



# 5 Tips for your Google or Facebook Ad Campaigns.

Get more clicks and save money.

## TIP #

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### Your ads are not targeted tightly to your keywords.

When setting up your ads it's easy to build your list of keywords. But too many keywords in an ad group can work against you. When you have just a few ads running but your keywords are too broad, your ads may get very little exposure and in some cases not shown at all.

If you're targeting a keyword like "Interior Residential Painting", your targeted ad should include the phrase "Interior Residential Painting" or some variation. A keyword target for "Exterior Residential Painting" should not be on your list. The key phrase doesn't match your ad copy.

#### Key Takeaway

In a case like this, you should have a separate ad group with ads that target specific services you offer.

### Your ads do not target specific landing pages

Just as your ad copy should include your targeted keywords, the destination page that you send the visitor to should also target the keyword phrase. For example, if someone clicks on your ad for "Interior Residential Painting" they should arrive at a page on your website that specifically talks about your "Interior Residential Painting" services.

Google includes your landing page score. Google scores how they view your destination page content and how it relates to the ad. You never want to send the person that clicks on your ad to the homepage of your site. When you do that the user is required to find on your website the service that you presented as a targeted ad. This can lead to a high bounce rate and as a result, your ads may only be shown on a limited basis or not at all.

#### Key Takeaway

Send users that click on your ads to targeted landing pages that match the ad content for the best ad performance.

## TIP #

2

## TIP #

3

### Your audience isn't clearly defined

To make your ads more targeted you can create audiences. This allows you to target people by their interests, passions, spending habits, demographics, and if they have shown interest in your business previously.

If your audience is too broad then you're likely getting ad clicks from users who are not your target. This results in a wasted advertising budget.

#### Key Takeaway

To get the most out of your ad budget, take the time to define your audience so that your ads show to only those on Google or Facebook that meet your targeted customer. Don't waste money with useless clicks.

### Your target area is too broad

By default, digital ad platforms encourage you to target everywhere in the US. But for most home services businesses, you have a region or territory that you cover.

It's unlikely that a Residential Painter in Wisconsin is going to travel to Texas to paint someone's home. So why would your ad be shown to homeowners in areas you don't service?

Whether you're running Google or Facebook Ads it's important that you define the area where you service for targeting. There are a variety of ways to do this. It can be by city or zip code by way of example.

#### Key Takeaway

By targeting a specific area, you can stretch your advertising budget by not wasting money on clicks from customers that you are not able to service.

## TIP #

4

## TIP #

# 5

### Keywords you have chosen may be too broad

When we begin to think about different keywords people might use to find our company, it's good to start broad, but more than likely you'll need to make the keywords more targeted.

What are some ways you can identify more targeted keywords? Using our painter example again, we might start with "painting". That's a pretty broad keyword topic. Is the user searching for websites of companies that offer painting services?

Or websites that teach you how to paint? Are they searching for answers about painting their home or painting a picture of their dog? Someone searching with this broad of a term isn't really a good target.

There is just too much unknown about their intent. Many times searches use modifiers. For example "Residential Painting". Just adding the modifier of "Residential" makes this key phrase a much better target.

#### Key Takeways

Adding additional modifiers like a city name, town or area can also be a profitable keyword to target. Review your keywords from time to time and also review the keywords that are triggering your ads. This can help to identify additional keywords that can be very effective.

Ready to jump start your digital marketing efforts for your home services company? Awesome!

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