ALL CONTRACTOR
YOUR TRUE ALLY

ATTENDEE WORKSHEET

HVAC Paid Ads

Fill this in as we go. By the end you'll know what your leads really cost, where your budget leaks, and have a 30-day plan in your own handwriting.

Stop wasting money and make your ads work for you · Hosted by **All Contractor**

NAME _____ COMPANY _____ CITY / MARKETS YOU SERVE _____

01 Start here: where you stand today

BASELINE

Who runs your ads day to day? You, staff, or an outside agency	
What do you spend each month on ads, and on management? Ad spend $ _____ · Management fee $ _____	
Which platforms are you running right now? Google Search · Bing · LSA · PMax · Meta	
Last month, how many booked jobs came from your ads? If you don't know, write "don't know" — that's an answer too	

02 What leads cost right now

THE BENCHMARK

Our own numbers from the HVAC dealer accounts we manage, Apr 1 – Sep 30, 2026. Write yours beside them. **Can't find your number? Circle the row.**

CHANNEL	ALL CONTRACTOR ACCOUNTS	YOURS	HIGHER OR LOWER?
Google Search: non-branded Per matched call · 89% of spend	**$89**		
Google Search: branded Per matched call · people searching your name	**$34**		
Bing / Microsoft Ads Per matched call · same campaigns, mirrored	**$31**		
Google Local Services Ads Per lead · best accounts $35–$40	**$74**		
Meta (Facebook & Instagram) Per 20-second+ phone call	**$114**		

Matched call = a tracked phone call tied to a paid Google or Bing click. Sources: All Contractor call tracking, Google Ads and Meta Ads Manager, Apr 1 – Sep 30, 2026.

03 Know what you're actually paying for

METRICS

A **conversion** is whatever someone told the platform to count. A **lead** is a real person, in your area, with a real need. Only about **4 in 10** raw conversions become booked jobs.

> **Write it out —** what does your account count as a conversion today? (Every call? Calls over 60 seconds? Form fills? Button taps?)

Listen to your last 10 "conversions." Pull the calls and forms your ads reported, then judge each one yourself.

#	DATE	CHANNEL	CALL LENGTH	REAL CUSTOMER?	BOOKED?
1				☐ Y ☐ N	☐ Y ☐ N
2				☐ Y ☐ N	☐ Y ☐ N
3				☐ Y ☐ N	☐ Y ☐ N
4				☐ Y ☐ N	☐ Y ☐ N
5				☐ Y ☐ N	☐ Y ☐ N
6				☐ Y ☐ N	☐ Y ☐ N
7				☐ Y ☐ N	☐ Y ☐ N
8				☐ Y ☐ N	☐ Y ☐ N
9				☐ Y ☐ N	☐ Y ☐ N
10				☐ Y ☐ N	☐ Y ☐ N

Real customers: ____ of 10 · Booked: ____ of 10

04 The one metric that matters: cost per booked job

DO THE MATH

$ _____ AD SPEND	÷	_____ BOOKED JOBS	=	$ _____ COST PER BOOKED JOB

CHANNEL (LAST 30 DAYS)	AD SPEND	LEADS	BOOKED JOBS	COST PER LEAD	BOOK RATE	COST PER JOB
Google Search						
Bing / Microsoft Ads						
Google LSA						
Meta						

KEY TAKEAWAY

Clicks don't pay the bills. Booked jobs do. $150 to win a $9,000 system replacement is a great deal; $150 to win an $89 tune-up is not.

05 Track what matters

TRACKING

You can't fix what you can't measure, and nobody can fool you with numbers you can see yourself.

WHAT TO TRACK	DO I HAVE IT?	WHAT'S MISSING / WHO OWNS IT
Call tracking Unique number per campaign and platform; calls recorded	☐ Yes ☐ No	
Conversion tags Google Ads + GA4 count calls, forms and bookings, not page views	☐ Yes ☐ No	
CRM / field software connected ServiceTitan, Housecall Pro, etc. tie each lead to a booked job	☐ Yes ☐ No	
Offline conversions Sold jobs sent back to Google and Meta, the step most skip	☐ Yes ☐ No	
Branded vs. non-branded split Brand in its own campaign so it can't flatter the average	☐ Yes ☐ No	

06 The three leaks: score yourself

WHERE IT LEAKS

Most wasted ad spend falls into one of three buckets. Rate each one honestly; the low score is where to start.

1 = leaking badly → 5 = sealed and proven

LEAK	SCORE 1–5	WHAT I'M SEEING / THE FIX
1 Wrong people Broad match, no negatives, a radius you'd never drive	○ ○ ○ ○ ○	
2 Wrong page Homepage clicks, slow mobile pages, no phone number up top	○ ○ ○ ○ ○	
3 Wrong follow-up Voicemail at 7 pm, form leads called the next day	○ ○ ○ ○ ○	

My missed-call rate last month: _____% · My average speed-to-lead: _____ minutes (target: under 5)

KEY TAKEAWAY

The ad can do its job and the business can still lose the customer. A missed call is ad money thrown away, and the platform will never show it to you.

07 Where to start, and what to add next

PLATFORM ORDER

STEP	PLATFORM	AM I HERE YET?
Step 1 · Capture demand 70%+ of a new budget	Google LSA + Google Search (+ Bing mirrored)	☐ Yes ☐ No
Step 2 · Scale what works After 30+ qualified conversions/mo	Performance Max / AI Max	☐ Yes ☐ No
Step 3 · Fill the top Retargeting + seasonal offers	Meta (Facebook & Instagram)	☐ Yes ☐ No

08 Google Search: bid on buyers, block browsers

GOOGLE SEARCH

Check the box only if it's **true in your account today**, not "we meant to."

- ☐ **Search-terms report** — reviewed in the last 7 days
- ☐ **Phrase & exact match** — not broad match alone
- ☐ **A profitable radius** — only zips you'd drive to
- ☐ **Brand in its own campaign** — see your real CPL
- ☐ **One landing page per service** — matched to the ad
- ☐ **A real offer in every ad** — e.g. $79 diagnostic
- ☐ **20+ negative keywords** — jobs, DIY, parts, car AC
- ☐ **Location set to "Presence"** — not "interest"
- ☐ **Ad hours match your phones** — no 2 a.m. clicks
- ☐ **One ad group per service** — not one for everything
- ☐ **Loads under 3 seconds** — click-to-call above the fold
- ☐ **Call, location & sitelink assets** — turned on

09 Negative keyword hunt: your homework

HOMEWORK

Open your search-terms report this week. In a new account it's common to find **15–30% of spend** on searches that will never book a job. Write down what you find.

SEARCH TERM I PAID FOR	WHY IT'S JUNK	COST	ADDED?
			☐
			☐
			☐
			☐
			☐
			☐
			☐
			☐
			☐

Common culprits: jobs, salary, careers, training · diy, how to, youtube, manual · parts, filters, wholesale · free, cheap, used · car ac, auto ac, rv, mobile home

ASK YOUR MARKETING PARTNER

"What's my non-branded cost per lead, not just the blended number?" If they can't split it, branded calls may be flattering your average.

10 Bing: the channel everyone forgets

MICROSOFT ADS

Same keywords, a quarter of the click cost. In our accounts Bing was **25% of search spend and 45% of matched search calls**.

QUESTION	MY ANSWER
Are my Google campaigns mirrored to Bing?	☐ Yes ☐ No ☐ Not sure
My Bing cost per call Our accounts: $31 vs. $76 on Google	

11 LSA, Performance Max & Meta checkup

THE OTHER PLATFORMS

GOOGLE LOCAL SERVICES ADS · OUR AVERAGE $74 A LEAD

- [ ] **Every happy customer** asked for a review
- [ ] **Only job types I want** are turned on
- [ ] **Booked jobs marked** in the app
- [ ] **Calls answered live** — missed calls hurt rank
- [ ] **Invalid leads disputed** inside the window
- [ ] **Budget not capping out** mid-week

PERFORMANCE MAX / AI MAX

- [ ] **Search has 30+ qualified** conversions a month first
- [ ] **Brand excluded** from PMax
- [ ] **Counts booked calls & jobs** — not page views
- [ ] **Separate asset groups** for AC, heating, IAQ

META · OUR AVERAGE $114 A CALL

- [ ] **1–2 qualifying questions** on lead forms
- [ ] **Retargeting on** year-round
- [ ] **One offer per ad** — short vertical video
- [ ] **Leads called within 5 minutes**
- [ ] **Real techs & trucks** — no stock photos
- [ ] **Creative refreshed** every 4–6 weeks

12 Seven mistakes: check the ones that are yours

AVOID THESE

- [ ] **Counting every call, not matched calls** — $17 vs. $56 a call in our own accounts
- [ ] **Blending branded and non-branded** — the average looks cheap and hides the real cost
- [ ] **Loose conversion settings** — 10-second calls and button taps reported as "leads"
- [ ] **Sending ad clicks to the homepage** — half the clicks bounce
- [ ] **Letting calls go to voicemail** — they book with the next contractor
- [ ] **Running PMax before Search is proven** — the AI has nothing true to learn from
- [ ] **Ignoring Bing** — the cheapest new-customer calls you'll find

13 Your 30-day action plan

DO THIS NEXT

Write who owns each window and the date it gets done. Then repeat Week 4 every month.

WINDOW	WHAT GETS DONE	WHO OWNS IT	DONE BY
Week 1 Audit	Search terms + 20 negatives · "Presence" & ad schedule · confirm tracking fires · listen to last 10 conversions · clean up LSA		
Weeks 2–3 Fix	One landing page per service · ad copy with a real offer · brand in its own campaign · speed-to-lead under 5 min · one seasonal Meta offer		
Week 4 Measure	Cost per booked job by channel · cut what isn't booking · move budget to what is · send sold jobs back as offline conversions		

14 Five things to remember

TAKEAWAYS

1. **Cost per booked job** is the number that matters. Clicks and leads are means, not results.
2. A conversion counts what it's told to count. **Listen to the calls** and ask for matched, non-branded numbers.
3. Most budgets leak in three places: **wrong people, wrong page, wrong follow-up.**
4. **Start at the bottom of the funnel** with LSA and Search, then add PMax and Meta once the data is there.
5. **Don't skip Bing.** Same campaigns, a quarter of the click cost, almost no one bidding against you.

15 Five questions to ask about your ads

ASK YOUR AGENCY

Take these to your agency or your own account. If you can't get a straight answer, that is the answer.

QUESTION	THE ANSWER I GOT
1 What counts as a conversion, and can I listen to the calls?	
2 What's my non-branded cost per lead?	
3 How is my budget split across platforms, and why?	
4 Where does the click land, and how fast does it load?	
5 How fast do we follow up, and how many calls go unanswered?	

16 My three commitments

ACCOUNTABILITY

Write down three things you will actually do, with a date. Vague plans don't get done.

#	WHAT I'M COMMITTING TO	BY WHEN
1		
2		
3		

17 Questions for the Q&A

ASK US

ALL CONTRACTOR
YOUR TRUE ALLY

Want us to look at your ads with you?

We'll walk your Google, Bing, LSA and Meta accounts and show you your real non-branded cost per lead, and which leak is costing you the most. No charge, no obligation.

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