



Launch Your Brand Into Orbit.

visit propellant.media

Home Services DIGITAL ADVERTISING CHECKLIST

Get More Leads, Calls & Jobs with Smarter Ads.

Why This Matters:

Homeowners searching for emergency services make split-second decisions. If your business isn't at the top of Google, your competitors are getting the calls instead. Use this checklist to ensure your digital advertising strategy works efficiently to bring in more high-quality leads.

STEP 1: Optimize Google Local Services Ads (LSAs)

Get Found & Build Trust

- ✓ Claim and verify your Google My Business (GMB) listing
- ✓ Ensure your business name, address, and phone (NAP) are accurate
- ✓ Set up LSA ads with the right service categories and service areas
- ✓ Earn at least 5+ positive Google reviews to improve ranking
- ✓ Set a competitive budget based on peak demand times

STEP 2: Improve Google Ads Performance

Rank Higher & Lower CPL

- ✓ Use high-intent keywords (e.g., "emergency HVAC repair")
- ✓ Run Search & Performance Max campaigns
- ✓ Write urgent, action-driven ad copy
- ✓ Use call extensions for instant contact
- ✓ Add negative keywords to filter bad leads



Home Services DIGITAL ADVERTISING CHECKLIST

Get More Leads, Calls & Jobs with Smarter Ads.

STEP 3: Leverage Hyper-Local Targeting

Reach Customers Where It Matters

- ✓ Set up geo-fencing in high-intent areas
- ✓ Target storm-affected & high-demand zones
- ✓ Exclude non-service areas to optimize spend

STEP 5: Retarget Missed Leads

Turn Clicks into Customers

- ✓ Run Facebook & Google retargeting ads
- ✓ Target users who clicked but didn't book
- ✓ Offer limited-time deals to bring them back

Use video testimonials for trust

STEP 4: Optimize Landing Pages

Boost Conversions & Book More Jobs

- ✓ Make your phone number clickable
- ✓ Use a fast, simple contact form (3 fields max)
- ✓ Add bold CTAs ("Call Now for 24/7 Service!")
- ✓ Show customer reviews & ratings
- ✓ Highlight an emergency service guarantee

STEP 6: Track & Improve Results

Continuously Optimize

- ✓ Set up Google Analytics & conversion tracking
- ✓ Monitor CPL & ROI regularly
- ✓ Run A/B tests on ads & landing pages
- ✓ Adjust budget & targeting for seasonal trends

Want More Leads? Let's talk →

Free 30-minute Demo Session

propellant.media/book-a-call