

Quick Start Guide to Google Ads for HVAC Contractors

A step-by-step guide to get you started with Google Ads and Local Services Ads (LSAs) for your HVAC business.



1. Set Up Your Google Ads Campaign

Start by setting up your Google Ads account. Once set up, you'll want to select Local Services Ads (LSAs) for your HVAC business. Follow these steps:

- Create a Google Ads Account: Go to Google Ads and set up your account.
- Set Your Location and Service Areas: Specify the cities and neighborhoods you serve.
- Choose Your Budget: Start small to test performance (suggested \$20-\$50/day).
- Select Services: Choose HVAC services that best represent what you offer.

2. Choose Your Keywords

Choosing the right keywords is crucial. For HVAC services, target location-based and service-specific keywords:

- Examples of Local Keywords:
 - Energy-efficient systems
 - Happy families enjoying comfort
 - Before/after service photos

Use long-tail keywords to capture highly specific searches from customers who need HVAC services right now.

3. Write Effective Ad Copy

Your ad copy should be clear, concise, and compelling. Here are the key elements of effective HVAC ads:

- Clear Value Proposition: State what makes your business stand out, e.g., "Free HVAC inspections."
- Trust Signals: Mention your Google Guarantee or certifications.
- Call to Action (CTA): Include a direct action prompt like "Book Now" or "Get a Free Estimate."

Example of strong ad copy:

- "Need AC repair? Get fast, reliable service with a 10% discount for new customers. Call today for a free consultation!"

4. Set Your Budget and Bidding Strategy

Google Ads operates on a pay-per-click (PPC) model. Choose a bidding strategy that aligns with your goals:

- Pay Per Lead (PPL): For LSAs, you only pay for leads generated through the ad.
- Pay Per Click (PPC): For regular Google Ads, you pay when someone clicks on your ad.

Start with a small daily budget and adjust it as you gather more data on performance.

5. Optimize Your Google Business Profile (GBP)

To get the most out of Google Ads, ensure your Google Business Profile (GBP) is fully optimized:

- Update Business Info: Ensure your name, address, phone number (NAP) are consistent and accurate.
- Add Service Areas: Include the neighborhoods you serve.
- Optimize Reviews: Encourage happy customers to leave positive reviews, as these impact both GBP and your ad visibility.

6. Track Your Results

Track the performance of your ads regularly. Monitor:

- Leads: How many people contacted you through the ad.
- Cost Per Lead (CPL): Your cost per successful lead.
- Conversion Rate: How many leads became customers.

Adjust your ads as needed based on performance. If a specific keyword or ad copy isn't performing well, make changes accordingly.

7. Optimize and Test

Continuously optimize your ads and test variations to see what works best. A/B test:

- Ad Copy: Test different headlines and CTAs.
- Keywords: Try new variations of location-based and service-specific keywords.
- Targeting: Experiment with different geographic locations or customer segments.