

The Architecture Behind Campaigns That Actually Book Jobs

Most PPC accounts get judged on bids and keywords. That's not where the leads come from. It's the structure underneath, the campaigns, landing pages, tracking, and follow-through, that decides whether a click becomes a signed job. Run your current campaign against this list.

1 Campaign Structure

- ☐ Separate campaigns for each service line (remodels, roofing, additions), not one blended "general contractor" campaign
- ☐ Ad groups built around tight keyword themes, not broad catch-alls
- ☐ Geographic targeting matched to your real service radius, not the whole metro
- ☐ Phrase and exact match doing the heavy lifting, broad match on a short leash

2 Landing Pages

- ☐ Every ad sends the click to a dedicated landing page, never the homepage
- ☐ Headline on the page matches the ad they clicked, word for word
- ☐ Phone number visible above the fold, no scrolling required
- ☐ Three to five reviews or project photos visible without scrolling
- ☐ One call to action, not three competing for the same click

3 Tracking & Attribution

- ☐ Call tracking ties every phone lead back to the exact keyword and ad that generated it
- ☐ Calls and form fills tracked as separate conversion events, not lumped together
- ☐ Conversion data feeds back into the ad platform at the keyword level
- ☐ Tracking is live **before** launch, not added after the first invoice

4 Budget & Negative Keywords

- ☐ Negative keyword list built before launch (DIY, jobs, careers, training, "cheap")
- ☐ Search term report reviewed weekly for the first month, then monthly
- ☐ Budget set by working backward from a target number of booked jobs
- ☐ Cost per booked job is the number that matters, not cost per click

5 The Follow-Through (where most agencies stop looking)

- ☐ Leads get a response in minutes, not the next business day
- ☐ One person owns lead follow-up, it isn't assumed the office will "get to it"
- ☐ Leads that don't book on the first call get a real follow-up sequence, not a write-off
- ☐ Job value gets tied back to the campaign that sourced it, closing the loop from click to signed contract

Where Wahha comes in: we build the architecture first, campaign structure, landing pages, tracking, before we touch a bid. It's the difference between an agency that manages spend and one that builds a revenue path from search to signed job.