CHECKLIST · MARKETING

Meta ads vs Google Ads for a local service business

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digitaladvisors.com.au/journal/meta-ads-vs-google-ads-local-service-business/

- [ ] **Work out the most you can be charged.** Multiply a Google daily budget by 30.4 for the monthly limit, or a Meta daily budget by seven for the weekly limit.
- [ ] **Check Google's location option.** See whether each campaign uses "Presence or Interest" or "Presence", and choose deliberately.
- [ ] **Check the radius on Meta.** Open the location in your ad set and move the slider to cover only the area you serve.
- [ ] **Check the ABN field on your Meta ad account.** It's in Payment settings in Ads Manager. Meta says it doesn't add GST once a GST-registered business has added its ABN. Ask your bookkeeper how to record ad costs from each platform.
- [ ] **Move any Google call ads to call assets.** Existing call ads stop showing in February 2027.
- [ ] **Schedule phone numbers for staffed hours.** Use call asset scheduling on Google, or run Meta call ads only when someone can answer.
- [ ] **Link a privacy policy before using lead forms.** Both Google lead form assets and Meta instant forms require one.

NOTES

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