

Mastering Google Ads for Local Service Lead Generation

**Engineering a Local Lead Engine That
Converts Searchers into Booked Customers**

STOP BUYING CLICKS. START ENGINEERING QUALIFIED LEADS.



CLICKS ARE NOT THE GOAL.

Impressions and clicks only tell you people visited. A local service business does not need cheap traffic from DIY researchers.



THE THINKDMG DEFINITION

A local Google Ads campaign is a paid campaign built to create calls, forms, visits, or bookings from a defined service area.

The ThinkDMG Local Campaign Readiness Score

A 100-point check showing if a campaign is ready to produce useful lead feedback or if it will simply waste spend.

100 Points Total



Campaign Goal Clarity

One primary goal chosen (calls, forms, bookings).



Landing Page Match

Page matches service, city, offer, and CTA.



Audience & Geography

Targets realistic service area and schedule.



Conversion Tracking

Measures calls, forms, and lead quality—not just clicks.



Budget & Bid Strategy

Strategy matches goal with enough data to optimize.

Interpreting the Campaign Readiness Score



Below 60

Rebuild the Foundation.

Stop adding budget.
Fix the lowest area
affecting visibility,
trust, or inquiries first.

60 to 79

Plugging the Leaks.

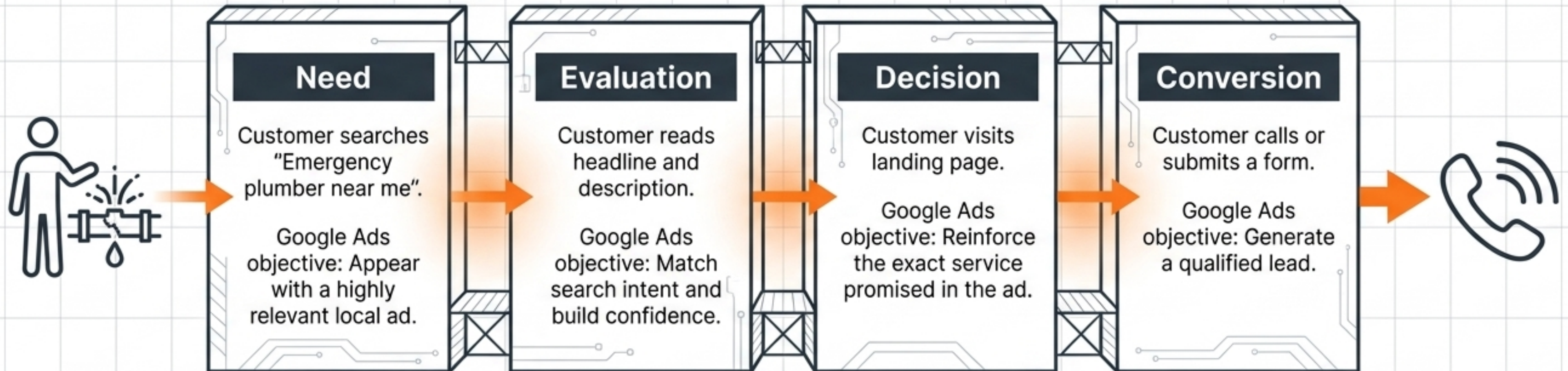
Likely wasting 20 to
40 percent of
budget on fixable
setup issues.

80+

Ready to Scale.

Campaign is set up
to learn from spend
and improve with
real lead data.

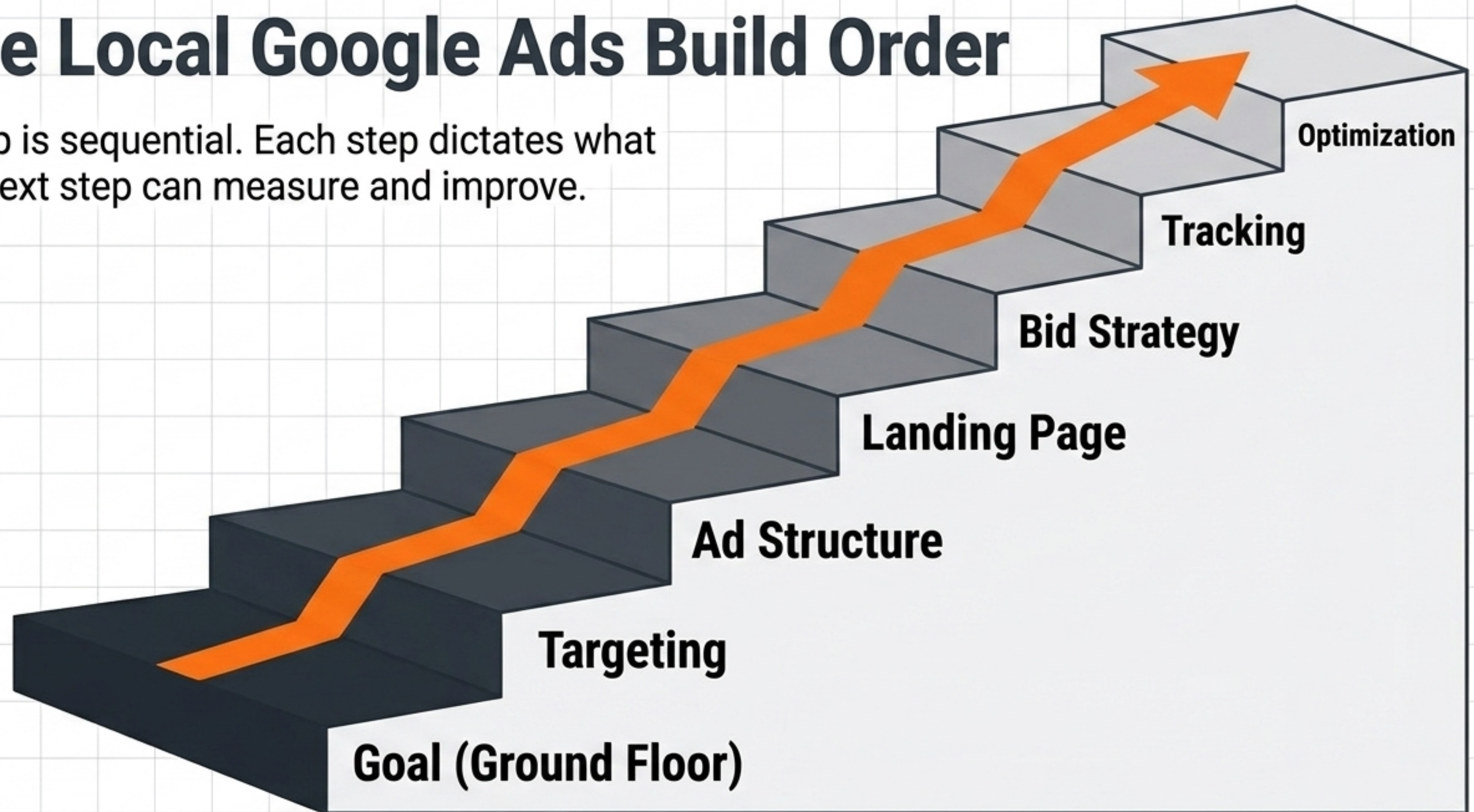
How a Click Becomes a Local Customer



The campaign succeeds only when every step supports the next.

The Local Google Ads Build Order

Setup is sequential. Each step dictates what the next step can measure and improve.



Search Ads vs. Local Services Ads Are Not The Same



Search Ads

Target keywords, audiences, geography.

Click text ad -> custom landing page.

Custom offers, specific service detail, broad search control.

Clicks, conversions, cost per conversion.



Local Services Ads

Choose service categories and areas.

Call or message directly through the ad placement.

Eligible local service categories focused entirely on lead generation.

Lead volume, booking quality, verified profile quality.

The Google Advertising Platform Ecosystem



Google Search Ads

Best For: Businesses needing complete control over keywords and landing pages.

Primary Focus: Generating qualified website leads.



Local Services Ads

Best For: Eligible local businesses focused on phone calls and Google Guaranteed trust.

Primary Focus: Increasing qualified local inquiries.

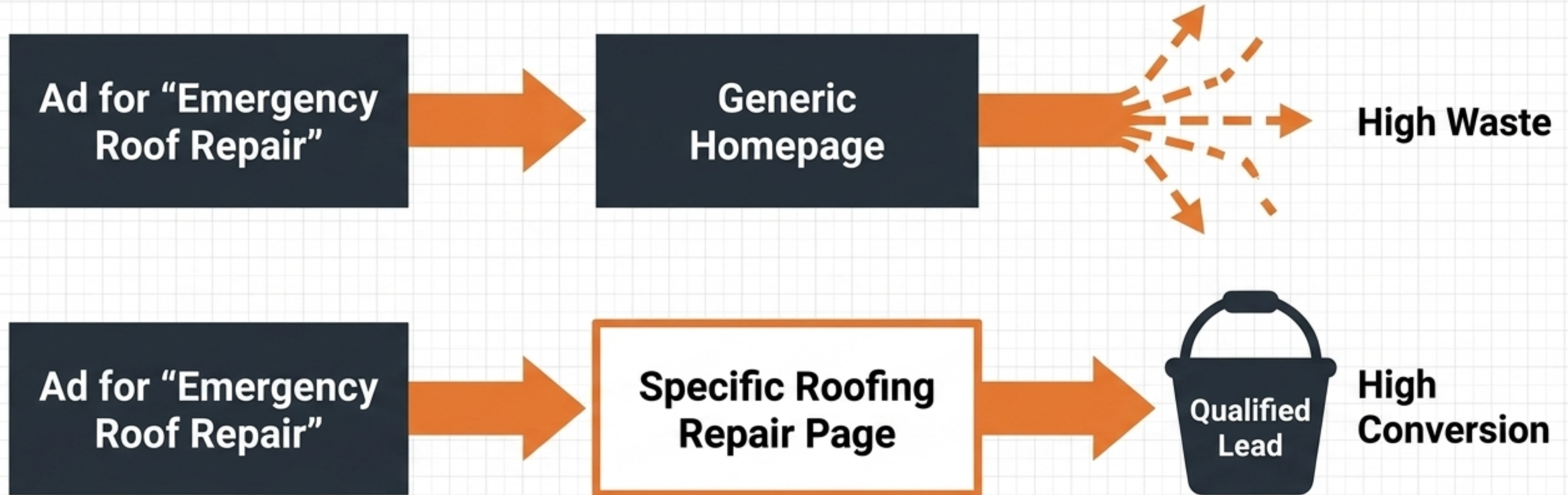


Performance Max

Best For: Businesses with strong conversion tracking and multiple creative assets.

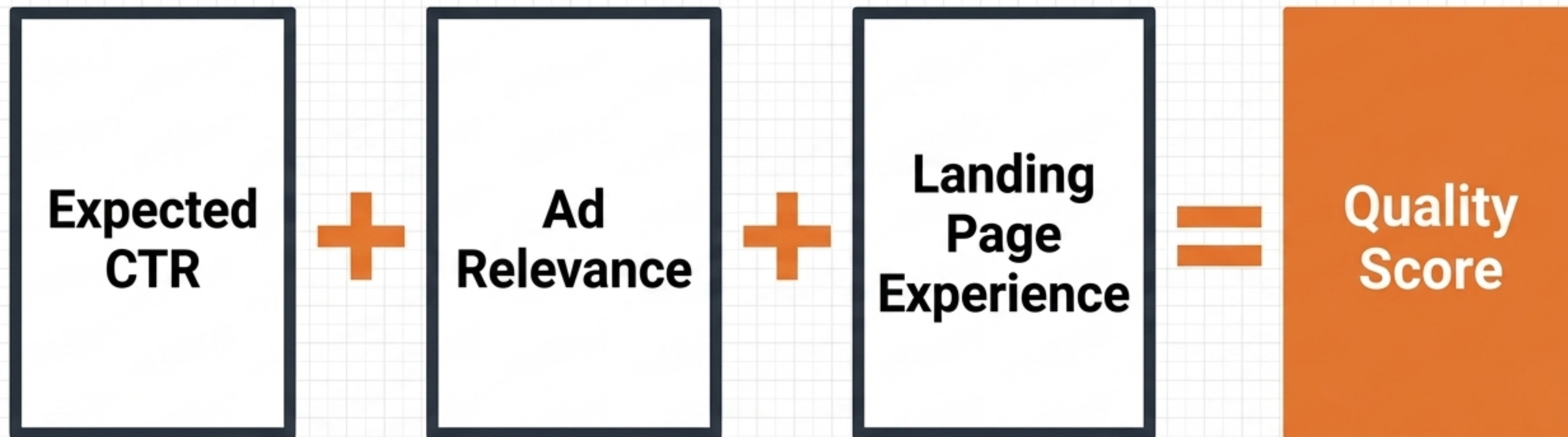
Primary Focus: Expanding reach across Google's entire ad network.

Fix the Page Before Buying More Clicks



A landing page must match the ad's exact promise. Sending paid traffic to a mismatched homepage raises waste and reduces lead quality. Strong ads cannot compensate for weak landing pages.

Quality Score Dictates Your Auction Power



Quality Score is Google's diagnostic view of your campaign's health. Better alignment between ad promise and landing page **does not remove competition, but it gives your campaign a cheaper, stronger foundation in the auction.**

The Biggest Trap: Optimizing for Cheap Traffic



The most common local ad mistake is setting campaigns to "Maximize Clicks" when the business actually needs qualified calls or forms.

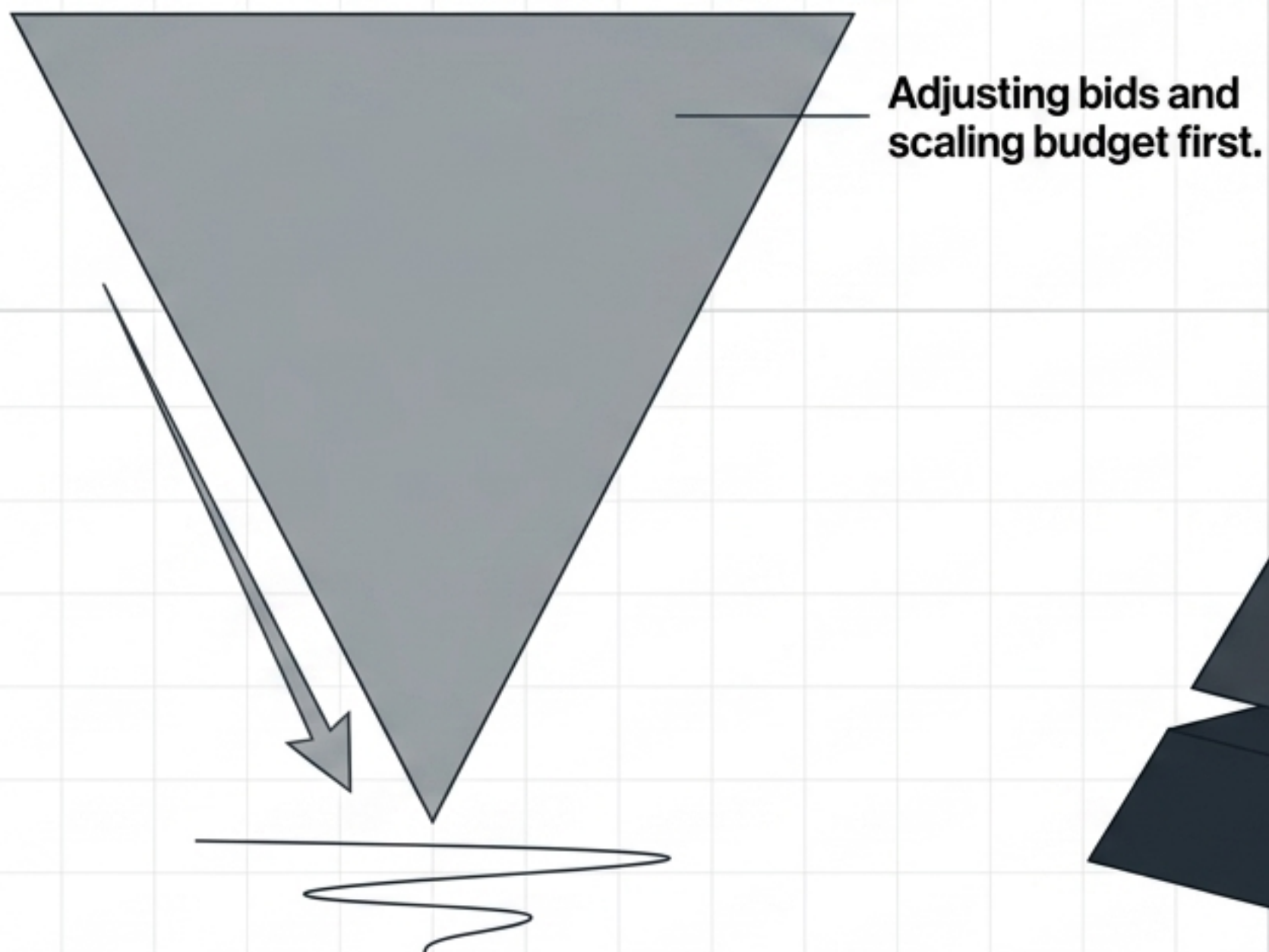
Maximize Clicks optimizes for cheap traffic. Cheap traffic is not the same as qualified demand.

A campaign can have a fantastic click-through rate and still produce zero viable leads.

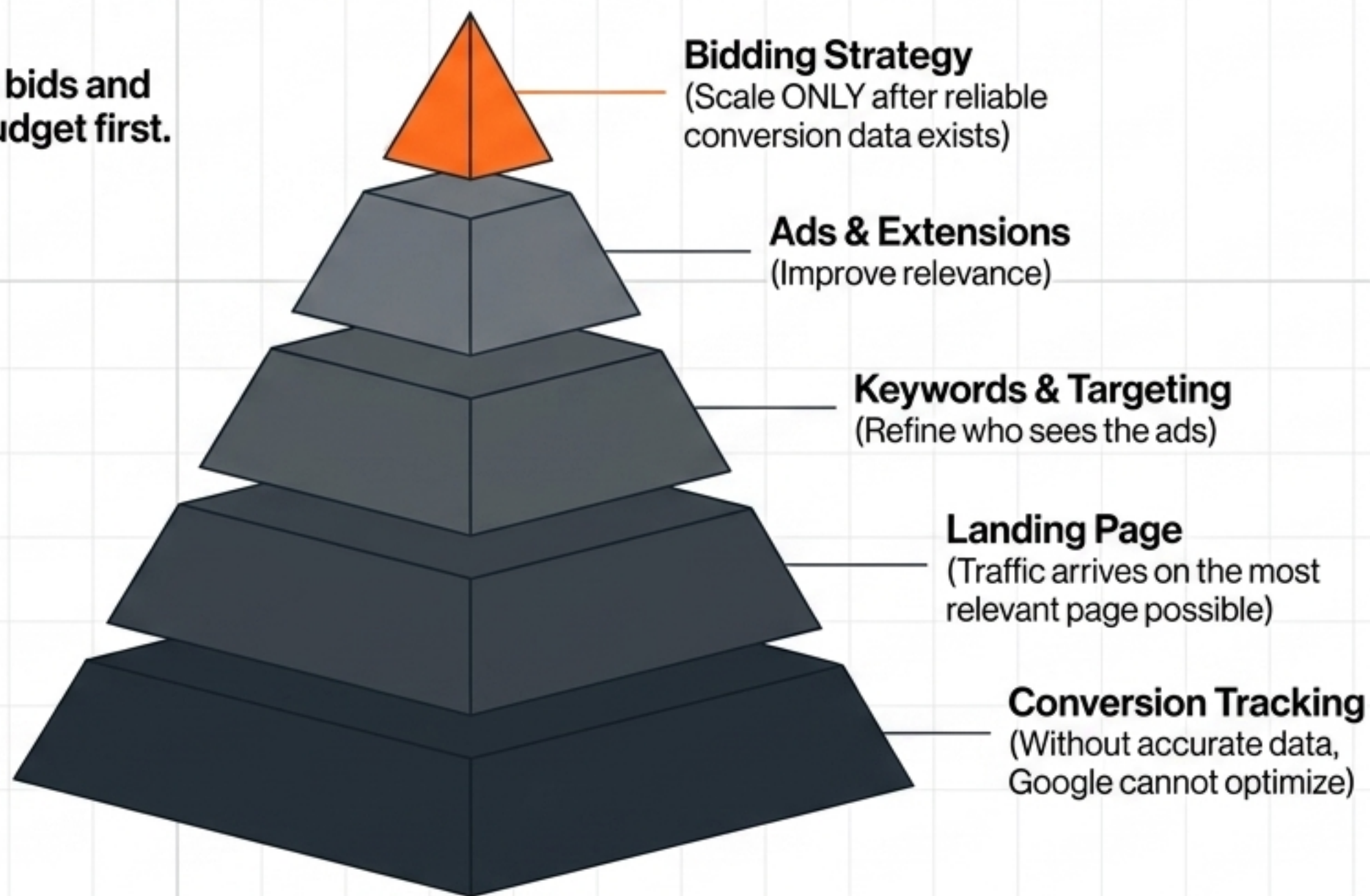
A practical account review starts with the business goal, not the dashboard. If you want booked estimates, optimize toward booked estimates.

The Optimization Inversion

Top-Down (High Risk)



Bottom-Up (Stable Engine)



The Monthly Review Checklist



What to Monitor

- ☒ Calls, forms, and bookings
- ☒ Cost per qualified lead
- ☒ Search terms and intent
- ☒ Location performance
- ☒ Landing page conversion rate



Vanity Metrics to Ignore

- ☐ Raw impression volume
- ☐ Click volume without conversion data
- ☐ Metrics that do not connect to lead quality

If your business shows up but nobody calls, the problem is after the click.

The Local Lead Engine at a Glance



Targeting

Define one clear local goal—calls, forms, or bookings.



Alignment

The ad, the landing page, and the service promise must be perfectly matched.



Tracking

You cannot scale what you cannot measure. Fix tracking before scaling spend.



Optimization

Build from the foundation upward. Never increase bids to fix a broken landing page.

Build Your Local Lead Foundation

Running ads without clear lead tracking? Unsure if Search Ads or Local Services Ads are right for your market? DMG can review your campaign goals, landing pages, targeting, and tracking before you waste another dollar on bad clicks.

Get a Free Consultation →