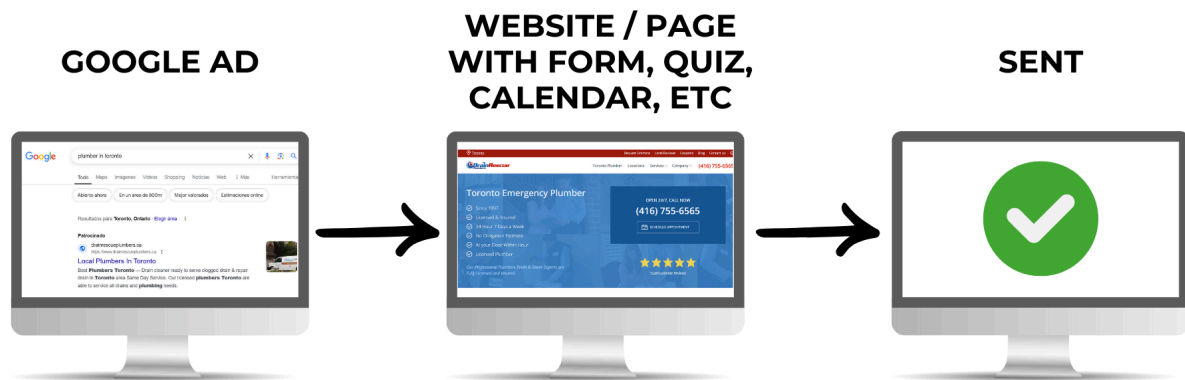


SIMPLE GOOGLE ADS LEAD-GENERATION FUNNEL

Use this simple funnel to get **money in** for your client, for yourself, and a banger case study that will allow you to reach 10k/mo.



Framework:

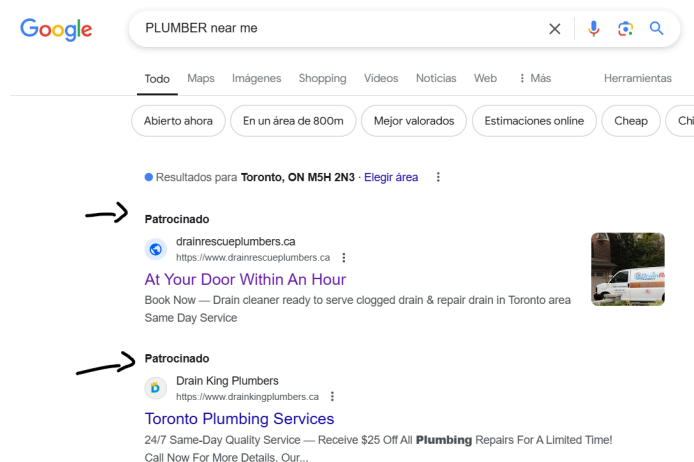
1. Lead-Generation Method
2. What kind of businesses it works for
3. Why It Works
4. How to create your campaign step-by-step
5. Template
6. Advice
7. Top Players
8. FAQs

1) The Lead-Generation Method

Google Ads Search Campaigns place your business ad in the top results of Google when potential customers search for specific keywords related to your services.

You bid on these keywords (e.g., “plumber near me,” “chiropractor [city],” “martial arts classes”), so when someone searches for them, your ad appears.

Ex: “Plumber near me”



2) WHAT KIND OF BUSINESS IS THIS BEST FOR?

- All local Businesses.
- B2B companies
- Basically, any business whose audience searches on Google for your client service.

BASE REQUIREMENTS:

- Beginners: If this is your starter client, he must have at least a budget of 250€ to spend on the ads.
- Intermediates and more advanced: Don't work with businesses that can't afford at least 350€, if they can't, they are broke, and you shouldn't work with brokies at your level.
- **Note**: You still need to do Market Research and the Winner's Writing Process to generate results with this funnel.

3) WHY IT WORKS:

- **High-intent**: Google Ads target people actively searching for services (e.g., "plumber near me,"), which means the audience has a strong intent to buy now. This will bring in money quickly for your client and for yourself.
- **Google Ads > SEO**: If you have a good Google ad, it will appear on top of the organic results, which will help you defeat most of your competitors already.

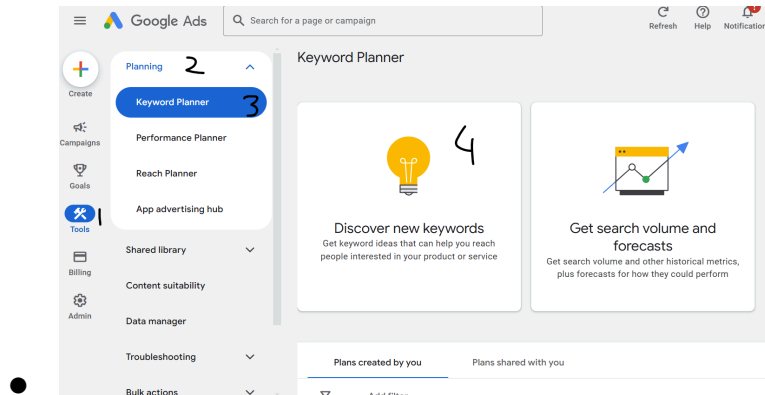
4) HOW TO CREATE YOUR FIRST CAMPAIGN STEP-BY-STEP

Step 1: Setting Up Your Google Ads Account

- 1) Ask Your Client to Create a Google Ads Account:
 - Send him this and tell him to click 'Start Now': ads.google.com
 - Instruct them to sign in with their existing Google account or create a new one specifically for their business.
- 2) Send Your Client Blog Posts for Guidance:
 - Send this step-by-step blog post that guides him on setting up their Google Ads account:
 - [Link: How to Set Up a Google Ads Account.](#)
 - Once the account is set up, provide this blog post that explains how to add you as a user:
 - [Link: How to Add a User to Your Google Ads Account.](#)

Step 2: Keyword Research and Selection

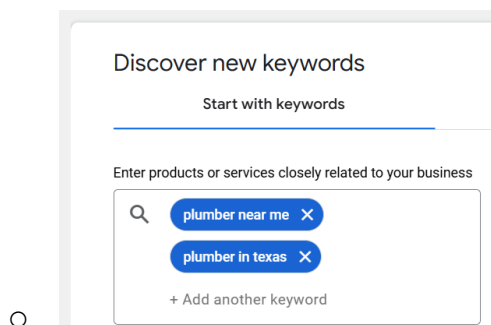
- 1) Open Google [Keyword Planner](#)
 - In your Google Ads account, go to Tools > Planning > Keyword Planner > Discover New Keywords



- This tool helps you discover the search terms that your target audience uses and shows important metrics like search volume and competition levels.

2. Immerse Yourself in Your Target Audience's Mind

- Think like the customer: What would they search for if they were looking for your client's services?
- If you're working with a local business, it will usually be service-based keywords like the following ones:
 - **[Service] Near Me** (e.g., "plumber near me").
 - **[Service] in [City Name]** (e.g., "chiropractor in Miami").



3. Set the Right Filters

- **Language:** Make sure the language matches your target audience (e.g., English).

- **Location:** Set the location to the specific area or city your client serves to ensure you're targeting the right audience (e.g., "Chicago" or a specific zip code).
- **Time Range:** Use a recent time frame, such as the last 30 days, to see the most current data on search trends but also look at longer periods to get actual data:



4. Analyze and Select Keywords

- After entering your initial keywords, Google Keyword Planner will provide a list of related keywords along with data on:
 - **Search Volume:** Look for keywords with **high search volumes** to maximize reach and visibility.
 - **Competition Level:** Prioritize **low to medium competition** keywords. These keywords typically have lower costs and can yield more clicks without exhausting your budget quickly.
- **High intent:** Prioritize the keywords that show you that the customers want to buy now, not just look for your service.
 - For example: "Book a physiotherapy session in Toronto" will be a better keyword than "Physiotherapie"
- **Use Your Judgment:** Think critically about the relevance of each keyword. Make sure they match the way potential customers would naturally search for the service.

- **Example:**

The screenshot shows the Google Ads Keyword Planner interface. At the top, the search query is 'plumber near me, plumber in texas' with location 'Austin TX, Texas, United States' and language 'English'. Below the search bar, there are buttons to 'Broaden your search' with options like 'tradesperson near me', 'tradesman near me', 'home service provider near me', 'plumbing company near me', 'local service provider near me', 'plumber', and 'home improvement'. The main table shows '2,229 keyword ideas available'. The table has columns: 'Keyword (by relevance)', 'Avg. monthly searches', 'Competition', and 'Competition (indexed value)'. Under 'Keywords you provided', there are two rows: 'plumber near me' with 12,100 searches and 'Low' competition, and 'plumber in texas' with 50 searches and 'Medium' competition. The values 12,100, 50, Low, and Medium are circled in the original image.

Keyword (by relevance)	Avg. monthly searches	Competition	Competition (indexed value)
plumber near me	12,100	Low	33
plumber in texas	50	Medium	53

- In this case “plumber near me” would be a great keyword as it has 12,100 searches and a low competition.
- This doesn’t mean you can’t bid for the one below, it just means that the one above it’s better.

5. Choosing the Right Match Types

- Google Ads triggers the keywords based on the meaning, instead of the literal world.
- It allows you to control how closely the keyword must match the user’s search with three match types:
 - **Exact Match:**
 - Shows your ad when users search for the exact keyword or very close variations.
 - Example: For “Dentist Near Me,” your ad would show “Dentist in my area” or “Dentist close to me.”
 - **Recommendation:** Use exact match if you know specific keywords that convert well and want to tightly control your budget.
 - **Phrase Match:**

- Shows your ad when the user's search includes your keyword phrase, even if other words are before or after it.
- Example: "Best dentist near me" or "Affordable dentist in my area" could trigger your ad.
- **Recommendation:** Start with phrase match for local businesses, as it captures variations without being too broad. It's the best balance of reach and relevance for local services.
- **Broad Match:**
 - Displays your ad for searches that are related to your keyword, even if the search doesn't contain the exact words.
 - Example: "Dentist near me" could trigger your ad for searches like "Orthodontist services" or "Invisalign in [City]."
 - **Recommendation:** Use broad match but check the search terms and add negative keywords regularly as it may lead to irrelevant clicks.
- For local businesses like plumbers, chiropractors, and dentists, I recommend starting with phrase match keywords and then adding the keywords that convert as exact matches.
- For bigger businesses (B2B type or the ones with many services) I recommend starting with a broad match, and then adding exact match keywords.
- **Advice:** Use broad match only for longer-term keywords like: "emergency plumber in Austin opened 24h". Do not use it for a keyword that has less than 3 words.

6. Add Negative Keywords

- Go to Campaigns > Audiences, keywords and content > Search Keywords > Negative Search Keywords > Click '+'
- Identify Keywords You Don't Want to Appear For:
 - Think about search terms that might look similar but are not relevant (e.g., "cheap," "free," "DIY," or competitor names).
- **Add These as Negative Keywords:**
 - This ensures your ads won't show for these searches, saving your budget and improving the quality of your traffic.

Step 3: Crafting Your Ad Copy

1. Fill Out All 15 Headlines and 4 Descriptions

- Why: Google Ads uses multiple headlines and descriptions to create different combinations, testing which ones perform best. This dynamic approach improves ad performance by showing the most effective variations, which will make your ad appear in a higher position.


2. Types of Headlines to Use

To create impactful and high-performing ads, your headlines should cover a mix of some of these elements:

1. **Call-to-Action (CTA) Headlines:**

- Examples: “Call Now for a Free Quote,” “Book Your Appointment Today,” or “Sign Up for a Free Trial.”


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 Dentist North York
https://www.dentistnorthyork.com

Same-Day Appointments - Same-Day Treatments Call Now

Dental clinic near me is a family and general dentistry clinic in North York...


[Our Team](#) · [Contact Us](#) · [Emergency Dentist](#) · [Free Consultation](#) · [Make An Appointment](#)



2. Trust-Building Headlines:

- Examples: “Top-Rated [Service] in [City],” “Trusted by +[X] Customers,” or “Certified Experts in [Service].”

Patrocinado

 Campisi LLP
https://www.campisilaw.ca

Campisi Injury Law Experts - Top-Rated Car Accident Lawy...


Get top injury claim results—4.9/5-rated **lawyers**. We keep you updated. Call us now!

3. Keyword-Focused Headlines:

- Examples: “[Service] Near Me,” “[Service] in [City],” or “Expert [Service] in [Location].”
- **Why:** Including keywords improves relevance. Google’s algorithm favors ads that match the user’s search intent, leading to higher click-through rates (CTR) and better ad positioning.


Google

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 Moments Collective
https://www.momentscollective.ca

Toronto Wedding Photographers

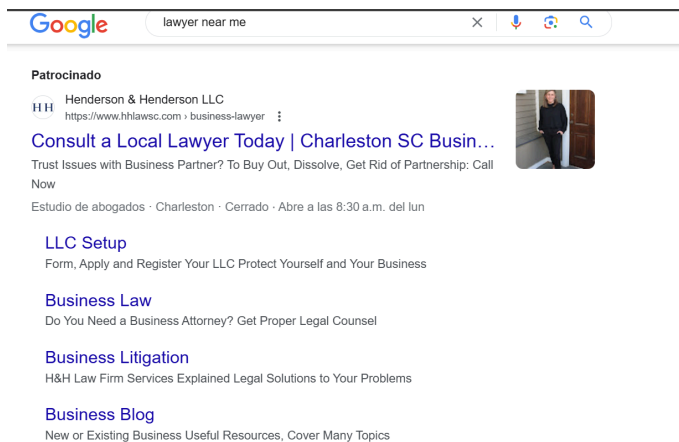
Elegant Modern Touch — **Toronto** + international high-end **wedding photography**. Contact us for your custom quote



3. Use Ad Extensions

Ad extensions make your ad more noticeable and engaging by providing additional information.

They also help push competitor ads lower on the page, increasing your ad's visibility. Always add as many extensions as possible.



1. Call Extensions:

- Action: Add a “Call Now” button to allow users to call directly from the ad.

2. Location Extensions:

- Action: Include your business address to display in the ad.

3. Sitelink Extensions:

- Action: Link to important pages such as “About Us,” “Testimonials,” “Book Now,” “Special Offers,” or “Contact Us.”

4. Other Extensions (if applicable):


- Structured Snippets: Highlight specific aspects like “Services Offered” or “Specializations.”

- Callout Extensions: Add small pieces of text like “Free Estimates” or “24/7 Service” that increase the appeal of your ad.

4. Include Images

- Use good images to grab attention.


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 [diamondlaw.ca](https://www.diamondlaw.ca)
<https://www.diamondlaw.ca>

Accident & Injury Lawyers - Diamond & Diamond™

Live Chat 24/7. Free Case Evaluation. Get the Compensation You Deserve.

[Contact Us Today](#) · [Get a Free Consultation](#) · [Our Team](#) · [Our Locations](#) · [Practice Areas](#)




5. Tips:

- Use a pattern interrupt logo. This grabs attention and makes your ad more appealing. Ex:



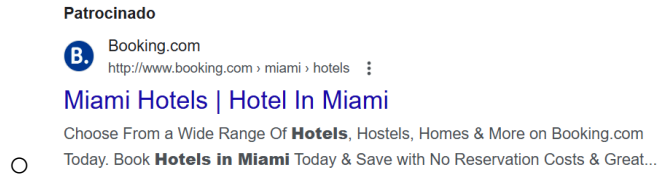
- Capitalize the business name to grab attention:

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 **KAYAK** ←
<https://www.kayak.com>

○

- Use the keyword insertion: {Keyword:Insert another headline}
 - This will make the keyword the reader search your headline, boosting your CTR
 - Include after “:” what you want your headline to be in case it doesn’t work
- Capitalize the beginning of each word in your headlines (and description if you want) for a higher CTR.




Step 4: Landing Page and Website

Note: If your client has a good website or landing page, then you might leave it as it is and direct your ads to that website.

But if it's an old, ugly-looking website, you might need to redo it, maybe you just have to adjust the awareness levels, in either case, you can ask for feedback in TRW chats.

Use all of the resources inside TRW.

Step 5: Measure Conversions

- This is a bit technical, make sure you follow this video and ask for help in the chats if necessary:
 [Google Ads Conversion Tracking Explained - Full Course 2023](#)
- (I recommend you use Google Tag Manager), but it's not 100% necessary

Step 6: Launching Your Campaign

1. **Set an Initial Budget:** Start with \$8-\$20/day (depending on your client's budget).

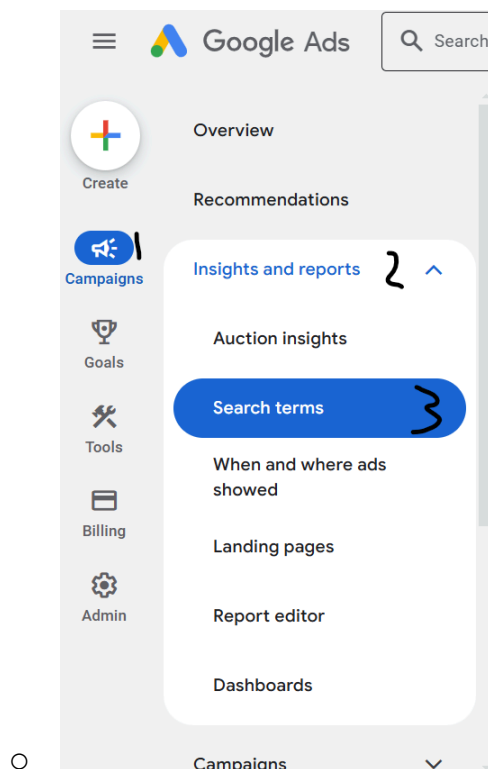
Step 6: Testing

1. Review Performance Data Daily:

- Check metrics like CTR, Impressions, Clicks, etc.

2. Analyze Search Terms:


- Go to the Search Terms report to see the actual queries triggering your ads. Campaigns > Insights and reports > Search terms



- Add irrelevant queries as negative keywords to refine targeting and reduce wasted spend.

3. Landing Page Adjustments:

- Use tools like [Hotjar](#) or Google Analytics to monitor user behavior on your landing page.

- Adjust elements (e.g., CTAs, forms) based on what's working or where users drop off.
4. Follow this optimization checklist:
 - a.  Google Ads Optimisation Checklist
 - b. Click 'File', then 'Make a Copy'
 5. Ask for a review in the chats
 - Ask fellow students, and captains for review and advice on your ads.

5) TEMPLATE:

Example of Ad for local businesses:

Headlines:

- 1) [Service-Keyword] Near Me
- 2) [Service-Keyword] In [Location]
- 3) Best Chiropractor In Malaga
- 4) {Keyword:[insert here another keyword in case it doesn't work]}
- 5) Service keyword
- 6) Selling point (ex: Opened 7/7 Days A Week)
- 7) Selling Point
- 8) Niche Down Keyword (Ex: Physiotherapist for Athletes)
- 9) Trust-Booster (Ex: Over 7,000 Patients Treated)
- 10) Trust-Booster

- 11) X Years Of Experience
- 12) Offer/ CTA (ex: 50% Off Your First Visit)
- 13) CTA (ex: Book A Visit In 2 Min)
- 14) Secret desire/claim / creative-attention-grabbing keyword *
- 15) Secret desire/claim / creative-attention-grabbing keyword

*For example, imagine your client has a hotel, an interesting keyword that worked well for a top player was “Skinny Dip In Your Own Pool”

It creates curiosity and grabs attention. The goal here is to not be boring.

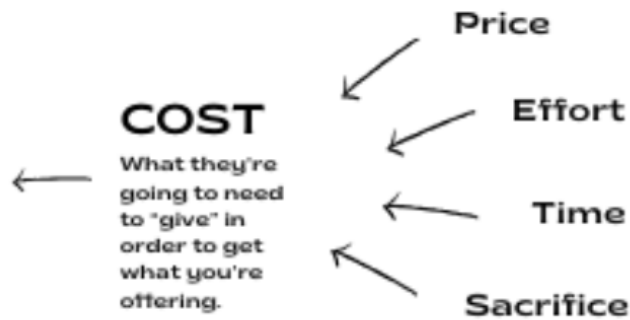
Descriptions:

This depends on the industry so make sure you adapt it to yours.

- 1) Pain / current state? [Service] Near Me. [Compelling CTA]!
- 2) [Selling Point]. [Service in Malaga]. Discover our [Offer]
- 3) Here you can include something your market values that you find reading the reviews
 - a) Ex: Personalized treatment & detailed examination. We find the best approach for you to OUTCOME]
- 4) [Service] in [Specific Location]. [Compelling CTA].


Play around with it G's, spend some time, and be creative.

→ Something that works **extremely** well is to reduce the cost of your ad copy.



Ex:

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 Hoffman Law Firm
<https://www.hoffmanlawfirm.com>

Free Initial Consultation - Free Case Evaluation

Proud to be local and stay local: Our personal injury law firm supports the Lowcountry. At...

📍 7087 Rivers Avenue, North Charleston, South Carolina - Hoy cerrado · Horario de atención ▾


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 LegalShield
<https://www.legalshield.com>

Online Attorneys For You. | Plans Starting at \$29.95 Month

Speak with an experienced **lawyer** in a **matter of hours** at an **insanely affordable cost**. Save...

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 Jiffy Lube
<https://www.jiffylube.com>

No Appointment Necessary | Fast Service, Expert Care

15-minute Oil Change Service With **Free Fuel** System Treatment And More **Free** Add-Ons.

6) ADVICE

- Don't make some big changes in 1 day or 2. For example, don't go from an 8\$ budget to a 20\$ budget. This will kill your ads

7) TOP PLAYERS

For searching ads to model, look at: <https://adstransparency.google.com/>

Windows:

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NewSouth Window Solutions
<https://www.newsouthwindow.com>



Charleston Windows & Doors

NewSouth™ **Window Company** — More Energy Savings. More Protection. More Benefits from the Only Dealer-Free **Window Co.**

Servicio de instalación de ventanas · Charleston · Cierra pronto: · 2 p.m.

Llámanos

-
- <https://newsouthwindow.com/>

Physiotherapist:

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made2movept.com
<https://www.made2movept.com> › physical › therapy



Mt Pleasant Physical Therapy

Best PT in Daniel Island — Exclusive 1-on-1 sports PT care by Made 2 Move

Physical Therapy in Daniel Island. Get...

Our services

Who we are, and what we do How we help you get out of pain

Meet the Team

Meet our doctor's of PT Schedule a free phone consult

-
- <https://www.made2movept.com/>

Martial Arts Gyms:

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Evoke Academy

<https://www.evokeacademy.com>

Toronto's #1 Kickboxing Gym - Unleash a Fitter, Stronger You

Ignite your fitness with **Toronto's** best Kickboxing **gym**. Fun, safe, beginner-friendly.

[Book a 2-Class Trial](#) · [Schedule](#) · [Trial Class](#) · [Reviews](#) · [Other Classes](#)

-
- https://www.evokeacademy.com/services/cardio-kickboxing-toronto/?gad_source=1&gclid=EAlalQobChMIkYeO1s2siQMVkSfUAR3QLjTEEAAYASAAEgL7sfD_BwE

Chiropractor:

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Kiro Health

<https://offer.getkiro.com> › newpatient › adjustment

NYC Chiropractor

\$19 Exam & Adjustment — We focus on relief of headaches, back, neck, and leg pain with all-natural **Chiropractic**

📍 302 Mott Street, New York, NY - +1 212-516-8546 - Cerrado ahora · [Horario de atención](#) ▼



-
- <https://offer.getkiro.com>

Lawyers:

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forthepeople.com

<https://www.forthepeople.com> › personal-injury › get-a-lawyer

Morgan & Morgan Law Firm

America's Largest Injury **Firm** — Decades of Experience—Over 1,000+ **Lawyers**

Ready To Fight For You—Call For Free Case Review. Personal Injury **Lawyers**...

[About Us](#) · [Morgan & Morgan](#) · [Free Evaluation](#) · [See Our Results](#) · [Slip & Fall Cases](#)

📍 New York · 6 ubicaciones cerca



-
- <https://www.forthepeople.com/free-case-evaluation/get-a-lawyer/>

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andersonbradshaw.com

<https://www.andersonbradshaw.com> › tax-attorneys › help



NYC Tax Lawyers

Call for a Free Consultation — Let Our Expert Tax Attorneys Help You with Audits, Unfiled Tax Returns, Penalties and more. We have A+ BBB Rating & Over 32 Years of Tax **Law** Experience. Get a Free Tax...

- <https://andersonbradshaw.com>

Hotels:

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Booking.com

<http://www.booking.com> › miami › hotels



Miami Hotels | Hotel In Miami

Choose From a Wide Range Of **Hotels**, Hostels, Homes & More on Booking.com

- Today. Book **Hotels in Miami** Today & Save with No Reservation Costs & Great...

8) FAQs

- **Is an Intro Offer necessary?** It's not 100% necessary as your reader will be high-intent, but having one helps a lot.
It also depends on your competitors (which you have to research), if they run G.ads to and have an offer, then you should create one too.
- **How long will it take to see results:** While initial activity (impressions and clicks) starts almost immediately, meaningful results such as leads and conversions can start appearing within the first 72 hours, maybe more maybe less. I know cases where someone didn't see conversions in 1-2 weeks but then the ad worked well. Google Ads takes time for the testing.