

# **BOOSTING FUNERAL HOME VISIBILITY: MASTERING GOOGLE SEARCH ADS**

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## ABOUT RING RING MARKETING

**Ring Ring Marketing** is the deathcare industry's premier provider of marketing solutions for funeral homes, cemeteries, and affiliated industry partners.

RRM founder and CEO **Welton Hong** is one of the top educators in the industry. Among numerous other credits, he is:

- An in-demand speaker at national conferences, including NFDA and ICCFA; state associations, and mortuary schools
- A regular contributor to numerous industry publications, including NFDA's **The Director**, Kates-Boylston's **American Funeral Director**, and ICCFA's **Memento Mori**
- Author of the celebrated book **Making Your Phone Ring with Internet Marketing for Funeral Homes, Third Edition**

Mr. Hong and his team at RRM have a proven record of helping funeral home owners generate more at-need calls, grow their preneed contracts, improve website conversions, brand their businesses with social media, dominate local competitors in search results, protect their market share and much more.

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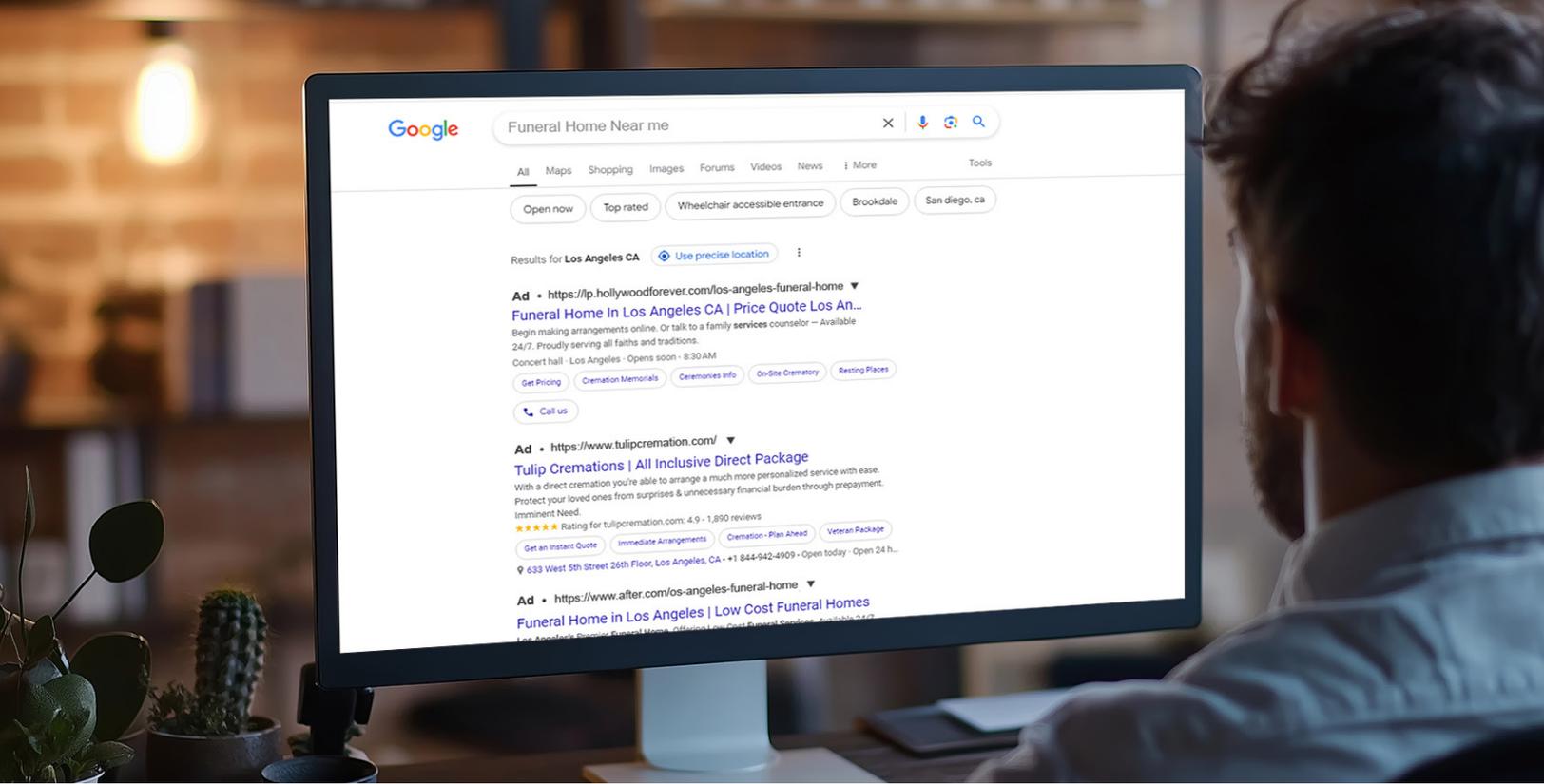
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# 1 INTRODUCTION

Hey there! If you're reading this, you're probably looking for ways to make your funeral home more visible online and attract more families in need of your services. You're in the right place. This guide is all about mastering Google Search Ads, one of the most effective tools out there for boosting your online presence.

Google Search Ads can help you reach families at the exact moment they're looking for funeral services, making it a powerful way to drive traffic to your website and increase calls. So, let's dive into the world of Google Search Ads and discover how they can help your funeral home thrive.

## The Importance of Online Visibility for Funeral Homes

First things first, why should you care about online visibility? Well, families in need of funeral services often turn to the internet first. If your funeral home isn't visible online, you're missing out on a significant number of potential clients. Being easily found online builds trust and credibility, essential factors when families are making such an important decision.

## Why Google Search Ads?

Google Search Ads allow you to appear at the top of search results when families search for terms related to funeral services. This means you can reach potential clients precisely when they need you most. Plus, with the right strategies, you can ensure your ads are seen by the right people, increasing your chances of converting clicks into calls.

## 2 UNDERSTANDING GOOGLE SEARCH ADS

Before we jump into setting up your campaigns, let's make sure we understand the basics of Google Search Ads.

### Overview of Google Search Network

The Google Search Network includes Google Search, other Google sites like Maps and Shopping, and hundreds of partner websites. When you create a Search Network campaign, your ads can appear next to Google search results and on other Google sites when people search for terms related to your keywords.

### How Google Search Ads Work

Google Search Ads operate on a pay-per-click (PPC) model, which means you only pay when someone clicks on your ad. Your ads are triggered by keywords—specific words or phrases that people type into the search bar. When your keywords match what people are searching for, your ad can appear above or below the search results.

## Key Terminology

Here are some key terms to know:

- **Keywords:** The words or phrases that trigger your ads.
- **Ad Rank:** A value used to determine your ad position, based on your bid, ad quality and the context of the search.
- **Quality Score:** A metric that measures the relevance and quality of your ads, keywords and landing pages.
- **CPC (Cost-Per-Click):** The amount you pay for each click on your ad.
- **CTR (Click-Through Rate):** The ratio of clicks to impressions, indicating how often people click on your ad when they see it.
- **Conversion:** A desired action taken by someone who clicks on your ad, such as calling your funeral home or filling out a contact form.

## 3 SETTING UP YOUR GOOGLE ADS ACCOUNT

Let's get started with setting up your Google Ads account. This is the first step to creating and managing your campaigns.

### Creating Your Account

1. **Go to Google Ads:** Head over to [ads.google.com](https://ads.google.com) and click on "Start Now."
2. **Sign In or Sign Up:** Use your existing Google account or create a new one.
3. **Set Up Your Account:** Follow the prompts to enter your business information, including your business name and website.

## Setting Up Billing

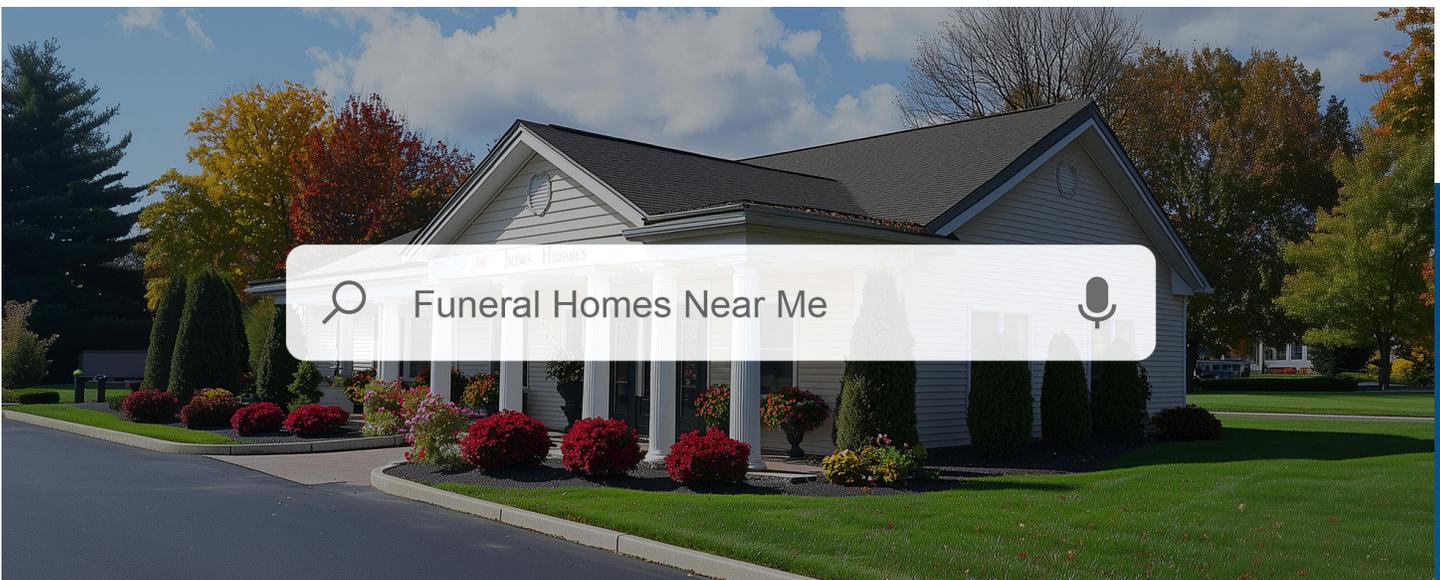
1. **Enter Billing Information:** Provide your billing details to set up how you'll pay for your ads.
2. **Choose Payment Method:** Select from credit card, debit card or direct debit options.
3. **Review and Submit:** Double-check your information and submit to complete your account setup.

### Navigating the Google Ads Interface

Once your account is set up, take some time to familiarize yourself with the Google Ads interface. You'll find sections for campaigns, ad groups, keywords, ads and settings. Spend a few minutes exploring each section so you're comfortable navigating the platform.

## 4 KEYWORD RESEARCH FOR FUNERAL HOMES

Now, let's dive into keyword research. This is a crucial step in creating effective Google Search Ads.



## Identifying Relevant Keywords

Think about what families might search for when looking for funeral services. Keywords could include “funeral homes near me,” “affordable funeral services,” “cremation services” and “funeral planning.”

## Using Google Keyword Planner

Google Keyword Planner is a free tool that helps you find keywords related to your business. Here’s how to use it:

1. **Access Keyword Planner:** Go to the Tools & Settings menu in Google Ads and select “Keyword Planner.”
2. **Find New Keywords:** Enter keywords related to your services and see suggestions.
3. **Analyze Data:** Look at search volume, competition and cost-per-click for each keyword.
4. **Select Keywords:** Choose a mix of high-volume and long-tail keywords (specific phrases) to target.

## Long-Tail vs. Short-Tail Keywords

- **Short-Tail Keywords:** Broad and often highly competitive (e.g., “funeral homes”).
- **Long-Tail Keywords:** More specific and less competitive (e.g., “affordable funeral homes in [Your City]”).

Long-tail keywords are usually better for targeting specific needs and often have a higher conversion rate.

## Grouping Keywords

Organize your keywords into relevant groups based on your services. This will help you create targeted ad groups later on.

1. **Service-Based Groups:** Group keywords by the services you offer (e.g., “cremation services,” “burial services”).
2. **Location-Based Groups:** Group keywords by location (e.g., “funeral homes in [Your City]”).

## 5 CREATING EFFECTIVE AD CAMPAIGNS

Now that you have your keywords, it’s time to create your ad campaigns.

### Structuring Your Campaigns and Ad Groups

A well-structured campaign is crucial for success. Here’s a simple way to organize:

1. **Campaign Level:** Broad categories (e.g., “Funeral Services”).
2. **Ad Group Level:** Specific services within each category (e.g., “Cremation Services,” “Burial Services”).
3. **Keyword Level:** Keywords relevant to each ad group.

### Writing Compelling Ad Copy

Your ad copy should be clear, concise and compelling. Here are some tips:

1. **Headline:** Grab attention with a strong headline. Include your main keyword and a call to action (e.g., “Affordable Funeral Services – Contact Us Today”).
2. **Description:** Provide more details and another call to action (e.g., “Compassionate and affordable funeral services in [Your City]. Call now for a free consultation.”).

3. **Display URL:** Make sure your URL is clear and relevant (e.g., [www.yourfuneralhome.com](http://www.yourfuneralhome.com)).

## Using Ad Extensions

Ad extensions enhance your ads with additional information. Use them to provide more details and increase your ad's visibility.

1. **Sitelink Extensions:** Link to specific pages on your website (e.g., "Our Services," "Contact Us").
2. **Call Extensions:** Add your phone number to encourage calls.
3. **Location Extensions:** Show your business address and a map link.
4. **Callout Extensions:** Highlight special offers or unique selling points (e.g., "24/7 Availability," "Free Consultation").

## Setting Your Bids

Decide how much you're willing to pay for each click on your ad. Start with a reasonable bid and adjust based on performance.

1. **Manual Bidding:** Set your own bids for each keyword.
2. **Automated Bidding:** Let Google adjust your bids to maximize clicks or conversions.

## Budgeting Your Campaign

Determine your daily budget based on your overall marketing budget and goals.

1. **Set Daily Budget:** Decide how much you're willing to spend per day.
2. **Monitor Spend:** Regularly review your spending to ensure you stay within budget.
3. **Adjust Budget:** Increase your budget for high-performing campaigns and decrease it for underperforming ones.



## 6 TARGETING YOUR AUDIENCE

Targeting ensures your ads reach the right people.

### Location Targeting

Target families in your service area. You can set your ads to show in specific cities, regions or a radius around your business.

1. **Set Location:** In your campaign settings, choose the geographic areas you want to target.
2. **Exclude Locations:** Exclude areas where you don't provide services.

### Demographic Targeting

Adjust your ads based on demographics like age, gender and household income. For funeral services, focusing on older age groups and higher income brackets might be effective.

1. **Set Demographics:** In your campaign settings, choose the demographics you want to target.
2. **Adjust Bids:** Increase bids for demographics more likely to convert.

## Scheduling Your Ads

Set specific times for your ads to run based on when your target audience is most likely to search for funeral services.

1. **Ad Schedule:** In your campaign settings, set the days and times your ads should run.
2. **Adjust Bids:** Increase bids during peak times to ensure your ads are seen.

## Device Targeting

Decide which devices to target based on your audience's behavior. Mobile searches are increasingly important, but desktop searches can also be significant.

1. **Set Device Preferences:** In your campaign settings, choose the devices to target (e.g., mobile, desktop, tablet).
2. **Adjust Bids:** Increase bids for devices that drive more conversions.

# 7 OPTIMIZING YOUR LANDING PAGES

A high-converting landing page is crucial for turning clicks into clients.

## Designing High-Converting Landing Pages

Your landing page should be clear, informative and easy to navigate. Here's how to design a high-converting page:

1. **Clear Headline:** Use a clear, relevant headline that matches your ad (e.g., "Compassionate Funeral Services in [Your City]").
2. **Informative Content:** Provide detailed information about your services, highlighting what sets you apart.
3. **Strong Call to Action:** Include a clear call to action (e.g., "Contact Us Today for a Free Consultation").

## Ensuring Mobile Friendliness

Many people search for services on their mobile devices, so ensure your landing page is mobile-friendly.

1. **Responsive Design:** Use a design that adjusts to different screen sizes.
2. **Fast Loading Time:** Ensure your page loads quickly on mobile devices.

## A/B Testing Your Landing Pages

A/B testing involves creating two versions of your landing page and testing them to see which performs better.

1. **Create Variations:** Create two different versions of your landing page.
2. **Test and Analyze:** Run both versions and analyze the results to see which one converts better.
3. **Implement Changes:** Use the winning version and continue testing new variations for continuous improvement.

## Content Optimization

Make sure your landing page content is optimized for SEO and user engagement.

1. **Use Relevant Keywords:** Include your target keywords naturally in your content.
2. **Engaging Visuals:** Use high-quality images and videos to engage visitors.
3. **Testimonials:** Include testimonials from satisfied clients to build trust.
4. **Trust Signals:** Display badges, certifications and associations to enhance credibility.



# 8 MONITORING AND ADJUSTING YOUR CAMPAIGNS

Once your campaigns are up and running, it's important to monitor and adjust them for optimal performance.

## Setting Up Conversion Tracking

Conversion tracking helps you measure the actions people take after clicking your ads, such as calling your funeral home or filling out a contact form.

1. **Set Up Conversion Tracking:** In your Google Ads account, go to Tools & Settings and select "Conversions."
2. **Create a Conversion Action:** Choose the action you want to track (e.g., calls, form submissions).
3. **Add the Tracking Code:** Add the tracking code to your website.

## Key Metrics to Monitor

Keep an eye on these key metrics to understand your campaign's performance:

1. **CTR (Click-Through Rate):** The percentage of people who click on your ad after seeing it. A higher CTR indicates a compelling ad.
2. **CPC (Cost-Per-Click):** The average amount you pay for each click. Lower CPC means more cost-effective ads.
3. **Conversion Rate:** The percentage of clicks that result in a conversion. A higher conversion rate indicates effective targeting and landing pages.
4. **Quality Score:** A measure of your ad's relevance and quality. Higher Quality Scores can lead to better ad positions and lower costs.
5. **Impressions:** The number of times your ad is shown. More impressions mean more visibility.

- 6. Bounce Rate:** The percentage of visitors who leave your site after viewing only one page. A high bounce rate might indicate your landing page content isn't relevant or engaging.
- 7. Average Position:** The average position of your ad in search results. Aim for positions 1–3 for maximum visibility.

## Making Data-Driven Adjustments

Use the data you gather to make informed adjustments to your campaigns.

- 1. Adjust Bids:** Increase bids for high-performing keywords and decrease bids for low-performing ones.
- 2. Refine Keywords:** Add new high-performing keywords and remove underperforming ones.
- 3. Optimize Ad Copy:** Test different ad copy to see what resonates best with your audience.
- 4. Improve Landing Pages:** Use A/B testing to continuously improve your landing pages.
- 5. Schedule Adjustments:** Modify your ad schedule based on peak performance times.
- 6. Budget Allocation:** Reallocate your budget to high-performing campaigns and reduce spend on underperforming ones.



# 9 ADVANCED STRATEGIES

Once you've mastered the basics, you can implement advanced strategies to further boost your campaign performance.

## Using Negative Keywords

Negative keywords prevent your ads from showing for irrelevant searches, saving you money and improving your CTR.

1. **Identify Negative Keywords:** Think about searches that are not relevant to your services (e.g., "free funeral services").
2. **Add Negative Keywords:** In your Google Ads account, go to Keywords and select "Negative Keywords." Add the irrelevant terms.

## Competitor Analysis and Strategy

Understanding what your competitors are doing can give you an edge.

1. **Identify Competitors:** Use tools like SEMrush or SpyFu to identify your competitors and see which keywords they're targeting.
2. **Analyze Ads:** Look at your competitors' ads to see what's working for them.
3. **Differentiate Your Ads:** Use the insights you gather to create ads that stand out and highlight your unique selling points.

## Seasonal Adjustments and Special Campaigns

Adjust your campaigns for seasonal trends and create special campaigns for holidays or events.

1. **Identify Trends:** Look at your past performance data to identify seasonal trends (e.g., more searches around certain holidays).
2. **Create Special Campaigns:** Create targeted campaigns for specific holidays or events (e.g., Memorial Day).
3. **Adjust Bids:** Increase bids during peak times to ensure your ads are seen.

## Remarketing

Remarketing allows you to show ads to people who have previously visited your website, keeping your services top of mind.

1. **Set Up Remarketing Lists:** In Google Ads, create remarketing lists based on website visitors.
2. **Create Remarketing Ads:** Design ads specifically for your remarketing audience.
3. **Adjust Bids:** Increase bids for remarketing audiences to ensure your ads are seen.

## Using Ad Customizers

Ad customizers allow you to dynamically update your ad text based on specific criteria, making your ads more relevant and compelling.

1. **Set Up Customizers:** In your Google Ads account, set up ad customizers based on criteria like location or time of day.
2. **Create Customized Ads:** Write ads that dynamically change based on the customizers you set up.
3. **Monitor Performance:** Track the performance of your customized ads and adjust as needed.

## 10 COMMON MISTAKES TO AVOID

Even seasoned marketers can make mistakes. Here are some common pitfalls to watch out for:

### Overly Broad Keywords

Using broad keywords can lead to irrelevant clicks and wasted budget.

1. **Use Specific Keywords:** Focus on long-tail keywords that are more specific to your services.

2. **Monitor Performance:** Regularly review your keyword performance and adjust as needed.

## Ignoring Quality Score

Quality Score impacts your ad's position and cost. Ignoring it can lead to higher costs and lower ad positions.

1. **Improve Ad Relevance:** Ensure your ad copy is relevant to your keywords and landing page.
2. **Enhance User Experience:** Provide a good user experience on your landing page.

## Poor Ad Copy

Your ad copy needs to be compelling and relevant. Poor ad copy can result in low CTR and wasted budget.

1. **Write Clear Headlines:** Use clear, attention-grabbing headlines.
2. **Include a Call to Action:** Encourage users to take action (e.g., "Call Now," "Contact Us Today").
3. **Test Different Versions:** A/B test different versions of your ad copy to see what works best.

## Neglecting Mobile Users

With more people using mobile devices to search for services, neglecting mobile optimization can hurt your campaign performance.

1. **Ensure Mobile Friendliness:** Make sure your ads and landing pages are mobile-friendly.
2. **Monitor Mobile Performance:** Track the performance of your ads on mobile devices and adjust as needed.

## Inadequate Budget Management

Failing to manage your budget properly can lead to overspending or underspending.

1. **Set Realistic Budgets:** Set daily budgets based on your overall marketing budget and goals.
2. **Monitor Spend:** Regularly review your spending to ensure you stay within budget.
3. **Adjust Budget:** Increase your budget for high-performing campaigns and decrease it for underperforming ones.

## Not Using Negative Keywords

Failing to use negative keywords can lead to your ads being shown for irrelevant searches, wasting your budget.

1. **Identify Negative Keywords:** Regularly review your search terms report to identify irrelevant searches.
2. **Add Negative Keywords:** Add irrelevant terms as negative keywords to prevent your ads from showing for those searches.

## Ignoring Landing Page Experience

A poor landing page experience can lead to high bounce rates and low conversion rates.

1. **Optimize Landing Pages:** Ensure your landing pages are relevant, informative and easy to navigate.
2. **Improve Load Times:** Make sure your landing pages load quickly on all devices.
3. **Provide Clear Calls to Action:** Make it easy for visitors to take the desired action (e.g., contact you, fill out a form).

# 11 CONCLUSION

You've made it through the guide! Now it's time to take action and boost your funeral home's visibility with Google Search Ads.

## Recap of Key Points

Here's a quick recap of what we covered:

- The importance of online visibility and why Google Search Ads are effective.
- Understanding the basics of Google Search Ads.
- Setting up your Google Ads account.
- Conducting keyword research.
- Creating effective ad campaigns.
- Targeting your audience.
- Optimizing your landing pages.
- Monitoring and adjusting your campaigns.
- Implementing advanced strategies.
- Avoiding common mistakes.

## Creating an Action Plan

Put together an action plan based on these strategies. Start with the basics and build from there. Remember, consistency and continuous improvement are key.

1. **Start with the Basics:** Begin by setting up your Google Ads account and conducting keyword research.

2. **Build from There:** Gradually add more advanced strategies and continuously optimize your campaigns.
3. **Stay Consistent:** Regularly monitor your performance and make data-driven adjustments.

## Leveraging Professional Help

If you need help, don't hesitate to reach out to professionals. A specialized digital marketing agency like Ring Ring Marketing can provide the expertise and support you need to succeed. We're here to help you climb to the top of Google's search results and stay there.



**Call us today at (888) 383-2848 or email us at [info@ringringmarketing.com](mailto:info@ringringmarketing.com) for a free audit of your current internet marketing campaign. Let us show you what we can do.**

If you're already working with another agency, that's okay. We're happy to conduct a fair and impartial audit of their work. We'll give you an honest assessment of whether they're doing a good job or just feeding you lines. There's no obligation, no pressure—just honest, straightforward advice.

We're confident that once you see the Ring Ring Marketing difference, you'll want to make the switch.

So, what do you say? Are you ready to take your digital marketing to the next level? Are you ready to see what a truly effective marketing strategy can do for your business?

**Give us a call. Drop us an email. Let's get started.** Your future clients are out there searching for the right funeral home. Let's make sure they find you first.

Ring Ring Marketing is ready to take your business to new heights. Are you?

**Get in touch with us today and let's start the conversation that could change your business forever. We're ready when you are.**



Online communication makes life much easier because distance means so little when you are connected and able to stay in touch with everyone everywhere

**WELTON HONG**

FOUNDER & CEO

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MARKETING

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