**Go To File > Make A copy or Download (do not request access. )**

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.

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# 🚧 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

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- 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

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## 🛠️ 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

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- 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

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## 💡 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:

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**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.

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## 📞 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].

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## 🔧 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

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