

A Simple, Proven System for UK Plumbers

How to Get Consistent Plumbing Enquiries Using Google Ads

No complicated setup. No confusing marketing jargon. Just a clear, step-by-step system.



Built from real experience running Google Ads for UK trade businesses

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01

Welcome



This guide shows you a simple, practical way to generate consistent plumbing enquiries using Google Ads.

It's designed to be straightforward — even if you've never used Google Ads before.

Inside, you'll learn:

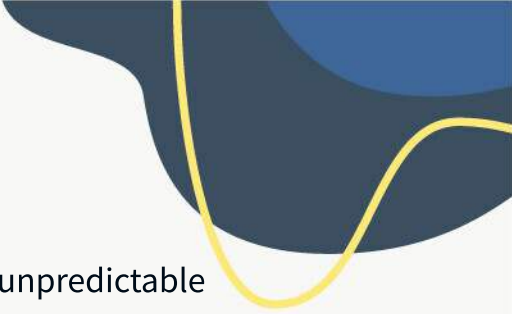
- How the system works
- What makes campaigns succeed or fail
- How to set up a simple campaign
- How to set up basic conversion tracking
- What to expect as it runs
- How to improve results over time

👉 The goal is simple:

Get your ads live, keep things controlled, and start generating real enquiries.

02

The Real Problem



If you run a plumbing business, you will already know how unpredictable enquiries can be.

Some weeks you're busy.

Other weeks the phone barely rings.

Most plumbers rely on a mix of:

- Word of mouth
- Facebook posts
- Lead generation sites

The problem is:

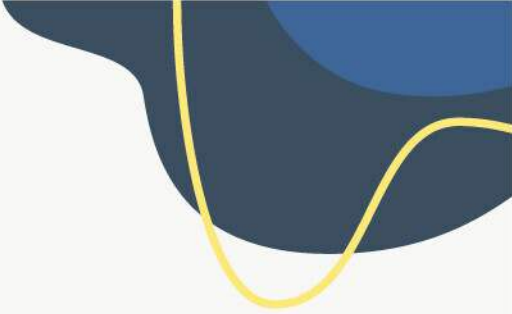
👉 None of these give you consistent, predictable enquiries.

- Word of mouth is unreliable
- Facebook depends on people noticing your posts
- Lead sites are competitive and often expensive

This makes it very difficult to plan ahead or grow your business with confidence.

03

The Simple Shift



What many plumbers don't realise is:

👉 People are already searching for your services every day on Google.

They are typing things like:

- plumber near me
- plumber [their area]
- fix leaking pipe
- blocked drain help

These are not casual browsers.

👉 These are people who need a plumber now.

How Google Ads Fits In

Google Ads allows you to place your business in front of these people at the exact moment they are searching.

Instead of waiting to be found, you appear at the top of Google when it matters most.

The System

At its core, this works in a very straightforward way:

Search → Your Ad → Your Website/Landing Page → Enquiry → Tracking & Optimisation

- Someone searches for a plumber
- Your ad appears
- They click through to your website
- They contact you
- Google begins gathering data so the campaign can improve over time

That's it.

Why This Is So Powerful

This is different from most other types of marketing.

You are not:

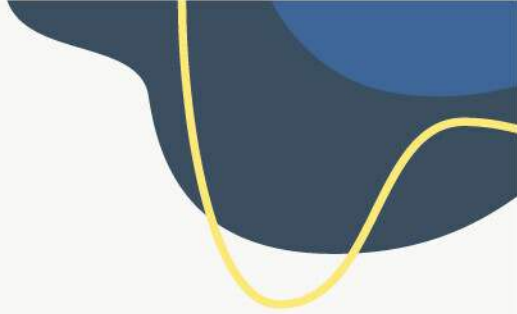
- Trying to interrupt people
- Hoping someone sees your post
- Competing for shared leads

👉 You are showing up when someone is actively looking for your service.

This is what makes Google Ads one of the most effective ways to generate consistent, predictable enquiries.

What This Guide Will Show You

In this guide, you'll learn:

- 
- How this system works in clear terms
 - What makes a campaign successful
 - The common mistakes to avoid
 - What to expect when you get started
 - How campaigns improve over time
 - How to set up your first campaign
 - How to set up basic conversion tracking

👉 By the end, you'll understand exactly how to start generating enquiries using Google Ads.

What To Expect

You do not need:

- Previous experience
- Technical knowledge
- A large budget

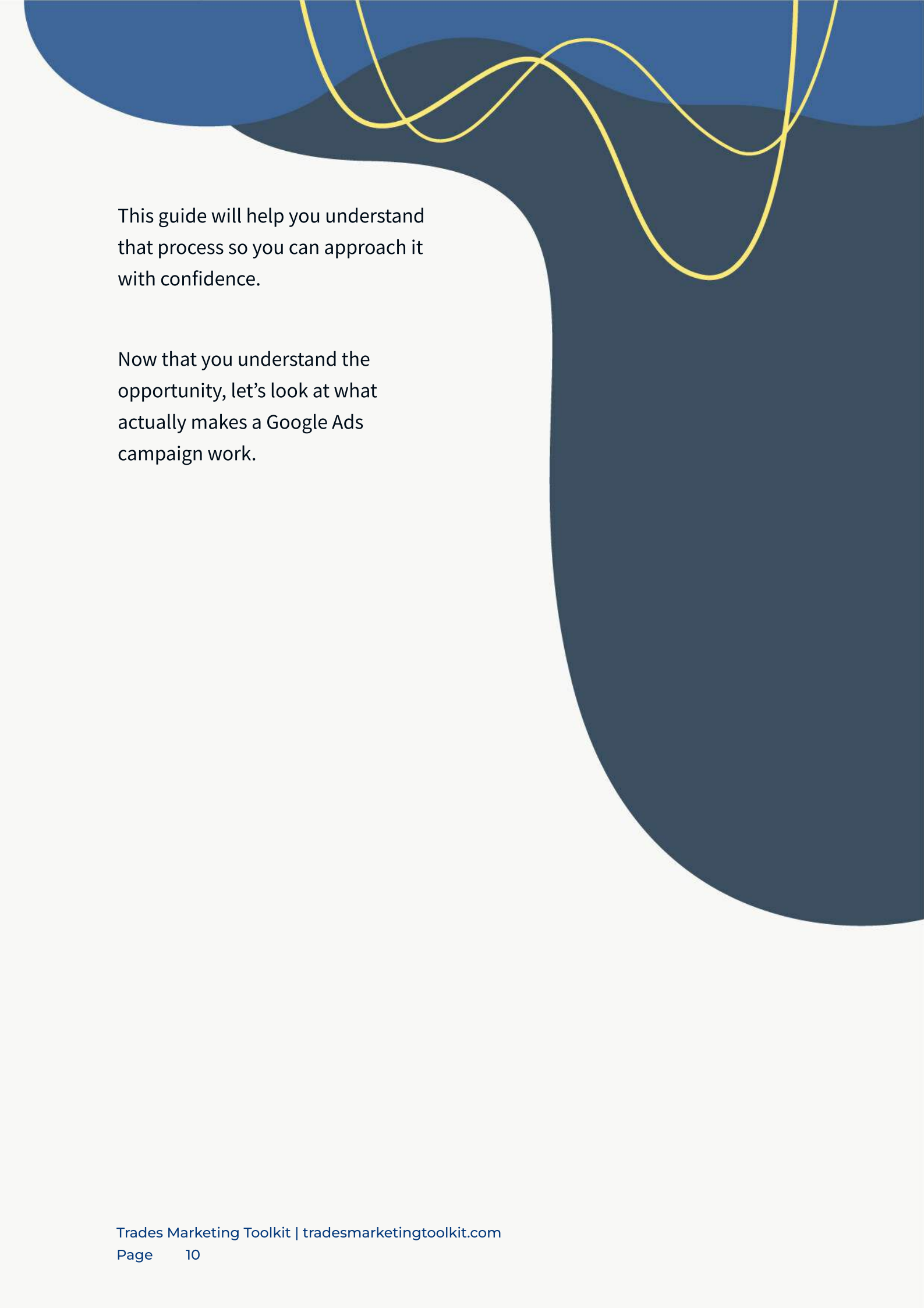
👉 You just need a controlled approach.

This guide will show you how it works.

Important

Google Ads is not about guessing or getting everything right instantly.

👉 It works by launching your first campaign, then improving it over time based on real data.

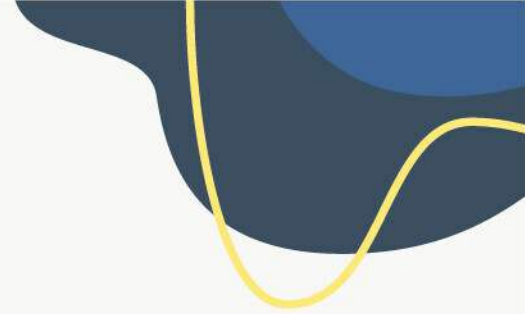


This guide will help you understand that process so you can approach it with confidence.

Now that you understand the opportunity, let's look at what actually makes a Google Ads campaign work.

04

Why Some Campaigns Work (And Others Don't)



At this point, it's important to understand this:

👉 Not all Google Ads campaigns work.

The difference is not luck.

It comes down to how the campaign is set up and managed.

What a Working Campaign Looks Like

A campaign that generates enquiries consistently usually has:

- The right searches (people actively looking for a plumber)
- The right location (your local area)
- A simple, clear ad
- A website that makes it easy to get in touch

👉 Nothing complicated — just done correctly.

What Goes Wrong for Most People

Most poor results come from the same mistakes.

1. Letting Google Choose Everything

Google will often suggest:

- Automatic setups
- Broad targeting
- Smart campaign setups
- AI-led suggestions

This can lead to:

- Irrelevant searches
- Wasted clicks
- Poor quality enquiries

👉 A controlled setup works much better.

2. Using the Wrong Keywords

Instead of focusing on what people actually search for, many campaigns:

- Add too many keywords
- Try to cover every service
- Use very broad terms

👉 This reduces relevance and makes it harder for Google to understand what you want.

3. Targeting Too Wide an Area

Trying to cover too large an area can:

- Increase costs
- Reduce relevance
- Lower enquiry quality



Local targeting is key.

4. Weak or Unclear Ads

If your ad is vague or confusing:

- People won't click
- Or they will click but not convert



Clear messaging works best.

5. Sending Traffic to the Wrong Page

If someone clicks your ad but:

- Can't quickly see what you offer
- Doesn't know how to contact you



They will leave without enquiring.

The Key Takeaway



Most campaigns fail because they are overcomplicated or poorly controlled.

The ones that work are:

- Simple
- Focused
- Set up correctly from the start

Simple Rule

👉 Keep it focused and relevant.

You do not need:

- Dozens of keywords
- Complicated setups
- Advanced strategies

You just need a clear, controlled campaign that matches what people are searching for.

What This Means for You

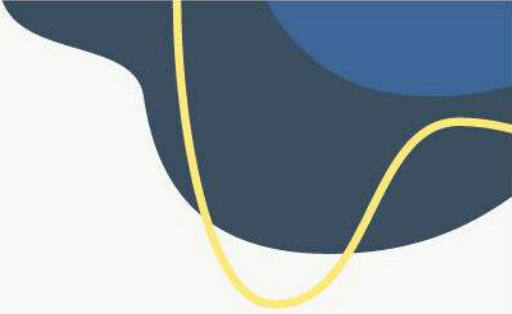
If you follow a simple, structured approach:

👉 You give your campaign the best chance of working from the start.

Now that you understand what makes campaigns succeed or fail, let's look at the simple system you'll be using.

05

The Simple Google Ads System



Let's break down the process you'll be using.

👉 This is the simple system behind consistent Google Ads enquiries.

The System (Overview)

A working campaign follows this process:

- Set up your account properly
- Create a search campaign
- Use focused keywords
- Write clear, relevant ads
- Send visitors to a clear page
- Track enquiries properly
- Let Google learn
- Improve your campaign over time

Step 1 — Set Up Your Account Properly

The first step is making sure your account is set up with full control.

👉 Many beginners follow Google's guided setup, which automates too much.

A proper setup avoids this and keeps things controlled.

Step 2 — Create a Search Campaign

You will use a search campaign only.

👉 This means your ads appear when people actively search for a plumber.

You are not using:

- Display ads
- YouTube ads
- Any advanced campaign types

Step 3 — Use Focused Keywords

Your keywords should match what people actually type into Google.

For example:

- plumber [area]
- plumber near me

👉 You do not need lots of keywords.

👉 Do not try to cover every service at this stage.

A small, focused list works best.

Step 4 — Write Clear, Relevant Ads

Your ad should:

- Clearly say what you offer
- Include your area
- Make it easy for someone to take action

👉 Clear always works better than clever.

Step 5 — Send Traffic to a Clear Page

When someone clicks your ad, they should land on a page that:

- Clearly explains your service
- Matches what they searched for
- Makes it easy to call or contact you

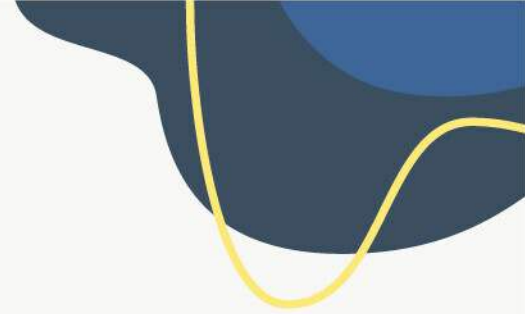
👉 If this part is weak, enquiries will drop.

Step 6 — Track Enquiries Properly

Once somebody contacts you, Google needs a way to understand that your campaign is working.

This is called conversion tracking.

For most plumbing businesses, the main things to track are:

- 
- Contact form enquiries
 - Phone calls

Tracking helps you:

- See which ads generate enquiries
- Understand what is working
- Improve your campaign using real data over time

👉 Without tracking, Google is largely guessing.

Step 7 — Let Google Learn

Once your campaign is live, Google needs time to learn.

During this stage:

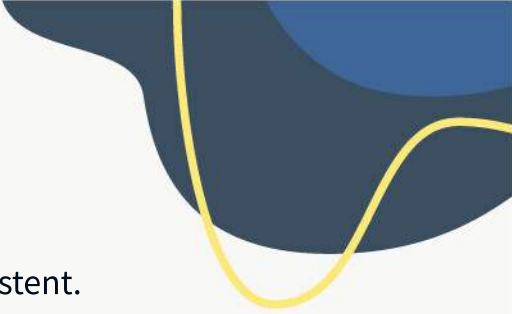
- It tests different searches
- It learns who is most likely to click
- It adjusts performance over time

👉 This is a normal and important part of the process.

Step 8 — Improve Over Time

After your campaign has been running:

- You review the searches triggering your ads
- Remove irrelevant ones
- Improve your results gradually



👉 This is how campaigns become more efficient and consistent.

Important

This system is designed to be:

- Clear
- Controlled
- Easy to follow

👉 You do not need to overcomplicate it.

Simple Rule

- 👉 Follow the process
- 👉 Keep it focused
- 👉 Improve gradually

What This Means for You

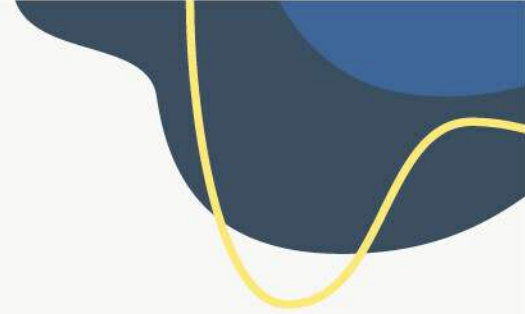
If you apply this system correctly:

👉 You give your campaign the best chance of generating consistent enquiries.

Now that you understand the system, let's look at the most common mistakes to avoid.

06

The Biggest Mistakes to Avoid



At this stage, you understand how the system works.

Now it's important to understand what causes most campaigns to fail.

👉 The good news is these mistakes are easy to avoid once you know them.

Mistake 1 — Letting Google Choose Everything

When setting up an account, Google will often suggest:

- Automatic setups
- Recommended settings
- AI-driven campaigns

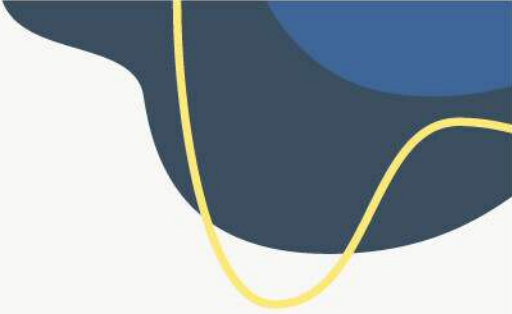
While this sounds helpful, it often leads to:

- Poor targeting
- Irrelevant clicks
- Wasted budget

👉 A controlled setup works much better.

Mistake 2 — Using Broad or Uncontrolled Keywords

One of the biggest mistakes is using keywords that are too wide.



This can cause your ads to show for:

- The wrong searches
- People not looking for your service
- Low-quality traffic

👉 This is why a focused keyword approach is so important.

Mistake 3 — Adding Too Many Keywords Too Early

Many people think:

👉 “More keywords = more enquiries”

In reality, this often:

- Confuses Google
- Reduces relevance
- Makes it harder to optimise

👉 A small, focused set of keywords works best at the start.

Mistake 4 — Targeting Too Large an Area

Trying to cover a large area can:

- Increase costs
- Reduce relevance
- Lower enquiry quality

👉 Keeping your targeting local gives better results.

Mistake 5 — Changing Things Too Early

Once your campaign is live, it's natural to want to tweak it straight away.

This often leads to:

- Restarting the learning process
- Slowing down results
- Confusion about what's working

👉 Let the campaign run and gather data first.

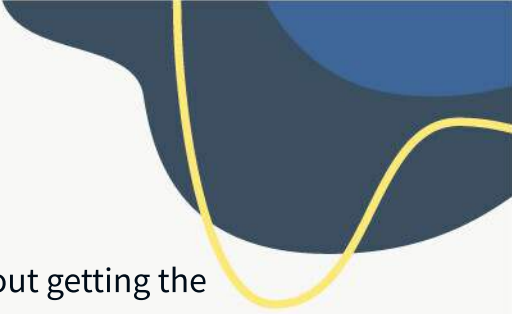
Mistake 6 — Expecting Instant Results

Google Ads is not instant.

In the early days, you may see:

- Low impressions
- Few clicks
- No enquiries

Campaigns improve as data builds.



It's also important to understand that Google Ads is not about getting the cheapest clicks — it's about getting the right clicks.

Some keywords can be more expensive because they come from people actively searching for your service.

With a smaller budget, you may only receive a few clicks per day — this is normal.

The goal at this stage is to attract the right enquiries and build a strong foundation you can improve and scale over time.

Mistake 7 — Sending Traffic to a Weak Page

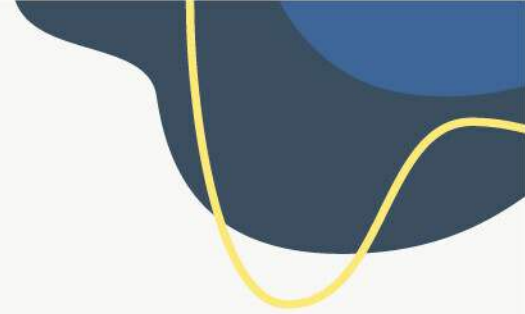
If your website:

- Doesn't clearly explain your service
- Doesn't match what people searched for
- Doesn't make it easy to contact you

👉 You will lose potential enquiries.

Mistake 8 — Not Tracking Enquiries Properly

Many businesses launch campaigns without properly tracking:

- 
- Form enquiries
 - Phone calls
 - Or leads from their website

This does NOT stop you launching your campaign successfully.

However, without tracking, it becomes much harder to:

- Measure performance accurately
- Understand which keywords are working
- Or improve results over time

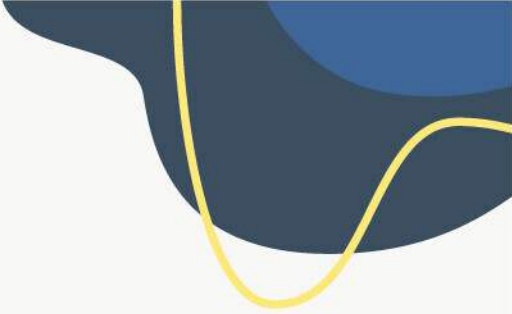
👉 This is why conversion tracking is highly recommended once your campaign is running.

The Key Takeaway

👉 Most problems come from overcomplicating things or changing too much too soon.

Simple Rule

- 👉 Keep it focused
- 👉 Stay consistent
- 👉 Let the data guide improvements



What This Means for You

If you avoid these mistakes:

- 👉 You give your campaign a strong foundation from the start.

Now let's look at what you should expect once your campaign goes live.

07

What to Expect (The Learning Phase)



Once your campaign goes live, Google enters what is known as the learning phase.

👉 This is a normal part of how Google Ads works.

What Is the Learning Phase?

In the first few days, Google is:

- Testing who to show your ads to
- Testing which searches trigger your ads
- Learning how people interact with them

👉 It uses this information to improve performance over time.

How Long Does It Last?

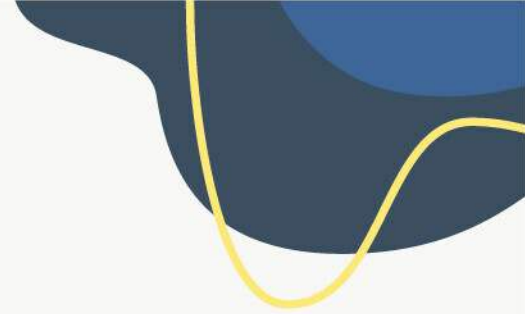
Typically:

👉 Around – days. Lower-budget campaigns may take slightly longer while Google gathers data.

What You May See

During this stage, it is completely normal to see:

- Very low impressions
- Only a few clicks
- No enquiries yet



👉 This does NOT mean your campaign is not working.

Why This Happens

Google needs data before it can optimise.

It starts cautiously, then gradually increases activity as it learns.

Important — Do Not Make Changes

During this stage:

Do NOT:

- Change your keywords
- Edit your ads
- Adjust your budget
- Change campaign settings

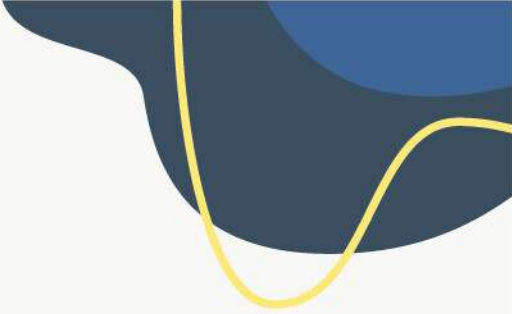
👉 Making changes resets the learning process and delays results.

What You Should Do Instead

- Leave your campaign running
- Be patient
- Allow data to build

What Happens Next

Once Google has enough data:

- 
- Impressions increase
 - Clicks become more consistent
 - Performance begins to stabilise

👉 This is when your campaign becomes more reliable.

Simple Rule

👉 Let Google learn before you try to improve anything.

What This Means for You

If you allow this process to happen properly:

👉 You give your campaign the best chance of improving naturally.

Now let's look at how campaigns improve over time once data starts building.

08

How Campaigns Improve Over Time



Once your campaign has been running and data starts to build, this is where results begin to improve.

👉 This is not about guessing — it's about using real information from your campaign.

How Improvement Happens

Google Ads improves through a clear process:

- Your ads get shown for different searches
- People click on your ads
- You see what those people searched for
- You adjust your campaign based on that data

👉 This is how your campaign becomes more accurate and efficient over time.

Step 1 — Understanding Search Terms

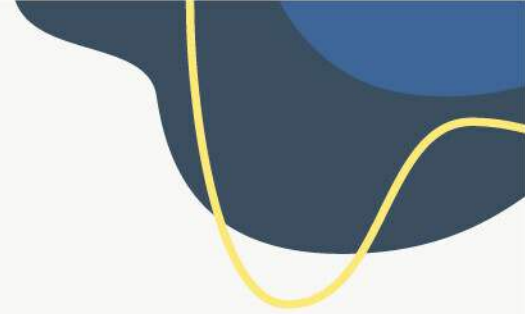
One of the most important things you will review is:

👉 The actual searches people typed before clicking your ad.

These are called search terms.

What You Will See

Some searches will be:



✓ Relevant — these are good

✗ Irrelevant — these are costing you money

What You Do

You remove irrelevant searches by adding them to your negative keyword list.

This stops your ads showing for those searches again.

This improves:

- Traffic quality
- Cost efficiency
- Enquiry quality

Step 2 — Improving Traffic Quality

As you remove irrelevant searches:

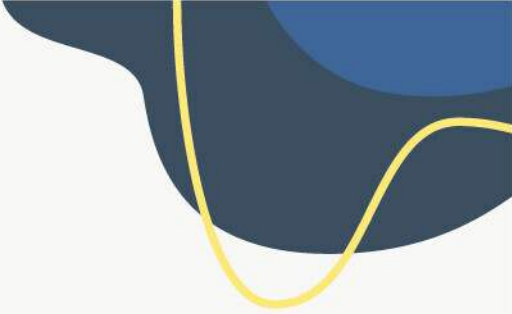
- Your ads become more focused
- More of your clicks come from the right people

👉 This is where campaigns start to feel more consistent.

Step 3 — Improving Your Landing Page

If people are clicking but not enquiring:

👉 The issue is usually the page they land on.



You improve this by making sure:

- It clearly explains your service
- It matches what people searched for
- It makes it easy to contact you

Step 4 — Building Consistency

Over time, as you:

- Remove poor-quality searches
- Keep the good ones
- Improve your page

👉 Your campaign becomes more predictable and stable.

Step 5 — Scaling (Later Stage)

Once your campaign is:

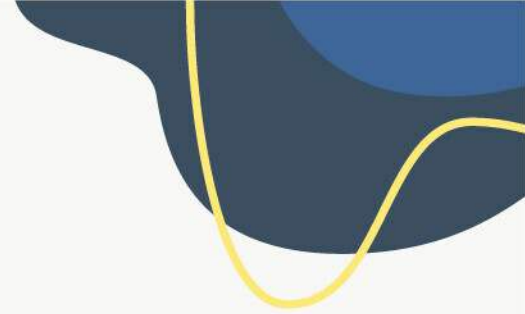
- Bringing in enquiries
- Showing mostly relevant searches

👉 You can increase your budget gradually to generate more leads.

Important

This improvement process is:

- Ongoing
- Data-driven



👉 You do not need to guess or overcomplicate it.

Simple Rule

👉 Improve gradually based on what you see

👉 Do not make large or sudden changes

What This Means for You

If you follow this process:

👉 Your campaign will become more efficient and more consistent over time.

Next Step — Let's Get Your Campaign Live

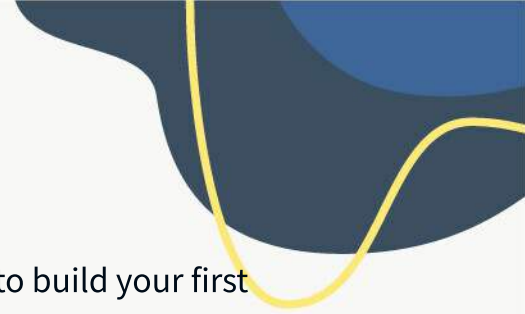
Now that you understand how this system works, the next step is to put it into action.

In the next section, we'll walk you through a simple setup so you can get your campaign live and start generating enquiries.

👉 Keep things simple — the goal is to get your ads running and gathering data.

09

Simple Setup Instructions



Now that you understand how the system works, it's time to build your first campaign. The goal here is NOT to create a complicated setup.

It is simply to launch a controlled Google Ads campaign that puts your plumbing business in front of people already searching for your services.

Keep things simple.

Do not try to optimise everything immediately.

You can improve campaigns over time once real data starts coming in.

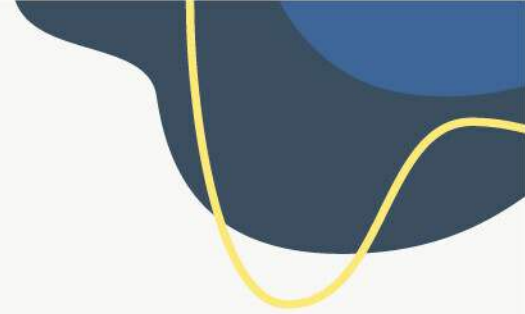
This section shows you how to set up your campaign using the correct approach.

👉 Follow the steps in order and keep everything simple.

Step 1 — Create Your Google Ads Account

Go to: **<https://ads.google.com>**, sign in with your Google account and create a new ad account.

During the setup process, Google will try to guide you into creating a campaign immediately using their simplified setup process.



Try to avoid this where possible.

Instead:

- 👉 Keep skipping the guided setup screens
- 👉 Avoid entering campaign details too early
- 👉 Continue until you reach the main Google Ads dashboard

This gives you much more control over your campaign from the beginning.

You will also need to:

- Add your billing details
- Complete your advertiser information

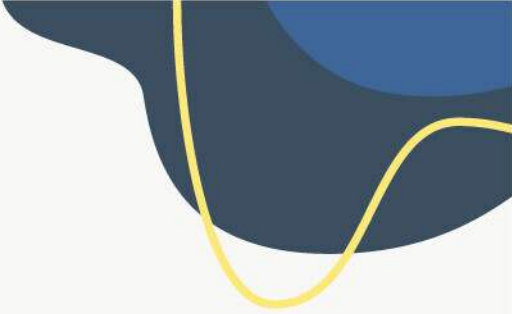
Step 2 — Create a New Campaign

From the dashboard:

- Click: **New Campaign**
- Skip: **Google's Auto Setup**
- Choose: **Create a campaign without guidance**
- Select: **Search campaign**

Choose Result:

- **Website visits**
- **Phone calls**



Google will ask what your campaign goal is.

For a plumbing business, the main goals are usually:

- Website enquiries
- Phone calls

Don't worry about this too much as we will set it up later.

Just select: **form submissions from your website for now.**

Step 3 — Set Your Campaign Basics

- Name your campaign: **Plumber – [Your Area]**
- You can **keep enhanced conversions on.**

Step 4 — Set Your Bidding Strategy

You may see different bidding options here, such as “Maximise Clicks” (focused on traffic) and “Maximise Conversions” (focused on enquiries).

Some advertisers start with clicks to gather data first. In this guide, we use conversions from the start to keep things simple and focused on generating enquiries, without needing to change your setup later.

- Choose: **Conversions**

👉 Do NOT set a target CPA.

Step 5 — Configure Your Campaign Settings

Networks

Turn OFF:

- **Display Network**
- **Search Partners**

This keeps your traffic more focused and controlled.

Location Targeting

Keep your targeting local.

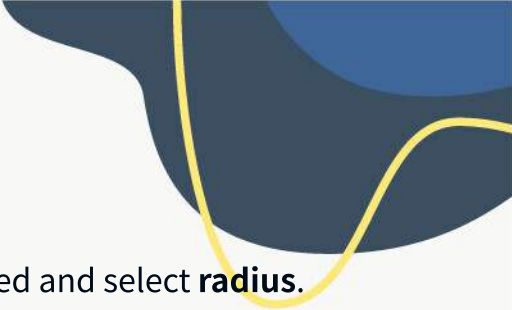
A good starting point for most plumbing businesses is:

- Your town or city
- Or roughly 10–15 miles around your working area

Trying to target too large an area often:

- Increases costs
- Lowers relevance
- Reduces enquiry quality

Smaller, more focused targeting usually performs much better.



To set your location radius in location settings click advanced and select **radius**.

Set this to **10-15 miles around your main area**.

If you do not travel that far, make the radius smaller.

Also make sure the location setting is set to:

👉 **People in or regularly in your location**

This keeps your ads focused on people who are actually in your service area.

Language

Set your language to:

English

You can normally leave the rest of the advanced settings alone for now.

AI Max

Turn OFF: **Optimize your campaign with AI Max**

This keeps your campaign controlled and predictable.

Step 6 — Add Your Keywords

Skip Google's suggested keywords.

Start with a small, focused set of keyword ideas such as:

- plumber in [your area]
- plumber near me
- emergency plumber in [your area]

👉 Do not add lots of different service keywords at this stage, as this is a general plumbing campaign.

You can add more later when you are ready to scale. Only include services you actually offer.

Important — How to Enter Your Keywords (Do Not Skip This)

When you add keywords into Google Ads, how you type them matters.

Google uses something called match types to decide when your ads show.

There are 3 types:

Broad Match — typed as plain text

Example: plumber near me

👉 Your ad can show for a wide range of related searches, including ones you may not expect

Phrase Match — typed using quotation marks

Example: "plumber near me"

👉 Your ad shows when the search includes this phrase or something very similar

Exact Match — typed using square brackets

Example: [plumber near me]

👉 Your ad shows for searches that are very close to this exact meaning

👉 If you enter keywords incorrectly, your ads can show for the wrong searches and waste your budget.

To keep things simple and controlled, use this format:

"plumber [your area]"
[plumber your area]

"plumber near me"
[plumber near me]

"emergency plumber [your area]"
[emergency plumber your area]

👉 If you do NOT offer emergency plumbing, simply leave those out.

Simple Rule

👉 Always include the quotation marks " " and square brackets []. If you don't: Google may treat your keywords as broad match.

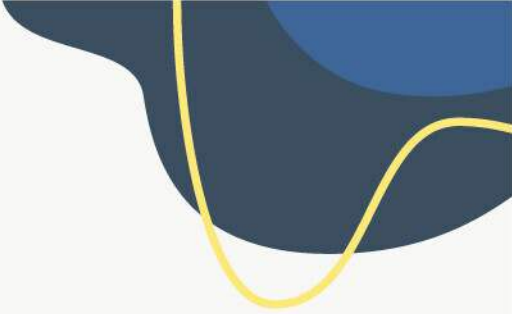
👉 **Do NOT type keywords as plain text.**

👉 This can lead to irrelevant clicks and wasted spend.

Step 7 — Add Your Final URL

Your Final URL is the page visitors land on after clicking your advert.

Ideally, this should be:

- 
- A dedicated landing page
 - Or a highly relevant page on your website

For Google Ads, focused landing pages usually work best because they:

- Reduce distractions
- Keep visitors focused
- Improve conversion rates

However, many smaller plumbing businesses may only have a homepage or a simple website when getting started.

That is perfectly fine as a starting point provided:

- The page clearly explains your plumbing services
- It matches the advert people clicked
- Your contact details are easy to find
- There is a clear enquiry form or phone number

You can always improve and optimise this later.

Step 8 — Add Your Display Path

Your Display Path is the text shown underneath your advert URL.

For example: yourwebsite.co.uk/plumber/local This helps reinforce what your advert is about and keeps everything relevant to the search.

Step 9 — Create Your Ads

You will be asked to create your ads by entering:

- Headlines
- Descriptions

These are the main parts people will see when your ad appears on Google.

Your headlines and descriptions should:

- Include your service and area
- Clearly explain what you offer
- Encourage people to get in touch

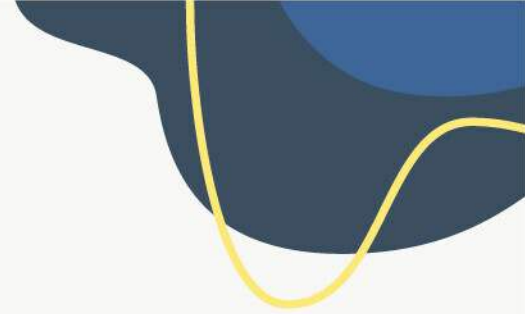
👉 Keep them clear and relevant.

You can type “plumber near me” into Google to see what competitor ads look like and take inspiration from them.

You can also use AI to generate a few ideas, then choose the ones that best fit your business.

Step 10 — Add Extensions

Ad extensions help your ad take up more space and give people more ways to contact you.



They can also improve your click-through rate.

Add the following:

Sitelinks

Sitelinks are additional links that appear under your main ad and take people to different parts of your website.

Use sitelinks to highlight key areas such as:

- Emergency Plumbing
- Services
- Areas We Cover
- Contact Page

If you have separate pages, link directly to them but make sure they are relevant to the ad and make it easy for people to contact you.

If you don't have separate pages yet, you can link to sections of your homepage instead.

For example:

[yourwebsite.co.uk/#contact](#)
[yourwebsite.co.uk/#services](#)



Google will not allow the exact same URL to be used for multiple sitelinks, so this is a simple way to work around that.

As your website improves, you can replace these with proper pages later.

Callouts

Callouts are short bits of text that highlight key selling points.

Examples include:

- Free Quotes
- Fully Insured
- Local & Reliable
- 10+ Years Experience

These help build trust and give people a reason to choose you.

Call Extension (Phone Number)

This allows people to call you directly from your ad, especially on mobile.

Make sure you use a number that you can answer.

If phone calls are important to your business, this is essential.

Image Extensions (Optional)

You can also add images to your ads. These are optional, but they can help your ad stand out.

If you add images:

- Use clear, high-quality photos
- Ideally use real images of your work
- Avoid obvious stock images

Around 6–8 images is a good starting point.

Step 11 — Set Your Budget

Ignore Google's recommendations.

A controlled starting budget is completely normal.

Start with **£10 per day**.

This gives Google enough budget to begin gathering data while keeping your spending controlled during the learning phase.

The goal at this stage is NOT to scale aggressively.

It is to:

- Launch correctly
- Gather data
- Allow Google to learn
- Build a stable foundation

Once the campaign begins generating relevant traffic and enquiries consistently, you can increase your budget later.

Step 12 — Publish Your Campaign

Before you publish your campaign, make sure everything is complete. Once you are happy then click:

👉 Publish

The next step is telling Google what searches you do NOT want your ads to appear for.

This is done by adding negative keywords to your campaign.

It is usually easier to do this after the campaign has been published, as Google does not make this particularly straightforward during the initial setup process.

Step 13 — Add Negative Keywords

Negative keywords tell Google what searches you do NOT want your ads to appear for.

This is important because it helps:

- Reduce wasted clicks
- Improve relevance
- Improve enquiry quality
- Stop your budget being spent on the wrong searches

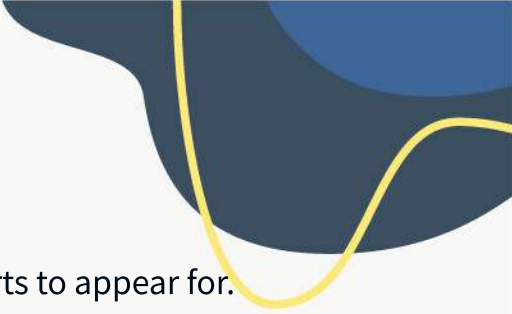
For example, many plumbers may want to avoid searches relating to:

- Jobs
- Apprentice
- Apprenticeship
- Salary
- Course
- DIY
- Free

To access your negative keyword list:

Go to:

Audiences, Keywords and Content → Keywords → Negative keywords



You can then add the keywords you do not want your adverts to appear for.

Keep your negative keyword list fairly small when starting out.

If you add too many negative keywords too early, you risk:

- Blocking relevant searches
- Restricting traffic too much
- Slowing down Google's learning process

At the beginning, your goal is NOT perfection.

Your goal is to:

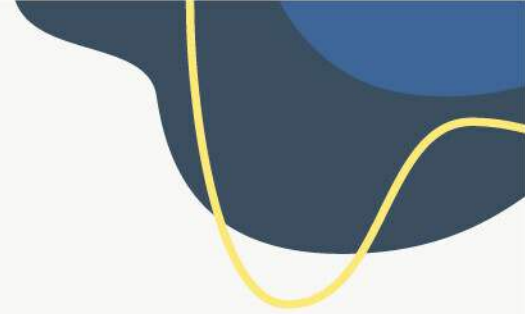
- Gather data
- See what searches trigger your ads
- Gradually improve relevance over time

You will continue refining your negative keyword list as your campaign gathers real search data.

Your Campaign Is Now Live

Congratulations — you have now successfully built and launched your first properly controlled Google Ads campaign.

Your plumbing business is now being placed in front of people actively searching for your services on Google.



You have:

- Avoided Google's automated setup
- Created a focused Search campaign
- Added controlled keywords
- Written relevant ads
- Set up location targeting properly
- Connected your website or landing page
- Launched with a controlled budget
- Added initial negative keywords to improve relevance

Most local trade businesses never get this far.

Google can now begin gathering data to help improve your campaign performance over time.

The next step is allowing the campaign time to learn, tracking enquiries properly, and improving performance gradually over time.

The next sections will show you how to do that.

10

Conversion Tracking Setup



Once your campaign is running, the next step is setting up conversion tracking.

What Is Conversion Tracking?

Conversion tracking allows Google Ads to measure when someone contacts your business through your website.

For example:

- Submitting your contact form
- Reaching your thank-you page
- Calling your business

This helps Google understand which clicks are turning into real enquiries.

Is Conversion Tracking Essential?

No.

You can still launch and run a campaign without it.

However, conversion tracking is strongly recommended because over time it helps Google improve your campaign using real enquiry data instead of just clicks.

A simple setup is perfectly fine when starting out.

Step 1 — Install The Google Tag

Google Ads uses something called a Google tag to track activity on your website.

To set this up:

- Go to Goals inside Google Ads
- Click Conversions
- Choose Website
- Enter your website URL
- Select Install manually
- Copy the Google tag code

You then need to add this code to your website.

If you use WordPress, this is commonly done using:

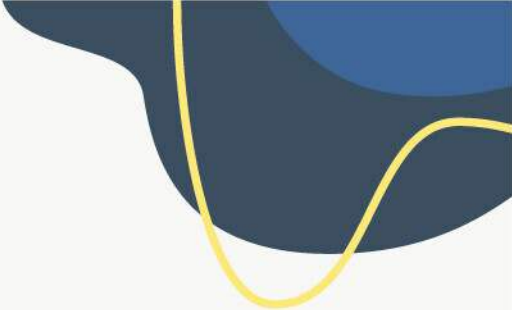
- A code snippets plugin
- Your theme settings
- Google Tag Manager

Once installed, Google should detect the tag automatically.

Step 2 — Create A Thank-You Page

A simple way to track enquiries is using a thank-you page.

This is the page someone sees after submitting your contact form.



For example: yourwebsite.co.uk/thank-you

When someone reaches this page, Google counts it as a conversion.

Step 3 — Create A Conversion Action

Inside Google Ads:

- Go to: **Goals**
- Click: **Conversions**
- Choose: **Website conversions**
- Select: **Page load**
- Choose: **URL contains**
- Enter: **the end of your thank-you page URL**

For example:

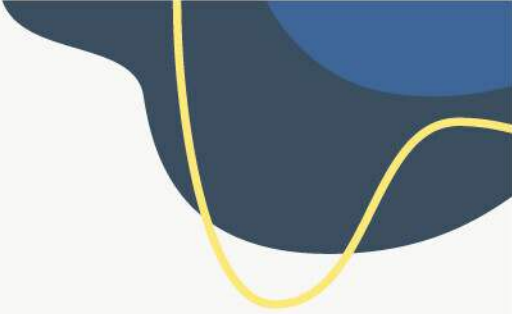
thank-you

This tells Google to count a conversion whenever someone reaches that page.

Step 4 — Test Your Conversion

Once setup is complete:

- Submit your website form yourself
- Visit the thank-you page
- Check that Google detects the conversion



At first, your conversion may show as:

- Inactive
- No recent conversions
- Misconfigured

This is normal immediately after setup.

Once Google detects activity, the status usually updates automatically.

Important

Even after setup is complete, conversions will only appear once real visitors begin contacting you through your website.

Depending on your traffic levels, this may take time.

Simple Rule

Keep conversion tracking simple.

You do not need an advanced setup to get started.

11

What to Do After Your Campaign is Live



Once your campaign is live, your job is not to constantly change things.

Google Ads needs time to learn and improve, so it's important to let it run and gather data before making decisions.

At this stage, you are simply checking that things are working and making small adjustments if needed.

What to Check

You don't need to overcomplicate this.

Focus on two simple things:

- Are people clicking your ad?
- Are you getting enquiries?

This will tell you where the issue is, if there is one.

If You're Not Getting Results Yet

1. Low or No Clicks

If your campaign is getting very few or no clicks:

First, check:

- Has it only just started?

 This is normal in the first few days

If it has been running longer:

Check:

- Are your keywords too limited?
- Does your ad clearly mention your service and location?
- Is your campaign active and approved?

What to do:

- Make sure your keywords match what people actually search (e.g. “plumber near me”)
- Add a few more relevant keyword variations if needed
- Improve your ad so it clearly explains what you offer

 In more competitive areas, lower budgets may result in fewer clicks, so focus on relevance rather than just increasing spend.

2. Clicks but No Enquiries

If people are clicking your ad but not contacting you:

 The issue is usually your website

Check:

- Is it clear what you offer?
- Is your phone number easy to find?
- Is there a clear way to contact you?
- Does the page match what your ad says?

What to do:

- Make it obvious how to contact you
- Keep the page simple and focused
- Remove anything confusing or distracting

3. Getting Enquiries but Poor Quality

If you are getting enquiries but they are not the right type:

Check:

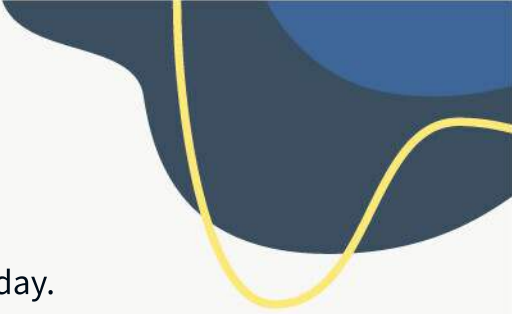
- Your keywords
- Your location targeting
- Your ad wording

What to do:

- Be more specific with your keywords
- Add negative keywords where needed
- Make your ad clearer about the type of work you want

4. Inconsistent Results

If results come and go:



👉 This is normal Google Ads performance can vary day to day.

What to do:

- Look at results over a week, not a single day
- Avoid making changes too quickly
- Only adjust things when you see a clear pattern

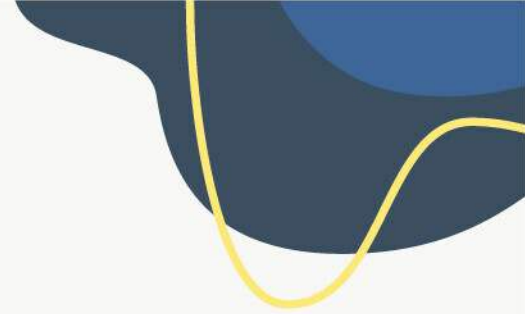
Important

👉 Avoid changing too many things at once.

Make small changes, give them time, and let the data guide your decisions.

12

What To Do Next



You now have a working Google Ads system in place.

At this stage, the goal is not to constantly tweak or overcomplicate things.

It's to:

- Keep your campaign running
- Let Google gather data
- Make small improvements over time

Keep It Simple

The biggest mistake people make is trying to improve everything too quickly.

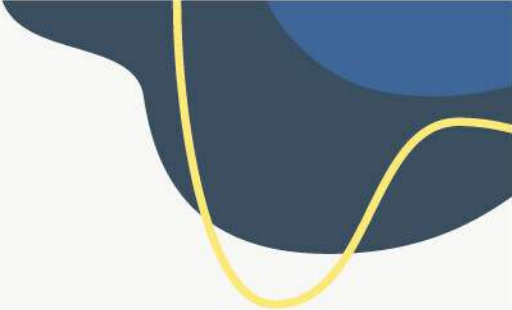
👉 Resist the urge to constantly change things.

Give your campaign time to learn and settle before making decisions.

Build From Here

As your campaign starts to generate enquiries, you can begin to improve things further, such as:

- Refining your keywords
- Improving your ads
- Making your website more effective
- Gradually increasing your budget once results are consistent



At this stage, the goal is not to change everything at once.

Focus on small improvements, let the data build, and keep things controlled.

Want to Take This Further?

This guide gives you a simple, effective starting point.

If you'd like a full step-by-step setup — including exactly what to click, what to enter, and how to avoid common mistakes — you can access the full guide here:

👉 <https://tradesmarketingtoolkit.com/plumber-google-ads-starter-guide-setup/>

How to Get Consistent **Plumbing Enquiries** Using Google Ads

This guide gives you a simple, practical way to start generating enquiries from people already searching for your services.

Follow the process, keep things focused, and give your campaign time to work.

👉 Done properly, Google Ads can become a reliable and predictable source of enquiries — giving you more control over your workload.