

01 / PLAN BEFORE YOU SPEND

Google Ads Campaign Checklist & Strategy

A practical Search campaign guide for UK and US service businesses. Use the checkboxes before launch, then revisit the guide during each review.

Start with the business outcome

- ☐ **Define a qualified lead.** Write down the right service, location, job size and customer type. Agree what makes an enquiry worth following up.
- ☐ **Choose a focused offer.** Start with a service you can deliver profitably. Match the offer to demand, available capacity and a clear next step.
- ☐ **Set your lead-cost ceiling.** Use contribution profit per sale and your lead-to-sale rate. Set a target below break-even to leave room for profit.

WORKED EXAMPLE / ILLUSTRATIVE, NOT A FORECAST

Contribution profit per new customer: **£450**, before advertising and after variable delivery costs.

Lead-to-sale rate: **25%**.

Break-even cost per lead = £450 × 25% = £112.50.

If you allocate 40% of that profit to acquisition, target CPL = **£45**. At £900/month, 20 leads is a planning scenario only if £45 CPL is achieved. Use your own currency and figures.

Write your campaign brief

- ☐ **Define the test budget.** Use Keyword Planner estimates and your target CPL to judge affordability. Plan for conversion delays and a test you can fund.
- ☐ **Agree who handles enquiries.** Name the person who answers calls, follows up forms and records lead quality. Plan response coverage before buying traffic.

Service / offer: _____ Area: _____

Monthly ad budget: _____ Target CPL: _____

02 / BUILD THE FOUNDATION

Track the right actions. Buy the right searches.

Complete these checks before traffic reaches the site. This framework focuses on Search campaigns for lead generation.

Measurement checklist

- ☐ **Track real enquiries.** Test form submissions and connected calls. A phone or WhatsApp click signals intent, but does not prove a conversation happened.
- ☐ **Set bidding goals deliberately. [1]** Use meaningful lead actions as primary goals. Keep page views and small interactions secondary. Check campaign goals: custom goals can bid on secondary actions.
- ☐ **Prevent double counting.** If the same enquiry is measured through a Google Ads tag and a GA4 import, avoid treating both as separate primary leads. Check counting settings.
- ☐ **Connect leads to sales.** Record source, service, qualified status and sale outcome in your CRM. Where practical, import qualified leads or sales with offline conversion tracking.
- ☐ **Validate tracking and consent.** Use Tag Assistant and test on mobile. Check that relevant consent settings, privacy information and form handling work for your audience.

Search and targeting checklist

- ☐ **Group by service and intent.** Build tight ad groups around related searches and landing pages. Separate campaigns when budgets, locations or goals need independent control.
- ☐ **Choose match types consciously. [2]** For a focused initial test, consider exact and phrase match. Both can match meaning and close variants. Test broad match with reliable conversion data and Smart Bidding.
- ☐ **Add relevant negatives.** Exclude unwanted intent such as jobs, training or DIY where appropriate. Avoid blocking valuable searches with overly broad negatives.
- ☐ **Check location and network settings. [3]** For local delivery, consider Presence targeting. Review actual user locations and exclusions. Decide separately whether Search partners suit the test.
- ☐ **Choose a suitable bid strategy. [4]** Use conversion-based bidding when tracking is dependable. Manual CPC or capped Maximise Clicks can support a controlled traffic test, but neither optimises for lead quality.

Budget check [5]: For most campaigns, plan monthly spend as average daily budget × 30.4. A day can spend up to twice the daily average; budget changes affect spending limits.

03 / LAUNCH WITH CONFIDENCE

Make the ad and landing page tell the same story.

Each search should lead to a relevant offer and an easy enquiry. Use this page as your final launch gate.

Ads and landing page checklist

- ☐ **Write distinct ad assets. [6]** Use relevant service headlines, real benefits, proof and a clear CTA. Responsive search ads support up to 15 headlines and 4 descriptions; avoid repetitive filler.
- ☐ **Respect format limits. [6]** Headlines allow 30 characters and descriptions 90. Check every combination for sense. Pin only when a message must appear in a specific position.
- ☐ **Add useful assets.** Include relevant sitelinks, callouts and structured snippets. Use call and location assets when appropriate. Keep claims accurate and verifiable.
- ☐ **Match the landing page to the search.** Show the service, area, offer and next step early. Add credible reviews or case studies, clear contact details and answers to common objections.
- ☐ **Remove enquiry friction.** Test page speed, tap-to-call buttons and forms on mobile. Ask only for useful details. Confirm that submissions reach the right inbox or CRM.

MESSAGE MATCH / EXAMPLE

Search: "sofa cleaning north london"

Ad: Sofa Cleaning North London + a truthful benefit + Get a Quote.

Page: Sofa cleaning details, North London coverage, relevant proof and a short quote form. Send sofa-cleaning searches to that service page, rather than a general page with several unrelated services.

Final launch gate

- ☐ **Check delivery readiness.** Confirm billing, currency, time zone, ad approval, live URLs, location coverage and budget. Check scheduling against enquiry-handling capacity.
- ☐ **Submit a test enquiry.** Verify the event fires once, the lead arrives and follow-up works. Check the selected campaign conversion goals one last time.
- ☐ **Record your baseline.** Save the launch date, settings, budget, goals and assumptions. Decide when to review performance and what would trigger immediate intervention.

Launch decision: Go live only when tracking, the enquiry route, targeting and spending controls have passed your checks.

04 / REVIEW, IMPROVE, REPEAT

Judge success by lead quality and sales.

Use a steady review rhythm. The first 30 days are an initial test window, not a promise of stable results or profit.

Your review rhythm

- ☐ **First 72 hours: verify delivery.** Check spend, approvals, tracking, landing pages and enquiry handling. Fix obvious errors quickly; avoid judging profitability from a handful of clicks.
- ☐ **Weekly: review intent and quality.** Inspect available search terms, locations, services and lead outcomes. Add justified negatives. Compare cost per qualified lead, allowing for conversion delay.
- ☐ **Test one clear hypothesis.** If searches are relevant but enquiries are low, test the offer or page. If enquiries are plentiful but unsuitable, review targeting, messaging and bidding goals.
- ☐ **After enough data: decide what to scale.** Use your sales cycle and conversion lag, not a fixed date. Increase spend when lead quality, economics and delivery capacity support it. Record each change.

A SIMPLE BUSINESS SCORECARD

Raw CPL = ad spend ÷ recorded leads.

Cost per qualified lead = ad spend ÷ qualified leads.

Customer acquisition cost (ads only) = ad spend ÷ customers won.

Lead-to-sale rate = customers won ÷ leads × 100.

Review revenue and contribution profit alongside these figures. For total acquisition cost, include management fees and other acquisition costs.

NEED A SECOND PAIR OF EYES?

I help UK and US service businesses plan, manage and improve Google Ads campaigns.

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Visit heysajid.com to discuss your campaigns →

GOOGLE ADS HELP / SELECTED REFERENCES

- | | |
|-----------------------|-----------------------------|
| 1. Conversion goals | 2. Keyword match types |
| 3. Location targeting | 4. Smart Bidding |
| 5. Budget limits | 6. Search ad specifications |

Prepared October 2026. Strategy choices depend on your business and account data.