

FREE GUIDE

HOME SERVICES GROWTH PLAYBOOK

How to build a lead system for a roofing, HVAC, plumbing, electrical, or restoration business. Google Business Profile, Local Services Ads, Google Ads, landing pages, and call tracking, in the order that works.

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HOW TO USE THIS GUIDE

The five chapters are in build order. Do not start Local Services Ads on a weak profile, and do not turn on Google's AI bidding before you have clean conversion data. Each chapter ends with a checklist. Finish the checklist before you move to the next chapter.

START HERE: THE ORDER MATTERS

Most contractors buy leads in the wrong order. They launch Google Ads first, send the clicks to their homepage, and never install call tracking. Six weeks later they tell you Google Ads does not work.

It usually does work. The system was built upside down.

This playbook gives you the order we use when we take over an account. Each layer feeds the next one.

LAYER	WHAT IT DOES	WHY IT COMES FIRST
1. Google Business Profile	Map pack, reviews, and the profile Google reads before it lets you into Local Services Ads	Everything else is checked against it
2. Local Services Ads	Pay-per-lead placement at the top of the page	Cheapest qualified leads, but it only works on a strong profile
3. Google Ads Search	Pay-per-click on the exact searches that book jobs	Scales past what LSA will give you
4. Landing pages	Turn clicks into calls	A great ad to a bad page burns budget
5. Call tracking and pipeline	Tie every call to the source and to a booked job	Without this you cannot tell which spend to cut

Who this is for. Owners and office managers of home service companies that spend, or plan to spend, real money on Google. We wrote it for roofing, HVAC, plumbing, electrical, and water damage restoration, and the same system applies to garage doors, painting, fencing, landscaping, and pest control.

What you will need. Admin access to your Google Business Profile, your Google Ads account (or a fresh one), your website, and a call tracking tool. Budget for each layer is covered inside the chapters.

Rule: Every number in this guide is either cited to a public source or labelled as what we see in the accounts we manage. Your market will differ. Use the numbers to sanity check, not to set targets.

01

GOOGLE BUSINESS PROFILE: THE FOUNDATION

Think of your Google Business Profile (GBP) as a credit score. Google checks it every time it decides whether to show your Local Services Ad, where to rank you in the map pack, and how much trust to give your website. A weak profile drags down every layer above it.

STEP 1: PICK THE RIGHT PRIMARY CATEGORY

Your primary category is the single most important setting on the profile. It decides which searches you are eligible for and which Local Services Ads category you can verify into.

- Use the category that names your main trade exactly. A plumber's primary category is **Plumber**, not Home Improvement Contractor or Handyman.
- Add 3 to 5 secondary categories at most. Each one must be a service you offer and want calls for.
- Do not add a category to look bigger. Google will send you calls for it, and on LSA you will pay for them.

STEP 2: SET SERVICE AREAS YOU CAN ACTUALLY SERVE

List the cities and zip codes where you will take a job this week. Not the ones you would drive to if the job were big enough.

- Be specific. A profile that lists only "Charlotte" can miss a search for "plumber in Matthews NC". List Matthews.
- Do not list the whole state. Google's Local Services Ads use your service areas to decide which leads to send you, and every lead is paid.
- Too many areas spreads your budget thin. Too few misses jobs next door. Start tight and widen when the bad-lead rate is low (Chapter 2 shows you how to read it).

STEP 3: PHYSICAL ADDRESS OR SERVICE-AREA BUSINESS

Google lets you show an address, hide it and list service areas only, or do both (a hybrid profile).

- Google's rule: show an address only if you serve customers there. If you do not, hide it and list service areas.

- What we see in the accounts we manage: profiles with a verified physical address consistently place better in Local Services Ads than service-area-only profiles.
- If you have a shop, an office, or a yard, verify it and show it. If you run from home and do not want the address public, that is your call. Do not invent an address. Google suspends profiles for it.

STEP 4: COMPLETE EVERY FIELD

Google rewards complete, current profiles. Fill in all of it, and update it the same day something changes.

- ☐ Hours, including emergency and after-hours availability if you offer it
- ☐ A local phone number, not an 800 number
- ☐ Website link to a page that loads fast on a phone
- ☐ Services, listed specifically: "roof replacement", "emergency roof repair", "gutter installation", not just "roofing"
- ☐ Business description written for a homeowner, not for Google
- ☐ Real photos: trucks, team, completed work. No stock images.

STEP 5: BUILD THE REVIEW ENGINE

Reviews decide whether a homeowner calls you or the next listing. BrightLocal's Local Consumer Review Survey found 97% of consumers read reviews for local businesses, 68% will only consider a business rated 4 stars or higher, and 47% avoid businesses with fewer than 20 reviews.

Recency matters as much as total count. A company with 5 detailed reviews from the last month can outrank one with 50 reviews from 2021.

The system that produces 3 to 5 new reviews a month for a typical 2-truck operation:

1. **Ask in person** right after the job, while the customer is standing there and happy.
2. **Text within 24 hours** with a direct link to the review form. One tap, no login, no navigating. Get the link from your profile under Ask for reviews.
3. **Email the next day** if no review has landed. Same link.
4. **Respond to every review within 24 hours.** Google tracks response rate and it shows in your profile.
5. **Handle a bad review in three moves:** acknowledge, apologize where it is fair, offer to make it right. Take the argument offline.

Warning: Never pay for reviews, offer a discount for a review, or gate the ask (only asking happy customers through a filter). All three violate Google's policy and can get reviews removed or the profile suspended.

STEP 6: KEEP THE PROFILE ALIVE

An active profile outranks a stale one.

TASK	CADENCE
Google Post (a job, an offer, a seasonal reminder)	Weekly
New photos of real work	Monthly
Reply to reviews and Q&A	Within 24 hours
Check categories, hours, and service areas	Monthly, and the same day anything changes

CHAPTER 1 CHECKLIST

- ☐ Primary category is the exact trade name
- ☐ 3 to 5 secondary categories, all services you want calls for
- ☐ Service areas list the cities and zips you will serve this week
- ☐ Address is verified and shown, or deliberately hidden with service areas set
- ☐ Every profile field is filled in
- ☐ Review ask is built into the job close-out, with a one-tap link
- ☐ Rating is 4.5 or higher (below 4.0 will suppress your Local Services Ads placement)
- ☐ Weekly post, monthly photos, 24-hour review replies

02

LOCAL SERVICES ADS: PAY PER LEAD, NOT PER CLICK

Local Services Ads (LSA) sit at the very top of the search results, above the regular ads and above the map pack. You pay per lead, not per click. Google verifies your license and insurance and gives you a badge. Most LSA problems are not bid problems. They are profile, response time, and lead-quality problems.

Note: Google is folding the standalone LSA dashboard into Google Ads as a pay-per-lead campaign type. Rollout started in August 2026 with a limited group of US advertisers and continues through 2027. The section at the end of this chapter covers what changes. Everything else in the chapter applies before and after the move.

STEP 1: GET VERIFIED

Google's screening varies by trade and by state. It can include a background check, business registration, license, and insurance. Allow 1 to 4 weeks.

- ☐ Google Business Profile claimed, verified, and accurate (Chapter 1). Hours on LSA must match it.
- ☐ Business license uploaded for your state and trade
- ☐ General liability insurance certificate uploaded and current
- ☐ Background check completed for the owner and any staff Google asks for
- ☐ A separate payment method. LSA bills separately from Google Ads.
- ☐ Reviews. Google's stated minimum is 5. That gets you eligible, not competitive. Launch with 15 to 20 recent reviews. In roofing, you are competing against listings with 50 or more.

STEP 2: CONFIGURE THE ACCOUNT

Services. Turn on only the job types you do and want. A roofer who enables gutters and does not do gutters will pay for gutter leads.

Service area. Google's own advice is to set it broad, your whole county, for volume. We set it tight, to the area you actually serve. Every out-of-area lead is a paid lead. Start tight, review the bad-lead reasons

monthly, and widen when wrong-area leads are rare.

Hours. Match the hours a human will actually answer. If nobody picks up at 9pm, do not advertise at 9pm. Missed calls count against you.

Lead types. Phone calls, messages, and bookings. Google's own guidance says message leads typically cost less than phone leads. Turn on messaging only if someone will answer messages within 30 minutes.

Profile. Five or more real photos (team, trucks, finished work). A short plain bio with your differentiators. Highlights like Years in Business, Family-Owned, or Veteran-Owned if they apply.

Phone number. Use your main line, or a tracking number that forwards correctly. Test it before launch.

Bidding. Choose Maximize Leads. Google states that providers with equal quality and budget who use Maximize Leads typically get more leads, and it is the mode that survives the migration into Google Ads.

Direct business search. This setting shows your LSA when someone searches your business name. Google's guidance is to leave it on, and says you are only charged for new customers. Our default is to turn it off: those people already found you, and most would have called from your profile. Before you decide, open the Leads inbox, filter by Direct Business, and look at what you paid for last month.

STEP 3: SET THE BUDGET

- Set a budget that supports 5 to 10 leads a week. One or two leads a week is not enough signal to optimize on.
- LSA spends in bursts. A weekly budget can be gone by Wednesday in a dense category, and then your listing goes dark until it resets.
- Review after 2 to 3 weeks. Raise it when lead quality is good and you have capacity. Lower it when you are booked out.
- One LSA account is one budget. There is no per-city budget lever. Raising the budget raises it everywhere.

STEP 4: UNDERSTAND HOW GOOGLE RANKS YOU

Google's published ranking factors for LSA are your bid, your bid mode, how likely the lead is to convert, and your profile quality. In practice, the levers you control are:

SIGNAL	WHAT GOOGLE LOOKS AT	WHAT YOU DO
Responsiveness	Answer rate, response time, missed calls	Answer live. Reply to messages within 30 minutes.
Reviews	Rating, count, and how recent	Run the Chapter 1 review engine every week
Profile quality	Photos, verification checks completed, bio	Five or more real photos; finish every check
Relevance	Your services and areas vs the search	Only real services, tight areas, accurate hours
Budget	Whether you have budget left	Size it for 5 to 10 leads a week
Bid mode	Maximize Leads vs a manual cap	Maximize Leads

Google's help pages also state that a consistently fast response time can improve your ranking and your ability to receive leads. Response time is the cheapest ranking factor to fix.

STEP 5: HANDLE EVERY LEAD LIKE IT IS A PAID LEAD, BECAUSE IT IS

- Answer calls live within 1 to 2 minutes of the phone ringing. Reply to voicemails and messages within 30 minutes.
- Give leads a way to book themselves if you cannot answer.
- Set up a missed-call text-back so a lead who hit voicemail gets a message in under a minute.
- Log every lead in one place (CRM, spreadsheet, or job software) with the source marked as LSA.

STEP 6: RATE EVERY LEAD, THEN FIX THE PATTERN

You cannot dispute a lead any more. Google's models assess each lead when it comes in, do not charge for leads they judge invalid, and may issue an automatic credit later, usually within 30 days. You cannot request one. The only feedback you can give is the lead rating.

Do this every week:

1. Open the Leads page. Rate every charged lead as a good lead or not a good lead.
2. For each bad lead, log the reason: spam, wrong service, wrong area, wrong job type, duplicate.
3. Total the bad-lead reasons by category once a month.
4. Change the setting behind the pattern. Wrong area means tighten the service area. Wrong service means turn off that job type. After-hours spam means fix the hours.

Rule: Rating a lead does not stop the charge. A category with a persistently high bad-lead rate is a category to narrow or turn off, not one to complain about.

STEP 7: REPORT ON THE RIGHT NUMBERS

Track weekly:

- Leads received and leads charged
- Good-lead rate (good leads divided by charged leads)
- Cost per good lead (spend divided by good leads, not by all leads)
- Booked jobs from LSA, and revenue where you can see it

Keep LSA spend in its own row. Never blend it into your Google Ads cost per lead. Then compare LSA cost per booked job with Search cost per booked job (Chapter 5). LSA is sometimes cheaper. Sometimes it is not.

THE MIGRATION INTO GOOGLE ADS (2026 TO 2027)

Google is retiring the standalone LSA dashboard. Accounts move into Google Ads as a pay-per-lead campaign type. It stays keywordless and serves only on Search and Maps. Admins get notice 14 days before the move and a reminder a week later.

What changes:

BEFORE	AFTER
Weekly budget	Daily budget. Same money, different number on screen. Do not "fix" it.
Maximize Leads or a manual max per lead	Automated bidding only. Manual caps are gone.
Separate dashboard with its own reports	Google Ads reporting. Historical LSA reports do not transfer.
Per-category performance you could steer by hand	One target across all your categories

What stays: your badge, your lead history, and pay-per-lead billing.

Do this now: Export your LSA lead and cost history before your account migrates. Dashboard access ends when it moves and the reports do not come across. Note that Google's retention rules already strip contact details from older leads, so the export is mostly dates, sources, and cost, not a contact list.

With bidding automated and per-category targets gone, lead rating and your settings (areas, services, hours) become the main controls. Accounts with a disciplined weekly rating habit migrate in better shape.

COMMON LSA FAILURES

- Launched on a weak profile with 6 reviews and no photos
- Service area set to the whole county, then complaining about wrong-area leads
- Phone rings out. Slow response is the fastest way to lose placement.
- Leads never rated, so Google never learns what a bad lead looks like
- Budget that supports 2 leads a week, then judging LSA on those 2 leads
- No call tracking, so nobody knows which LSA leads became jobs

CHAPTER 2 CHECKLIST

- ☐ Verified, badge live, license and insurance current
- ☐ Only real services on, service area tight, hours match answering capacity
- ☐ Bid mode is Maximize Leads
- ☐ Direct business search reviewed and decided
- ☐ Budget supports 5 to 10 leads a week
- ☐ Every call answered live or texted back within a minute
- ☐ Every lead rated weekly, bad-lead reasons logged, settings changed on the pattern
- ☐ Cost per good lead and booked jobs tracked in their own row
- ☐ Lead history exported ahead of migration

03

GOOGLE ADS: THE TWO-PHASE STRATEGY

Google's AI bidding is only as good as the data you feed it. Turn it on with no conversion history and it optimizes for clicks. You pay for people researching, comparing, and looking for jobs at your company. The order of operations is the whole strategy.

Phase 1 (weeks 1 to 6): exact match keywords only. Build clean conversion data.

Phase 2 (week 6 onward): add an AI Max campaign at about half the Phase 1 budget, running alongside, not replacing.

BEFORE YOU SPEND A DOLLAR

- ☐ Call tracking installed with dynamic number insertion on every landing page (Chapter 5)
- ☐ Conversion actions built and tested with a real call over 60 seconds and a real form submission
- ☐ Landing page per service, not the homepage (Chapter 4)
- ☐ Auto-applied recommendations turned off in the account settings
- ☐ Monthly budget of at least \$2,000 to \$3,000. Below that, run one Search campaign plus LSA, and skip Phase 2 until you can fund it.

Warning: A campaign whose tracking shows Pending or Broken does not launch. Every bid decision Google makes will be built on the wrong data.

PHASE 1: EXACT MATCH FOUNDATION

Pick one service line first. The highest-margin or highest-demand one. A common mistake is launching every service on day one and spreading a small budget across ten ad groups.

Three intent types to target.

INTENT	EXAMPLES
Service + location	[roofing contractor charlotte], [plumber near me], [hvac company denver]
Emergency	[emergency roof repair], [burst pipe plumber], [ac not working repair]
Transactional	[roof replacement cost], [water heater installation], [hvac tune up service]

Starter keyword lists by trade. Exact match only, 5 to 10 keywords per ad group, one theme per ad group.

TRADE	STARTER EXACT-MATCH KEYWORDS
Roofing	[roofing company near me], [roof replacement contractor], [emergency roof repair], [storm damage roof repair], [roof leak repair], [roofing contractor + city], [new roof cost estimate]
HVAC	[ac repair near me], [furnace installation cost], [emergency heating repair], [hvac tune up service], [ac replacement + city], [heat pump installation]
Plumbing	[emergency plumber near me], [water heater installation], [drain cleaning service], [burst pipe repair], [plumber + city], [sewer line repair]
Electrical	[electrician near me], [panel upgrade cost], [emergency electrician], [ev charger installation], [electrician + city], [outlet repair service]
Water damage	[water damage restoration near me], [emergency water removal], [flood cleanup + city], [burst pipe water damage], [mold remediation + city]

Not on the list: [roofing], [roof], [plumbing], [home improvement]. Those capture curiosity, not urgency.

Structure campaigns by intent, not by keyword. Repair and installation are different campaigns. Repair is urgent and lower ticket. Installation is considered and higher ticket. They need different bids, different ad copy, and different landing pages. If you take after-hours calls, emergency gets its own campaign too.

CAMPAIGN	BUDGET SHARE	NOTES
Brand	5 to 15%	Your company name. Cheap, defends against competitors. LSA does not cover brand searches.
Anchor service (repair or replacement)	50 to 70%	The one service line you picked
Second service	Remainder	Only if the budget still buys 10 or more clicks a day
Emergency / 24-7	Only if you answer 24-7	Otherwise fold into the anchor with an ad schedule

Settings at launch.

- Search network only. Search Partners off for the first 30 days. Display off.
- Location targeting set to Presence (people in your locations), never Presence or Interest. A cheaper click 30 miles outside your area is worse than a pricier one inside it.
- Exclude zip codes you do not serve.
- Ad schedule: repair and emergency as wide as someone answers. Installation during business hours plus some evenings.
- No device bid adjustments at launch. Mobile is where repair calls come from. Do not cut it.
- Audiences in Observation only.

Load the negative list before launch. Phrase match for most of them.

GROUP	NEGATIVES
Employment	jobs, careers, salary, hiring, training, course, school, license
DIY	diy, how to, tutorial, youtube, manual, instructions, wiring diagram, schematic
Supply	parts, wholesale, supplier, distributor, rental, rent
Wrong intent	free (unless you offer it), warranty claim, complaint, lawsuit
Wrong service	any adjacent service you do not sell (a roofer adds gutters, siding, if not offered)
Cross-campaign	your brand name on non-brand campaigns; "installation" on the repair ad group and the reverse

Rule: Do not negate estimate, quote, price, or cost. Those are buyers doing their last check before they call.

Run the search terms report weekly for the first 30 days. For every term: keep it, add it as a negative, or promote it to its own exact-match keyword.

Bidding progression. Match the bid strategy to the conversion volume you actually have.

CONVERSIONS IN THE LAST 30 DAYS	BID STRATEGY
0 to 5	Manual CPC or Maximize Clicks
5 to 15	Maximize Conversions, no target
15 to 30	Maximize Conversions, or a cautious target CPA
30 to 50	Target CPA set near your recent CPA, then tighten 10 to 15% at a time, no more than once every 14 days

Every bid strategy change costs 7 to 14 days of relearning. Change one thing at a time.

PHASE 2: AI MAX AT HALF BUDGET

The gate to Phase 2 is data, not a date. Move when the Phase 1 campaign has 30 or more conversions in 30 days, the cost per lead is within about 20% of your target, and your CRM confirms the leads are booking. Under 30 conversions, Phase 2 stays parked.

When you launch:

- Add an AI Max campaign at about 50% of the Phase 1 budget. Keep Phase 1 running. Do not replace it.
- AI Max uses your Phase 1 conversion data to find adjacent searches and phrasing your exact match list did not cover.
- Leave it alone for 2 to 4 weeks. Do not change settings during learning.
- Scale AI Max only when cost per booked job holds flat or falls. Cost per lead can fall while cost per job rises.

Red flags to act on:

- Cost per click rising with no matching rise in conversions
- Lead quality dropping (more wrong-area, wrong-service, or job-seeker calls)

- Cost per lead above your threshold for two weeks running
- Search terms drifting into DIY, parts, or employment despite the negative list

BUDGET AND COST BENCHMARKS

The best public benchmark is LocaliQ's 2025 study of 3,211 US home services search campaigns.

TRADE	AVG CPC	AVG CONVERSION RATE	AVG COST PER LEAD
All home services	\$7.85	7.33%	\$90.92
Roofing and gutters	\$10.70	3.70%	\$228.15
Plumbing	\$10.49	7.63%	\$129.02
Heating and furnaces	\$9.30	7.48%	\$129.02
AC install and repair	\$9.68	6.56%	\$127.74
Electricians	\$12.18	9.08%	\$93.69

Source: LocaliQ, 2025 Home Services Search Advertising Benchmarks. These are averages across every campaign in the sample, including cheap long-tail and poorly run accounts.

What we see in the accounts we manage is different at the top of the funnel. The high-intent exact-match terms in this chapter run well above those averages in competitive metros: roofing replacement and water damage terms often cost \$50 or more per click, and HVAC and plumbing repair terms commonly \$20 to \$40. Cost per lead on those terms lands in the \$100 to \$200 range for HVAC and plumbing and \$300 to \$500 for roofing and restoration. Plan for the higher numbers and treat the averages as a floor.

Starting monthly budgets we recommend:

TRADE	STARTING BUDGET
Roofing	\$3,000 to \$5,000
Water damage restoration	\$2,500 to \$5,000
HVAC	\$2,000 to \$4,000
Plumbing	\$2,000 to \$3,500
Electrical	\$1,500 to \$3,000

The math to keep in front of you:

- Daily budget = monthly budget divided by 30.4. Google can spend up to twice the daily budget on a single day.
- Minimum viable daily budget = average CPC times 10. A campaign that cannot afford 10 clicks a day should wait.
- Cost per booked job = ad spend divided by booked jobs, not by leads. At a 30% close rate, a \$400 roofing lead is a \$1,333 customer. Against an \$8,000 to \$18,000 roof, that is the trade you want to make.

TIMELINE

WEEKS	WHAT TO EXPECT
1 to 2	Costs above average while campaigns calibrate. Normal. Do not react.
3 to 4	Consistent call volume. Weekly search terms pass. Pause nothing on a one-month snapshot.
5 to 6	Enough conversions to judge. If you clear 30, launch Phase 2.
7 to 8	AI Max learning period. Watch, do not touch.
9 to 10	Compare AI Max and exact match on cost per booked job. Shift budget toward the winner.
Month 3 on	Monthly pass: new keyword variations from search terms, negative list refresh, scale what books.

CHAPTER 3 CHECKLIST

- ☐ Tracking verified before launch
- ☐ One anchor service, exact match only, 5 to 10 keywords per ad group
- ☐ Separate campaigns for brand, repair, installation, and emergency where they apply
- ☐ Presence-only geo, Search Partners off, Display off, auto-apply off
- ☐ Negative list loaded and reviewed weekly
- ☐ Bid strategy matched to conversion volume
- ☐ Phase 2 launched only after 30 conversions in 30 days
- ☐ Decisions made on cost per booked job, not cost per click or cost per lead

04

LANDING PAGES THAT CONVERT CALLS

The landing page is half the campaign. A perfect ad to a bad page burns budget. Google's own consumer research puts more than 60% of local searches on mobile, and for home services the share is higher, 65 to 75% in the accounts we see and above 80% for emergency categories. Build the page for a phone first.

WHY YOUR HOMEPAGE IS THE WRONG DESTINATION

A homepage lists everything you do. The person who clicked "emergency roof leak repair" needs to see those words, a phone number, and proof you are legit, in the first three seconds. On a homepage they scroll, hunt for the right service, and leave.

Build one landing page per service line that has its own campaign. Repair and installation get different pages. Sending six ad groups with different intents to the same page is the most common failure we find in audits.

THE FIVE THINGS ABOVE THE FOLD

On a phone, before any scrolling:

1. **A headline that echoes the ad.** The ad said "Emergency Roof Leak Repair in Charlotte". So does the page.
2. **A phone number that is a tap-to-call link,** in the header, with a tracking number behind it (Chapter 5).
3. **One primary call to action.** Call or request a quote. Not five buttons.
4. **A review summary.** "4.9 stars on Google, 200+ reviews." Real numbers, linked to the profile.
5. **A short form,** visible without tapping through to a Contact page.

No popup, chat overlay, or cookie banner blocking any of the five.

TRUST SIGNALS, IN ORDER OF WEIGHT

- Google rating and review count, with two or three recent reviews quoted
- License number and "licensed and insured", stated plainly
- Years in business, and the owner's name

- Real photos of your trucks, your crew, and finished work. Stock photos read as fake.
- Google Guaranteed or Google Screened badge if you have it
- Service area named: the cities and neighborhoods you cover
- BBB, manufacturer certifications, and trade association logos if you hold them

THE FORM

- Four to six fields: name, phone, zip, service needed, and a short description. That is enough to call back.
- Label the button with the outcome: "Get My Free Estimate", not "Submit".
- Invisible reCAPTCHA or a honeypot field to stop spam, and a line under the button that says who calls and when.
- Link a privacy policy and terms in the footer. Google's lead form assets require them.

SPEED AND MOBILE

METRIC	TARGET
Largest Contentful Paint (main content visible)	Under 2.5 seconds on mobile
Cumulative Layout Shift (things jumping around)	Under 0.1
Interaction to Next Paint (tap response)	Under 200 milliseconds
Tap targets	At least 44 by 44 pixels

Test with Google PageSpeed Insights on the mobile tab. Compress the hero image (WebP or AVIF), remove scripts that load above the fold, and keep the phone number visible in a sticky header or bottom bar as the visitor scrolls.

BELOW THE FOLD

- What happens next: "We call within 15 minutes, schedule a visit, and give you a written quote."
- Pricing context: "starting at", financing, free estimate. Homeowners want a range before they call.
- An FAQ that answers the objections your office hears every day.
- The phone number and form repeated at least twice more down the page.

CHAPTER 4 CHECKLIST

- ☐ One page per service campaign, headline matches the ad
- ☐ Tap-to-call number in the header, tracking number behind it
- ☐ Review summary, license, and real photos above the fold
- ☐ Form with 4 to 6 fields and an outcome-labelled button
- ☐ No popups or overlays on first load
- ☐ LCP under 2.5 seconds on mobile
- ☐ Privacy policy and terms linked

05

CALL TRACKING AND PIPELINE VISIBILITY

Raw conversions are vanity. Booked jobs and revenue are the truth. Call tracking connects every inbound call to the campaign, keyword, and page that produced it. Without it you cannot answer the only question that matters: which spend is producing jobs?

STEP 1: INSTALL CALL TRACKING WITH DYNAMIC NUMBER INSERTION

Use CallRail, WhatConverts, or CTM. Dynamic number insertion (DNI) swaps the phone number on your website based on where the visitor came from, so a Google Ads visitor sees one number, an organic visitor another, and each call is attributed.

- ☐ DNI script on every page of the site, including landing pages
- ☐ A dedicated tracking number in each Google Ads call asset (the phone number that shows on the ad itself)
- ☐ A tracking number on your Google Business Profile if you want Maps calls attributed. This can only be set inside the profile. Expect your call count to jump the month you add it. That is a measurement change, not new demand.
- ☐ Phone numbers consistent across profile, website, ads, and tracking, with forwarding tested
- ☐ Call recording or AI call summaries turned on for at least a sample
- ☐ A minimum duration filter of 30 to 60 seconds on the website call conversion; 60 seconds on the ad call asset

Warning: If your phone line has a menu (press 1 for service), "answered" and call duration both lie. A call can sit in the menu for 90 seconds and never reach a person. On one audited account, 60% of paid calls never reached a human. Check recordings, or route paid calls to a line a person answers.

STEP 2: BUILD THE CONVERSION ACTIONS

ACTION	ROLE IN BIDDING	HOW IT IS TRACKED
Call from the ad (call asset), over 60 seconds	Primary	Google Ads call reporting
Call from the website	Primary	Call tracking with DNI
Form submission	Primary	Tag Manager event
Booking	Primary	Booking tool integration
Tap on the phone number	Secondary	Tag Manager event
Job booked (from the CRM)	Primary, with value	Offline conversion import

A tap on a phone number is not a call. Counting it as a primary conversion is one of the most common ways an account fools itself.

STEP 3: CONNECT CALLS TO BOOKED JOBS

Define your funnel and track every lead through it: raw lead, reachable, qualified, booked, closed and paid.

1. Log every lead with its source. Your CRM or job software (Housecall Pro, Jobber, ServiceTitan, Workiz) can hold it; a spreadsheet works to start.
2. Capture the Google click ID (GCLID) in a hidden form field and pass it to the CRM. If that is unreliable, use Enhanced Conversions for Leads with the email or phone.
3. When a lead becomes a booked job, upload it back to Google Ads with a value. Daily is ideal. Weekly is the minimum.
4. Keep raw leads and qualified leads as separate conversion actions. Mark only qualified as primary so bidding learns from real jobs.
5. Sanity check monthly: Google Ads conversions should match the CRM count within 10%, or you should be able to explain the gap.

STEP 4: RANK CHANNELS ON COST PER BOOKED JOB

The cheapest cost per lead is often the worst cost per job.

CAMPAIGN	COST PER LEAD	BOOKING RATE	COST PER BOOKED JOB
A	\$40	5%	\$800
B	\$120	40%	\$300

Ranking on cost per lead alone sends the budget to campaign A. Ranking on cost per job sends it to B. If booking rate differs by 30 points or more between two sources, that is the most important fact in the account. Move budget on it.

Put LSA in its own row and run the same math. Then compare LSA and Search on cost per booked job, never on cost per lead.

STEP 5: THE REPORTING CADENCE

Weekly (15 minutes, every Monday):

- Cost per lead by campaign against last week. Anything up 30% or more gets a look.
- Search terms report for leaks. Keep, negate, or promote.
- LSA leads rated, bad-lead reasons logged.
- New leads pushed into the CRM with source attached.

Monthly (the full pass, first week of the month):

1. Qualify last month's leads first. Before you trust any number, know how many leads were real.
2. Check tracking. Do the platform counts match the CRM within 10%? If not, stop and fix it before you judge performance.
3. Then performance: calls and forms by campaign, ad group, and keyword; cost per lead and cost per booked job by service type; which search terms triggered ads; what was changed and why; where spend was cut, shifted, or scaled.
4. Write the change log. Every bid, budget, or target change gets a dated line. The next month's performance shift is usually explained by it.

Quarterly: structure review, Phase 2 decisions, landing page refresh, seasonal budget plan.

If a report only shows clicks and impressions, it is not a report.

STEP 6: WHEN TO RAISE BUDGET, AND WHEN TO CUT

SITUATION	ACTION
Losing more than 10% of impression share to budget, and cost per job is profitable	Raise budget 20 to 30%. Wait 7 to 14 days. Repeat if it holds.
Booked out two weeks or more	Cut budget. New leads have low value when you cannot serve them.
Cost per job rising while cost per lead is flat	Lead quality is slipping. Fix geo, negatives, or routing before adding budget.
Under capacity	Push budget to the campaigns with the best cost per job, not to broad match.
Tracking broken or unreconciled	Do not scale anything until it is fixed.
Season turning (HVAC summer, plumbing winter, roofing spring, storms any time)	Plan the ramp two weeks ahead. Have a surge budget ready for weather events.

One major change at a time. After any bid, target, or major budget change, expect 7 to 14 days before the data means anything.

CHAPTER 5 CHECKLIST

- ☐ DNI on every page, tracking numbers on ad call assets and the profile
- ☐ Duration filters set, recordings on, phone menu risk checked
- ☐ Conversion actions built with the right primary and secondary roles
- ☐ Every lead logged with source; booked jobs imported back with value
- ☐ Monthly reconciliation within 10% of the CRM
- ☐ Channels ranked on cost per booked job
- ☐ Weekly and monthly cadence on the calendar with a change log

PUT IT TOGETHER: THE 90-DAY PLAN

WEEKS	DO
1 to 2	Chapter 1. Fix the profile, build the review ask into the job close-out, start LSA verification.
2 to 3	Chapter 5 first half. Install call tracking and DNI, build conversion actions, test them. Build the landing page for your anchor service.
3 to 4	Chapter 2. LSA live on Maximize Leads, tight service area, budget for 5 to 10 leads a week. Weekly lead rating starts.
4 to 10	Chapter 3 Phase 1. Exact match, one anchor service, weekly search terms pass.
10 to 12	Phase 2 if the gate is met. First quarterly review: cost per booked job by channel, budget moved to the winner.

SOURCES

- Google, Local Services Ads help: Getting started (support.google.com/localservices/answer/6224841), Screening and verification ([answer/6226575](https://support.google.com/localservices/answer/6226575)), About ad rankings ([answer/7527305](https://support.google.com/localservices/answer/7527305)), Improve your performance ([answer/12492201](https://support.google.com/localservices/answer/12492201)), About direct business search ([answer/14545473](https://support.google.com/localservices/answer/14545473)), Automated lead credits ([answer/15100654](https://support.google.com/localservices/answer/15100654))
- LocaliQ, 2025 Home Services Search Advertising Benchmarks (localiq.com/blog/home-services-search-advertising-benchmarks/)
- BrightLocal, Local Consumer Review Survey (brightlocal.com/research/local-consumer-review-survey/)
- MIT Lead Response Management Study, Dr. James Oldroyd (leadresponsemanagement.org)
- Google, Think with Google consumer insights on mobile local search
- Everything labelled "what we see in the accounts we manage" is Thomas Town Digital's own account data and is not a public benchmark.

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