

CHECKLIST · MARKETING

Google Ads for tradies: set a budget and count the jobs it brings in

Published 2 October 2026. Read the full story, sources and any updates at

digitaladvisors.com.au/journal/google-ads-tradies-budget-results/

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- ☐ **Record the allowance.** Have the owner put the campaign ad-spend limit and separate supplier costs in the marketing budget worksheet before launch.
 - ☐ **Save a local forecast.** Use Keyword Planner for the service and area being advertised, and record its settings beside the estimate.
 - ☐ **Check the spending limits.** Have the ads manager show the daily and monthly limits in the budget report before approving a budget change.
 - ☐ **Review location options.** Check the campaign's Locations settings against the areas and types of customers the business can serve.
 - ☐ **Name the conversions.** Ask the ads manager whether each phone action records only a click, a duration-qualified call, an estimated meaningful call or an imported business outcome.
 - ☐ **Record enquiry outcomes.** Have the person handling enquiries log suitability and booked jobs in the booking or customer system.
 - ☐ **Review searches each week.** Compare the Search terms report with the services sold and ask the ads manager to explain irrelevant traffic.
 - ☐ **Check the jobs before spending more.** Compare ad spend, other marketing costs, completed work and delivery costs before the owner approves an increase.
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