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Here are **Google Ads campaign templates** specifically built for **excavation and septic contractors** looking to generate high-quality local leads. These include ready-to-use campaign structures, ad group ideas, example ads, and keyword themes—so you can launch fast and track results.

1. CAMPAIGN: Excavation Services – Local Lead Gen

Campaign Type: Search

Goal: Leads (calls/form fills)

Target Locations: [Your service counties or city radius]

Bidding Strategy: Maximize Conversions or Manual CPC (start low)

♦ **Ad Groups:**

1. Land Clearing
2. Site Prep & Grading
3. Driveway Excavation
4. Pond & Trench Digging
5. Foundation Excavation

♦ **Sample Keywords:**

- land clearing contractors near me
- excavation company [city]
- site preparation services
- backyard pond excavation

- driveway excavation estimate

♦ **Example Ad:**

Headline 1: Local Excavation Pros Near You

Headline 2: Fast, Affordable Site Prep

Headline 3: Free Estimates This Week

Description: Need land cleared or a foundation dug? We offer expert excavation services for homeowners and builders. Call now to book a free quote.

Final URL: yourwebsite.com/excavation

2. CAMPAIGN: Septic Installation & Repair

Campaign Type: Search

Goal: Phone Calls + Form Leads

Target Locations: Your top service areas

Bidding Strategy: Maximize Conversions

♦ **Ad Groups:**

1. Septic Installation
2. Septic Repair
3. Drain Field Replacement
4. Septic Pumping
5. Septic to Sewer Conversions

♦ **Sample Keywords:**

- septic installation contractors [city]
- septic tank repair near me

- replace drain field cost
- septic inspection before selling
- connect to city sewer

♦ **Example Ad:**

Headline 1: Need a New Septic System?

Headline 2: Licensed & Insured Installers

Headline 3: Free Local Estimate

Description: Full septic system installs, repairs, and drain field replacements done right. We handle permits, inspections & everything in between.

Final URL: yourwebsite.com/septic-installation

3. CAMPAIGN: Emergency Septic Services (After Hours or Urgent)

Campaign Type: Search

Goal: Call-Only Ads (mobile devices)

Ad Schedule: After-hours, weekends, holidays

Bidding Strategy: Manual CPC

♦ **Sample Keywords:**

- emergency septic repair
- septic tank overflowing
- weekend septic service
- 24/7 septic tank help
- urgent septic contractor near me

♦ **Example Call Ad:**

Headline: 24/7 Emergency Septic Help

Description: Fast septic repair when you need it most. Licensed, local, and ready to help.

Call Now Button: Directs to your business line.

4. CAMPAIGN: Branded Search – Protect Your Name

Campaign Type: Search

Goal: Low-cost clicks on your business name

Keywords:

- [your company name]
- [your company name] septic
- [your company name] excavation

Ad Copy:

Headline 1: Official Site – [Your Company Name]

Headline 2: Excavation & Septic Experts

Description: Call today or book a free estimate online. Trusted in [your town] since [year].

Best Practices for All Campaigns:

- Use **location extensions** and **call extensions**
- Set up **conversion tracking** (form fills, calls, bookings)
- Create **custom landing pages** for each service type
- Use **negative keywords** (e.g., “free,” “DIY,” “jobs,” “school”)
- Monitor and optimize **keywords**, **search terms**, and **device bids** weekly