



# Google Ads vs Google Guaranteed Ads for Local Construction Companies

Understanding the right advertising strategy can transform how your local construction business attracts and converts customers. Let's explore two powerful Google advertising options and discover which one—or both—can drive your business growth.

# What Are Google Ads?

## How It Works

Google Ads are pay-per-click advertisements that appear prominently in Google Search results and across the Display Network. You create targeted campaigns based on keywords, location, and demographics to reach potential customers actively searching for construction services.

**Cost Structure:** You only pay when someone clicks your ad, typically ranging from \$5-\$20 per click depending on competition and keywords.

**Primary Goal:** Drive qualified traffic to your website or landing page where you can capture leads through contact forms, phone calls, or service requests.

## Key Features

- Complete control over ad copy and messaging
- Flexible budget and bidding strategies
- Detailed performance tracking and analytics
- Multiple ad formats (text, display, video)
- Broad reach across search and partner sites

# Lead Generating Google Ads Campaigns Look Like This





# What Are Google Guaranteed Local Ads?



### Trust & Verification

Features the distinctive green "Google Guaranteed" badge that instantly builds credibility. Requires background checks, license verification, and maintaining good reviews to qualify.



### Pay-Per-Lead Model

You only pay when a customer calls or messages you directly through the ad—no payment for impressions or clicks. This ensures you're investing only in genuine customer interest.



### Customer Protection

Google backs your work with up to \$2,000 refund guarantee for customers, dramatically increasing trust and reducing hesitation in choosing your construction services.

These ads appear at the very top of search results for local services, featuring your business name, phone number, star ratings, and the trust-building Google Guaranteed badge—no website link required, making the customer journey faster and more direct.

## Successful Google Ads Guaranteed Local Leads Portal Looks Like This

Any lead status ▾ Any charge status ▾ Any lead type ▾ Mar 12, 2025 - Apr 21 ▾ [DOWNLOAD](#)

Customer	Job type	Location	Lead type	Charge status	Lead received	Last activity	Lead id
(425) 71	-	Carnation	Phone	Charged	4/13/25 12:11 PM	4/14/25 12:12 PM	248381089
(425) 71	Pumping	Everett	Phone	Charged	3/31/25 11:49 AM	4/1/25 11:50 AM	246532590
(425) 2	Pumping	Cottage Lake	Phone	Charged	3/30/25 3:12 PM	3/31/25 3:13 PM	246060518
Micheli	Pumping	-	Message	Charged	3/28/25 12:00 PM	3/29/25 12:00 PM	245896175
(360) 3	-	Monroe	Phone	Not charged	3/25/25 2:35 PM	3/25/25 2:36 PM	245833234
(425) 2	Pumping	Issaquah	Phone	Not charged	3/22/25 2:15 PM	3/22/25 2:15 PM	245472997
(206) 7	Inspection	King County	Phone	Charged	3/12/25 2:35 PM	3/14/25 10:39 AM	244091901

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# Key Differences & Which to Choose?

## Google Ads Advantages

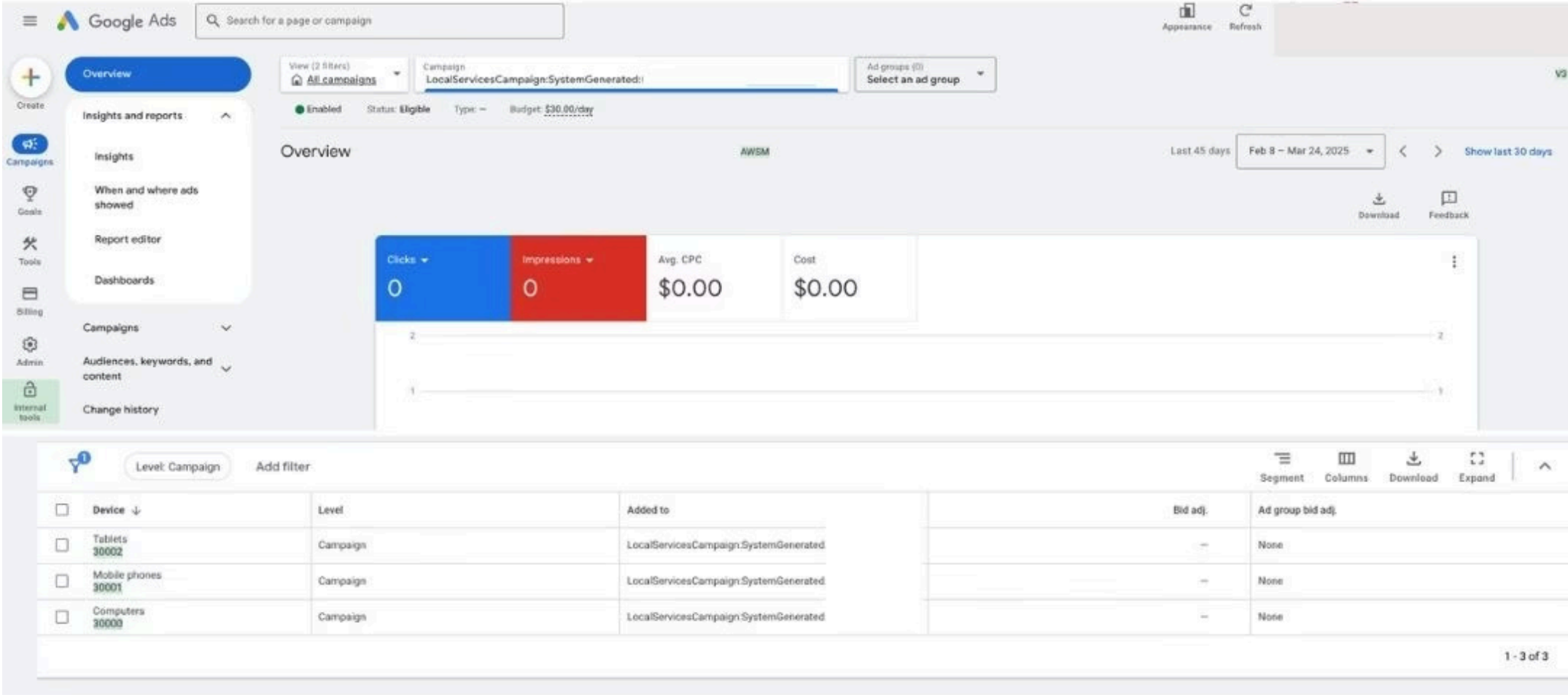
- Complete creative control over messaging
- Drives traffic to showcase your portfolio
- Flexible targeting and remarketing options
- Excellent for brand building and awareness
- Works well for broader service areas

## Google Guaranteed Advantages

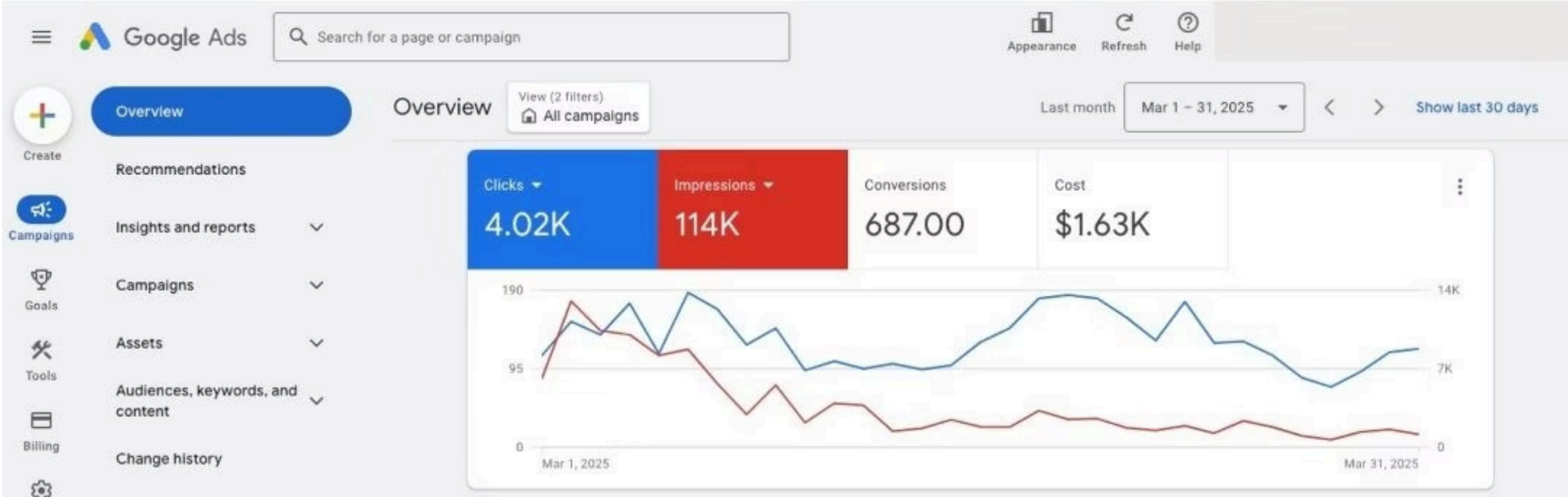
- Instant credibility with verified badge
- Pay only for qualified direct leads
- Higher conversion rates from trust factor
- Prime placement above regular ads
- Ideal for immediate service requests

## Google AI: Understanding the AI of Google Ads & Local Leads

Google Ads Local Leads uses Google AI to automatically create a local service campaign based on data from your *existing* Google Ads & Google My Business (MAPS/ Reviews).



- Google AI doesn't report data on Google Local, but Google Ads Does
- Both sources mirror each other's success



## The Winning Strategy for Construction Companies

For maximum impact, consider using **Google Ads** to build brand awareness, showcase your project portfolio, and capture customers early in their research phase. This showcases your business's appeal to other larger subcontracts and partnerships that open new opportunities for LARGER projects. Simultaneously, leverage **Google Guaranteed** to establish trust and convert ready-to-hire customers (often homeowners) looking for immediate service. In the age of AI marketing, both channels will get their share of bots. So, it's essential to have a human marketer champion your account for reviews and credits on bogus bot traffic/leads.

The combination creates a comprehensive funnel: Google Ads attracts, re-targets and educates prospects (longer sales cycle potential leads), while Google Guaranteed converts high-intent customers (homeowners) with trust and convenience.



### Got Questions?

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