

Diversifying Your Local Ads Beyond Google: Who Uses Microsoft & Yahoo to Find Contractors?

The Google Competition

High competition drives up costs. Building contractors face expensive CPCs and fierce bidding wars. Bing and Yahoo attract homeowners with higher income levels, located in suburban and rural areas — perfect for construction services.

- ### Older & More Affluent

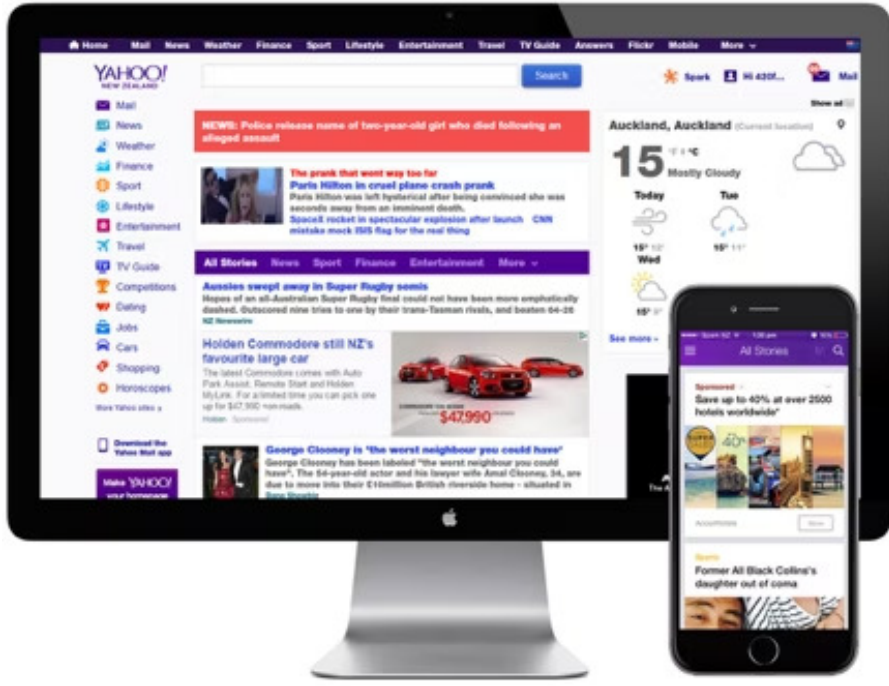
Users tend to be established homeowners actively investing in property improvements
- ### Home Improvement Focus

Researching construction installation, repair, and upgrades across MSN, Yahoo, and AOL
- ### Lower Competition

Building contractors report reduced CPC and higher-quality leads compared to Google

Yahoo Realize Ads

Extend reach across Yahoo and syndicated partners, capturing local leads you're missing.



Microsoft Advertising

Reach millions on Bing, Yahoo, MSN, and DuckDuckGo with search, display, and video ads.

Pro Tip: Microsoft Advertising and Yahoo Ads complement Google Local Services Ads by capturing diverse search behaviors and untapped demographics. ***Got Questions?***

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Got Questions? Get Started...

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