



HOME SERVICES MARKETING

POWERED BY **ND** NORTH SHORE
DIGITAL

The Ultimate Home Services Marketing Guide

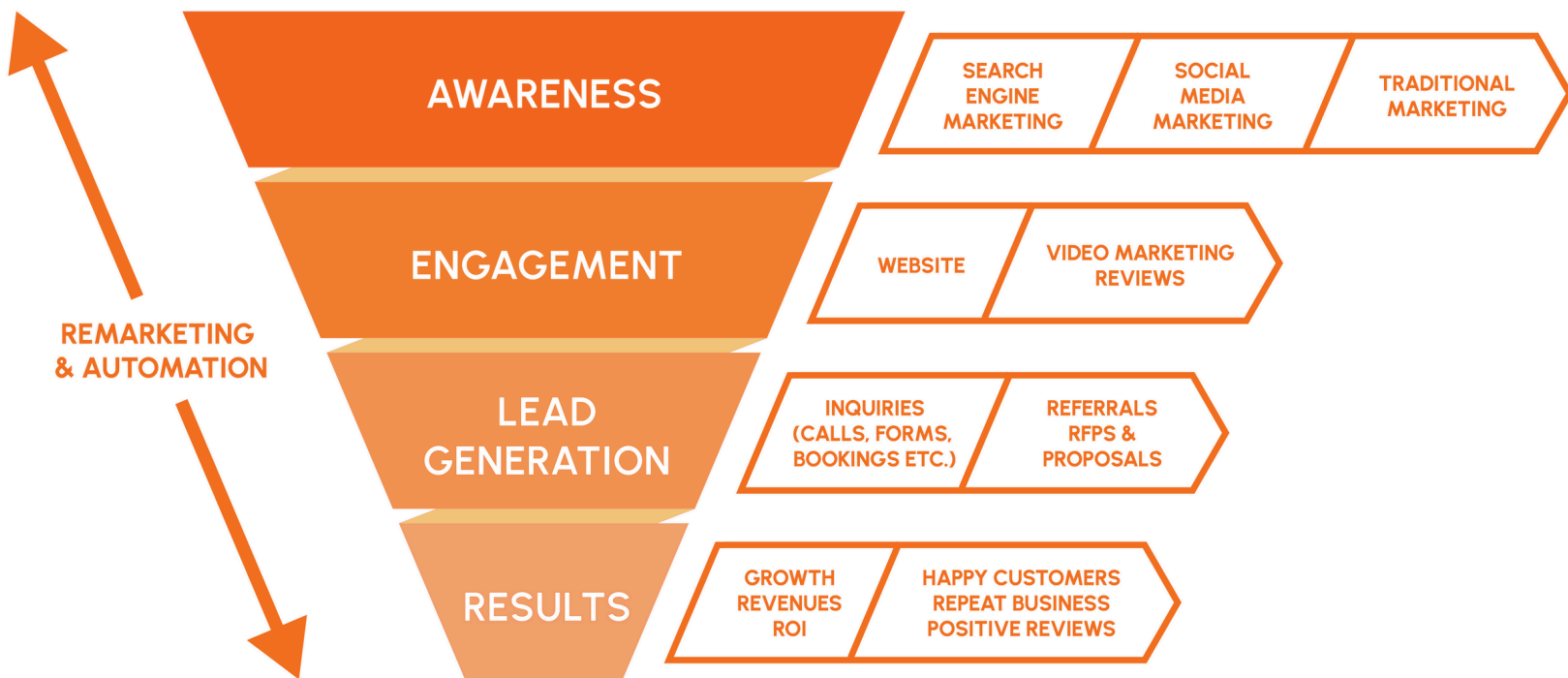


Introduction: **Digital Marketing is Crucial for Home Services**

In today's digital-first world, most people seeking home services — landscaping, plumbing, electrical, roofing and so on — turn to Google. If your business isn't optimized to capture these potential customers, you're missing out on valuable leads.

This guide provides a roadmap to harnessing digital marketing to grow your home services business in Canada. Learn how digital marketing can help you stand out from competitors, build your brand presence, and be nimble with your ads campaigns and budgets to align with seasonal demands.





Chapter 1: Understanding the Home Services Marketing Machine

We've developed a marketing framework called the Home Services Marketing Machine that has delivered outsized results for many Canadian home services businesses. Our framework covers all the essential digital marketing elements, from establishing your brand identity to driving online traffic and generating leads.

The Home Services Marketing Machine will show you how to:

1. Create a strong brand identity
2. Drive relevant traffic to your website
3. Convert these visitors into qualified leads
4. Measure and analyze results to optimize for future growth

Case Studies: Success Stories from Canadian Companies

Here are just a few of the results we've achieved for clients:

- **Great Canadian Landscaping** revenues in peak months have increased to over a million dollars attributed from online sources through their website forms and calls.
- **Earthscape Landscapes** grew from \$8 million to \$10 million in annual revenue within two years, attributing over \$4 million of jobs to Google Ads and search campaigns.
- **R&B Plumbing** generated over \$6 million in revenues through Google campaigns, with a return on investment (ROI) of 23:1.
- **Cove Power** generated over \$2 million in revenues through their website leads in the first two years of working together from Google campaigns.



These case studies illustrate how effective digital marketing can drive powerful growth.

[Explore these success stories and hear direct from the business owners by visiting this link](#)

**THE GREAT
CANADIAN
LANDSCAPING
COMPANY**

"Andrew and his team truly understand all things digital. We have been working with them since mid 2019 and they have provided proven results. Thanks again for all you do."



Chris O'Donohue
President and Founder of Great Canadian Landscaping



Sam Bauman, President and Founder of Earthscape Landscapes

"We are really happy with results. Our revenues from Google are up 300% year over year. I would strongly recommend working with North Shore Digital. They bring a team of smart people and are very results and data driven"



"The team at North Shore Digital are truly experts in their field. They have helped us navigate the daunting world of SEO, ensuring that we are ranking optimally, as well as redesigning our website (which we are always getting compliments on). Thank you to Sasha and the entire team at North Shore Digital for helping us be prominent and successful online!"



Rob Blaksic,
Owner of R&B
Plumbing



Dave Clauson, Founder of
Cove Power

"Working with North Shore Digital has been a great experience for my business. We've seen positive results in the number of quality leads, rankings and ROI. I definitely recommend North Shore Digital."



Chapter 2: Search Engine Marketing (SEM) - The Key to Lead Generation



Search Engine Marketing (SEM) is the tip of your marketing spear online. SEM combines several elements:

- Search Engine Optimization (SEO)
- Google Ads
- Google Business Profile (previously Google My Business)
- Google Maps

These tools help generate awareness, engagement, and leads for your home services business.

The Power of User Intent

When seeking home services, people use search terms in Google such as "best plumber near me" or "emergency HVAC service," and they want to work with a company that stands out as being most relevant to their specific search. This is where SEM becomes essential: it taps into user intent, driving them from search to your website, where they engage with your content and convert into customers, providing of course they like what they see... a nice website, great reviews as well as impactful "calls-to-action" that convince them to pick up the phone or fill out a service inquiry form.

Dominate High-Intent Keywords

Not all keywords are created equal. Some have much higher search volumes and lead generation potential. For example, in Canada, "landscaping" has over 40,000 monthly searches, compared to just 500 for "hardscaping." It's crucial to rank for high-volume, service-specific keywords in both your Google Ads and organic search efforts in your target service locations.

"SEM is the most important vehicle to get people through your sales funnel online."

Chapter 3: Google Ads – A Quick Path to Growth

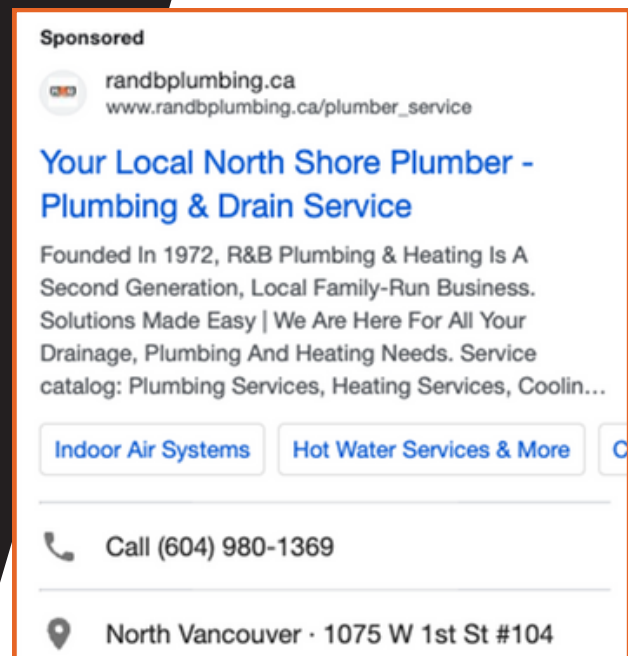
Google Ads is one of the most effective tools for home services companies looking to grow. There are several types of Google Ads, including search text-based ads, display image ads, and YouTube video ads. However, search ads are the bread and butter for home services.

Why Google Ads Works for Home Services

Search ads allow you to appear at the top of Google search results when potential customers type in keywords related to your services. Whether it's "emergency plumbing in [city]" or "best electrician near me," Google Ads ensures that you're visible when it matters most.

With proper management, Google Ads can yield a return on investment (ROI) of 20:1 or higher. In some cases, home services companies are seeing costs per lead as low as \$10-\$30, depending on location and service type.

Example search ad for a local plumbing company:



The image shows a screenshot of a Google Ads search advertisement for a plumbing company. The ad is titled "Your Local North Shore Plumber - Plumbing & Drain Service" and includes a phone number and address. The ad is sponsored by randbplumbing.ca and features a call-to-action button for "Indoor Air Systems" and "Hot Water Services & More".

Sponsored
randbplumbing.ca
www.randbplumbing.ca/plumber_service

Your Local North Shore Plumber - Plumbing & Drain Service

Founded In 1972, R&B Plumbing & Heating Is A Second Generation, Local Family-Run Business. Solutions Made Easy | We Are Here For All Your Drainage, Plumbing And Heating Needs. Service catalog: Plumbing Services, Heating Services, Coolin...

[Indoor Air Systems](#) [Hot Water Services & More](#)

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Pro Tip: Adapt to Seasonality

Seasonality plays a big role in home services. For example, landscapers may want to start advertising campaigns for snow and ice management services in the summer or early fall to secure winter contracts. Google Ads allows you to easily adjust your budget to match the seasonal demand of different services.

If your services fluctuate seasonally—such as a focus on heating in winter and cooling or air conditioning in the warmer months for a plumbing company—your ad campaigns should align with these shifts. The most effective way to manage this is by creating a spreadsheet that outlines your monthly seasonal ad budget. This should include a detailed breakdown of your service categories, how your budget is allocated, and how these adjustments change month-to-month based on demand, your business goals as well as customer search volume trends.

	January	February	March	Search Volume
Service Campaign				
Landscape Design	750	1000	1000	Highest Volume
Construction	500	500	750	Above Average
Patios, Entrances & Driveways	500	500	750	Low Volume
Maintenance	500	750	1000	
Pool Design & Installation	750	1000	1000	
Re-Marketing	250	250	250	
Month Total	3250	4000	4750	

Chapter 4: The Importance of SEO for Home Services

While Google Ads deliver immediate results, Search Engine Optimization (SEO) is essential for long-term growth. SEO helps your website rank higher in organic search results, driving consistent traffic without paying for every click.



Types of SEO for Home Services

- 1. On-Page SEO:** Focus on optimizing your website's pages for relevant keywords. This includes optimizing titles, meta descriptions, and content for search engines (and potentially into the future for LLMs such as ChatGPT and Google Gemini).
- 2. Off-Page SEO:** Build backlinks from reputable sites like local directories (e.g. HomeStars, Houzz). These signals help establish your site as a trusted authority in your industry.
- 3. Technical SEO:** Ensure your website is fast, mobile-friendly, and secure. Technical issues can hurt your rankings and frustrate potential customers.

Here's a list of some of the main activities to do for each type of SEO:

On-Page SEO

- 1. SEO Titles and Descriptions:** Ensure that all pages and blog posts have optimized titles and meta descriptions to improve click-through rates.
- 2. Page Optimization:** Use focus keywords within headings, internal/external links, and throughout the content to increase relevance and rankings.
- 3. Image SEO:** Add keywords to image file names and alt text to improve search visibility.
- 4. Content Strategy:** Plan and encourage the creation of fresh content, such as blogs, to target additional keywords and drive traffic.
- 5. Reporting on Organic Traffic:** Regularly track and report on organic traffic to identify which pages and posts are driving the most engagement.

Off-Page SEO

Optimizing and regularly updating your Google Business Profile (GBP) provides one of the highest returns for the effort involved when it comes to off-page SEO. However, there are additional activities that can further boost your online presence, including:

- 1. Local Citations:** Utilize the information from your Google Business Profile to create accurate business profiles on various online directories. This includes local directories such as Apple Maps, Yelp, and Yellow Pages.
- 2. Directory Sign-Up:** Follow the process for signing up on directories that require phone number verification, ensuring consistent information across platforms for improved local SEO. For home services companies in Canada there are a number of specific niche directories that you should pay special attention to as they show up high in Google search results. These include Houzz, HomeStars and 3BestRated.

By building a strong presence across reputable directories, your business will increase its trust signals to search engines and boost local search rankings.



Technical SEO

Maintaining strong technical SEO is critical for ensuring your website performs well and is easily crawled by search engines. Key activities include:

- 1. Improving Website Health:** Maintain a technical health score above 95% on SEMRush by addressing issues flagged in Google Search Console. This includes fixing broken links, improving page load speed, and optimizing content structure.
- 2. Website Hosting for Speed and Security:** Our hosting setup, using Cloudways and CloudFlare Enterprise, ensures that WordPress websites are fast and secure. This also includes obtaining and renewing SSL certificates, updating to the latest version of PHP, and implementing proper caching.
- 3. Website Maintenance Program:** We provide regular updates for plugins, themes, and the WordPress core to protect your site from security vulnerabilities. With 24/7 monitoring, we ensure your website is safeguarded against hacking, threats, and downtime.

By addressing these technical elements, your website will run smoothly, stay secure, and rank higher in search results.

Chapter 5:

Retargeting with Google Display Ads

Not every customer is ready to book your services the first time they visit your website. That's where retargeting comes in. Display retargeting allows you to stay top-of-mind by showing ads to potential customers as they browse other sites.

Why Retargeting Works

Retargeting keeps your brand in front of customers who have visited your website but haven't yet taken action. These display ads often have high conversion rates because they're quite cost effective and target people already familiar with your brand. In some cases, we have seen better cost-per-quality-lead from remarketing display ads than from other Google Ads campaigns.

Retarget Prospects Using Display Remarketing Ads

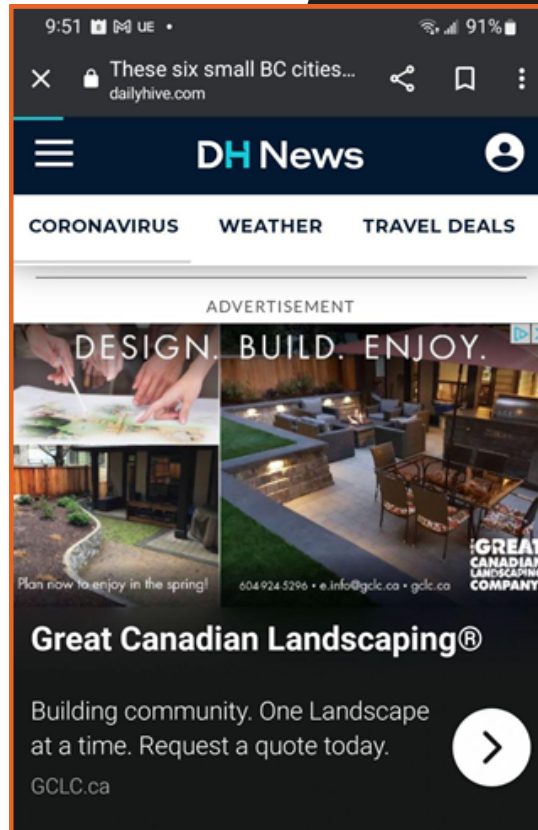
It's crucial to stay visible during the decision-making process, which can last weeks or even months for non-urgent services like a heat pump purchase, EV charger installation or landscape design project.

Remarketing campaigns allow you to do just that. After someone visits your website, Google stores their information in a cookie and adds them to a retargeting audience. This enables your ads to show specifically to them as they browse other websites, keeping your business fresh in their minds.

Retargeting campaigns can deliver impressive results, especially when you already have a strong brand presence. In fact, many clients report that their customers ultimately sign up with them because they feel like "you're everywhere!" It's a great way to stay in front of prospects during their deliberation phase, helping to convert them into customers.

Pro Tip: Retargeting is ideal for higher-cost services, like HVAC installations or large-scale landscaping projects, where customers may take longer to make a decision.

Example retargeting display ad for a landscaping company on a local third party news website:



A Special Mention About YouTube Ads



If you have engaging video content, consider using YouTube video ads to further boost awareness and brand recognition. We've seen clients achieve over 40 seconds of view time for just 2 cents per view—an incredibly cost-effective way to build awareness and keep your brand in front of your audience.

Chapter 6: Google Business Profile – Your Mini Website



A well-optimized **Google Business Profile** is essential for local SEO. It acts as a mini-website for your business, generating inquiries directly from Google Search and Maps.

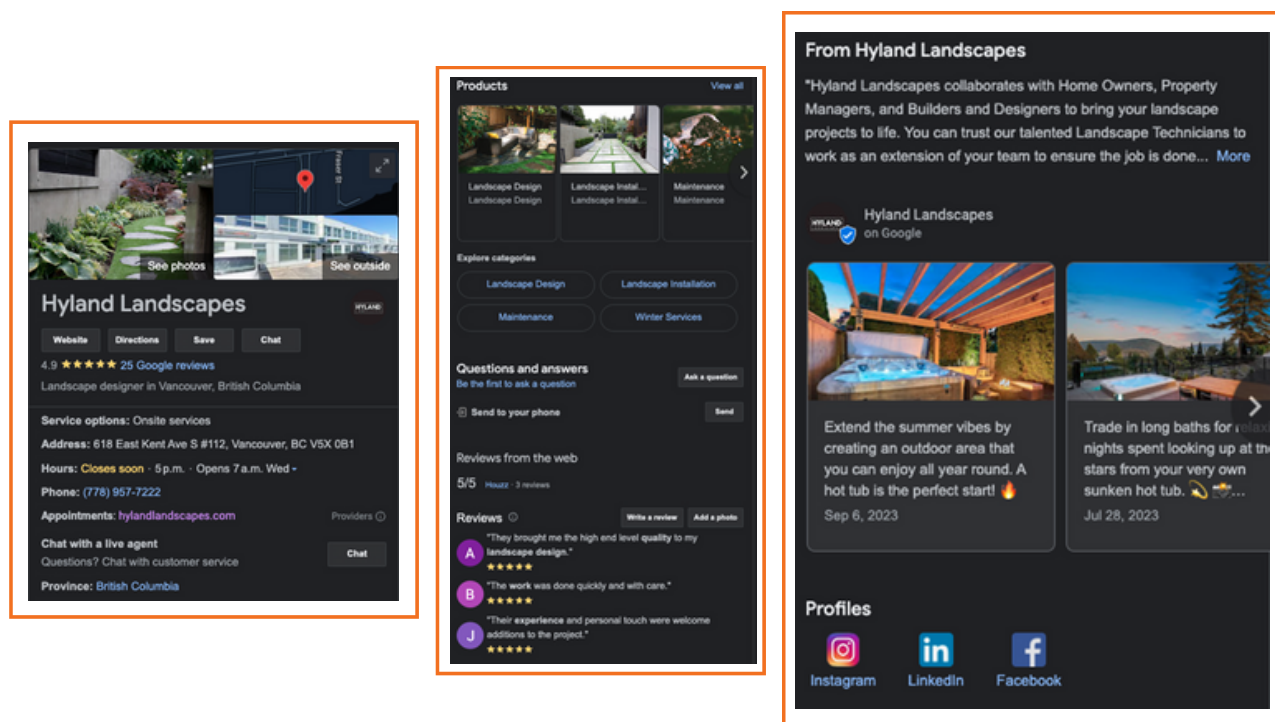
Optimize for Success

To make the most of your Google Business Profile, ensure that every field is filled out completely:

- Add all relevant service areas
- Upload professional photos of your work and team
- Post updates regularly, just like you would on social media

Ranking number one in the Google Maps Pack for local searches can drive a significant number of leads, so make sure your profile is constantly optimized and updated.

Example of a fully optimized Google Business Profile for a young landscaping company:



Chapter 7: Your Website: The Heart of Your Marketing Machine



Your business website is the most crucial component of your digital marketing strategy. It serves as the central hub for building awareness, engaging potential customers, and generating leads.

To make the most of your website, ensure that your Call-to-Actions (CTAs) are clear and prominently displayed. Whether you want visitors to call, request a quote, or apply for a job, they should immediately know what steps to take. Effective CTAs guide them through the next steps with ease, reducing any friction in the customer journey.

Every successful home services website needs a solid foundation of essential pages, including:

- Home Page
- Services Pages
- Location Pages
- Partner Pages
- Galleries
- Blogs

These core pages help structure your website and make it easy for visitors to find what they're looking for. Additionally, consider creating a Partner Page to showcase trusted contractors within your network. This not only helps generate referrals and leads for both parties but also improves your SEO by building valuable backlinks between your website and theirs.

Lastly, it's essential to measure the performance of your website over time. Track metrics such as traffic, engagement, and conversion rates to understand which activities and channels are delivering the best results. By focusing on the areas that are driving the most business, you can continuously refine your strategy and improve your overall success.

"Your website is the most important platform to grow your business online."



Chapter 8: Blogging for Home Services

Content is key to building authority and driving organic traffic. By blogging, you can explain your services, showcase your expertise, and manage customer expectations.

Blogging Ideas for Home Services

- Answer frequently asked questions, like "What's the process for installing a new water heater?"
- Highlight your work in the community, such as charitable events or fundraisers.
- Share home maintenance tips or seasonal advice, like "How to Prepare Your Lawn for Winter."

Blogs not only help with SEO by targeting specific keywords, but they also build trust with potential customers.

Blogging Tips for Home Services Businesses

Blogging can be a powerful tool to engage your audience and improve your SEO. Here are some valuable tips to help you get started:

1. Just Start Writing: Don't strive for perfection—get your ideas out there. You can enlist your team to help generate content and keep the blog active.

2. Be Thorough: Avoid being brief or vague. Create categories that focus on your services and target locations, providing in-depth, useful information.

3. Track and Promote: Measure the success of your blogs by tracking their performance. Update and promote them across your platforms for maximum impact.

4. Write for Your Audience: Focus on providing valuable, helpful content for your readers, not just writing for SEO. The more useful your blog, the more engagement you'll see.

5. Share, Don't Wait: After publishing, don't sit back and expect your blog to gain traction on its own. Share it on social media—both your personal and business accounts—and add it to your Google Business Profile.

6. Repurpose Content: Get more mileage out of your content by turning blogs into videos, webinars, or even podcasts. Share these on platforms like LinkedIn Pulse or Medium to reach a wider audience.

7. Integrate with Email Marketing: Send your blog posts to local customers who might find them helpful. Incorporate them into your email marketing strategy for ongoing engagement.

By following these tips, you'll maximize the impact of your blog and connect with potential customers across multiple channels.

Want more specific info on blogging, check out this [**15-minute promotional checklist after you have published your article.**](#)



Chapter 9: Social Media – Building Awareness and Loyalty

While social media doesn't always directly drive leads for home services, it plays a crucial role in building brand awareness and advocacy. Platforms like Facebook, Instagram, and LinkedIn allow you to connect with your local community, showcase your work, and build a loyal customer base.

Social Media Marketing Tips for Home Services Businesses

To effectively market your home services business, it's important to meet your customers where they are online. Here are some key strategies for using social media to your advantage:

- 1. Go Where Your Customers Are:** For homeowners aged 35 and older, Facebook is a must. Even if it's not your favorite platform, that's where many of your potential clients spend their time. Post regularly to engage this audience.
- 2. Focus on Visual Media:** Platforms like Instagram and YouTube are ideal for home services, as the work is highly visual. Share before-and-after photos, project videos, and transformations to capture attention.
- 3. Use a Mix of Video Styles:** Whether it's polished promotional videos or raw, authentic footage, videos resonate with audiences. Show testimonials, happy customers, or even behind-the-scenes glimpses of your team at work to create a relatable connection.
- 4. Engage Younger Audiences:** Platforms like Snapchat and TikTok are perfect for reaching younger audiences, such as potential hires. Be genuine and authentic to attract Gen Z and millennials to your team.
- 5. Leverage LinkedIn for B2B Connections:** LinkedIn is a valuable tool for both hiring and networking. If you want to connect with commercial or property management companies or stratas, LinkedIn is the ideal platform to build relationships and showcase your professionalism.
- 6. Show Thought Leadership:** Use your social media presence to highlight your expertise. Discuss topics like sustainability, industry innovations, or new methods, and position yourself as a leader in your field.

By applying these social media strategies, you'll build your brand, engage with potential clients, and expand your professional network.

Chapter 10: Traditional Marketing: Boosting Awareness and Complementing Digital Efforts



Traditional marketing is primarily about building awareness, but it's important to approach it with a strategic mindset, as it can be costly and more challenging to measure compared to digital marketing.

Target Your Campaigns for Maximum Impact

To get the most out of your traditional marketing efforts, take a targeted approach. Avoid broad, city-wide campaigns. Instead, focus on specific service areas where your home services are in demand. For example, in a direct mail campaign, rather than sending flyers to every household, concentrate on neighborhoods or commercial properties more likely to need your services. Ensure that your mailers include clear contact details and, if possible, a call to action (CTA) that encourages them to engage with your business. You can also target to specific demographics.

Using Unique Tracking Methods

One of the most effective ways to measure the impact of traditional marketing is through the use of advanced tracking tools. Whether you're running a radio ad, bus ad, or billboard campaign, it's essential to include unique identifiers that help you track performance. For instance:

- **Unique phone numbers:** Create a dedicated phone number for each specific ad, so you can easily track how many leads or inquiries come from that campaign.
- **QR codes:** Add scannable QR codes to your physical ads, directing potential customers to a specific landing page on your website.
- **Short URLs:** Include a memorable and concise URL on your ads (e.g., yourdomain.com/spring2025). This can help you track visits generated from your offline campaigns and tie them back to specific promotions.

Traditional Ads: A Bridge to Digital Conversions

It's important to note that traditional marketing often serves as an initial awareness piece rather than a direct conversion tool. Rarely will customers go straight from seeing a billboard or flyer to purchasing your services on the spot. However, these offline ads leave a lasting impression that can drive action later on.

When prospects are back on their computers or mobile devices, they may remember your brand from that billboard or flyer. This is where your digital marketing comes in. If your retargeting ads, Google search campaigns, or social media posts appear while they're browsing, they'll recall your traditional ad, increasing the likelihood of conversion.



Integrating Traditional and Digital Marketing

Traditional marketing works best when it complements your online marketing efforts. When both are aligned, you create a seamless experience for potential customers, helping you build stronger brand recognition and drive more conversions. By combining the broad reach of offline campaigns with the precision of digital tools, you can turn awareness into actionable leads and ultimately, new customers.



Chapter 11: **Marketing Automation: Engaging and Converting Leads with AI**

Marketing automation is all about re-engaging prospects at various stages of the sales funnel and nurturing them until they convert. Most people exploring your services won't become customers immediately—90% of the leads in your funnel are likely still deliberating or comparing you with the competition. Your goal is to stay top of mind, reminding them that your company is the best choice for the job.

The key to marketing automation is hitting prospects with multiple touchpoints across different channels. You want to keep your business visible by sending timely reminders and relevant content that guide them back to you when they're ready to make a decision.

Leverage AI to Automate Marketing Efforts

Today, AI tools can play a significant role in automating and optimizing your marketing efforts. From generating personalized content to setting up automated workflows, AI helps you work smarter, not harder.

Here's how AI can help:

- **AI-Powered Content Generation:** Tools like GPT-based models (like the one used here!) can create tailored email copy, social media posts, and blog content. You can generate targeted messages for different audience segments or service interests, reducing the time spent manually creating content. For instance, if a lead is interested in plumbing services, AI can automatically craft email sequences that highlight relevant blog posts, case studies, or special offers.
- **Social Media Engagement:** AI tools can monitor engagement on your social media channels. When someone interacts with your content—liking a post or sending a message—AI can alert you to take immediate action or even automate a follow-up message. It can also generate recommendations for the best times to post and the type of content most likely to engage your audience.
- **Automated Email Campaigns:** Use AI to schedule and send personalized drip campaigns. If someone visits your website and shows interest in specific services, AI can trigger automated emails that are tailored to their actions. For example, if they've browsed your air conditioning services, AI can trigger a series of emails highlighting your expertise, client testimonials, and seasonal offers in that area.
- **Smart Retargeting and Segmentation:** With AI, you can create smarter retargeting lists by segmenting prospects based on their behavior. If a lead spends time browsing your heating services, AI can add them to a specific retargeting list for ads related to HVAC maintenance. This helps you serve relevant ads and content across multiple platforms, increasing the chances of conversion.





Maximize Results with AI-Enhanced Drip Campaigns

One of the most effective ways to nurture leads is through automated drip campaigns. Here's how AI can enhance them:

- **Initial Engagement:** In the first month or two after a prospect interacts with your business, you want to engage them more frequently. AI can trigger a series of automated follow-ups, such as educational content or special promotions, based on their initial activity.
- **Long-Term Nurturing:** After the initial period, AI can shift leads to a long-term drip campaign, where they receive less frequent but consistent reminders of your services. Sending an email every one to two months keeps your business in their mind without overwhelming them. AI tools can help automate these sequences, ensuring no lead slips through the cracks.

The 'No Lead Left Behind' Strategy

The ultimate goal of marketing automation is to ensure that no lead is forgotten. With AI-driven marketing automation, you can efficiently maintain a "no lead left behind" strategy. Whether it's through personalized emails, automated social media engagement, or remarketing ads, AI ensures that prospects who've shown interest in your services continue to see your messaging across multiple channels. By keeping your business visible, you're more likely to convert these prospects into customers when they're ready to make a decision.

Chapter 12: Advanced Call Tracking: Maximizing Leads and Optimizing Performance

For home services companies, phone calls are a lifeline to generating new business. Missing out on tracking those calls means losing valuable insights that could help you understand the effectiveness of your marketing efforts. Without proper tracking, you may not even realize how many calls you've missed or where they're coming from.

That's where advanced call tracking comes in. Many potential customers will visit your website, see your phone number, and call directly from their phones—without clicking anything. Without advanced tracking in place, you're unable to measure these interactions, leaving a significant gap in your reporting.

How Call Tracking Works

Call tracking solves this problem by dynamically changing the phone number displayed on your website based on how the visitor arrived there.

For instance:

- If a visitor comes from a Google Ad, they will see one number.
- If they found you through organic SEO, they will see a different number.
- If they come from your Google Business Profile, yet another number can be displayed.

This system allows you to track exactly where your calls are coming from, giving you a clear view of which marketing channels are driving the most inquiries. By setting up a pool of different numbers, you can monitor the performance of each channel in detail.



Gain Actionable Insights from Call Tracking

Call tracking provides more than just visibility into where your calls originate—it delivers actionable insights that can help you improve your operations. For example:


- You might discover that Google Ads generated ten calls, but you missed four of them. This could indicate that your ad schedule needs adjusting, or that you need to ensure your receptionist or sales team is available to answer those calls.
- You can align call quality with detailed Google Ads campaign data. Such as analyzing which specific campaigns, keywords and ads drove quality leads and leads that converted to customers.

Optimize Your Marketing Budget

With detailed call tracking, you can track stats month over month and year over year, providing a clear view of performance over time. By knowing exactly which channels generate the most qualified leads, you can make smarter decisions about where to allocate your marketing budget.

For example, if you see that Google Ads consistently brings in first-time callers and new business, you can confidently invest more in that channel. Meanwhile, you can make adjustments to underperforming campaigns, ensuring that you're getting the most out of every marketing dollar.





Chapter 13: Tracking Results and Measuring ROI: Making Data-Driven Decisions

At the end of the day, marketing is all about results. By tracking your key metrics, you can measure the effectiveness of your campaigns and continuously improve.

Great results ultimately mean happy customers, positive reviews and repeat business for home services companies. However, when it comes to digital marketing ROI we want to crunch the numbers to iterate, adapt and improve.

Once you've gathered your monthly data, it's time to calculate your Return on Investment (ROI) and assess the effectiveness of your marketing strategies. To do this, start by totaling your marketing spend, which includes both your ad budget and the costs associated with your marketing agency or contractors. From there, you'll need to count the number of qualified leads generated and estimate the anticipated transactional revenue and lifetime value of new customer acquisitions.

By analyzing these inputs, you can calculate the projected ROI of your digital marketing activities for the month. For businesses that use a Customer Relationship Management (CRM) system synced with a marketing platform, this process becomes even more efficient, allowing you to tie actual customers and revenue directly to your marketing spend.

Key Metrics to Track for Google Ads

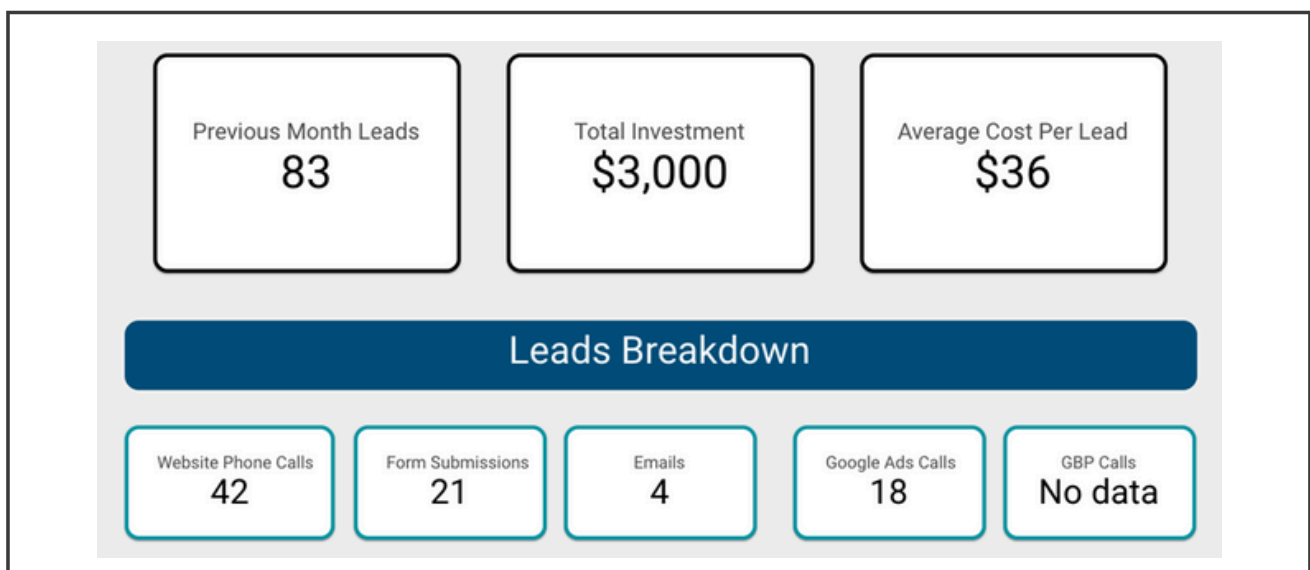
When evaluating the performance of your Google Ads campaigns, it's important to look at a range of metrics:

- Cost per Click (CPC)
- Click-Through Rate (CTR)
- Conversion Rate (how many clicks turn into leads or inquiries)
- Cost per Lead (CPL)

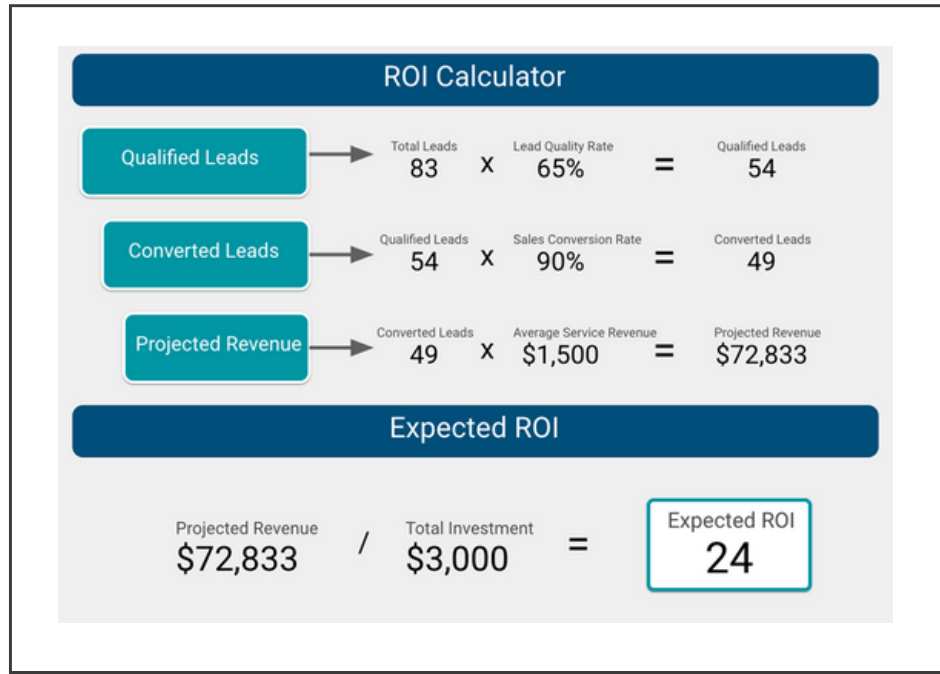
For example, if your monthly ad spend is \$1,278 and you generate 72 leads, your average Cost per Lead is approximately \$18. Because Google Ads allows you to precisely target demographics, keywords, and customer intent, inquiries from this channel are often highly qualified.

Creating a Custom Analytics Dashboard

One of the most effective ways to track performance is by creating a custom analytics dashboard. This dashboard should summarize key metrics, such as the number of leads generated from each online source. For instance, let's say you total 83 leads for the month from all online sources, with a combined ad spend and agency fees of \$3,000. This results in an average Cost per Lead of \$36.



Now, if 65% of those 83 leads are qualified, and your sales conversion rate is 90%, you can estimate a projected revenue for the month. For example, with an average service value of \$1,500, your estimated monthly revenue would be \$72,833. Divide that by your total marketing fees, and you get a strong ROI of 24:1.



A Quick Guide to ROI Benchmarks

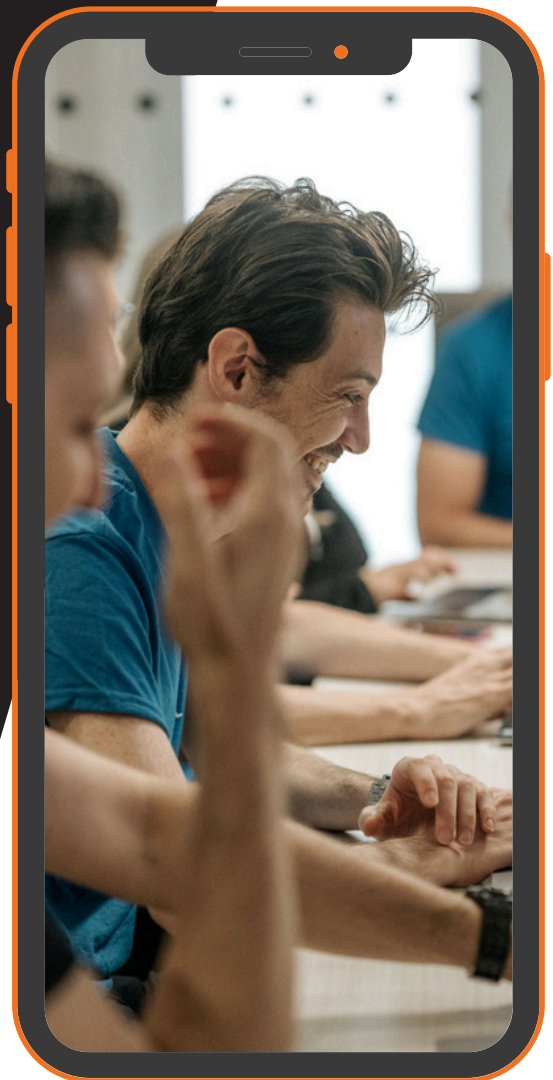
A good rule of thumb for successful ROI is a 10:1 ratio—for every dollar you spend on marketing, you should aim to generate \$10 in return. However, ROI can vary depending on your business phase and service margins. For example:

- In the early stages, when you're building awareness, you may need to settle for a lower ROI as your marketing spend is focused on gaining visibility and establishing market share.
- Once established, with a solid reputation, positive reviews, and strong authority in the market, you can expect to strive for higher returns.

It's essential to benchmark and track ROI over time while keeping in mind that factors like market demand and competition can impact performance. ROI is not always immediately controllable, but with consistent tracking, you can identify trends and optimize accordingly.

Pro Tip: Measuring and Optimizing Your ROI

- **Track High-Level Business Metrics:** Align overall business metrics with key digital marketing analytics to ensure you're getting value from your campaigns.
- **Use a Conversion Calculator:** To calculate your ROI on each marketing campaign, use a conversion calculator that factors in your spend and revenue.
- **Measure Google Ads Performance:** Focus on leads, Cost per Lead, and Return on Ad Spend (ROAS) to see which campaigns are delivering the best results.
- **Track Leads by Source:** Identify where your leads and website inquiries are coming from to determine what's working.
- **Implement Advanced Call Tracking:** Monitor customer calls using advanced call tracking and review insights to optimize performance. A call tracking dashboard can even help you replay calls and trace the source of those inquiries.
- **Monthly Reporting:** Make sure you have a monthly report summarizing key metrics. This will provide you with the confidence that your marketing campaigns are delivering the expected ROI.



Conclusion:

Scaling Your Home Services Business



In today's competitive market, home services businesses need a comprehensive digital marketing strategy to thrive. This guide has outlined the critical elements of building and scaling your business online, from Search Engine Marketing (SEM) and Google Ads to SEO and marketing automation. Each chapter has provided actionable insights and proven strategies to help you generate qualified leads, improve your online presence, and increase your return on investment (ROI).

By leveraging the right combination of digital tools—such as Google Ads, advanced call tracking, and SEO—alongside traditional marketing methods, you can create a well-rounded marketing machine that drives consistent growth. Integrating AI-driven automation and retargeting techniques further enhances your ability to engage prospects, nurture leads, and convert them into loyal customers.

Ultimately, the key to success in the home services industry lies in your ability to measure, adapt, and optimize your marketing efforts. By continuously tracking performance, refining your campaigns, and focusing on high-value strategies, your business can stay ahead of the competition and achieve long-term success in the Canadian market.

If you're ready to take your business to the next level, agencies like ours are here to help. With years of experience and a proven track record of success in home services marketing, we can develop and execute a customized plan to meet your goals.

Book a Discovery Call [here](#) to explore if we are the right fit to work together on our Home Services Marketing Program.

Thanks for reading.

We hope you found the information useful.

If you would like a complimentary digital marketing analysis for your home services business please reach out to us at:

homeservicesmarketing.ca

