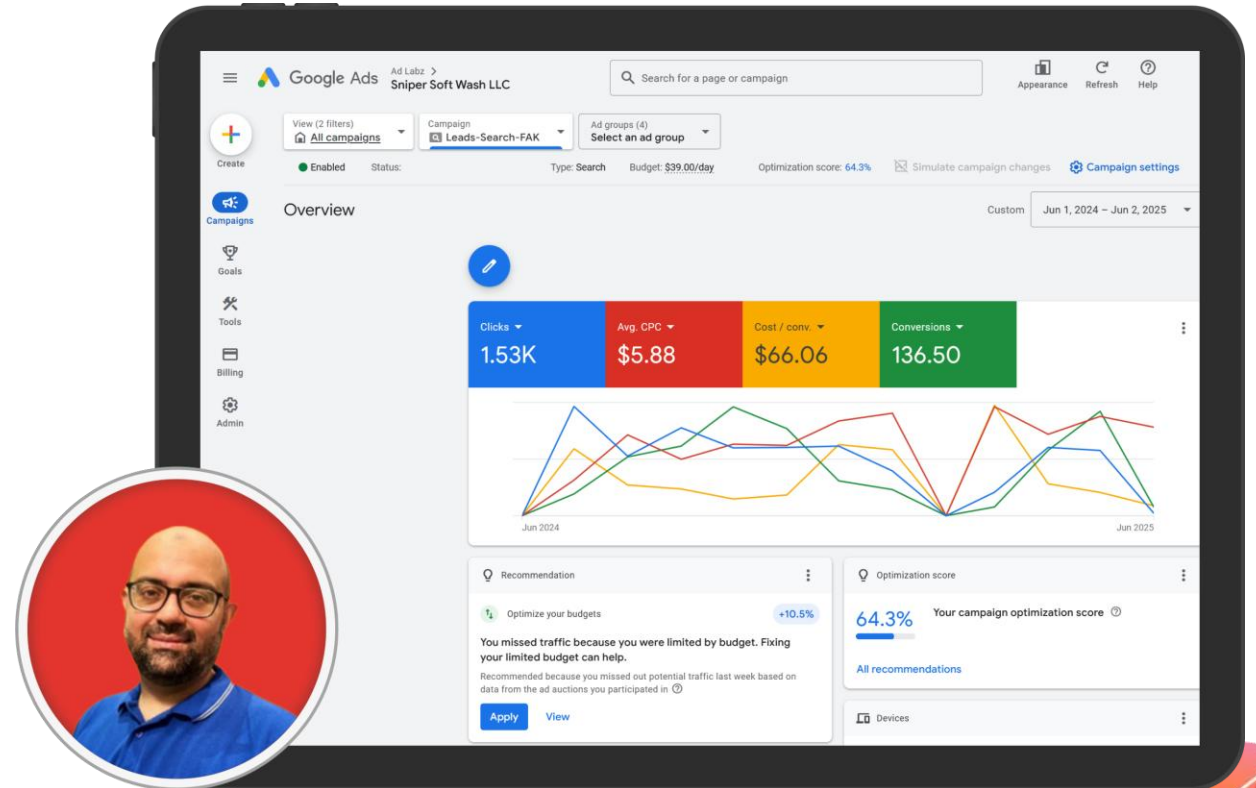




WEBINAR

Get More Pressure Washing Jobs with Google Ads & LSAs



TODAY'S **agenda**

1. About Ad Labz

2. Meet the Host Umer Nawab

3. Google Local Service Ads

4. Google Business Profile

5. Google Ads

6. Landing Pages

7. Your Action Plan

8. Conclusion and Q&A

ABOUT
ad labz

**Growing Businesses,
One-click at a time.**

**Google Ads
Management**

**Google Ads
Audit**

**Web Design &
Development**

**A/B Testing
Services**



MEET
the host



Umer Nawab
Chief Strategist
Google Ads Certified Expert

UNDERSTANDING

Google Local Service Ads (LSAs)

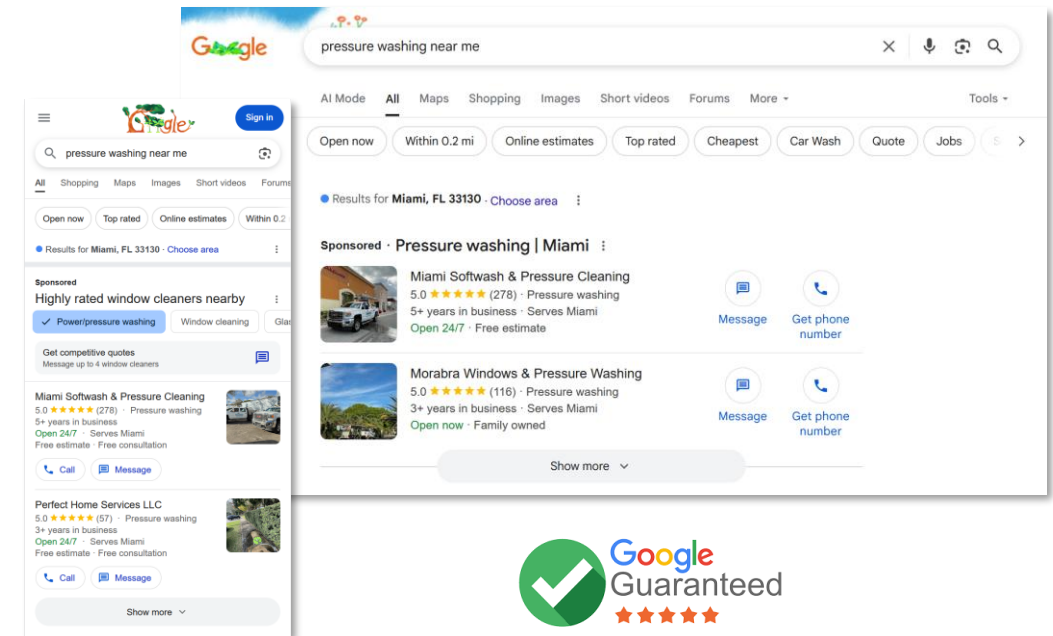
What Are LSAs & Why Should You Care?

Ever searched "pressure washing near me" on Google?

Those first results with the “sponsored” heading or a green checkmark; those are Google Local Service Ads (LSAs).

Here’s why they matter to you:

- Your business gets top visibility (above regular ads).
- You only pay when someone calls or messages you directly.
- Instant trust factor: Google vouches for you with the "Google Guaranteed" badge.



requirements for getting approved for LSAs

Google wants to trust you before they recommend you. Here's what you'll need:

- **Background Check:** Quick, easy verification of your business.
- **Proof of Insurance:** Just basic liability coverage.
- **Licenses (if required in your area):** Make sure they're up-to-date.
- **Google Business Profile:** You'll need one set up and accurate.
- **Budget & Payment:** A valid card to pay for leads you actually get.

Don't worry, it's straightforward. Once you're in, leads come directly to you.

✓ Billing Information	Done
✓ Proof of Insurance	Passed
✓ Background Check	Passed
✓ Business Profile	Verified
✓ Customer Reviews	Done
✓ Bidding and Budget	Done

✓ GOOGLE GUARANTEED

Congratulations! Your Google Guaranteed ad is now live.

[Learn more](#)

Verification progress

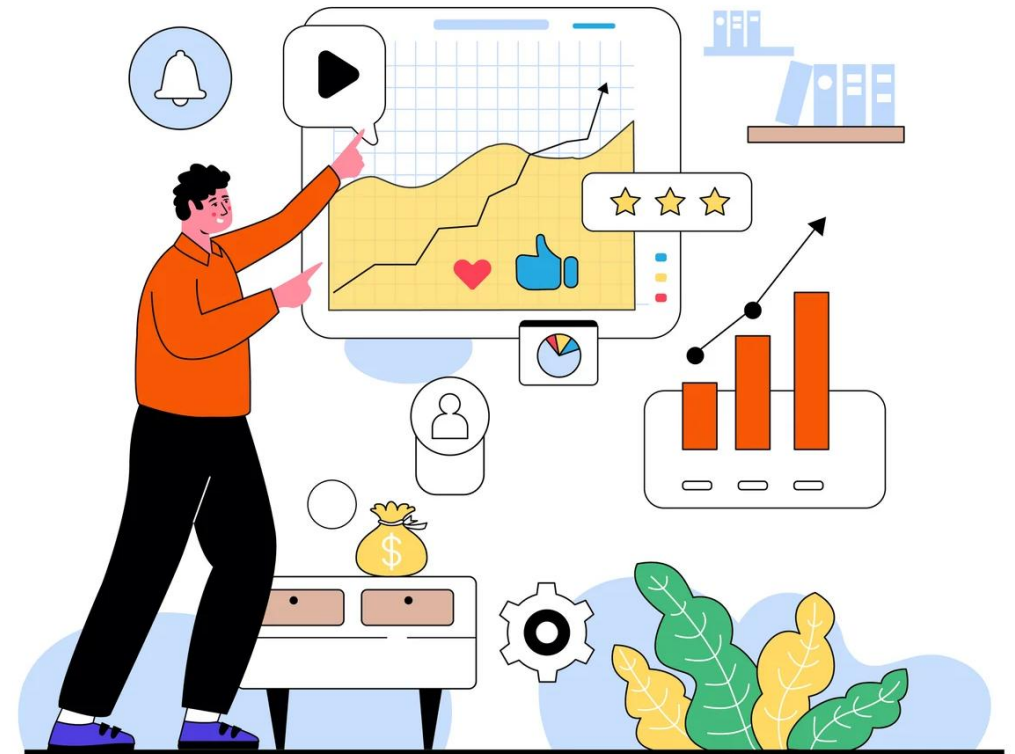
100%

how much should you spend on LSAs?

- **Pay-per-lead model:** You don't pay for clicks, only genuine customer contacts.
- Typical cost for pressure washing leads: **\$15–\$40** each, depending on your city.
- A good starting point is around **\$200–\$400** per week. Adjust anytime based on results.

Quick tips on managing your budget:

- Set your weekly budget comfortably, you can pause instantly if you're booked.
- Remember, leads from LSAs are actively looking for your services, making these calls high-quality.
- Keep your profile optimized (we'll cover this next) to lower your costs and improve rankings.

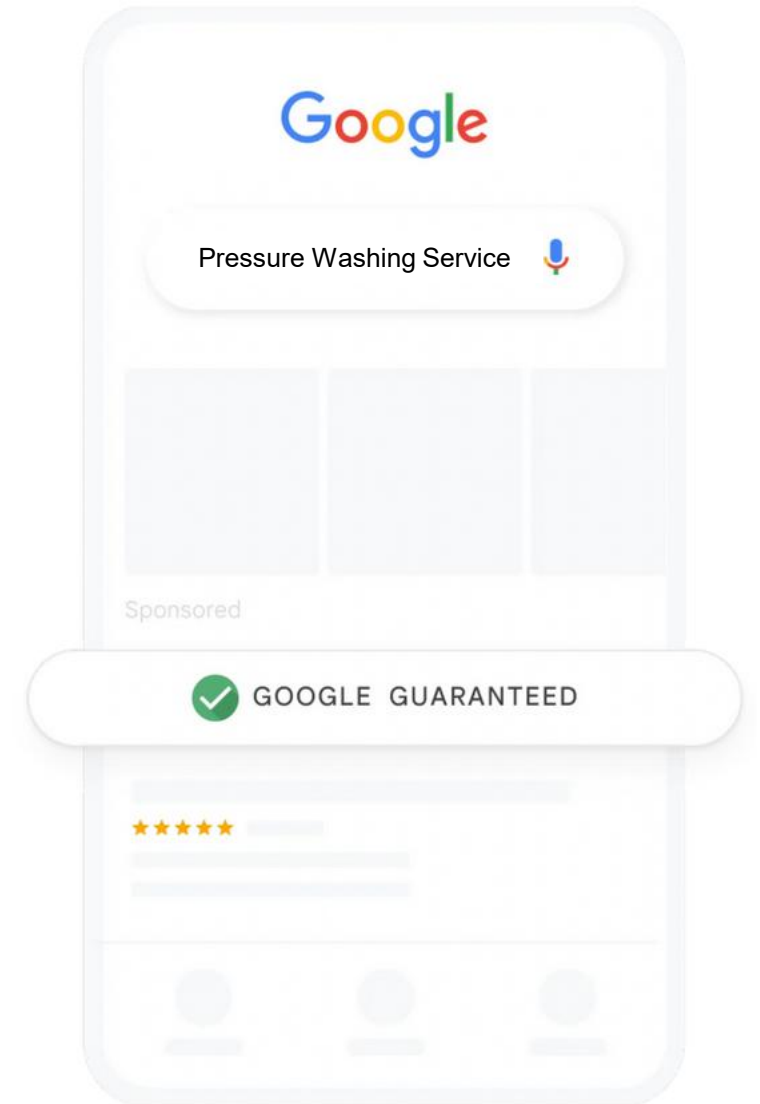


how to rank higher on LSAs

Ranking higher means more calls—and more jobs. Here's exactly how you do it:

- **Get Great Reviews** - Regularly ask satisfied customers for quick reviews. The more consistent, positive reviews you have, the higher Google ranks you.
- **Fast Response Times** - Respond quickly to customer inquiries. Businesses that answer promptly get ranked higher because Google values responsiveness.
- **Fully Completed Profile** - Fill out all profile sections clearly (services, photos, hours). Google boosts fully completed profiles because they give customers the info they want.
- **Consistent Availability** - Keep your availability updated regularly. Businesses showing active availability get shown more frequently.

The result? More visibility, more trust, and more jobs for your business.

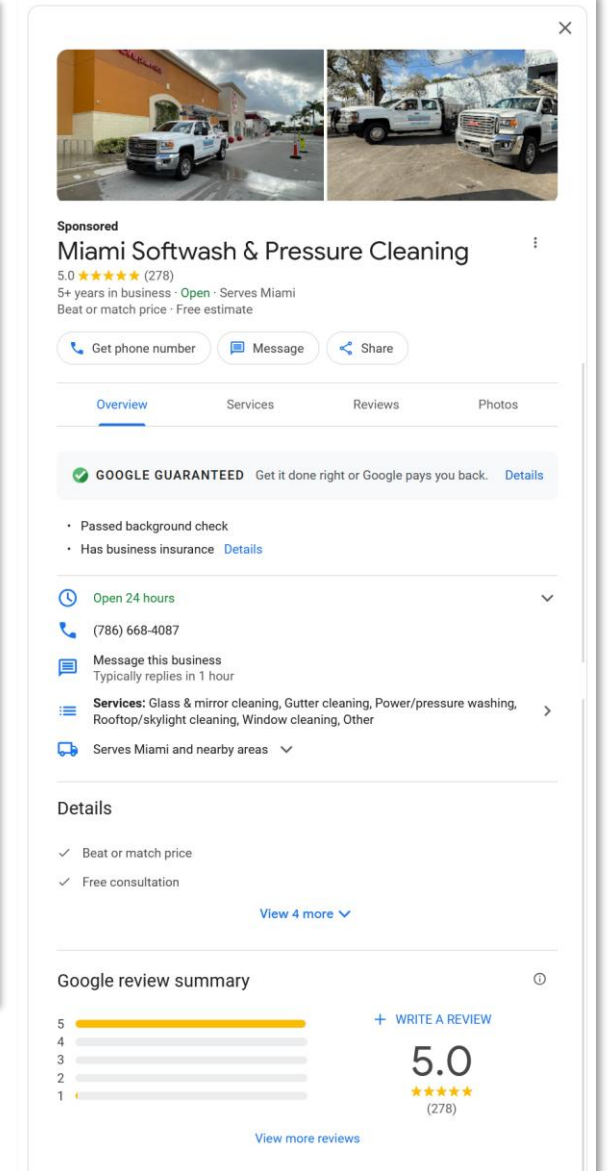
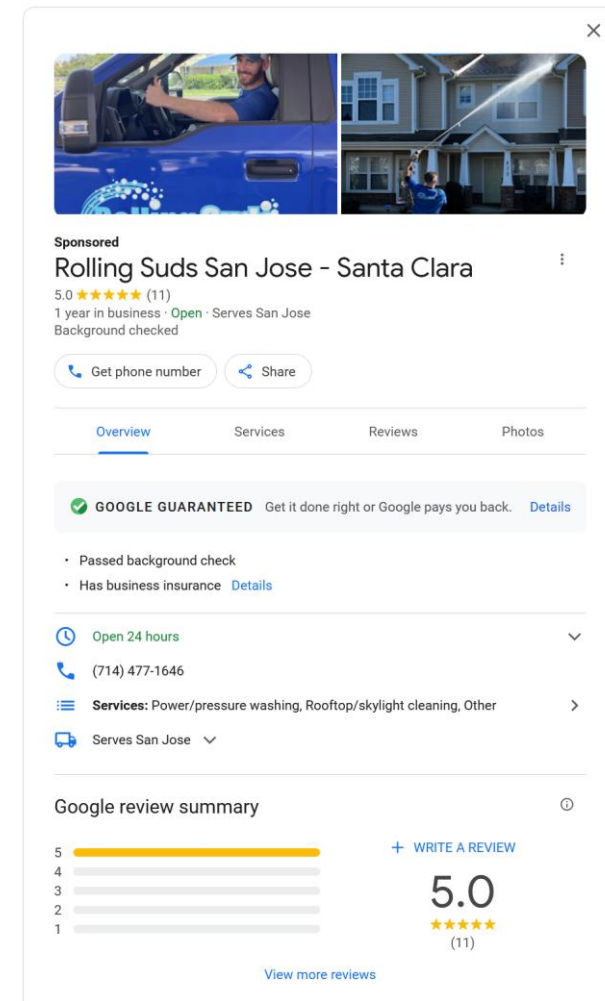


real examples of strong LSA profiles

See these businesses? They're winning on LSAs, here's why:

- **Clear, Friendly Photos:** Real images from actual jobs. Customers instantly trust them.
- **Strong Reviews:** Dozens of positive ratings and genuine comments from customers.
- **Quick Response Badge:** They respond fast to customer calls and messages.
- **Fully Complete Profiles:** Services listed clearly, accurate business hours, and professional appearance.

This is exactly how you want your business to look on Google.



UNDERSTANDING

google business profile

why Google Business Profile matters

Your **Google Business Profile** isn't optional; it's a key part of getting found.

Here's why it matters:

- **It's required for LSAs.** No profile, no listing.
- **You show up in the map pack.** Free exposure where people are already searching.
- **Builds trust instantly.** Good reviews, clear info, and updated photos make a big difference.
- **Boosts your ad performance.** Google rewards complete, accurate profiles by showing your ads more often.

If your profile's out of date, your ads and LSAs are probably underperforming.



optimizing your GBP

You don't need anything fancy, just the right basics done right.

Here's what to focus on:

- **Pick the right categories** - Use "Pressure Washing Service" as your primary one.
- **Add real photos** - Before & after shots, equipment, your team. Builds trust fast.
- **Get consistent reviews** - Ask after every job. A steady flow matters more than a perfect score.
- **Set accurate hours and service areas** - Google wants to know when and where you work. Keep this updated.
- **Write a short, clear business description** - Say what you do, where you do it, and what makes you different.

A strong profile helps you show up more; both in search and in LSAs.

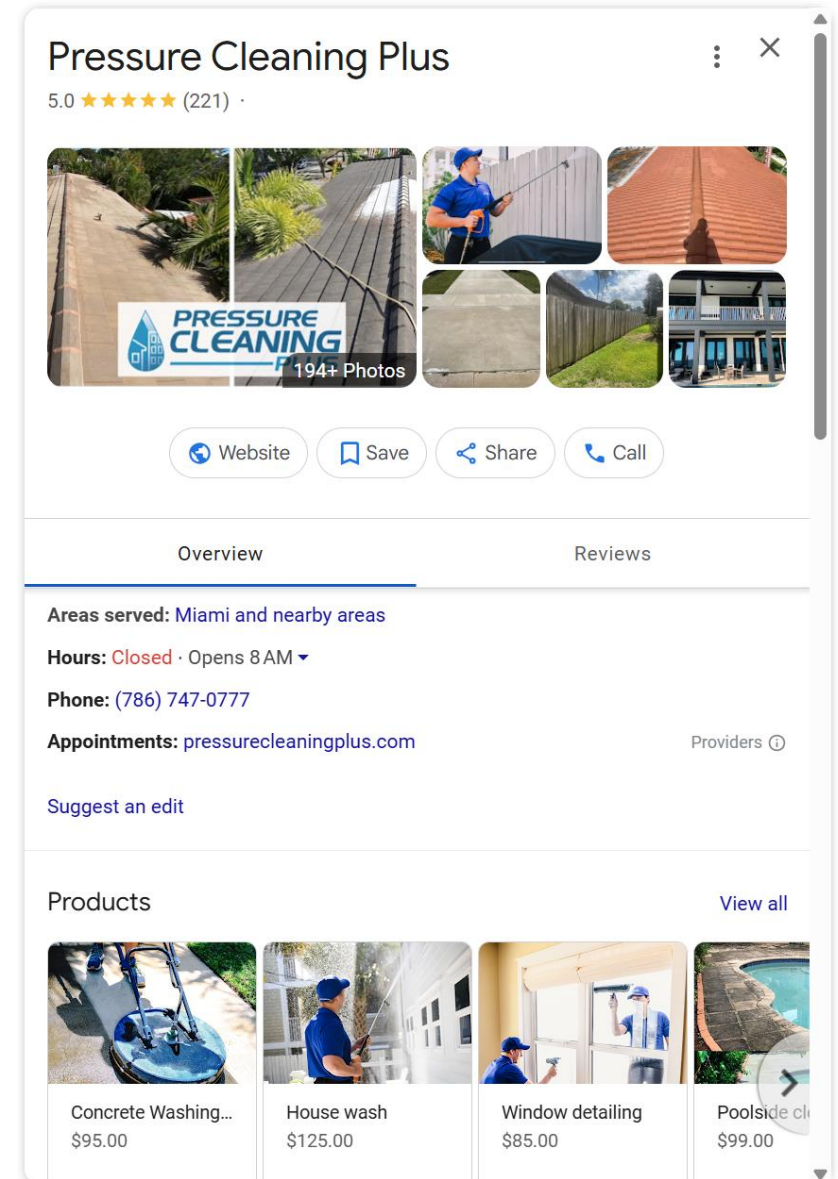


GBP example

Let's look at what a strong Google Business Profile actually looks like:

- **Clear Business Name** - No keyword stuffing, just your real business name.
- **Category: Pressure Washing Service** - This helps Google show you for the right searches.
- **Photos** - Clean, real, and recent—before & after shots, team at work.
- **Reviews** - A steady stream of 4–5 star reviews with real customer comments.
- **Accurate Details** - Hours, service area, and phone number all up to date.

This kind of profile builds trust in seconds, and it helps your LSAs and ads show up more often.



UNDERSTANDING google ads

when & why to use Google Ads

Google Ads give you control and speed, perfect for growing your business fast.

Here's when it makes sense to use them:

- **You want more leads right now** - Ads let you show up for high-intent searches the same day.
- **You're outside the LSA coverage area** - Not every zip code qualifies for LSAs, Ads cover everywhere.
- **You want to scale beyond your local zone** - Target nearby cities, test new areas, or reach commercial clients.
- **You want to show up for more services** - Add jobs like roof cleaning, deck washing, or window cleaning.

Google Ads let you turn the volume up or down based on how busy you are.



GOOGLE ADS
fun facts

65%

of People Click on
Ads When Making
Purchases.

7x

More investment is
made in Ads than
SEO by Businesses.

requirements to run Google Ads

Before you start running ads, make sure you've got the basics covered:

A working website or landing page - No website = no ads. It doesn't have to be fancy, just clear and mobile-friendly.

Accurate business info - Your phone number, email, and location should match across your site and Google profile.

A payment method - Google bills as you go, so you'll need a valid card on file.

Ad policy compliance - Keep it honest. No fake offers, no exaggerated claims. Google will flag you fast.

Once you're set up, it's easy to test, learn, and grow.



setting your Google Ads budget

You don't need to overspend; you just need to spend smart.

Current avg. cost-per-click (CPC): \$5-\$6
That's pretty solid for this industry.

Avg. cost-per-lead (CPL): \$35-\$65
Which means every \$35 can bring you a job worth \$200-\$500+

Start with \$1,000-\$1,500/month
That's enough to bring in 6-15 solid leads per month.

Track everything
Calls, form fills, know what's converting and what's wasting spend.

It's not about how much you spend. It's about how well that spend performs.



campaign essentials

If you want leads not just clicks, here's what you need to get right:

Target high-intent keywords

Use terms like “pressure washing near me” or “driveway pressure washing.” Avoid broad keywords like “cleaning services.”

Use location targeting

Stick to your real service area—zip codes, towns, or a radius around your base.

Write simple, direct ads

Speak like your customers: “Fast, affordable pressure washing. Call now for a free quote.” Add an Offer if possible, for e.g. “20% off on Pressure Washing”

Use call extensions

Make it easy for people to tap and call right from the ad.

Track every call or form

If you don't track, you can't improve.

These aren't tricks; they're basics most businesses skip. Get them right and you're already ahead.

common mistakes

Even good businesses lose money on Google Ads by missing the basics. Here's what to avoid:

Using broad match keywords

You end up showing for random stuff like “power wash sneakers.” Use phrase or exact match instead.

No negative keywords

Block stuff like “DIY,” “jobs,” or “free.” These clicks don't turn into customers. Review Search terms daily and add negative keywords.

Sending traffic to your homepage

Homepages are too generic. Send people to a service-focused landing page with one clear goal, call or book.

Not tracking leads

If you can't tell which keywords or ads drive calls, you're flying blind.

Set it and forget it

Ads need daily & weekly check-ins. Little tweaks make a big difference over time.

Avoiding these five mistakes can stretch your budget a lot further.

SETTING UP

landing pages

why your homepage isn't enough

Most business owners send ad traffic to their homepage and wonder why it doesn't convert.

Here's why that doesn't work:

Too many distractions

Menus, blog links, social icons; it's easy for visitors to click away.

No clear call-to-action

If the "Book Now" or "Call Us" button isn't obvious, people leave.

Not built for mobile

Most pressure washing clicks come from phones. If your homepage isn't mobile-friendly, you're losing leads.

No proof or trust signals

People need to see reviews, photos, and service areas fast.

You don't need a whole new website. You just need one strong page built for one goal.

key elements of a winning landing page

A great landing page isn't just about design; it's about trust, clarity, and Google's quality standards.

Here's what to include:

Headline that matches the ad

If someone searches "pressure washing in Dallas," your page should say exactly that.

Before & after photos

Builds credibility fast. Show real results from your jobs.

Strong call-to-action

"Call now" or "Get a free quote" should be easy to spot, especially on mobile.

Navigation menu

Google expects basic site navigation for quality score. Include a top menu with Home, Services, Contact, etc.

Trust signals

Google reviews, badges, "Licensed & Insured," or "20+ years in business" these matter.

A clean, honest page with clear info keeps users happy and helps your ads perform better.

YOUR **action plan**

the 3-step setup & budgeting plan

1. Get Your Foundations in Place

- Set up or update your **Google Business Profile**
- Build a simple, mobile-friendly landing page
- Add real job photos, trust badges, and contact info
- **Start collecting Google reviews** (you'll need 5+ for LSAs)

2. Launch Google Local Service Ads (LSAs)

- Complete Google's background check and profile setup
- Set a weekly budget (\$200–\$400 to start)
- Make sure your GBP and reviews are in good shape
- Respond fast to leads, Google tracks it



the 3-step setup & budgeting plan

3. Run Google Ads the Right Way

- Focus on high-intent, local keywords
- Use a dedicated landing page per service, not your homepage
- Start with \$1,000–\$1,500/month
- Track every call and form so you know what's working



CONCLUSION

key takeaways

Key Takeaways




Let's wrap it up with the essentials:

- **Your Google Business Profile is your foundation**
Keep it updated, get reviews, and make it trustable.
- **Google LSAs are the fastest path to qualified leads**
Just 5 reviews and a clean setup can get you listed.
- **Google Ads give you control and scale**
Start small, target smart, and track everything.
- **Landing pages matter more than you think**
One focused page can double your conversion rate.
- **Don't guess; measure.**
Track what works, tweak what doesn't, and grow with data.

When you get these 4 pieces working together, lead flow gets predictable, and pressure washing growth becomes a system.



your free bonuses

-  **LSA Setup Checklist**
Step-by-step guide to help you get verified and ranked on Google LSAs.
-  **Landing Page Infographic**
Visual breakdown of what makes a pressure washing landing page convert.
Easy to follow, easy to implement.
-  **Free Strategy Call**
We'll review your setup and show you exactly what to fix or improve.

special offer

- Want to focus on your core business ? let our pros handle Google Ads for you. We're offering a generous **20% off** on our services for the first 3 months of engagement.
- Our certified Google Ads strategists will make sure you get the maximum ROI out of your Google Ads investment.
- Additionally, get **\$500** in Google Ads credits when you signup with Us*.

* New Google Ads accounts only



CONCLUSION

Q&A

LET'S STAY IN TOUCH

thank you

www.adlabz.co