CHECKLIST · MARKETING

Google Ads for tradies: set a budget and count the jobs it brings in

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- [ ] **Record the allowance.** Have the owner put the campaign ad-spend limit and separate supplier costs in the marketing budget worksheet before launch.
- [ ] **Save a local forecast.** Use Keyword Planner for the service and area being advertised, and record its settings beside the estimate.
- [ ] **Check the spending limits.** Have the ads manager show the daily and monthly limits in the budget report before approving a budget change.
- [ ] **Review location options.** Check the campaign's Locations settings against the areas and types of customers the business can serve.
- [ ] **Name the conversions.** Ask the ads manager whether each phone action records only a click, a duration-qualified call, an estimated meaningful call or an imported business outcome.
- [ ] **Record enquiry outcomes.** Have the person handling enquiries log suitability and booked jobs in the booking or customer system.
- [ ] **Review searches each week.** Compare the Search terms report with the services sold and ask the ads manager to explain irrelevant traffic.
- [ ] **Check the jobs before spending more.** Compare ad spend, other marketing costs, completed work and delivery costs before the owner approves an increase.

General information only, not legal, tax or financial advice. Check the full story and its sources before acting.