



90-Day PPC Strategy & Roadmap

Objective: The primary goal of your PPC campaign is to generate high-quality, targeted leads—people who are actively searching for home services in your area and are ready to engage. By using carefully selected, high-intent keywords (e.g., “emergency plumbing,” “HVAC repair near me”), the campaign will focus on attracting homeowners who are likely to convert.

Key Metrics to Track:

- **Click-through rate (CTR)**
 - **Cost-per-click (CPC)**
 - **Conversion rate**
 - **Cost-per-lead (CPL)**
 - **Overall return on ad spend (ROAS)**
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Phase 1: Planning and Setup (Days 1-10)

Tasks:

1. Define Campaign Goals and Budget:

- Set clear objectives (e.g., generate X leads per month, increase conversion rate by X%).
- Determine daily and monthly ad spend budget based on industry standards and desired ROI.

2. Keyword Research:

- Use tools like Google Keyword Planner, SEMrush, and SpyFu to identify high-intent keywords specific to your services (e.g., "emergency plumbing," "HVAC repair near me").
- Focus on a mix of phrase match and exact match keywords.

3. Competitor Analysis:

- Analyze competitor ads to identify top-performing keywords, ad copy, and landing pages.
- Identify gaps in competitor strategy to exploit in your campaign.

4. Campaign Structure Setup:

- Create a well-organized campaign structure, breaking it into Ad Groups based on service categories (e.g., Kitchen Remodeling, Tree Removal, Deck Building, etc).
- Ensure each ad group targets specific services and locations.

5. Ad Copy Creation:

- Write compelling, conversion-focused ad copy for each service ad group.



- Include keywords, unique selling points, and strong calls-to-action (e.g., "Get a Free Quote," "Call Now").
- Create responsive search ads to allow Google to test different combinations of headlines and descriptions for better performance.

6. Landing Page Optimization (can also use Homepage, Service Pages, Product Pages, etc):

- Ensure each ad has a relevant, conversion-optimized landing page with clear CTAs.
- Use forms and buttons like "Request Service" or "Get a Quote" to encourage conversions.
- Make sure landing pages are mobile-friendly, fast-loading, and visually aligned with ad copy.

Deliverables:

- Campaign and ad group setup with keywords
 - Ad copy and landing pages ready
 - Tracking setup (conversion tracking, Google Analytics integration)
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Phase 2: Launch and Initial Optimization (Days 11-30)

Tasks:

1. Campaign Launch:

- Launch the campaign with the full budget allocation to begin collecting data.
- Focus on locations, demographics, and times when customers are most likely to convert.

2. Conversion Tracking Setup:

- Ensure conversion tracking is properly set up to measure leads (calls, forms).
- Implement call tracking using tools like WhatConverts to capture phone leads from ads.

3. Monitor and Adjust Bids:

- Monitor initial keyword performance (CPC, CTR, conversion rates).
- Adjust bids based on keyword performance—raise bids for high-converting keywords and lower bids for underperforming ones.

Deliverables:

- Full campaign running and collecting data
- Initial bid adjustments
- Ad variations launched for A/B testing

Phase 3: Data Analysis and Optimization (Days 31-60)

Tasks:

1. Performance Review:

- Analyze data from the first 30 days (CPC, CTR, conversion rates).
- Identify top-performing keywords, ads, and landing pages.

2. Keyword Optimization:

- Pause or lower bids on underperforming keywords.
- Expand high-converting keywords by adding similar phrase and exact match terms.
- Add negative keywords to filter out irrelevant traffic (e.g., “DIY,” “cheap services”).

3. Refine Ad Copy:

- Based on A/B test results, refine ad copy to focus on top-performing messages.
- Adjust CTAs and USPs to reflect what’s resonating most with your audience.

4. Landing Page Optimization:

- Make necessary tweaks to landing pages based on performance—adjust headlines, improve form placement, or reduce form fields if abandonment is high.
- Ensure that landing pages align with the best-performing ad copy.

5. Budget Allocation Adjustment:

- Reallocate budget towards the highest-performing ad groups and keywords.
- Adjust bids and budgets for specific times of the day or days of the week based on conversion trends.

Deliverables:

- Adjusted keywords, ads, and bids based on performance
 - Optimized ad copy and landing pages
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Phase 4: Scaling and Continuous Optimization (Days 61-90)

Tasks:

1. Scale Winning Campaigns:

- Increase budget on campaigns or ad groups that are consistently delivering low-cost, high-quality leads.
- Test geographic expansion by adding nearby cities or regions.

2. Introduce New Ad Formats (*Dependant on Bundled Solution):

- Experiment with display ads or YouTube ads to expand reach and brand awareness.
- Set up retargeting ads to target website visitors who haven’t converted.



3. Retargeting Setup (*Dependant on Bundled Solution):

- Use retargeting ads to re-engage website visitors who didn't convert, offering them a time-sensitive promotion or reminder to book a service.

4. Advanced Bid Strategies:

- Test automated bidding strategies like target CPA (Cost Per Acquisition) or maximize conversions to allow Google's algorithms to optimize bids for conversions.
- Test ad scheduling to bid more during peak times when conversions are higher.

5. Ongoing Optimization:

- Regularly review performance reports and make incremental adjustments to keywords, bids, and ad placements.
- Continue testing new ad copy and landing page elements to drive incremental improvements.

Deliverables:

- Scaled campaigns and increased budget allocation
 - New ad formats (remarketing, display, or YouTube ads) launched
 - Fine-tuned bid strategies for peak performance
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Post-90 Day Review and Next Steps:

- Review overall campaign performance and determine long-term strategies.
- Identify opportunities to expand to other platforms (e.g., Bing Ads, Facebook Ads).
- Plan for continuous testing and optimization to sustain lead generation at a lower cost per lead.

This 90-day strategy focuses on building a strong foundation, collecting data, and making iterative improvements to maximize ROI and lead generation.