JP MARKETING

WORKBOOK + ASSETS

# Google Ads Exact-Match Search Campaign Starter Kit

Settings, keywords, ads, and assets for home service contractors

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# What this kit is

This is a done-for-you starter setup for a **Google Ads Search campaign** for home service 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 |
|---|---|
| AC Repair | 6 |
| AC Replacement | 5 |
| Emergency Plumber | 4 |
| Water Heater | 4 |
| Drain & Sewer | 4 |

# Step 3: Exact match keywords

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

### Ad group: AC Repair

```
[ac repair cypress]
[ac repair cypress tx]
[air conditioning repair cypress]
[ac repair near cypress]
[hvac repair cypress tx]
[ac not cooling cypress]
```

### Ad group: AC Replacement

```
[ac replacement cypress]
[new ac unit cypress tx]
[ac installation cypress]
[hvac replacement cypress tx]
[ac unit installation katy]
```

### Ad group: Emergency Plumber

```
[emergency plumber cypress]
[24 hour plumber cypress tx]
[emergency plumber katy]
[plumber open now cypress]
```

### Ad group: Water Heater

```
[water heater repair cypress]
[water heater replacement cypress tx]
[tankless water heater installation cypress]
[water heater installation katy]
```

### Ad group: Drain & Sewer

```
[drain cleaning cypress]
[drain cleaning cypress tx]
[sewer line repair cypress]
[clogged drain plumber cypress]
```

**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, hiring, salary, school, training, certification, license test, diy,
how to, youtube, parts, home depot, lowes, amazon, walmart, used, for sale,
wholesale, supply, car ac, auto ac, window unit, portable, mini fridge,
reddit, free, manual, warranty registration, recall
```

# 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 | AC Repair in Cypress, TX | 24 |
| 2 | Same-Day AC Service | 19 |
| 3 | 24/7 Emergency Plumber | 22 |
| 4 | Upfront Pricing, No Surprises | 29 |
| 5 | Licensed Local Techs | 20 |
| 6 | Call Now - Real People Answer | 29 |
| 7 | Financing Available | 19 |
| 8 | New AC Units Installed Fast | 27 |
| 9 | Family-Owned Since 2009 | 23 |
| 10 | 4.9 Stars, 1,200+ Reviews | 25 |
| 11 | $79 AC Tune-Up | 14 |
| 12 | Serving Cypress & Katy | 22 |
| 13 | Water Heater Replacement | 24 |
| 14 | Drain Cleaning Today | 20 |
| 15 | Book Online in Seconds | 22 |

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

| # | Description (90 characters max) | Chars |
|---|---|---|
| 1 | AC out? Licensed Cypress techs, same-day service, upfront pricing. Call now 24/7. | 81 |
| 2 | New AC systems installed fast. Free in-home estimates and easy financing options. | 81 |

| # | Description (90 characters max) | Chars |
|---|---|---|
| 3 | Burst pipe or no hot water? Real people answer 24/7. Fast plumbers near you. | 76 |
| 4 | Family-owned, licensed, and insured. 1,200+ five-star reviews. Book online today. | 81 |

**Display path:** yoursite.com / ac / cypress

> **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 |
|---|---|
| AC Repair | Same-day service |
| New AC Systems | Free estimates |
| Emergency Plumbing | 24/7 real people |
| Financing | Low monthly payments |
| Maintenance Plan | Priority service |
| Reviews | 1,200+ happy customers |

**Callouts:** 24/7 Service, Upfront Pricing, Licensed & Insured, Financing Available, Same-Day Service, Family Owned, Military Discounts, Satisfaction Guarantee

**Structured snippet:** Services: AC Repair, AC Install, Heating, Water Heaters, Drains, Leak Detection

**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 60+ seconds (biggest)
- Booked online
- Estimate form
- Offline: booked jobs and revenue imported from your CRM/GHL

**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 customer, 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 $75 to $150 a day in peak season. Put most on AC repair (summer) and emergency plumbing. Set location to 'Presence' (people in your area) only.

| Daily budget | What it's good for |
|---|---|
| Small | Test 1 to 2 top services |

| Daily budget | What it's good for |
|---|---|
| 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 customer |

## Rules for Home Service Contractors

> **Policy:** Many states require your license number in ads. Don't use fake 'local' addresses. Only promise 24/7 if you really answer 24/7.

- License numbers where your state requires them.
- No virtual offices for Google profiles.
- Honest pricing and financing terms.
- Get permission before posting a customer's home.

# 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 customers |
| 22 to 30 | Listen to calls. Compare leads to real jobs/customers. | Cost per customer, 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.*