PLUMBERS

HOW TO CUT YOUR GOOGLE ADS COST PER CALL IN HALF WITHOUT LOWERING LEAD QUALITY

Google Ads

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INTRODUCTION

If you're running Google Ads for your plumbing business and paying $60–$150+ per call, you're likely bleeding budget unnecessarily.

The good news? With a few key optimizations, you can slash your cost per call in half — without sacrificing lead quality.

WHY THIS MATTERS

Most plumbing companies overpay on Google Ads because their campaigns are built like generic lead-gen machines, not local service magnets.

Every wasted click, irrelevant search, or poor ad match drains your budget and drives up your cost per booked job.

Fixing your campaign structure = more high-quality calls for less money — fast.

THE SOLUTION

Here's a **4-step framework** to tighten your plumbing Google Ads and lower your cost per call significantly:

STEP 1: Switch to Call-Only or Call-Extension Focused Campaigns

Why:

Most plumbers waste money sending users to a website when they just want the phone to ring.

How:

- Use **Call-Only Ads** in high-conversion zones
  (emergency terms like "burst pipe repair near me")

- Use **Call Extensions** on regular text ads to give users the option to call directly

- Set ads to **show only during business hours**
  (no calls when you can't answer = wasted money)

STEP 2: Fix Your Keyword Match Types

Why:

Broad match keywords burn cash fast.

How:

- Use **Exact Match** for top-performing terms like:
  `[emergency plumber near me]`, `[plumber open now]`

- Use **Phrase Match** for slightly broader but still relevant terms:
  "hot water heater repair"

- Pause or tightly monitor **Broad Match** keywords — they attract low-quality traffic

STEP 3: Ruthlessly Build Your Negative Keyword List

Why:

Blocking bad searches saves $$$

How:

- Add negatives like: "DIY," "how to fix," "training," "school," "free," "jobs," "salary," "course," "plumbing supplies"

- Check the **Search Terms Report** weekly and keep adding junk terms

- Think like a lead sniper:
  You want paying *customers* only, not curious Googlers

STEP 4: Segment Your Campaigns by Intent & Geography

Why:

Grouping by intent helps you control budget and messaging

How:

- Create separate ad groups for high-intent vs low-intent searches

    - High: "emergency plumber," "plumber open now," "24/7 plumbing"

    - Low: "average cost of pipe repair," "plumbing help"

- Use **radius targeting** (e.g. 5–10 miles) around your actual service zones —
  No need to pay for clicks in areas you won't serve

- Consider using **location-specific ad copy**
  ("Serving Oak Park & Nearby — Call Now")

IMPLEMENTATION CHECKLIST

1. Set up Call-Only Ads for top emergency services

2. Add call extensions to all existing search ads

3. Switch Broad Match keywords to Phrase/Exact

4. Build your negative keyword list (start with 15+ terms)

5. Review Search Terms weekly

6. Segment ad groups by intent (high vs low)

7. Use radius/geographic targeting for your real service zone

8. Schedule ads to run only during business hours

EXPECTED RESULTS

After implementation, most plumbing companies can expect:

- **30–50% drop** in cost per call within 2–4 weeks

- **Better call quality** (fewer tire-kickers and info-seekers)

- **More booked jobs** from the same ad spend

NEXT STEP

✅ Open your Google Ads account right now and:

- Check your top-spending campaign

- Switch one broad match keyword to phrase or exact

- Add 5 new negative keywords from your last week of search terms

Small changes → big wins.

NEED HELP??

We'd love to help.
Get in Touch!

Brandon Clay
CEO/Founder of Search Pros

phone: 214.438.3843

email: brandon@searchpros.com

web: SearchPros.com