EDWARD EATON MARKETING • PDF COURSE

Google Ads for Home Improvement

Keywords, campaigns and costs for kitchen, window, roofing and extension firms

Beginner to intermediate • Written by Edward Eaton • edwardeatonmarketing.com
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About this course

Google Ads catches homeowners who are searching for your service. This course covers the keywords, campaigns and numbers for home improvement firms.

Who it is for

Home improvement and trades owners, and marketers who run their ads.

What you will be able to do

- Choose keywords by trade
- Block DIY, jobs and parts searches
- Set up roofing and trade campaigns
- Decide between search ads and Local Services Ads
- Understand costs per lead and per job

How to use it

Read the chapters in order, do the "Try this" exercises where they appear and keep a simple log of what you change and what happens. Examples marked illustrative show method, not promises. Results depend on your business, area and effort.

Contents

1	Choosing the channel
2	Keywords and campaigns
3	Reading, costs and tracking

CHAPTER 1

Choosing the channel

Google Ads or Meta Ads for home improvement: which should you run first?

> **The short answer.** Start with Google Ads when people search for what you fit, such as kitchen fitters, roofing or replacement windows. Add Meta Ads to show finished projects to local homeowners before they search and to retarget people who looked. In one media wall installer account, Google produced leads at £15.46 and Meta at £17.01, so the two did different jobs at similar cost.

The short version

Google is demand capture. Meta is demand creation. Home improvement needs both, in that order, because the first job is to catch the buyers who are already looking.

When Google comes first

- People search for the job by name ("conservatory prices", "roof repair near me").
- You can handle more enquiries within a week.
- You want a quick read on cost per enquiry.

When Meta earns its place

- You have strong before and after photos or video of finished work.
- The purchase is considered, and people need time and inspiration.
- You want to retarget website visitors and past enquirers who did not book.

Real numbers from a media wall installer

A referral only media wall installer used both platforms. Over the account's life: **1,737** tracked conversions on **£27.9K** of spend, a blended **£16.05** per conversion.

- Google Ads: 1,050 conversions at **£15.46**.
- Meta Ads: 687 leads at **£17.01**.

Cost per lead is only part of the story, so judge both on cost per booked job. Read the full case study.

How to split a first budget

An illustrative starting point for a modest budget: weight most of it to Google, put a smaller test on Meta with strong project creative, then move money toward whichever platform gives the lower cost per qualified, quoted lead. Do not move budget on a few days of data.

Lead quality differs

Meta leads can come from people who clicked a form without much intent. Ask two or three qualifying questions on the form, reply fast, and read the guide on qualifying home improvement leads.

A worked example (illustrative)

A kitchen fitter in the Fylde has £2,000 a month to spend. Google gets £1,400 across two campaigns, one for kitchen fitters and one for bathrooms. Meta gets £600 for finished kitchen photos shown to homeowners within 15 miles, plus retargeting.

If Google brings 40 enquiries and Meta 20, count how many were quoted and how many booked. Suppose 14 Google enquiries became quotes and 4 booked, while 6 Meta enquiries became quotes and 2 booked. Cost per booked job is

£350 for Google and £300 for Meta. Meta looked more expensive per lead but cheaper per job. This is why you judge on booked jobs. The numbers are illustrative to show the method.

Common mistakes

- Comparing cost per lead and ignoring how many leads become quotes.
- Using stock photos instead of finished local jobs.
- Not replying fast. Home improvement customers compare several quotes.
- Letting Meta forms collect low intent leads with no qualifying question.

A 30 day plan

1. Set up call and form tracking.
2. Launch Google for your top one or two services.
3. Add Meta with finished project creative and a short form with a qualifying question.
4. Follow up every quote on a schedule. See quote follow up that wins jobs.
5. At day 30, compare cost per quoted and booked job.

Where to read next

See how to run Meta ads for home improvement, Google Ads keywords for home improvement and your own ads or paid lead sites.

Google Ads or Local Services Ads for trades?

> **The short answer.** Local Services Ads charge per lead, show a Google guaranteed or verified badge and are limited to certain trades and areas, so check availability for yours. Standard Google search ads give more control over keywords, messages and landing pages. Many trades use both where Local Services Ads are available, and compare cost per booked job.

How they differ

	Local Services Ads	Google search ads
Pricing	Pay per lead	Pay per click
Control	Limited. Google controls much of it.	High. Keywords, ads, pages.
Trust signals	Verification badge and reviews	Your own ad and page
Availability	Limited trades and areas	Any trade and area

Check availability

Local Services Ads are not available for every trade or area in the UK. Check Google's current list for yours. See our page on Local Services Ads.

How to decide

1. Check whether Local Services Ads cover your trade and area.
2. If so, test them alongside search ads with separate tracking.
3. Compare cost per booked job, not cost per lead.

A worked example (illustrative)

A plumber compares Local Services Ads and search ads for a month. Local Services leads cost less but are fewer and he controls less. Search gives more volume. He keeps both and tracks cost per booked job. Illustrative.

Common mistakes

- Assuming availability.
- Not tracking separately.
- Judging on lead price only.
- Ignoring reviews that feed the badge.

Want the full course?

This is a free sample of **Google Ads for Home Improvement**. The full course has 3 chapters.

Join the waitlist at edwardeatonmarketing.com/courses/google-ads-for-home-improvement-course and you will hear first when it launches.