



LOCAL PPC CHECKLIST

When you own a local service company, you have to approach marketing differently from national companies. For example, the paid search tactics that a national hotel chain uses probably aren't going to work for you if you work in plumbing, medical, pest control, or any other local service company. Your sales funnel is quite different, and your local PPC strategy should be too.

KNOW WHAT YOU'RE UP AGAINST

The first step to take in your local PPC strategy is to “know thy *competition*.” It's important to know what your competitors are doing in their PPC approach, so you aren't caught off guard, and can make adjustments in your own strategy if necessary. From offers and call to action to unique bidding strategies, you should know what you're up against as a local business owner.

FIND QUALIFIED CUSTOMERS

Thanks to paid search marketing platforms, you can target online users in a specific geographic region. You don't have to broadcast your services to people outside of your service area and risk paying for clicks or impressions from ineligible customers.

TAKE ADVANTAGE OF THE PLATFORM

Paid search platforms have tons of bells and whistles to ring—and if you're not taking advantage of them, you're leaving money on the table. Ad extensions can take up more real estate on the Search Engine Results Page (SERP), which makes online users more likely to click your ads and schedule service with your company.

UNDERSTAND USER INTENT

The best way to attract new customers is to meet them where they are. You may think people would search, “My lights are flickering,” but people in the Buy Phase are more likely to search “Emergency Electrician Dallas.” However, your prospective customer base may do more research before converting. When you have enough data in your paid search platform, you can shift and adapt.

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- COMPETITOR RESEARCH**
- TARGETING**
 - Location Targeting
 - Device Targeting
 - Audience Targeting
 - Network Targeting
- KEYWORDS**
 - Add New Keywords
 - Add Negative Keywords
- BIDS**
- ADS**
 - Ad Status
 - Ad Variations
- AD EXTENSIONS**
- LOCAL SERVICE ADS**
- BUDGETS**
- CONVERSION TRACKING**
- REMARKETING CAMPAIGNS**
- AUTOMATED SMART BIDDING**

WANT EXPERT ADVICE FROM A LOCAL PPC SPECIALIST?
CALL VITALSTORM AT (877) 311-5695