AdWords is targeting the wrong keywords. It's tempting to bid on every home services-related keyword you can think of, but that actually causes more problems than it solves.

In most of the home services AdWords accounts we've started managing, less than 10% of their keywords produce leads. The other 90% of their keywords are just plain useless. And, to make matters worse, those useless keywords eat up about 3/4ths of these client's budgets.

That's bad news for your home services company.

The more money you waste on the wrong clicks, the more expensive your cost-per-conversion is:



As you can see from this graph, **every 10% increase in wasted ad spend increases your cost-per-conversion by around 50%**. To put that in practical terms, say you're currently wasting 70% of your budget on the wrong keywords and you're paying \$100 per conversion. Hoping to improve things, you add a bunch of new keywords...but those keywords *don't* perform well and you end up wasting 80% of your budget instead of 70%.

How will that affect your cost per conversion? In our experience, you can expect to end up paying \$150 per new lead—instead of the \$100 you were paying.

Do you see why targeting the right keywords is so important for home services companies? If you're bidding on the wrong keywords, your ads show up for the wrong searches, get the wrong clicks and ultimately waste your precious marketing budget.

Targeting the Right Home Services Keywords

At Disruptive, we've spent years identifying the right keywords for the home services industry. We've tested almost every keyword you can think of to figure out which keywords deliver the best results for our clients.

To do this same thing for your home services company, you'll need to test and analyze your own keywords.

First, it's best to start by having a brainstorm session. Make a list of any keyword that seems relevant to your practice. For example, you might start with keywords like “home services” or “local home services company” and expand from there to more specific keywords like unique services you offer.

If you find yourself struggling with “keyword block” (the AdWords advertiser’s version of “writer’s block”), there are several tools you can use to find inspiration, but the most important tool is the Keyword Planner.

Essentially, the Keyword Planner shows you how many searches you can expect for your search terms (make sure to limit your location targeting to the area you want to target to improve the accuracy of your results). It also gives you suggestions for minimum bids and other keywords you may want to add to your list, making it a great brainstorming tool.

Unfortunately, you can't just brainstorm every keyword you can think of, add them to your AdWords campaigns and wait for the phones to start ringing. In the average AdWords account, 94% of the keywords are useless—they don't help drive new leads to your business.

So, that means you'll need to narrow down your list to avoid wasting money on the wrong keywords. Hop back over to the Keyword Planner and pull up the keywords on your list.

Then, using the keyword data, ask yourself:

1. Is there enough search volume to justify bidding on this keyword?

At first glance, a keyword like “what is a home services company in denver colorado with great customer service” might seem like a great keyword. It's very specific and clearly indicates someone who needs a home services company with great customer service.

The only problem is, the search volume for that keyword is so low that the Keyword Planner doesn't even have any data on it:

A keyword like “home services company denver co,” on the other hand, gets 10-100 searches a month, so if you're a home services company in Denver, that might be a better keyword to bid on.

The number of average monthly searches for your keywords will vary significantly depending on your area, so you'll want to check out a lot of keywords to get a feel for which keywords have the best search volume.

2. Is this a keyword a potential customer would *actually* use to find you?

Even if a keyword has a decent search volume, you still may not want to use it. For example, the keyword “home services” gets hundreds-to-thousands of searches a month in California:

But how many of those searches are *really* from potential customers?

Sure, if you’re a home services company, this is a very relevant term for your business. But there are a lot of reasons why people might search for the term “home services”—any many have very little to do with hiring a home services company.

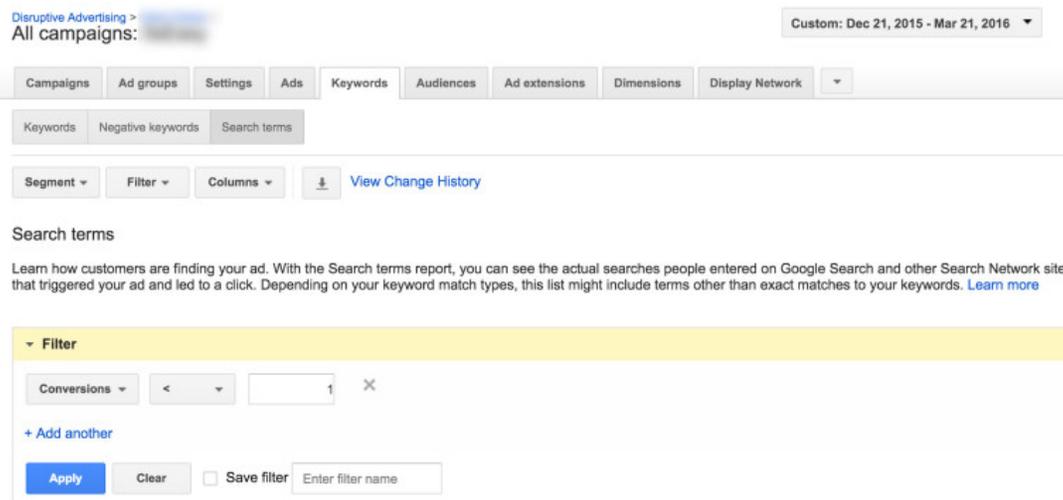
If you want to get the right sort of clicks, you need to target keywords that your potential clients will actually use.

One of the easiest ways to check this out is to see what results Google generates for a given keyword. If most of Google’s results seem to indicate that Google thinks someone is looking for a home services company when they type in your keyword, go for it! Otherwise, you might be barking up the wrong tree.

Identifying Your Best Keywords

Unfortunately, even if you do your homework on your keywords *before* you run your campaigns, that still doesn't guarantee that you'll bat a thousand. It will improve your odds, but you'll still need to check on your keywords periodically to see which keywords and search terms are delivering profitable results.

To do this, open your AdWords account and set your time frame to the last 2-3 months. Next, click on the Keywords tab, click "Search terms" and create a filter for "Conversions < 1". Run the report on your last 2-3 months of data.



The screenshot shows the Google AdWords interface. At the top, it says "Disruptive Advertising > All campaigns:" and "Custom: Dec 21, 2015 - Mar 21, 2016". Below this are navigation tabs: Campaigns, Ad groups, Settings, Ads, **Keywords**, Audiences, Ad extensions, Dimensions, and Display Network. Under the "Keywords" tab, there are sub-tabs: Keywords, Negative keywords, and **Search terms**. Below the sub-tabs are controls for Segment, Filter, and Columns, along with a "View Change History" link. The "Search terms" section is active, with a description: "Learn how customers are finding your ad. With the Search terms report, you can see the actual searches people entered on Google Search and other Search Network sites that triggered your ad and led to a click. Depending on your keyword match types, this list might include terms other than exact matches to your keywords. [Learn more](#)". Below the description is a "Filter" section with a dropdown menu set to "Conversions", a less-than sign "<", and a text input field containing "1". There is a "+ Add another" link below the filter. At the bottom of the filter section are buttons for "Apply", "Clear", and "Save filter" with a text input field for "Enter filter name".

From there, scroll down to the last row on your report to see how much you are wasting on non-converting search terms. These are all of the terms that people typed in before they saw your ads, clicked and *didn't* convert on your site.

If you divide your wasted ad spend by your total spend and multiply by 100%, you can quickly see how much of your ad spend is being wasted on the wrong keywords and search terms.

Take a hard look at your poor performing keywords and start making some changes. Depending on the situation, that may mean eliminating some keywords, adding negative keywords or rewriting ads and landing pages. You'll have to go through a few cycles of this to really get your targeting dialed in, but over time you'll see massive improvements in the performance of your AdWords campaigns.

2. Time

Unfortunately, there's a reason why so many home services companies waste so much money on the wrong keywords. They simply don't spend enough time in their AdWords accounts.

Now, we get it. You've got a business to run. You don't have time to hop into your AdWords account on a daily or even weekly basis.

In fact, that's a big part of the reason why many home services companies hire marketing agencies to manage their accounts for them. However, even hiring a marketing agency often doesn't mean that your account will get the time and attention it needs to perform efficiently.

In our experience, over two-thirds of home services AdWords accounts haven't been tweaked in the last month. Just 10% have had a change made in the last 7 days.

No wonder your average home services company wastes so much money on AdWords!

To really get the most out of your AdWords account, you should be in your AdWords account at least once a week. You might not always make a ton of changes, but you should be tweaking things on a weekly basis (especially if you're spending more than \$10,000 a month).

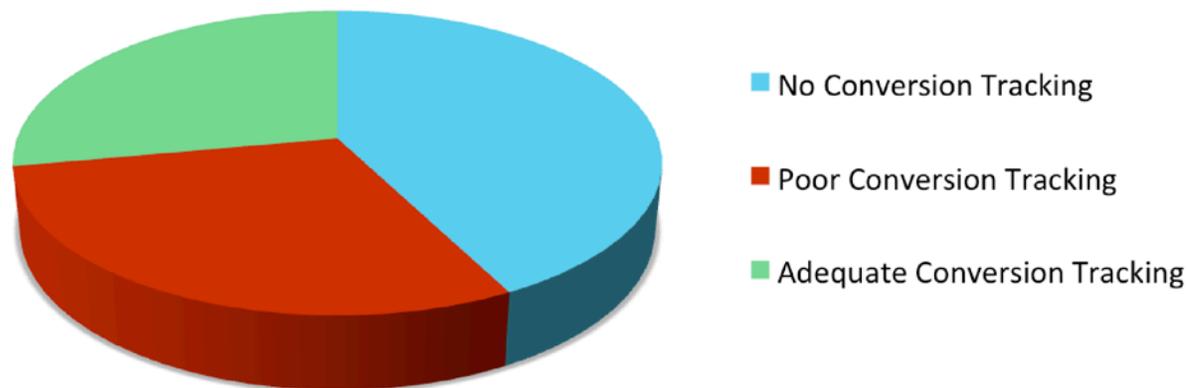
3. Tracking

The final key to running an effective home services campaign in AdWords is high-quality tracking. After all, spending time in your AdWords account doesn't mean much if there's no good data in there to look at.

Now, high-quality tracking means more than just tracking clickthrough rates. If you really want actionable data, you need to be tracking conversions *and* new contracts.

However, less than 30% of the home services AdWords accounts we audit are effectively tracking conversions—let alone actual deals closed.

Analytics Implementation



To put it simply, most home services companies are essentially running their AdWords accounts blind. Is it any wonder that they're wasting most of their advertising budgets?

Setting Up Tracking

The good news is, putting an effective tracking setup in place is fairly easy. AdWords has done a great job of making it easy to track conversions, which means there aren't any good excuses for *not* setting up conversion tracking.

Tracking all of your conversion actions (form submissions, phone calls, chats, etc) will get you part of the way there, but what you really care about is new contracts, not new conversions. To optimize for those, you'll want to use a CRM like Salesforce to track your AdWords clicks all the way through to the revenue they generate.

Once you're effectively tracking conversions and sales, you can use that data to truly set your home services AdWords campaigns up for success. It will still take some trial and error, but at least you'll have the data you need to learn from your mistakes.

Setting Up Call Tracking

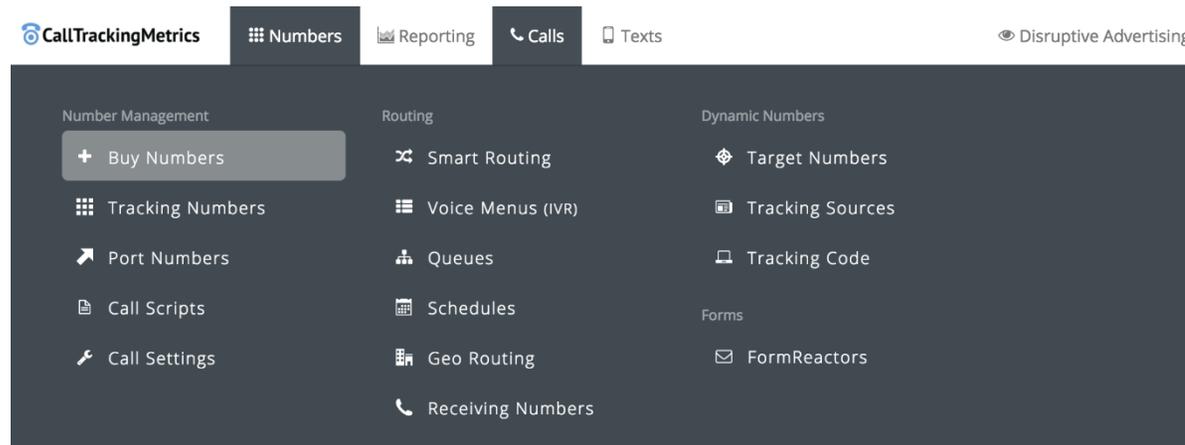
Now, while tracking form conversions is important, let's be honest, a lot (if not most) of your home services leads come from phone calls, not form fills. Unfortunately, the average home services company doesn't do a great job of tracking calls.

That's a real problem, because if you don't know where your leads (*ie*, calls) are coming from, how can you optimize for more quality phone calls?

The good news is, it doesn't have to be that way. Let's take a look at how to combine CallTrackingMetrics (a call-tracking and recording service), AdWords and Google Analytics in a way that will help you optimize your paid search performance.

Step 1: Get Your Numbers Set Up

First, you'll need to log into your CallTrackingMetrics account and buy some tracking numbers.

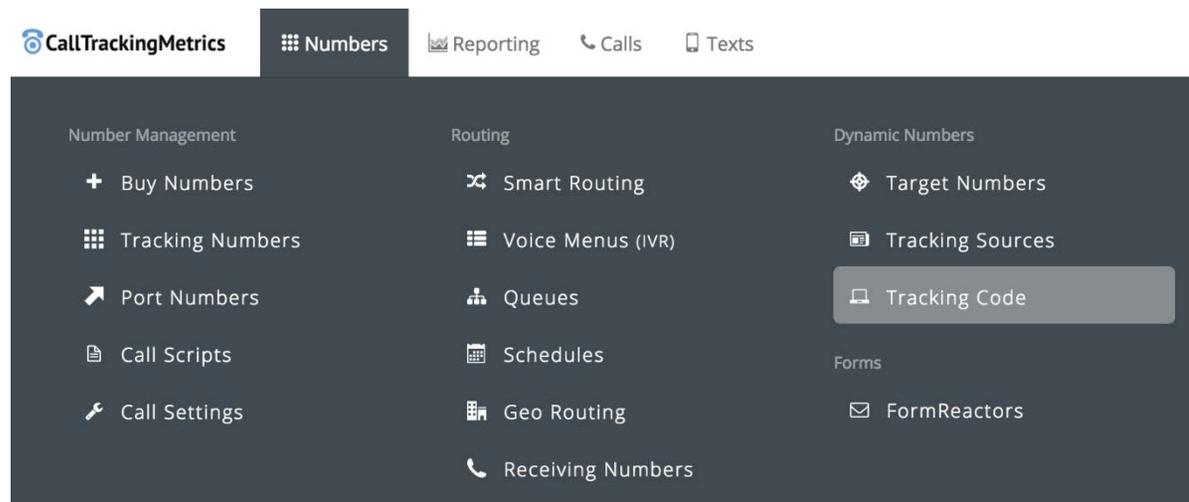


Once you've got your numbers, you need to set your receiving number. This is the number your calls will be sent to (most likely your main office number).

You'll want your new tracking number to appear on your site or landing page whenever someone clicks on your ad. CallTrackingMetrics and AdWords can automatically swap your new number in for a number on your site.

Odds are, you'll want your new number to swap in for the normal office number on your website or landing page. To set that up, enter the main number on your page into the "Web Target Number" space.

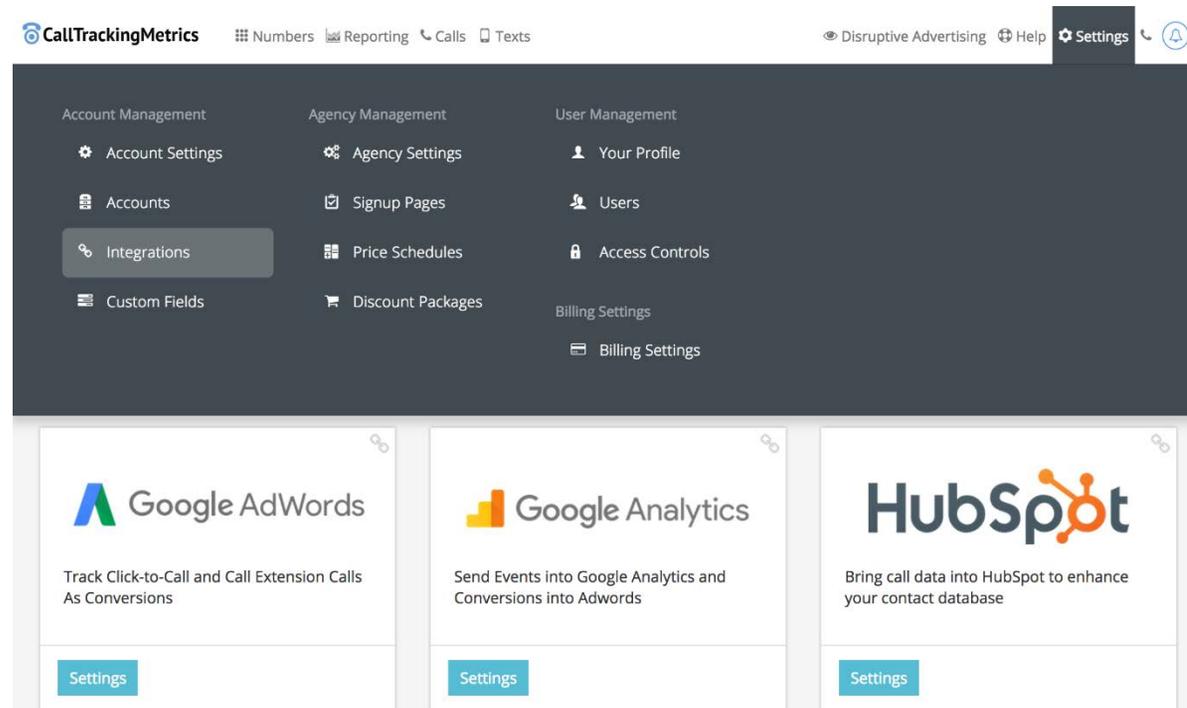
Next, click Numbers > Tracking code:



CallTrackingMetrics will provide you with a code that will allow it to substitute your tracking number for your default site number. Copy that code and paste it into the <head> Tag of every page of your site (or have your developer do it for you).

Step 2: Connect Google Analytics and CallTrackingMetrics

Now head over to the Google Integration page in CallTrackingMetrics (make sure you're logged into Google Analytics in another tab).



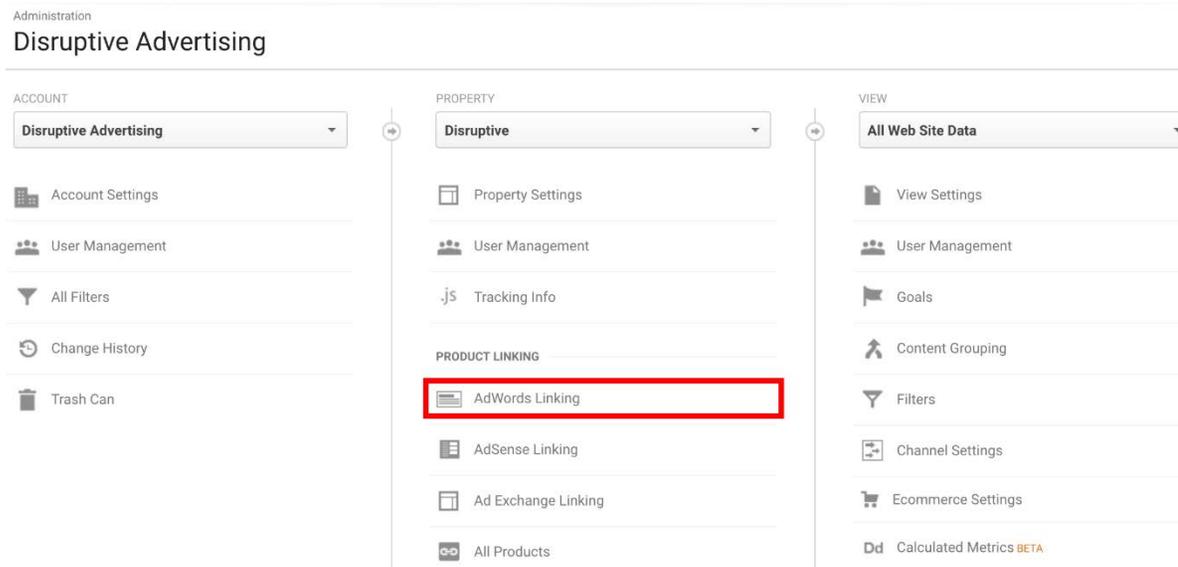
Open the page, click “link my account” and authorize CallTrackingMetrics to link up with your Google Analytics account.

Once your account is authorized, select your account profile in the dropdown menu and click “Use Profile.” You should be good to go!

Step 3: Make Sure Your Google Analytics and AdWords Accounts Are Connected

As you might imagine, if you want to track calls effectively in AdWords, you need to have your Google Analytics and AdWords accounts connected.

To make sure you've got this set up, open the Admin section in your Google Analytics account. There's an "AdWords Linking" option under the "Property Column."



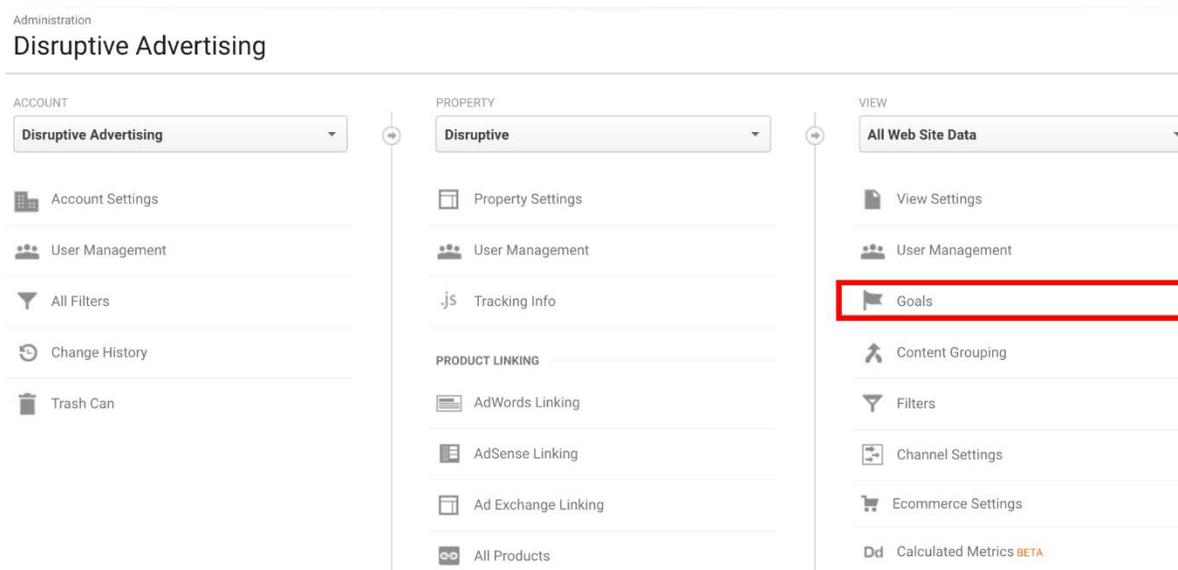
If you click on "AdWords Linking," you'll be able to see if your Analytics account is linked to an AdWords account. Hopefully, they should already be linked, but if your accounts *aren't* linked, [click here](#) for a tutorial on how to link them up and get them linked.

Step 4: Create Call Event Goals in Google Analytics

Unfortunately, simply linking all your accounts isn't enough. If you want to be able to track calls effectively, you need to set up call event goals that will tell Google Analytics and AdWords what you want to track and measure.

Since CallTrackingMetrics is communicating with Analytics, which is then communicating with AdWords, you'll need to set things up in Google Analytics. That way, whenever you get a relevant call, it will trigger an event in Analytics and then send that event data to AdWords.

Open the Admin Panel and click "Goals."



Next, click "+ New Goal." Give your goal a name that makes sense, like "Calls" or "Google Paid Search Calls".

From there, you have 4 fields you can complete:

3 Goal details

Event conditions

Set one or more conditions. A conversion will be counted if all of the conditions you set are true when an Event is triggered. You must have at least one Event set up to create this type of Goal. [Learn more](#)

Category	Equals to ▾	Category
Action	Equals to ▾	Action
Label	Equals to ▾	Label
Value	Greater than ▾	Value

Use the Event value as the Goal Value for the conversion

YES

If you don't have a value defined in the condition above that matches your Event tracking code, nothing will appear as the Goal Value.

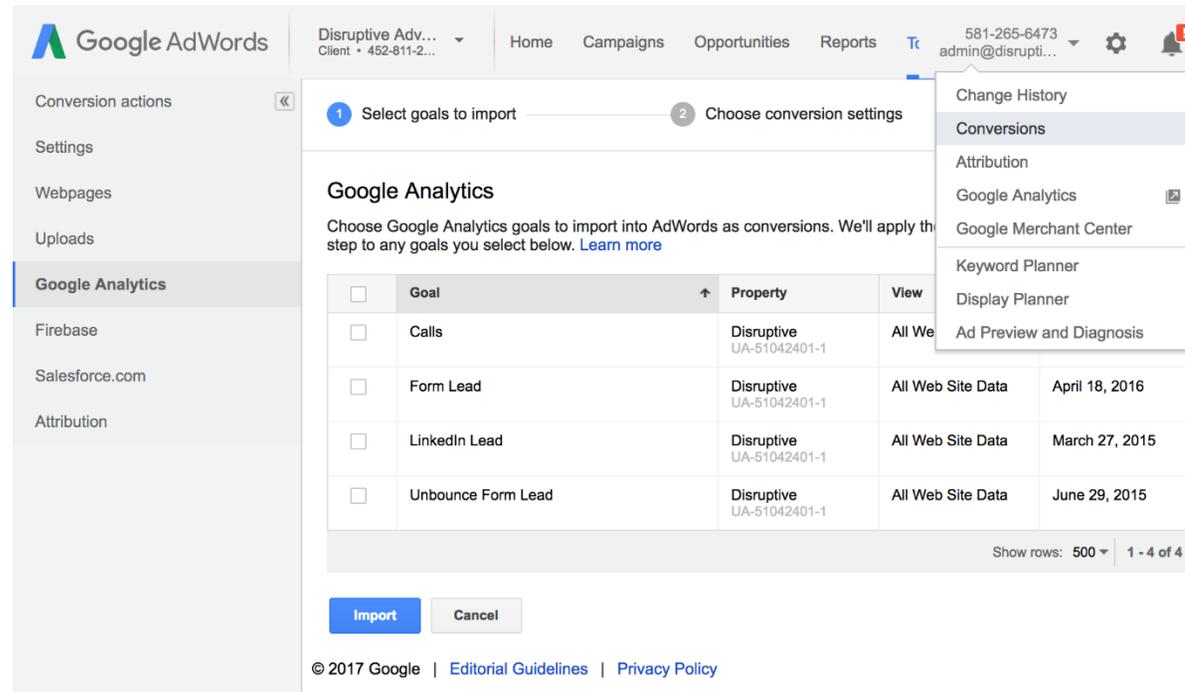
The only mandatory field is Category. This needs to be set to “Category Equals to Calls”. That way, the goal will pull data when someone makes a call.

The other 3 fields are up to you, but it's usually best to leave them blank unless you want to filter calls based on the length of the call (this can be useful if you're getting a lot of spam calls you don't want to have reported as conversions).

Step 5: Import Goals as Conversions in AdWords

Once you've set up your goal(s), you just need to set up your Analytics goal values to import into AdWords as conversions.

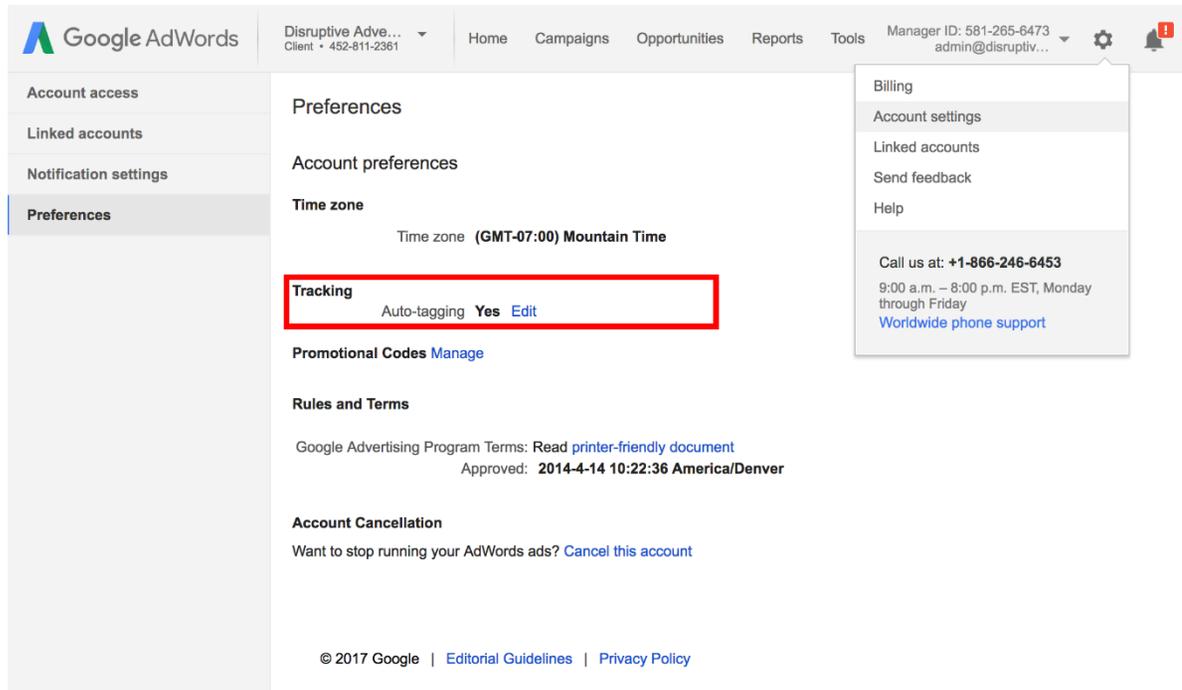
First, open AdWords and follow this path: Tools Panel > Conversion> Conversions actions > Google Analytics:



From there, all you have to do is select the goals you want to import as conversions and hit "Import."

Finally, you'll want to make sure that you have auto-tagging turned on.

To check this, click on the gear icon in your AdWords account, then click Account settings > Preferences and make sure that auto-tagging is enabled:



Once you've got all of this set up, you'll be able to track calls all the way back to the keyword level. As a result, you'll be able to optimize your keywords and maximize the effectiveness of your paid search campaigns.

Creating Effective Landing Pages

As important as your AdWords campaign strategy is, your ads are only as good as the landing page you're sending clicks to. After all, people click on your ads because they're interested in enough to learn more. If the page they land on doesn't convince them that they should give you a call (or fill out your form), they'll leave.

So, if your landing page (the page they end up on after they click on your ad) isn't set up for success, you end up paying for a lot of clicks that never turn into home services leads.

That's not a good situation.

To put it simply, your home services marketing campaign is only as good as the landing page it sends people to, so you need a home services landing page that is designed to get *people* to convert. Let's take a look at what goes into an effective home services landing page.

1. Consistent Messaging

The first key to an effective landing page is messaging consistency. In other words, the messaging of your ad should match the messaging of your home services landing page.

In fact, messaging consistency is the primary reason *why* landing pages exist. A home page has to meet dozens (if not hundreds or thousands) of different needs. A good marketing campaign delivers traffic with one specific need.

If that traffic lands on a home page with a hundred different options and messages, what are the odds that they'll actually find what they're looking for and convert?

Home Services campaigns perform best when they deliver a consistent experience. If your ad appeals to a certain type of person, your landing page should appeal to that person as well.

That way, when they arrive on your page, they think, "This is exactly what I was looking for!" not "Wait, where am I and what am I doing here?"

If your ad promises one thing and your landing page delivers something else, you'll confuse your potential customers. And, the more confused people feel, the less likely they are to buy...

2. Pain Points

When you get right down to it, most of the people who click on your ads are asking themselves one simple question:

Can you solve my problem?

Depending on the person, the problem they need solved can vary quite a bit. For example, someone who's had a bad experience with a home services company in the past might be worried about hiring another bad egg.

In hopes of avoiding another nightmare scenario, they might search on Google for a "reputable home services company". If they see your ad and click on it, what sort of content do you think will make them feel like your company will give them the kind of experience they're looking for?

Odds are, they'll respond best to a page that features testimonials about your customer service, awards your customer service department has won, statistics about response times...you get the idea.

Why? Because it addresses their real concern. They want to know that working with you will be a good, positive experience and your page helps them feel like you are a safe company to work with. And, if they feel like you are the solution to their problem—they need a home services company with great customer service—they'll give you a call.

3. Call-to-Action

The goal of any home services marketing campaign is to get people to take action. Depending on your campaign, you might want them to submit a lead form, sign up for a trial period, subscribe to your email list...but your goal is to get them to **do something**.

But, if people don't know what you want them to do, what are the odds that they'll actually do it?

A quality call-to-action (CTA) solves this problem. Essentially, your CTA tells your potential customers what they should be doing next. It's the old, "Submit", "Sign Up", "Get My Free Proposal", "Try Now" button you've probably seen on countless pages.

However, telling someone to "Submit" and actually convincing them to do it are two very different things. If you want people to act on your CTA, you need to convince them that doing what you want them to do is in their best interest.

As you brainstorm CTAs, remember, potential customers are on your home services landing page because they're hoping that your business can solve a problem for them. Your CTA should show them how converting will get them one step closer to solving their problem.

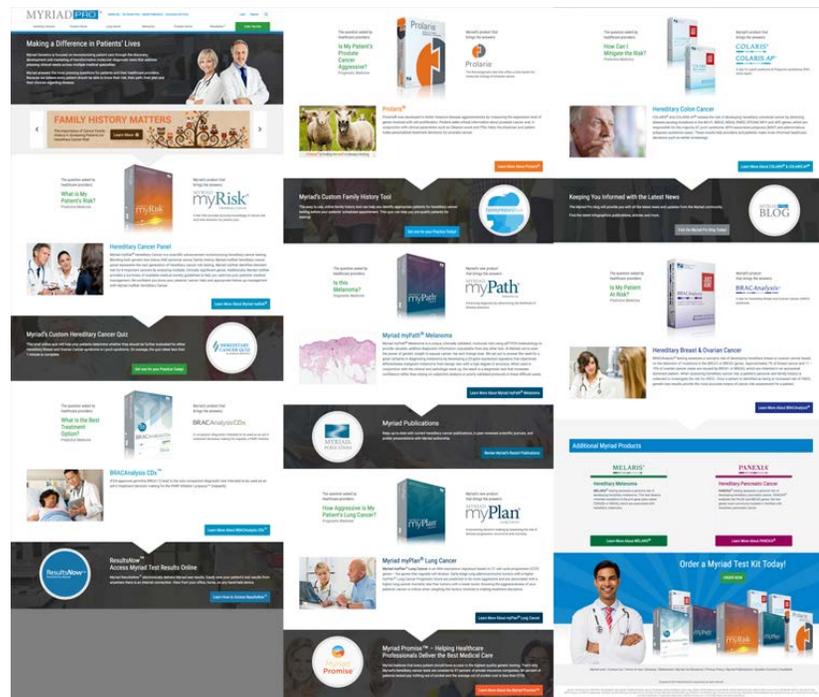
For example, a call to action like "Request a Quote" is far more meaningful than something generic like "Submit". Basically, "Request a Quote" implies that if a user converts, they will get something of value that will help them get closer to solving their problem.

Of course, the right CTA for your landing page will depend entirely on the specific problem or need of your target audience, but if you've already created a landing page that is focused on that problem or need, creating your CTA should be easy. Just ask yourself, "If a potential customer read this page and liked what they saw, what would they naturally want to do next?" The answer is your CTA.

4. Simple, Focused Content

Often, when you're creating a home services landing page, it can be easy to overcomplicate things. There's a natural temptation to think, "What if my target audience wants to know about X? I better add it to my page." or "What about Y? That might be a point of concern for my audience...I should probably throw that in, too."

Before you know it, you have a landing page that looks like this (I split the page into 3 columns so you wouldn't have to scroll all the way through their whole page...):



However, the fact of the matter is, most people don't scroll very far down your landing page. And, those who do, don't usually read most of your content.

Remember, your potential customers are on your page because they have a specific problem that they need solved. If your landing page makes it obvious that your business may be able to meet their needs, they'll convert. If not, they'll leave.

So, even if your landing page *does* address that one specific concern that a potential customer might have, but they have to hunt through your page to find the answer, most people won't take the time to find that answer.

The issue might be worth addressing in a separate marketing campaign and landing page, but if you feel like you need to include tons of extra content to get people to convert, you probably don't know your target audience's needs and problems well enough.

This applies to forms as well. Longer forms tend to decrease conversion rates, so keep your forms focused on the information you truly need.

As you're trying to decide what to add to your page and what to leave out, ask yourself the following:

- **Am I overcomplicating things?** If you only need them to call and your staff can resolve any additional questions, focus on getting them to call, not answering every possible question they might have.
- **Can another medium solve the problem?** Sometimes, a video or image can be worth a thousand words of text. If an image can say it better, try an image.

In general, the best home services landing pages keep things simple. Their content is directly focused on the needs of their visitors and their forms only ask for relevant information. How much content or how long of a form you need will vary from business-to-business and page-to-page, but a simple, focused page will almost always outperform a more complicated one.

5. Social Proof

People put a lot more stock into what other people say about your business than what you say about your business. After all, you get paid to say good things about your business.

So, if you really want to convince your potential customers that you can solve their problem, it's often best to let your current customers do the talking.

Testimonials and customer reviews are one of the most compelling elements of a landing page. They give people an opportunity to really get a sense for what it's like to buy what you're selling.

Here are a few ways to get the most out of social proof:

- **Get testimonials from well-known sources.** An endorsement from Oprah means a lot more than an endorsement from Orpah. If Oprah endorses the wrong product, that can have big repercussions for her good name. If Orpah endorses the wrong product, well, who is Orpah anyways? Same idea applies to your home services landing page.
- **Add more details.** Liars avoid the details. Therefore, the more details (location, company name, statistics, case studies, etc) you have, the more believable your testimonial will be.
- **Include images.** A quote is good. A quote with a picture is better. A video testimonial is awesome.

Social proof is what makes your marketing message meaningful. Without it, your landing page just feels like bragging.

Overall, a well-designed home services landing page can be the difference between a mediocre marketing campaign and a gold mine. Fortunately, by applying these principles to your landing pages, you can create landing pages that convince people that your home services business is the one they want to reach out to.

Winning with AdWords

When it comes to marketing your home services business, AdWords can be frustrating and confusing. However, with the right approach, AdWords can be one of the best ways to grow your home services business.

The trick is knowing how to use the 3 T's to drive highly targeted traffic to the right landing pages.

Fortunately, with this guide in hand, you have the information you need to set up truly effective AdWords campaigns for your home services business. Good luck!

Overwhelmed?

Don't worry, we get it. Successfully advertising your home services business on AdWords takes a lot of strategy and work.

If you're feeling a bit out of your depth, we'd be happy to take a look at your business and give you some specific recommendations on how to approach AdWords advertising. And best of all, we'll do it for free.

Interested? Click the button below and let us know.

To thank you for downloading this guide, we'll even build you a free landing page to help you take your campaigns to the next level. Thanks for reading!

[Help Me Market My Home Services Business!](#)

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