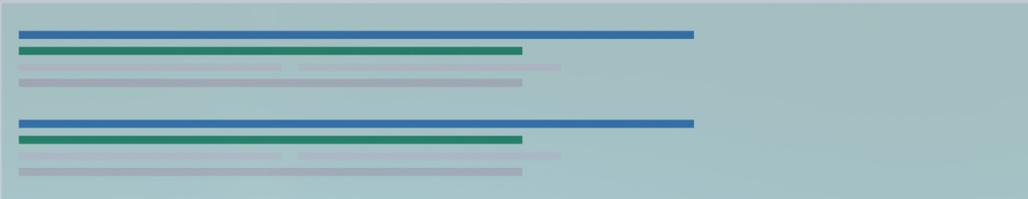


MASTERING GOOGLE SEARCH ADS:

BOOST YOUR HOME IMPROVEMENT BUSINESS' VISIBILITY



WELTON HONG
FOUNDER/CEO, RRM@home



A Division of Ring Ring Marketing

ABOUT RRM@home

RRM@home is a major division of **Ring Ring Marketing**, which has provided advanced digital marketing techniques to help small businesses succeed for over a decade.

RRM founder and CEO **Welton Hong** created RRM@home to deliver the same market growth and revenue generation for home improvement and home repair firms.

Mr. Hong and his team at RRM have a proven record of helping business owners generate more leads, convert those leads into clientele, and expand their local market share.

Unlike other local marketing firms, RRM@home is founded on high-level technological proficiency. Before founding RRM, Hong was a senior technologist at R&D facilities for Intel, Sun Microsystems, and Oracle.

RRM@home

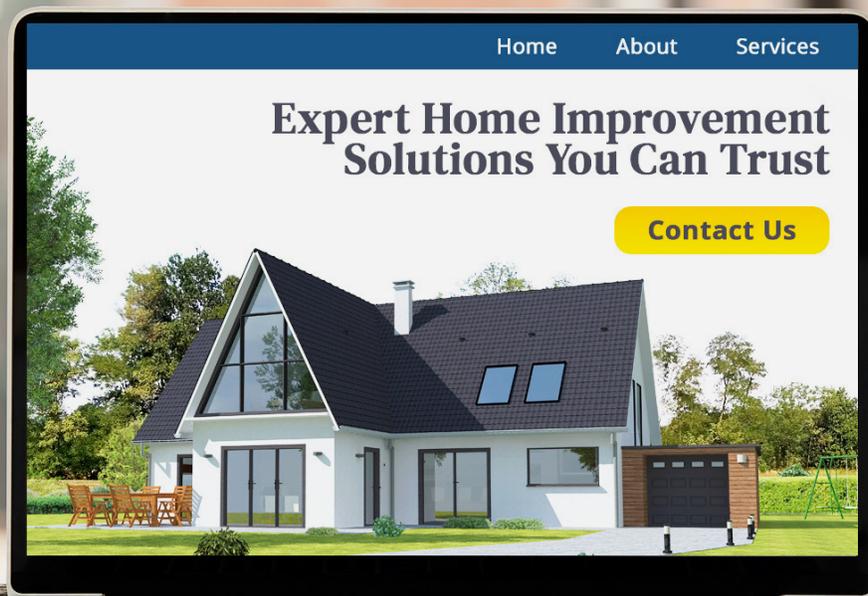
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Introduction:

The Power of Google Search Ads for Home Improvement Companies

If you're looking to increase visibility for your home improvement business and generate more high-quality leads, **Google Search Ads** can be one of the most effective tools at your disposal.

This guide will walk you through how to use this platform to appear at the top of search results, precisely when homeowners are actively seeking the services you provide.

Whether your company specializes in remodeling, roofing, flooring or window and door installation, a well-executed Google Ads campaign can place your business in front of the right audience at the right time.

Key Benefits of Google Search Ads

Here are several reasons why this advertising channel is worth your attention:

- **Increased Visibility:** Appear prominently in search results for your key services.
- **Qualified Leads:** Reach homeowners who are actively searching for the work you provide.
- **Stronger Conversion Potential:** Targeted ads mean more calls, quote requests and consultations.
- **Trackable ROI:** Every campaign can be monitored and optimized based on performance data.
- **Competitive Advantage:** Gain visibility over competitors who aren't investing in search advertising.

Why Google Search Ads Matter

When homeowners begin searching for home improvement services, they turn to Google. The paid search results that appear at the top of the page receive a significant share of clicks, often before users scroll to organic results.

If your business is featured in these top positions, you're far more likely to capture those leads and convert them into appointments.

Google Search Ads allow you to control when and where your business appears in search results, targeting only the service areas and search terms that matter to you.

This guide will show you how to build and manage effective campaigns that help your business grow. Let's get started.

01

Understanding Google Search Ads

Before you launch your first campaign, it's important to understand how Google Search Ads work. Knowing the basics will help you build more effective, budget-smart campaigns that reach the right people at the right time.

a. What is the Google Search Network?

The Google Search Network includes Google Search, Maps and hundreds of search partner sites. When you bid on relevant keywords, your ads appear alongside search results, making your services visible exactly when people are looking for them.

- **Google.com:** Your ads appear at the top or bottom of Google's search results page.
- **Google Maps:** Show up when users search for services in your area.
- **Partner Sites:** Extend your reach to other search-related sites in Google's network.

b. How It Works

Google Ads runs on a pay-per-click (PPC) model, meaning you're only charged when someone clicks your ad. Your visibility is determined by how relevant and high-quality your ad is, as well as how much you're willing to bid.

- **PPC Model:** You only pay when someone clicks on your ad.
- **Ad Visibility:** Influenced by keyword relevance, ad quality and bid amount.
- **Auction System:** Ads enter a real-time auction every time someone performs a search.

c. Key Terms to Know

A few key terms will help you understand your metrics and optimize performance. These form the foundation of how Google Ads evaluates and ranks your campaigns.

- **Keywords:** The search terms people use (e.g., "flooring near me")
- **Ad Rank:** Your ad's placement on the page, based on bid and quality
- **CPC (Cost Per Click):** How much you pay for each ad click
- **CTR (Click-Through Rate):** The percentage of people who click after seeing your ad
- **Conversions:** Actions like setting an appointment.

Understanding how Google Search Ads work sets the stage for everything that follows. With a firm grasp of the network, mechanics and terminology, you're ready to build campaigns that generate real leads for your business.

02

Setting Up Your Google Ads Account

Before you can start advertising, you'll need to set up your Google Ads account. This step is quick but essential. It gives you access to all the tools needed to launch, manage and track your campaigns

a. Create Your Account at ads.google.com

To get started, head to Google Ads and follow the prompts to create your account. This will serve as your central hub for managing all your paid search efforts.

- **Visit ads.google.com:** Click “Start Now” and sign in with your Google account.
- **Enter Business Info:** Input your business name, website and basic contact details.
- **Choose Account Settings:** Select your time zone, currency and customer info preferences.

b. Set Up Billing with Your Payment Details

Google requires billing details before launching any campaign. You can choose from several secure payment options.

- **Add Payment Method:** Choose credit card, debit card or bank account.
- **Define Billing Preferences:** Pick between manual and automatic payments.
- **Review and Confirm:** Double-check details to avoid interruptions later.

c. Explore the Dashboard

Once your account is live, take a few minutes to explore the interface. Familiarity with the dashboard will help you manage and optimize your campaigns with confidence.

- **Campaigns:** This is where you create and control your ad campaigns.
- **Ad Groups:** Organize your ads by themes, services or locations.
- **Keywords:** Manage the terms that trigger your ads.
- **Performance Reports:** Analyze how your ads are doing with real-time metrics

A properly set up account is the foundation for all your digital advertising success. With your billing configured and dashboard explored, you're ready to begin building campaigns that connect with real prospects.

03

Keyword Research for Home Improvement Companies

Successful Google Ads campaigns start with smart keyword choices. Keyword research helps you understand what homeowners are searching for and how to position your services accordingly.

a. Start with Intent

Put yourself in the shoes of a homeowner looking for help. Think about what they'd type into Google when they need your services.

Understanding the intent behind a search ensures your ads show up when someone is actively looking for what you offer.

- **“Window replacement near me”:** Signals a strong intent to take action.
- **“Flooring installation in [City]”:** Combines service need with local targeting.
- **“Affordable window covering”:** Focuses on cost-conscious homeowners

b. Use Google Keyword Planner

Google Keyword Planner is a free tool that helps you dig into search data. Use it to find relevant keywords based on volume, competition and cost per click (CPC).

This tool helps you balance high-volume opportunities with lower-cost, high-conversion terms.

- **Analyze Search Volume:** Identify which keywords get the most attention.
- **Check Competition Levels:** Understand how many others are bidding on the same terms.
- **Review CPC Estimates:** Choose keywords that fit your budget and intent.

c. Mix Short-Tail and Long-Tail Keywords

Use a combination of broad and specific terms to reach more potential customers at different stages of their search journey.

Blending both types gives you wide exposure while targeting buyers who are ready to act.

- **Short-Tail Keywords:** Broad, general terms like “flooring” or “siding”
- **Long-Tail Keywords:** More specific phrases like “affordable roof repair in Dallas”

d. Organize Your Keywords

Once you’ve built your list, organize it for clarity and campaign success. This step makes ad group creation easier and ensures your ads stay highly relevant.

- **By Service:** Group keywords by what you offer: bathroom remodeling, deck installation, etc.
- **By Location:** Create keyword groups for specific cities, neighborhoods or regions.

Solid keyword research is the backbone of any high-performing Google Ads campaign. By thinking like your customers and using the right tools, you’ll be ready to build ads that reach the right people at the right time.

04

Creating Effective Ad Campaigns

Once you've gathered the right keywords, the next step is organizing your campaigns for performance. A well-structured campaign ensures your ads stay relevant and your budget is used efficiently.

a. Campaign Structure

Think of campaign structure like the foundation of a house—everything else builds on it. Organizing your campaigns by service type helps you deliver more targeted messaging.

Here's a simple way to set up your Google Ads campaign:

- **Campaign Level:** Broad category, such as “Home Remodeling”
- **Ad Groups:** Break it down by service: “Kitchen Remodel,” “Bathroom Remodel,” etc.
- **Keywords:** Tailor keywords to each ad group to keep ads specific and relevant.

b. Writing Ad Copy

Your ad copy should be clear, benefit-driven and written for the homeowner searching for your services. Each part of your ad has a specific role, so make every word count.

Use this structure to write compelling ads:

- **Headlines:** “Get Your Dream Kitchen – Free Estimates”
- **Descriptions:** “Top-rated remodeling in [City]. Licensed & insured. Call now.”
- **Display URL:** yourcompany.com/kitchen-remodel



c. Use Ad Extensions

Ad extensions give your ads more real estate and allow you to share extra information without extra cost. They can increase click-through rates and make your ads more useful.

Here are the most effective extensions to include:

- **Sitelinks:** Direct users to service-specific pages on your site.
- **Call Extensions:** Add your phone number to encourage immediate calls.
- **Location Extensions:** Show your address and a map pin to reinforce local trust.
- **Callouts:** Highlight selling points like “0% Financing” or “Licensed Contractors.”

An effective campaign starts with structure, flows through compelling ad copy and finishes strong with powerful extensions. When everything works together, your ads are more likely to drive clicks and conversions.

05

Targeting Your Audience

Precise targeting ensures your ads reach the right homeowners—those most likely to need your services and take action. Google Ads gives you powerful tools to control who sees your campaigns and when.

a. Location

Reaching local prospects starts with narrowing down your service area. Don't waste ad spend targeting people outside your region.

Refine your geographic targeting like this:

- **ZIP Codes and Cities:** Focus on areas where you actually provide services.
- **Radius Targeting:** Use a custom radius around your business or job sites.
- **Exclude Irrelevant Areas:** Prevent your ads from appearing in regions you don't serve.

b. Demographics

You can tailor your ads to homeowners more likely to need renovation, repair or remodeling services.

Here's how to apply demographic filters:

- **Homeowner-Likely Age Groups:** While many homeowners tend to be age 30 and older, it's best to target a broad age range unless your data clearly shows otherwise.
- **Household Income:** If your services are premium or high-ticket, you can focus on income tiers that align with your pricing.
- **Parental Status:** For services geared toward growing families (e.g., room additions), you might tailor messaging to parents, while still keeping your audience broad.

c. Scheduling

Ad scheduling lets you control when your ads appear. Timing your ads to match homeowner behavior boosts visibility and engagement.

Use scheduling to your advantage:

- **Evenings and Weekends:** Homeowners often browse for services after work or on weekends.
- **Business Hours:** If you prefer phone calls, run ads during hours when someone can answer.
- **Performance-Based Adjustments:** Refine your schedule based on click and conversion data.



d. Devices

Device targeting helps you reach people where they're searching, especially on mobile. Optimize your campaigns with device-specific strategies:

- **Mobile Optimization:** Ensure your landing pages look great and load fast on smartphones.
- **Adjust Bids:** Increase bids for devices that perform better, such as mobile phones.
- **Call Extensions for Mobile:** Make it easy for users to tap and call directly from the ad.

Smart audience targeting means more qualified clicks and better results. When your ads reach the right people, in the right place, at the right time, you're set up to win more jobs.

06

Optimizing Your Landing Pages

Your landing page plays a crucial role in turning ad clicks into actual leads. A well-optimized page reinforces your ad message, encourages action and builds trust with potential clients.

The goal is to create a smooth, compelling experience that makes it easy for homeowners to contact you.

Let's explore how to design landing pages that convert visitors into form submissions and phone calls.

a. High-Converting Elements

A successful landing page includes elements that directly support the ad's promise. Consistency and clarity are key. Your message should guide visitors naturally toward taking action.

- **Headline Matches Ad:** Ensure your headline reflects the wording of your ad. For example, if your ad says “Flooring Experts in Phoenix,” your landing page should echo that to reassure visitors they’re in the right place.
- **Strong CTA:** Use clear and action-oriented calls to action like “Schedule a Free In-Home Estimate” or “Get a Custom Remodeling Quote Today.”
- **Visuals:** Include compelling before and after images, walkthrough videos or virtual tours of recent projects to showcase your craftsmanship.

b. Make it Mobile Friendly

A significant number of homeowners search for remodeling services from their phones. Your landing page must be designed for fast, intuitive mobile browsing.

- **Fast Load Speed:** Compress images and reduce unnecessary code to ensure your page loads quickly.
- **Click-to-Call Buttons:** Add prominent buttons that let users call with a single tap.
- **Responsive Design:** Ensure your layout adapts well to all screen sizes, from phones to tablets and desktops.

c. A/B Test and Improve

Even a high-performing page has room for growth. A/B testing allows you to compare two versions and continuously improve conversion rates.

- **Test Headlines:** Try variations of your headline to see which version captures more interest.
- **Test CTAs:** Use different calls to action (e.g., “Request a Quote” vs. “Book a Free Consultation”) to find the strongest motivator.
- **Test Visuals:** Swap out different images or layouts to determine what builds the most trust.

An optimized landing page doesn’t just support your ad; it amplifies it. By aligning your page content with your ad message, making it mobile friendly, and continuously testing what works, you create a seamless experience that increases conversions and drives more business.

07

Monitoring and Adjusting Your Campaigns

Launching your campaign is just the beginning. Ongoing monitoring ensures your ads are performing well and your budget is being used efficiently. With the right adjustments, you can steadily improve your return on investment.

Let's look at how to track results, interpret key metrics and make data-informed decisions.

a. Set Up Conversion Tracking

Tracking conversions is essential for understanding which actions result from your ads. It helps you see what's actually working and which campaigns need improvement.

- **Track Calls:** Use Google Ads call tracking to monitor phone calls that originate from your ads.
- **Form Submissions:** Set up conversion goals to track when users complete contact or estimate request forms.
- **Quote Requests:** Record any quote requests submitted through your landing page as conversions in Google Ads.

b. Key Metrics to Watch

Reviewing the right performance indicators will tell you if your ads are driving the results you want. These core metrics offer insight into ad relevance, user behavior and budget efficiency.

- **CTR (Click-Through Rate):** Indicates how often people click after seeing your ad. Higher is better.
- **CPC (Cost Per Click):** Reveals how much you're paying for each click and helps manage budget efficiently.
- **Conversion Rate:** Shows the percentage of clicks that lead to meaningful actions like calls or form submissions.
- **Bounce Rate:** Tells you how many users leave your landing page without engaging. Lower is better.
- **Quality Score:** Google's rating of your ad relevance, keyword alignment and landing page experience affects your cost and ranking

c. Make Data-Driven Changes

Use your metrics to fine-tune campaigns and boost performance. Small adjustments based on real data can lead to significantly better results.

- **Pause Underperforming Keywords:** Stop spending on keywords that aren't converting.
- **Shift Budget to High-Converting Campaigns:** Allocate more budget to campaigns that consistently deliver leads.
- **Rewrite Ads with Low CTR:** Update headlines or descriptions to make your ads more compelling.

Constant optimization is the secret to long-term campaign success. By tracking conversions, analyzing performance and refining your strategy based on the data, you ensure your Google Ads investment keeps working harder for your home improvement business.

08

Advanced Strategies

Once your core campaigns are running smoothly, it's time to explore more sophisticated tactics. These strategies can help you reduce wasted spend, outshine local competitors and reengage potential leads.

Let's walk through some advanced techniques that can take your ad performance to the next level.

a. Use Negative Keywords

Negative keywords help filter out irrelevant traffic. They prevent your ads from showing on searches that aren't likely to convert, saving budget and improving CTR.

- **Exclude Irrelevant Searches:** Add terms like "DIY" or "cheap" if those users aren't a fit for your services.
- **Use Search Terms Report:** Regularly review search terms triggering your ads and add non-converting phrases as negatives.
- **Refine Targeting:** Apply negative keywords at the campaign or ad group level for better control.

b. Analyze Competitors

Understanding what your competitors are doing helps you identify gaps and opportunities in your own strategy. Use competitive insights to refine your messaging and bidding.

- **Spy on Keywords:** Tools like SEM-rush or SpyFu show what terms your competitors are bidding on.
- **Review Their Ads:** Study ad copy to identify patterns and positioning.
- **Differentiate Your Offer:** Use what you learn to make your ads stand out — highlight unique services, guarantees or promos.

c. Launch Seasonal Campaign

Home improvement is often seasonal. Aligning your ads with key times of year can improve relevance and conversion rates.

- **Spring Promotions:** Launch campaigns tied to “Spring Remodel Specials” or “Storm Prep Roofing Discounts.”
- **Year-End Incentives:** Promote tax benefits or end-of-year upgrade offers (e.g., “Tax Credit for New Windows”).
- **Holiday Campaigns:** Tie messaging to holidays when families are more focused on home improvement projects.

d. Remarketing

Remarketing lets you reconnect with visitors who’ve shown interest but didn’t convert. These warm leads often convert better on a second touchpoint.

- **Target Past Visitors:** Create audiences based on users who visited key service pages but didn’t contact you.
- **Customize Ads:** Remind them what they viewed and include a strong CTA to come back and finish what they started.
- **Set Frequency Caps:** Control how often people see your remarketing ads to avoid ad fatigue.

Advanced strategies aren’t just for big advertisers; they’re for smart ones. Whether it’s refining your targeting with negative keywords or running seasonal promos, these techniques help you stretch your budget further and convert more qualified leads.

09

Common Mistakes to Avoid

Even well-structured campaigns can falter if critical missteps go unchecked. Avoiding common pitfalls can dramatically improve your ad performance and return on investment.

Below are frequent mistakes home improvement advertisers make, and how you can steer clear of them.

a. Using Broad Keywords that Attract Unqualified Clicks

Overly broad terms may drive traffic, but much of it may be irrelevant costing you budget with little return.

- **Use Specific Keywords:** Focus on long-tail phrases that reflect real customer intent (e.g., “expert HVAC installation in Austin”).
- **Refine with Modifiers:** Add qualifiers like “near me,” “affordable,” or “[Your City]” to better match searcher needs.
- **Review Search Terms Regularly:** Identify irrelevant queries and filter them out.

b. Ignoring Mobile Users with Non-Responsive Pages

Most homeowners search on their phones. If your site isn’t mobile friendly, you're losing leads.

- **Use Responsive Design:** Ensure your landing page adapts to all screen sizes.
- **Add Mobile CTAs:** Include click-to-call buttons for easy contact.
- **Test on Multiple Devices:** Check usability on phones and tablets.



c. Neglecting Ad Testing

Running a single version of your ad means missing out on valuable insights about what resonates with your audience.

- **A/B Test Headlines and Descriptions:** Try variations in tone, offer or urgency.
- **Test Display Paths:** Adjust URLs for clarity and relevance.
- **Monitor Performance:** Let the best-performing version guide future copy.

d. Failing to Use Negative Keywords

Without negative keywords, you may pay for clicks from users who aren't a good fit.

- **Add Irrelevant Phrases:** Terms like “free,” “DIY,” or “jobs” should be filtered out.
- **Update Frequently:** Use your search terms report to catch new irrelevant traffic.
- **Segment by Ad Group:** Customize negatives for specific services to improve targeting.

e. Underestimating the Landing Page

Sending traffic to your homepage is a surefire way to lose conversions. Instead, you should:

- **Create Dedicated Landing Pages:** Each ad group should have a page tailored to the service and location being advertised.
- **Align Messaging:** Make sure headlines match your ad to maintain trust.
- **Focus on Conversions:** Use forms, strong CTAs and testimonials to guide action.

Avoiding these mistakes can save you hundreds or thousands in wasted ad spend. Tighten your targeting, test rigorously and make sure every click lands where it matters most: on a page designed to convert.

Conclusion:

Take Control of Your Ad Strategy and Grow

You've made it to the end of the guide—great work! Now it's time to turn insights into action and start building ad campaigns that actually drive results.

Recap of Key Strategies

Here's a quick refresher on what we covered:

- Setting up and structuring your Google Ads account
- Conducting targeted keyword research
- Writing compelling ad copy and using ad extensions
- Targeting the right audience and locations
- Optimizing high-converting landing pages
- Tracking performance and making data-driven adjustments
- Implementing advanced techniques like remarketing and seasonal campaigns
- Avoiding common mistakes that waste your budget

Creating an Action Plan

To get the most from your Google Ads investment, start with the essentials and build from there. Whether you're DIY-ing or working with a pro, a focused plan makes all the difference.

- **Start with Setup:** Make sure your account, billing and conversion tracking are ready.
- **Build Strong Foundations:** Structure campaigns clearly, write compelling ads and use keyword groups wisely.
- **Optimize and Expand:** Use data to refine what's working and explore remarketing, seasonal offers and advanced targeting.

Staying Sharp in a Competitive Market

The home improvement industry is competitive, and online marketing is always evolving. Stay up to date so your campaigns continue to perform over time.

- **Keep Learning:** Follow Google Ads blogs and industry updates to stay on top of new features.
- **Analyze Regularly:** Set aside time each week to review metrics and make smart adjustments.
- **Test Often:** A/B test ad copy and landing pages to continuously improve results.

Partner with Experts Who Know Home Improvement

Need a trusted team to help you execute all this? RRM@home specializes in Google Ads for home improvement companies. We know how to get you more scheduled appointments, not just clicks.

Call us today at **(888) 383-2848** or email **info@ringringmarketing.com** to request a free audit of your current campaigns. No pressure—just honest insights on what’s working and what’s not.

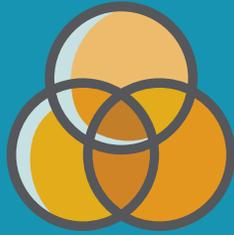
Even if you’re currently working with another agency, we’re happy to provide a fair second opinion. Our team will show you exactly where you’re doing well—and where you’re leaving money on the table.

Are you ready to stop wasting ad spend and start getting results?

Let’s talk. Let’s build something better.

RRM@home is ready when you are.





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