JP MARKETING

WORKBOOK + ASSETS

# Google Ads Exact-Match Search Campaign Starter Kit

Settings, keywords, ads, and assets for towing & roadside services

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# What this kit is

This is a done-for-you starter setup for a **Google Ads Search campaign** for towing companies, using **exact match keywords only.**

Exact match means you pick the exact searches you want. You don't let Google wander off and spend your money on random stuff. It's the safest way to start.

> **Truth about "exact" match (2026):** Exact match isn't 100% exact anymore. Google also shows your ad for "close variants" with the same meaning (like misspellings, plurals, or reworded searches). That's why you still need **negative keywords** and a **weekly search terms check**. Also, Google's newer **AI Max** setting makes keywords act more like broad match. If you want true exact-match control, keep AI Max (and its search term matching) turned off. One more thing: exact match keywords **can't** show ads *inside* Google's AI Overviews. They can still show above and below them.

# Words to know

| Word | What it means |
|---|---|
| Exact match | Your ad shows for that search or very close versions of it. Written with [brackets]. |
| Negative keyword | A word that STOPS your ad from showing, like 'jobs' or 'free.' |
| CPC | Cost per click: what you pay when someone clicks your ad. |
| CTR | Click-through rate: out of 100 people who see the ad, how many click. |
| Conversion | A good action, like a call or a booked appointment. |
| Ad group | A group of keywords and ads about one service. |
| Assets | Extras on your ad like extra links, phone number, and photos. |
| Search terms report | A list of the real searches that made your ad show. |

# Step 1: Campaign settings (do these exactly)

| Setting | Pick this | Why |
|---|---|---|
| Campaign goal | Leads (or create without a goal) | Keeps setup simple |
| Campaign type | Search | Text ads on Google search only |
| Networks | UNCHECK Search Partners and Display | Keeps your money on Google search |
| AI Max | OFF | Keeps exact match acting like exact match |
| Broad match setting | OFF | Same reason |
| Locations | Your real service area (cities or a radius) | No wasted clicks |
| Location option | Presence: people IN or regularly in your area | Not 'interest in' your area |
| Language | English (add Spanish if you serve Spanish speakers and have Spanish ads) | |
| Bidding (start) | Maximize clicks with a max CPC limit, OR Manual CPC | Learn real costs first |
| Bidding (after ~30 conversions) | Maximize conversions or Target CPA | Let Google optimize with real data |
| Ad schedule | When someone can answer the phone | Calls you miss are wasted money |
| Auto-apply recommendations | Turn them OFF (Recommendations > Auto-apply) | Stops Google from adding broad keywords |

**Tip:** Google Ads changes its menus often. If you can't find a setting, search the Google Ads Help Center for its name.

# Step 2: Campaign structure

Keep it simple: **one campaign, a few tight ad groups.** Each ad group = one service.

| Ad group | Number of keywords |
|---|---|
| Towing General | 5 |
| Near Me / Now | 4 |
| Roadside | 4 |
| Flatbed & Heavy | 4 |
| Nearby Cities | 4 |

# Step 3: Exact match keywords

Square brackets = exact match. Change the city names to yours.

### Ad group: Towing General

```
[towing sugar land]
[towing sugar land tx]
[tow truck sugar land]
[towing service sugar land]
[tow company sugar land]
```

### Ad group: Near Me / Now

```
[tow truck near me]
[towing near me]
[24 hour towing near me]
[cheap towing near me]
```

### Ad group: Roadside

```
[jump start sugar land]
[car lockout sugar land]
[roadside assistance sugar land]
[flat tire help sugar land]
```

### Ad group: Flatbed & Heavy

```
[flatbed towing sugar land]
[heavy duty towing sugar land]
[box truck towing houston]
[motorcycle towing sugar land]
```

### Ad group: Nearby Cities

```
[towing missouri city]
[towing stafford tx]
[towing richmond tx]
[tow truck missouri city tx]
```

**Tip:** Look up real search numbers and costs in Google Keyword Planner (free inside Google Ads). Remove keywords with zero searches. Add the versions people actually type.

## Step 4: Negative keywords

Add these to a **shared negative keyword list** (Tools > Shared library > Negative keyword lists) and apply it to the campaign. Change any that don't fit your business.

```
jobs, driver jobs, cdl, salary, for sale, used tow truck, tow truck price,
tow dolly, trailer rental, u-haul, hitch, towing capacity, towing package,
how much can a, impound auction, tow truck games, toy, diy, how to tow,
insurance quote, license class, reddit
```

# Step 5: Your responsive search ad

Make **1 to 2 responsive search ads per ad group**. Google mixes and matches your headlines and descriptions.

**Headlines** (use 10 to 15 per ad):

| # | Headline (30 characters max) | Chars |
|---|---|---|
| 1 | 24/7 Towing in Sugar Land | 25 |
| 2 | Tow Truck in 30 Min or Less | 27 |
| 3 | Real People Answer Now | 22 |
| 4 | Flatbed Towing Available | 24 |
| 5 | Jump Starts & Lockouts | 22 |
| 6 | Licensed & Insured | 18 |
| 7 | Upfront Towing Prices | 21 |
| 8 | Call Now - Fast Help | 20 |
| 9 | Serving All Fort Bend | 21 |
| 10 | Heavy-Duty Towing | 17 |
| 11 | EV & AWD Safe Towing | 20 |
| 12 | Stuck? We're On the Way | 23 |
| 13 | Text You the Driver's ETA | 25 |
| 14 | Local Family-Owned Towing | 25 |
| 15 | Roadside Help 24/7 | 18 |

**Descriptions** (use 4 per ad):

| # | Description (90 characters max) | Chars |
|---|---|---|
| 1 | Broke down? Fast 24/7 towing in Sugar Land and Fort Bend. Real people answer. Call now. | 87 |
| 2 | Flatbed, heavy-duty, and motorcycle towing. Licensed and insured. Upfront prices. | 81 |

| # | Description (90 characters max) | Chars |
|---|---|---|
| 3 | Jump starts, lockouts, flat tires, and fuel delivery. Usually there in 30 minutes or less. | 90 |
| 4 | We text you your driver's ETA. Local, family-owned, and ready right now. | 72 |

**Display path:** yoursite.com / towing / sugar-land

> **Tip:** Pin your best headline (like the service + city one) to position 1 if you want it to always show. Don't pin too many, or Google can't test.

# Step 6: Assets (they used to be called extensions)

**Sitelinks:**

| Sitelink text | Description line |
|---|---|
| Call for a Tow | 24/7 dispatch |
| Roadside Help | Jump, lockout, tire |
| Flatbed Towing | AWD & EV safe |
| Heavy-Duty | Trucks and RVs |
| Pricing | Upfront rates |
| Fleet Accounts | Priority service |

**Callouts:** 24/7 Dispatch, Usually 30 Min or Less, Licensed & Insured, Flatbed Trucks, Upfront Pricing, Cards Accepted, EV Safe, Local & Family-Owned

**Structured snippet:** Services: Towing, Flatbed, Heavy-Duty, Jump Start, Lockout, Tire Change

**Call asset:** Add your tracked phone number. Schedule it only for hours you answer.

**Location asset:** Link your Google Business Profile (if you have a storefront).

**Image assets:** Add 3 to 5 real photos (team, office, trucks, work).

# Step 7: The landing page

Send each ad group to the **matching service page**, not your homepage. The page should have:

- [ ] Headline that matches the search (service + city)
- [ ] Phone number and button at the very top
- [ ] Reviews and trust facts right away
- [ ] Short form (name, phone, email, one question)
- [ ] Fast load on phones
- [ ] No menu clutter that distracts people (optional but helps)

# Step 8: Conversion tracking (don't skip this!)

Track these as conversions:

- Calls 30+ seconds (main goal)
- Click-to-call from site
- Form (rare)

**Connecting to GoHighLevel (or any CRM):** Save the "gclid" (Google click ID) with each lead in a hidden form field. When a lead turns into a real driver, upload it back to Google as an offline conversion. Then Google learns which clicks turn into money, not just which ones fill out forms.

# Step 9: Budget

Start with $50 to $100 a day. Use CALL ads / call assets on mobile. Turn ads OFF if you can't answer (like if all trucks are busy).

| Daily budget | What it's good for |
|---|---|
| Small | Test 1 to 2 top services |
| Medium | 3 to 4 services, full service area |
| Bigger | All services + Spanish ads + more cities |

Give it **at least 30 days** before you judge. Ads need time and data.

## Step 10: Your weekly routine

| When | What to do |
|---|---|
| Week 1 (every 2 days) | Check search terms. Add bad ones as negatives. |
| Weekly | Search terms report: add negatives, add good new exact keywords |
| Weekly | Listen to a few recorded calls (quality check) |
| Every 2 weeks | Pause keywords that spend a lot with no leads |
| Monthly | Test one new headline or description |
| Monthly | Compare cost per lead and cost per driver |

## Rules for Towing & Roadside Services

> **Policy:** Don't say 'arrive in 15 minutes' unless that's normal. Prices in ads must match what you charge. Show license info where your state requires it.

- State towing licenses (TDLR in Texas) and posted rates rules.
- Honest arrival-time claims.
- Private property towing has strict state rules.
- Blur plates and faces in photos.

## Launch checklist

- [ ] Search only (no Display, no Search Partners)
- [ ] AI Max and broad match setting OFF
- [ ] Auto-apply recommendations OFF
- [ ] Location set to Presence

- [ ] Ad groups built with exact match keywords
- [ ] Shared negative list applied
- [ ] 2 ads per ad group with 10+ headlines
- [ ] Sitelinks, callouts, snippets, call asset added
- [ ] Each ad group sends people to the matching page
- [ ] Conversion tracking tested (do a test call and form)
- [ ] Ad schedule matches when you answer the phone
- [ ] Budget set

Sources for the 2026 exact match and AI Max facts: Google AI Max overview via Search Engine Journal and PPC Land on exact match and AI surfaces.

## Your first 30 days, day by day

| Days | What to do | What to look at |
|---|---|---|
| 1 to 3 | Launch. Make a test call and test form to check tracking. | Are ads showing? Is tracking working? |
| 4 to 7 | Check search terms every 2 days. Add negatives. | Junk searches, cost per click |
| 8 to 14 | Pause keywords with lots of spend and no leads. | Cost per lead by ad group |
| 15 to 21 | Move budget to the best ad group. Test 1 new headline. | Which ad group brings real drivers |
| 22 to 30 | Listen to calls. Compare leads to real jobs/drivers. | Cost per driver, not just per lead |

## How to read the search terms report

1. In Google Ads, open your campaign, then Insights and reports > Search terms (menus can move).
2. Look at each search. Ask: would I want this person to call me?
3. If NO: check the box and click 'Add as negative keyword.'
4. If YES and it's not already a keyword: add it as a new [exact match] keyword.
5. Do this every 2 days in week 1, then once a week.

## Want us to do this for you?

JP Marketing helps local businesses show up on Google, Google Maps, and AI search tools like ChatGPT. We build the websites, write the pages, run the ads, and set up the follow-up.

**Book a free strategy call at jpmarketing.co.** We'll look at your site and your Google profile, and show you the 3 fastest wins for your business.

*Rules on Google, Meta, and AI tools change a lot. This guide was last updated November 2026. It is general marketing info, not legal advice.*