A Tactical Guide for Business Owners Who Need More Calls and Better Clients — Fast.

Why This Guide Exists

Many business owners spend years trying to figure out why they're not getting leads online — while their competitors, with half the experience and worse service, are booked out months in advance.

It's not because they're better. It's because they've figured out how to show up, speak clearly, and earn trust online. This guide shows you how to do exactly that, in just a few simple steps.

What You'll Learn

- How to fix the biggest mistake on your homepage that's costing you calls
- How to write copy that makes the phone ring
- BONUS: A Google Ad template you can swipe today

1. Fix the First Impression

Your homepage has 5 seconds to prove you're legit. If someone lands on your site and doesn't immediately know:

- Who you are
- What you do
- Who you serve and where

...THEY'RE GONE!

Fix it by writing a headline like:
"Louisville's Commercial Building Solution."

ALSO: Make sure your phone number and call to action button ("Book Now!" "Call Now!" "Get a Free Quote!") are visible without scrolling. This is called "above the fold" — and it's where most conversions happen.

2. Write Content That Converts

Most contractor websites are built like a resume. Long paragraphs. Generic phrases. Not customer-focused.

Instead, use this formula:

- Identify the pain: “Tired of Delays, Cost Overruns, and Communication Headaches?”
- Present the solution: “Helping project managers and GCs meet timelines, budgets, and expectations — without stress.”
- End with a clear CTA: “Ready to Build with Confidence? Schedule a consultation to discuss your timeline, budget, and project goals.”

3. Bonus: Use This Ad Template

GOOGLE SEARCH AD TEMPLATE

Headline Examples (30 characters max each):

- Trusted Louisville Builder
- On-Time, On-Budget Projects
- Commercial Builds You Trust
- Retail | Office | Industrial
- Schedule a Free Consult
- Local Builders, Proven Results

Description Examples (90 characters max each):

- We help developers and GCs complete projects with precision and no surprises.
- Serving Louisville with expert commercial construction & transparent timelines.
- Quality builds. Clear communication. Decades of experience.

HOW TO USE THIS AD TEMPLATE

Step 1: Choose Your Campaign Goal

Google Ads > Campaign Setup > “What’s your objective?”

Why This Matters:

Google will **optimize your entire campaign** based on the goal you select. Your **bidding strategy**, **ad placement**, and even **automation tools** are all influenced by this first decision.

When to Choose “Leads”

- You want **form submissions**, phone calls, or calendar bookings
- You’re targeting **high-intent decision-makers**

- You plan to send traffic to a **landing page** with a clear CTA like:
  - "Book a consultation"
  - "Get a quote"
  - "Schedule a call"

Result: Google uses conversion-based bidding like **Maximize Conversions** or **Target CPA**, meaning it will push your ad toward people most likely to take that action.

When to Choose "Website Traffic"

- You want **visits to key pages** (e.g. homepage, portfolio, project gallery)
- You're focused on **brand awareness** or **warming up traffic**
- You're running retargeting campaigns or building custom audiences

Result: Google will prioritize getting more **clicks** and impressions, not necessarily conversions. Good for **early funnel** outreach or educational content.

What to Avoid:

- **"Sales"** unless you run an e-commerce store
- **"App promotion"** unless your business has an actual mobile app
- Skipping this step or picking something "just to get started" — it costs you relevance later

Pro Tip: Start with "Leads" if you're running a service-based business or agency. You can always create a second campaign later for "Traffic" to support blog content or retarget past visitors.

Step 2: Pick a Landing Page

Once you choose your campaign goal, the next step is to decide where to send the people who click on your ad. This page is called your landing page.

Your landing page should match the goal of your campaign. If you chose "Leads," your landing page should be designed to capture those leads — not just look nice.

What a good landing page includes:

- A clear headline that tells visitors they're in the right place
- A short explanation of the problem you solve and who you help
- At least one call-to-action (CTA) like "Book a Consultation" or "Get a Free Estimate"
- A form or phone number where people can contact you
- Fast load time and mobile-friendly layout

Three types of landing pages that work:

1. **A "Book a Consultation" page**
   This is best for service-based businesses like agencies, contractors, or consultants. Keep the copy short, benefits clear, and the form easy to fill out.

2. **A Portfolio or Project Showcase page**
   Good for visual businesses like construction, design, or landscaping. Include photos, results, and a CTA to "Schedule a Call" or "Start Your Project."
3. **A One-Page Website**
   This works well if you're just getting started. Include a short description of your business, testimonials, service areas, and one clear CTA.

Avoid sending traffic to:

- Your homepage (unless it's built to convert and be tracked separately from you organic traffic)
- A blog post (unless you're running a traffic or awareness campaign)
- A cluttered page with too many options

Pro tip: Make sure your phone number and CTA button are visible without scrolling. This is called "above the fold" — and it's where most conversions happen.

Step 3: Create Your Search Ad

Now that you've chosen your campaign goal and selected a landing page, it's time to write the ad that will actually show up in Google search results.

This is what people will see when they search for the services you offer — so clarity and relevance are everything.

How Google Search Ads Work:

Google allows you to write up to:

- **15 headlines** (maximum 30 characters each)
- **4 descriptions** (maximum 90 characters each)

Google will automatically test different combinations of these to see which performs best. You don't have to use all 15 and 4, but the more options you give Google, the better it can optimize.

Headline Tips:

- Focus on the result or benefit you deliver
  - Example: "Commercial Builder in Louisville"
- Use local keywords
  - Example: "General Contractor KY" or "Build-Out Services Near Me"
- Add a call to action if space allows
  - Example: "Get a Free Quote Today"

Description Tips:

- Be specific about what you do
  - Example: "We help developers and GCs complete projects on time and on budget."
- Build trust
  - Example: "20+ years of commercial experience in Louisville."

- Always include a clear CTA
  - Example: “Book a consultation online or call now.”

Use Keyword Insertion (optional):

You can insert your target keywords into headlines or descriptions using brackets like this: `{KeyWord: Commercial Construction Louisville}`
This tells Google to automatically display the search term a user typed, if it fits the character limit. It makes your ad feel more relevant.

Final Ad Example:

Headline 1: Commercial Builder Louisville
Headline 2: Retail & Office Construction
Headline 3: Free Consultation Available

Description 1: On-time, on-budget commercial projects in Louisville.
Description 2: Call now or book your free quote online.

Pro tip: Google will test headline and description combinations, so keep each one clear and useful on its own. Don’t rely on them being shown together.

Step 4: Set Your Location Targeting

Location targeting ensures your ads are shown only to people in the areas you actually serve. This helps you avoid wasting your budget on clicks that won’t turn into customers.

When setting up your campaign in Google Ads, you’ll see the option to choose specific locations. You can target by city, zip code, region, or set a custom radius around your business.

For local service businesses (like contractors, agencies, or consultants):

- A **15 to 30 mile radius** around your service area is ideal.
- If you’re in a larger metro area (like Louisville), you can narrow it to specific zip codes or neighborhoods where your target customers are based.
- You can also exclude areas where you don’t want leads from.

How to set it up:

1. In your campaign settings, go to “Locations.”
2. Choose “Enter another location.”
3. Type in your target city (e.g., “Louisville, KY”) or use a radius like “30 miles around Louisville.”
4. Under “Location options,” select:
   “People in or regularly in your targeted locations.”

This makes sure you’re only targeting people who are physically in the area — not just searching from another state.

Tips for better targeting:

- If you only take jobs in specific counties or zip codes, list them individually.

- Avoid broad national targeting unless you're offering a remote service.
- Use location-specific keywords in your ads to reinforce relevance.

Example:

If you're a commercial builder in Louisville, your settings might look like:

- Target: 30 miles around Louisville, KY
- Exclude: Southern Indiana if you don't cross state lines
- Ad headlines: "Commercial Builder Louisville" / "Retail Build-Out Contractor KY"

Pro tip: Local targeting helps Google understand who your ad is for — and rewards you with better cost-per-click when your ads are highly relevant to the searcher's location.

Step 5: Choose Your Keywords

Keywords tell Google when to show your ad. They connect what someone types into the search bar with the service you offer. Choosing the right keywords is one of the most important steps in setting up your campaign.

Types of Keyword Match:

Google offers three main types of keyword matching. Use these carefully to control your budget and reach the right audience.

1. **Exact Match** – [commercial builder louisville]
   Your ad only shows when someone searches for this exact phrase or a close variation. Most targeted, lowest waste.
2. **Phrase Match** – "commercial builder louisville"
   Your ad shows when someone searches for a phrase that includes these words in this order. Good balance of control and reach.
3. **Broad Match** – commercial builder louisville
   Google shows your ad for related terms, even if not exact. Can lead to wasted spend if not monitored closely. Avoid.

Recommended Keywords for Service-Based Businesses:

Start with 5–10 phrase or exact match keywords related to your service and location. Examples:

- **"commercial builder louisville"**
- **"general contractor louisville ky"**
- **"office build out services"**
- **"retail construction company"**
- **"industrial construction kentucky"**
- **"tenant improvement contractor"**

Avoid vague or too-broad keywords like:

- construction
- builder

- general contractor (by itself)

These can attract unqualified clicks from people looking for jobs, supplies, or DIY help.

How to Add Keywords in Google Ads:

- In your campaign, go to the "Keywords" section.
- Click "+" to add keywords.
- Enter them with quotation marks (for phrase match) or brackets (for exact match).
- Group related keywords together by ad group if possible.

Pro tip: After your campaign runs for a week or two, check the Search Terms Report in Google Ads. This shows exactly what people typed in before clicking your ad. Use this to refine your keywords and add negative keywords (terms you don't want your ad to show for).

Step 6: Write Your Ad Copy

Your ad copy is what people see in Google search results. It's your first impression — and your chance to turn a search into a lead. Good ad copy is clear, relevant, and action-oriented.

What to include in your ad copy:

- **What you do**
  - Be specific about your service. Example: "Commercial contractor in Louisville specializing in retail, office, and tenant build-outs."
- **Who you help**
  - Mention your ideal customer if possible. Example: "Helping developers and property managers stay on schedule and on budget."
- **What makes you different**
  - Add credibility or a unique strength. Examples: "20+ years experience," "Locally owned," or "On-time guarantee."
- **Call to action (CTA)**
  - Tell people what to do next. Examples: "Call now for a quote" or "Book your consultation today."

Sample ad copy (headline + description):

Headline 1: Louisville Commercial Builder
Headline 2: Retail, Office, Industrial Projects
Headline 3: Free Consult Available

Description 1: On-time, on-budget builds in Louisville. Trusted by developers and GCs.
Description 2: Schedule your free project consultation today.

Tips for writing better ad copy:

- Use numbers or specific facts when possible. ("Over 100 jobs completed" is stronger than "lots of experience.")
- Repeat location names where appropriate to match local searches. ("Louisville," "Kentucky," etc.)

- Keep it simple and easy to read — don't try to sound fancy or overly technical.
- Write each headline and description so it makes sense even if it shows up out of order.

Pro tip: Google mixes and matches your headlines and descriptions. Make sure each line stands alone and makes sense on its own. Avoid writing copy that only works when headlines are shown together.

Step 7: Track Conversions

Once your campaign is running, you need to know whether it's working. Conversion tracking tells you if people are actually taking the actions you care about — like calling, filling out a form, or booking a consultation.

Without conversion tracking, you're just guessing. With it, you can see what ads are driving real results and what needs to be adjusted.

What counts as a conversion?

For service businesses, common conversions include:

- Phone calls from your ad or website
- Contact form submissions
- "Book a Call" or "Get a Quote" form completions
- Clicking on your phone number (mobile users)
- Calendar bookings (if integrated with a tool like Calendly)

How to set up conversion tracking in Google Ads

1. Go to Tools & Settings in your Google Ads dashboard.
2. Click on "Conversions" under the "Measurement" section.
3. Click the + New Conversion Action button.
4. Choose what you want to track:
    - Website (for forms, buttons, calendar bookings)
    - Phone Calls (from ads or from your website)
5. Follow the steps to add a small piece of code to your website (or use Google Tag Manager if you're using that).

If you use a platform like WordPress, Wix, or Squarespace, they often have built-in integrations for Google Ads tracking.

Important tips:

- Make sure the conversion event is only triggered once (i.e., not every page load).
- Test it after setup by filling out your form or clicking your phone number to make sure the conversion is recorded.
- Set a clear value for each conversion if you can. For example: a qualified lead might be worth $100 to your business.

Pro tip: If you're using a tool like Calendly or a CRM, you can set up conversion goals based on completed bookings or pipeline stage.

Step 8: Review and Launch

Before you publish your campaign, it's important to double-check everything. A few small errors can cost you money or lead to missed opportunities.

This is your final step before going live.

Checklist before launching your Google Ads campaign:

1. **Campaign Goal**
    1. Confirm you selected either "Leads" or "Website Traffic" based on your main objective.
2. **Landing Page**
    1. Make sure the page loads quickly, is mobile-friendly, and has a clear call to action.
    2. Test the form or booking tool to make sure it works.
3. **Location Targeting**
    1. Review your target areas — are you covering the right cities or radius?
    2. Exclude areas where you don't want to show ads.
4. **Ad Copy**
    1. Proofread all headlines and descriptions for grammar and spelling.
    2. Check that your key benefits and CTA are clear.
5. **Keywords**
    1. Use a mix of phrase and exact match keywords.
    2. Add negative keywords to filter out irrelevant traffic.
6. **Budget and Bidding**
    1. Start with a realistic daily budget (e.g., $20–$50 per day).
    2. Choose "Maximize Conversions" or "Maximize Clicks" based on your campaign goal.
7. **Conversion Tracking**
    1. Make sure your tracking is set up and tested for forms, calls, or bookings.
    2. Check the "Conversions" tab in Google Ads after launch to verify data is flowing.

When you're ready:

Click **Publish** in your campaign dashboard. Your ads will start running after Google reviews them (usually within 24 hours).

Pro tip:

After your campaign is live, check in daily for the first week. Watch for any wasted spend, irrelevant searches, or ads not getting clicks. Make small adjustments — not major overhauls — until you gather more data.

Want this set up for you? Call **(502) 305-8770** or visit **www.spearcrestdigital.com**

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