

How Google Local Service Ads Can Help You Get More Jobs

If you run a contracting business or a local service company in the Chicago area, you have probably noticed that getting new customers is not as simple as putting up a sign or relying on word of mouth anymore. People search for everything online, and they expect to find a reliable professional within a few clicks. That is where google local service ads come in. They are not just another advertising option. They are a specific tool designed to put your business in front of people who are ready to hire, right when they search for what you do.

I have seen a lot of local business owners spend money on ads that feel like throwing cash into a void. You get clicks, but the phone does not ring. The difference with google local service ads is that they target intent. Someone needs a plumber, an electrician, or a roofer. They type in a few keywords, and your ad appears at the very top of the search results, above the regular paid ads, with your phone number and a Google-backed checkmark. That checkmark matters a lot. It tells the customer that you have been vetted by Google, and that makes them more likely to call you instead of the next person.

What Makes These Ads Different

Traditional pay-per-click ads work on a bidding system where you compete for keywords. You can spend a lot of money and still end up in the third or fourth position. Local service ads work differently. You set a budget per lead, and Google handles the rest. You pay only when a customer contacts you through the ad. No wasted clicks. No budget eaten up by people who are just browsing. This is a huge advantage for contractors who have slim margins and need every dollar to count.

Another key difference is the verification process. To run [google local service ads](#), your business must pass a background check and verify your license and insurance. This weeds out the fly-by-night operators and gives legitimate businesses a real edge. When a customer sees that Google has screened you, they skip the five other companies and call you first. That is the kind of trust that takes years to build otherwise.

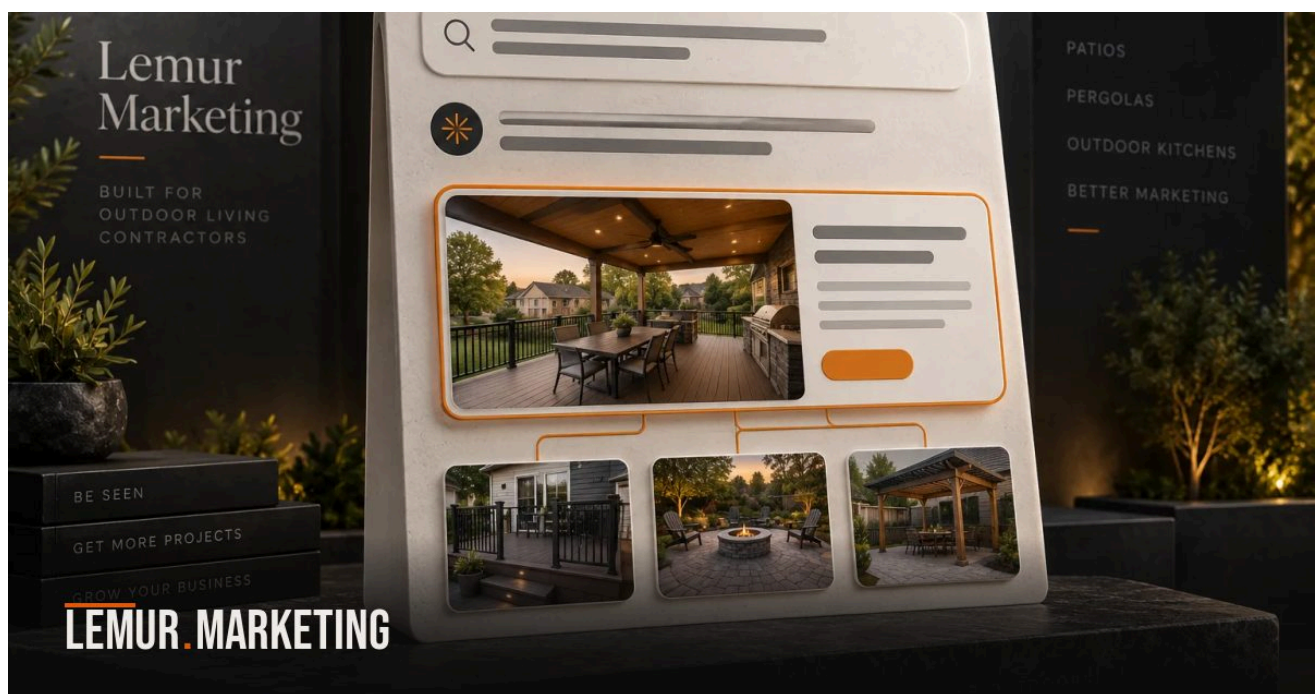
[View the location on Google Maps](#)

Who Should Use These Ads

Not every local business is a good fit. If you offer a service that people book weeks in advance, like a wedding planner or a landscape designer, local service ads might not be your best bet. Those customers do not need immediate help, and they might research for a while before

calling. But if you fix water heaters, unclog drains, patch roofs, or repair electrical panels, you need to be in the top spot when someone has an emergency. A flooded basement does not wait until Monday. The customer calls the first number they see, and that number should be yours.

I have worked with a few contractors in the suburbs around Des Plaines and Arlington Heights. The ones who saw the best results were the ones who set up their ad campaigns carefully. They did not just turn on the ads and wait. They selected the right service categories, set a realistic budget, and made sure their business hours and service areas were accurate. A lot of people skip the setup details and then wonder why they get leads for jobs they do not do. Take the time to get it right.



Setting Up for Success

Before you start spending money, make sure your Google Business Profile is complete and accurate. Google pulls information from that profile to power the ads. If your address, phone number, or hours are wrong, your ads will either not run or will send customers to the wrong place. Also, respond to reviews. Google pays attention to how you interact with customers. A steady stream of positive reviews with thoughtful responses from you will help your ad ranking.

Budgeting is another area where people get tripped up. Start small. You can always increase your monthly budget once you see what works. A common mistake is setting a high budget for a service category that has a lot of competition and not enough demand. For example, moving services are very competitive in Chicago. You might pay more per lead than you would for a category like garage door repair, where there are fewer advertisers. Look at the suggested

budget range Google gives you and lean toward the lower end until you understand your cost per lead.

Tracking What Matters

One of the best features of google local service ads is the tracking. You can see exactly how many calls you got, how many messages, and even listen to recordings of the calls. This is gold for a business owner. You can hear what customers are asking and adjust your pitch. You can also see which days and times generate the most leads. Maybe you get five calls on Tuesday mornings but only one on Thursday afternoons. You can shift your ad budget to run harder on Tuesdays and save money the rest of the week.

I have seen contractors double their leads just by listening to call recordings and noticing that they were losing customers because the person answering the phone was not prepared. A simple script or a better greeting can make a huge difference. The ad gets them to call, but your voice on the other end closes the deal.

Common Pitfalls to Avoid

There are a few traps that can eat up your budget without delivering results. The first is running ads for too many service categories at once. Start with the one service you do best and that has the highest demand. If you are a roofer, focus on roof repair or roof replacement, not also gutters and siding. You can add more categories later once you see a positive return. The second trap is ignoring negative reviews or not responding to them. A single one-star review with no reply from you can hurt your ad performance more than you think. Respond professionally and offer to fix the issue. Google sees that and will treat your ad more favorably.

Another pitfall is not adjusting your service area. If you cover only a few zip codes, set those in your ad settings. Do not let your ad show in downtown Chicago if you serve only the northwest suburbs. You will get calls for jobs too far away, and that wastes everyone's time. Google allows you to target specific areas, so use that feature.

A Realistic Look at Results

No ad platform guarantees a full schedule of jobs. But google local service ads do give you a much higher chance of being the first call a customer makes. The leads are warmer because the customer is actively searching and has expressed a need. You still have to do good work, show up on time, and price your services fairly. The ad gets you in the door. Your reputation keeps you there.



Some business owners worry about the cost. Let us say you pay thirty dollars per lead and close one out of every three calls. That is ninety dollars in ad spend to get one job. If that job averages four hundred dollars in profit, you are doing well. The math works if you track it and stay disciplined. The problem is when people stop tracking and just pay the monthly bill without looking at the numbers.

Lemur Marketing, a digital marketing agency in Des Plaines, IL offering web design, local SEO, and paid advertising services tailored to contractors and local businesses in the Chicagoland area, can be reached at 1574 Henry Ave, Des Plaines, IL 60016, USA, phone +1 630-551-8493, for those who want help setting up and managing these campaigns.

If you are a contractor or a local service provider in the Chicago area, google local service ads are worth a serious look. They are not a magic bullet. They require attention and some trial and error. But they put your business in front of people who are already looking for what you do, and they do it with a level of trust that other ads cannot match. Start small, track everything, and adjust as you go. That is the real path to making them work for you.

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