

What are Google Paid Ads for Contractors

To drive successful Google Pay-Per-Click campaigns, your website needs more than just a basic landing page. Optimize it with SEO and captivating content. If you're a HPC client, this is a foundational service that every contractor business has under the Monthly Website Maintenance service. The success of Google Paid Ads depends on the optimization score of 1. your website score (reported in your website platform) and 2. your Google Ads Optimization Score (reported in Google Ads). These two scorecards are dynamic and fluctuate daily. Therefore, a stale website drops in organic search results, and Google Ads not maintained raises costs for lead generation. Once your online website is strong, elevate your strategy with targeted paid ads to attract new customers.

1 Google Paid Ads for Contractors

Google Paid Ads, also known as Google PPC (Pay-Per-Click) ads, can be a powerful tool for construction contractors to by-pass lead generation companies and generate those leads directly.

Examples of Lead Generation Companies using Google Ads are:

- Angie's List
- HomeAdvisor
- Thumbtack
- Yelp

2 ✓ Appear at the Top of Search Results

Paid ads place your business at the top of Google search results, making it more visible to potential customers.

Sponsored ads show up:

- Top of search results as "Sponsored Ads" before organic websites.
- In sponsored ads sections on website, which Google is paying those sites to promote their paid ads on sites like - Angie's list, Home Depot, HomeAdvisor, Thumbtack, etc.

3 ✓ Target Specific Customers

You can target your ads to reach people searching for the exact services you offer in your local area.

Some campaign examples are:

- Kitchen Remodeling
- Bathroom Remodeling
- Additions & Garages

4 ✓ Drive More Leads

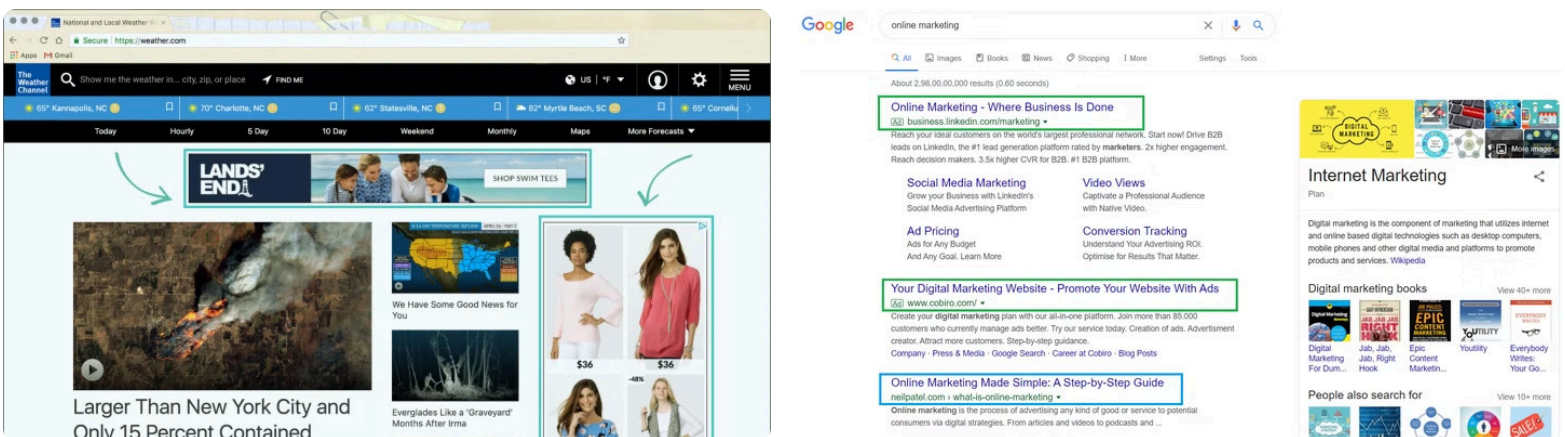
Paid ads can generate more qualified leads and inquiries for your construction business.

Some example campaign types are:

- Specific Niche Website Traffic
- Phone Call Leads
- Form Submission Leads

How HPC Manages Google PPC Ads

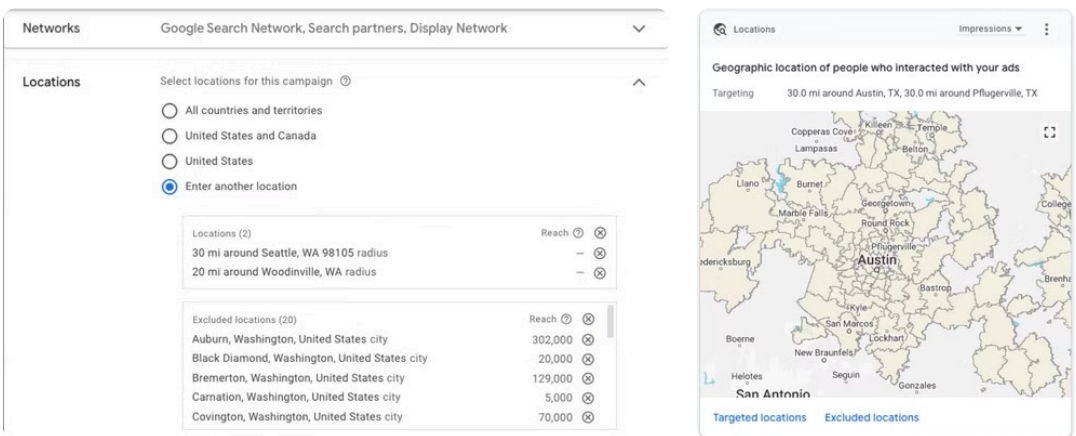
1. Your ads show up in the Google Affiliate Search and Display network among thousands of related websites.



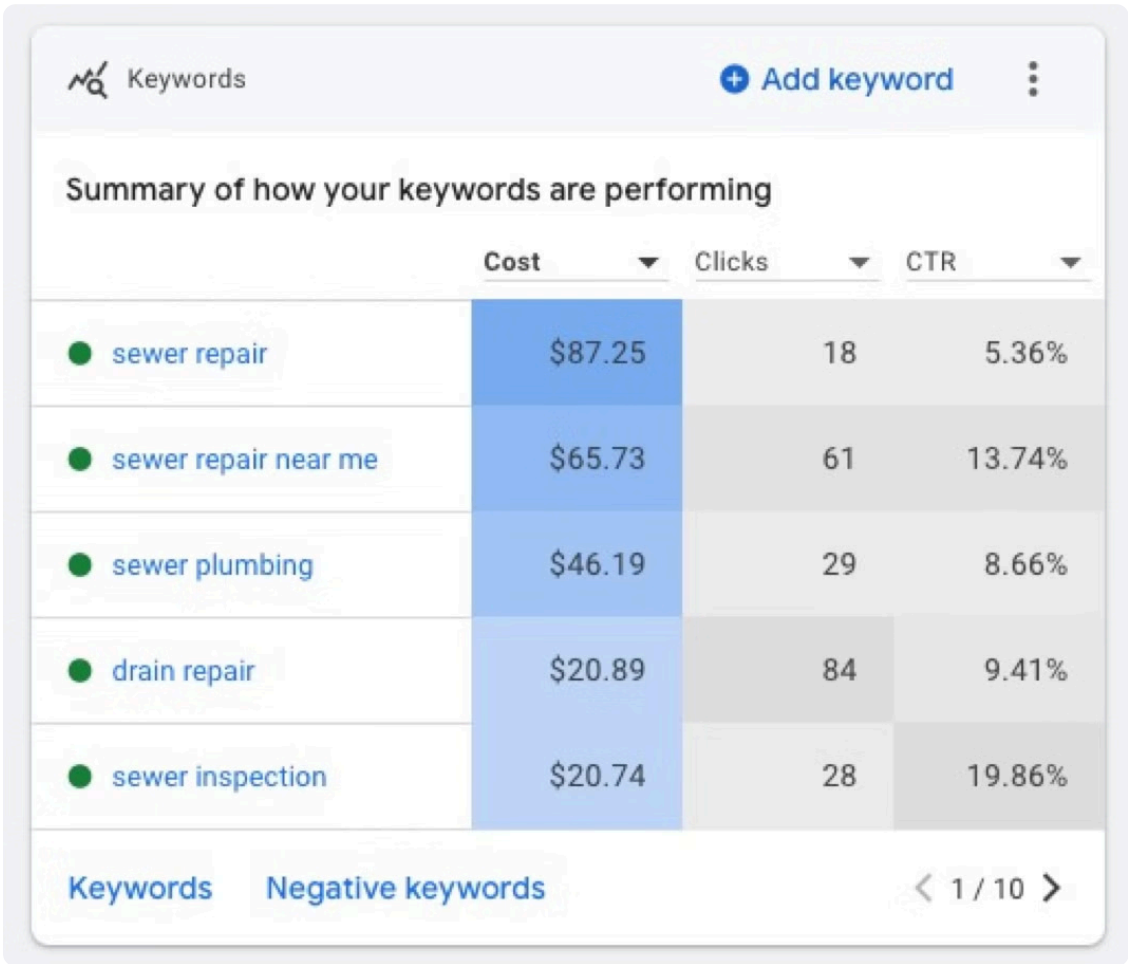
2. We create job focused campaigns that show for searches you offer services for such as: Kitchen Remodel, Bathroom Remodel, Commercial, Handyman Services, & More

| Campaign | Budget | Status | Optimization score | Campaign type |
|--|-------------|-----------------------|--------------------|-----------------|
| HPC (Display): Kitchen Remodel | \$10.00/day | Eligible | 100% | Display |
| HPC (Video,Perf,Max): Deck,Fence,Pergola | \$10.00/day | Eligible | 97% | Performance Max |
| HPC (Display): Bathroom Remodel | \$5.00/day | Bid strategy learning | 90.7% | Display |
| HPC (Display): Commercial Jobs | \$5.00/day | Bid strategy learning | 97.7% | Display |
| HPC (Search): Handyman Services | \$5.00/day | Bid strategy learning | 90% | Search |
| HPC (Search): Deck,Fence,Pergolas | \$5.00/day | Bid strategy learning | 90.2% | Search |
| Total: All but removed campaigns in your ... | | | — | |
| Total: Account | | \$40.00/day | — | |

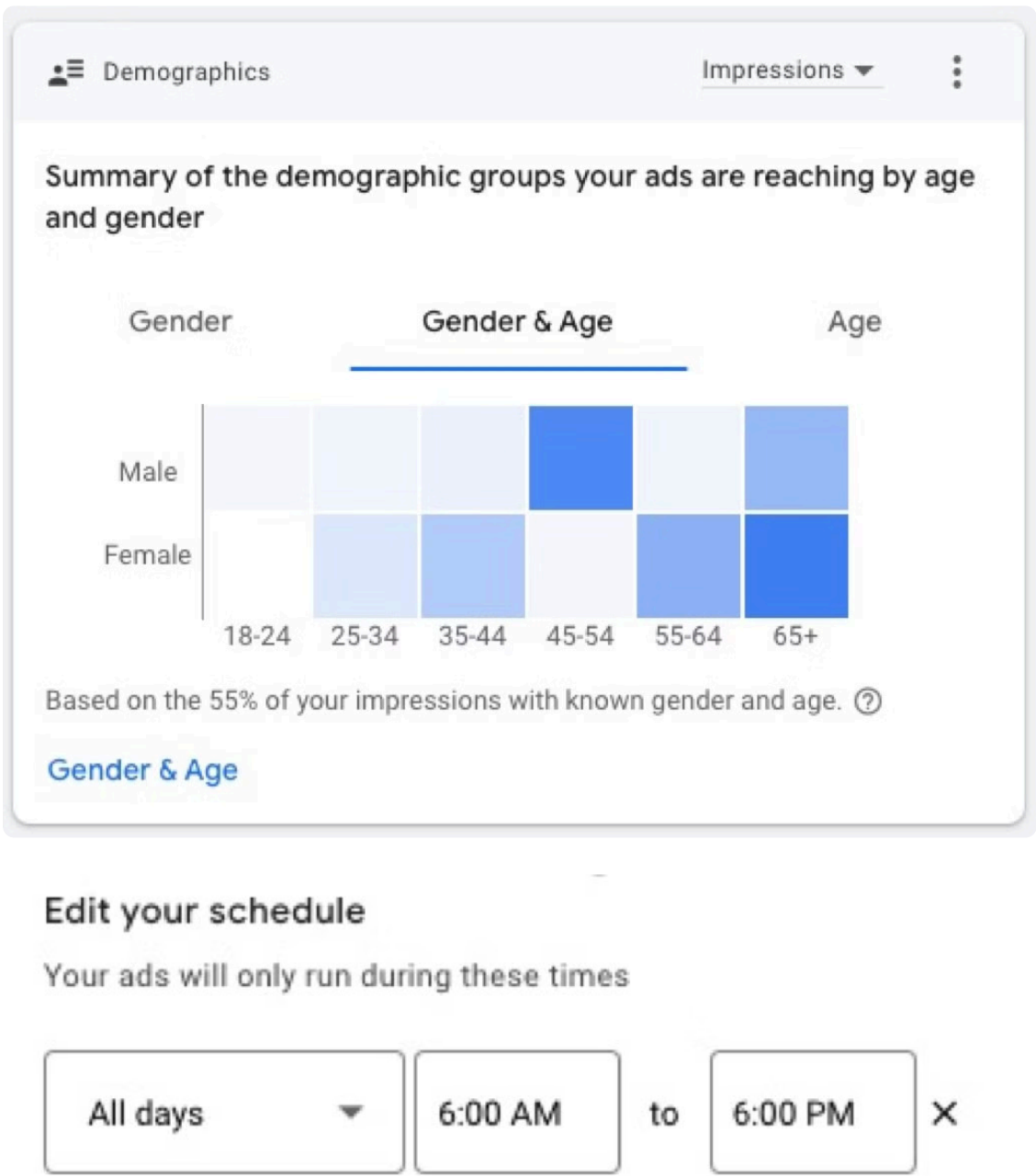
3. Campaigns are geo-targeted to show up in the zip codes and 30-mile radius you specify, but exclude areas you don't desire. Get work closer to your home by excluding islands and borders that you don't cover.



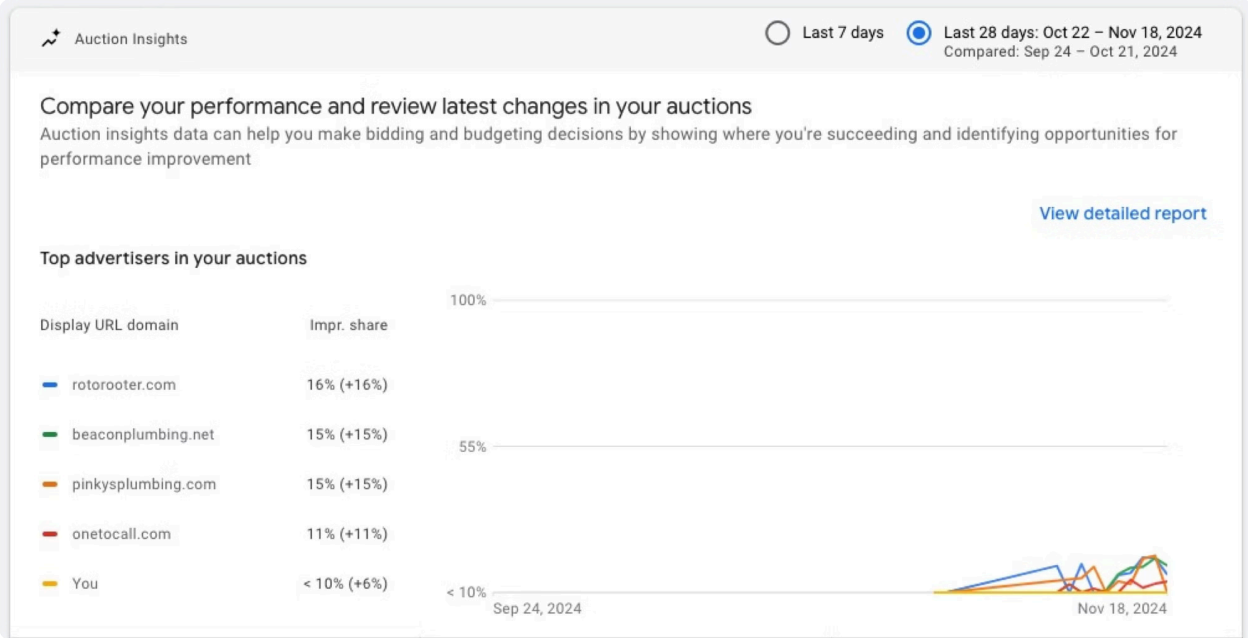
4. HPC uses the top SEO Keywords Tools to find related top ranking keywords people in your area are using to find your business.



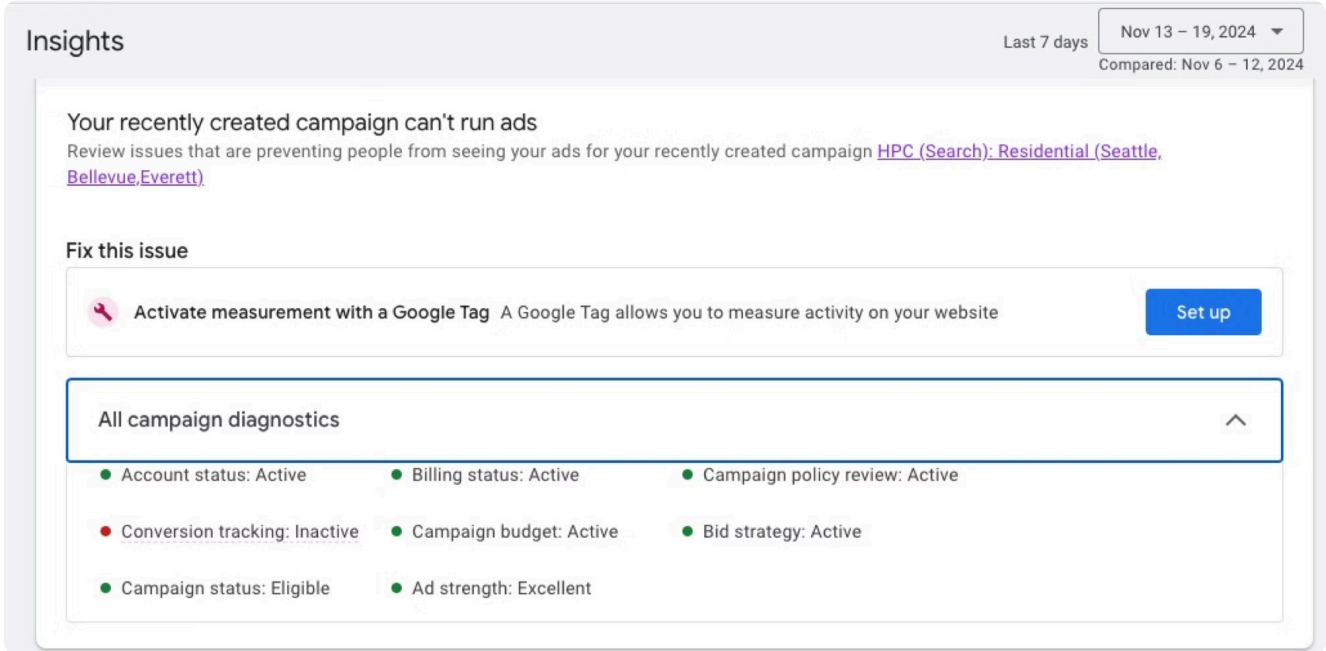
5. HPC sets you up for success by delivering the customer demographics at the right times that makes the most sense for your business.



6. HPC is constantly optimizing you Google Ads to get it performing high. Google Ads are dynamic, which means the 100% optimization score is not fixed. We constantly refine the strategy to keep performing, resulting in your ads being seen by All-Star bigger companies and lead generation companies that are paying 10X what HPC clients are paying.



7. HPC integrates your Google Ads with Google Analytics 4 and Google Tag Manager, which reports your ads performance in Google Looker Studio dashboard. This keeps your Google Ads performing towards 100%, which delivers more potential customers to your website for the same daily ad budget. Whereas, your competitors are spending 10x more.



What's the difference if I created my own ads vs. letting HPC manage them?



HPC ROAS Example:

In comparing 7-Day comparison of an existing ad campaign the client used, it produced 131 clicks @\$518.54.

Whereas, HPC ran the ad for 4 days, which produced 173 clicks @\$45.34.

| Campaign | ↓ Budget | Status | Clicks | Cost |
|--|----------|-----------------------|--------|----------|
| Sewer, Rootertrenchless, drain clean & Repair SMART | \$85.10 | Eligible | 131 | \$518.54 |
| HPC-Sewer Repair Seattle SEARCH | \$10.00 | Bid strategy learning | 173 | \$45.34 |
| Total | - | - | 304 | \$563.88 |

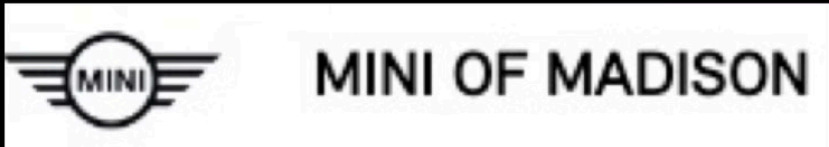
Pay-Per-Click Model

Advertisers pay fee each time ads are clicked. HPC optimizes each campaign you have with us. We set the budget at a low \$5/day to get AI in Google Ads to "Bidding Strategy Learning". Within 3 business days, the metrics show and we further optimize the ads to get more clicks for the same daily budget spend.

Budget Control

You set-up billing with Google directly using your own credit card. You only pay for the clicks you get from the paid ad. Google stops the ads once the daily budget is reached. If you want more clicks for a specific campaign, then you would just increase that campaign (for example: kitchen remodeling). Otherwise, you can also lower the budget or pause campaigns you no longer more of. HPC provides the labor in setting your campaigns correctly in order to get the maximum Return-On-Investment.

Businesses We've Work With





What is the Cost with HPC?

Each Ad Campaign is \$300/Ad Copy

Our flexible standard package can be prorated to fit any budget. Start with one campaign and adjust your focus as needed. We setup the ads correctly and measure statistics at a minimum \$5-\$10/day budget. When the desired metrics report, then you raise the daily budget as desired for the jobs you want.

5 Campaigns are Standard @\$1500/Mo.

5 Ad Copy campaigns are suggested, because we create a specific campaign for each niche such as:

- Kitchen Remodeling
- Bathroom Remodeling
- Water Damage & Restoration
- Commercial

Get Started

Reach out to your HPC representative to send you a Docusign Invoice with the Paid Ads Management service to your account, and we can have it ready for you quickly.

HarbourPointeCreations.net