

Search Ads

The challenge

A small home repairs business needed more calls and enquiries, with a Google Ads budget of around £300 per month. Every pound needed to be spent carefully.

The goal

Set up and optimise search ads around relevant local keywords, focusing the budget on searches most likely to lead to an enquiry.

The outcome

The campaigns have run for almost two years and now provide a way to increase enquiries when organic traffic needs support.

Overview

Custom

1 - 30 Apr 2025



Show last

Download

Feedback

Performance diagnostics

Campaign diagnostics



Your campaign can't run because it's paused



✓ All

✓ Account

✓ Ads

✓ Budget and bidding

✓ Goals

✓ Audiences

⏸ Campaign is paused

View details

[View campaign diagnostics](#)

Performance summary

Clicks ▾

259

Cost ▾

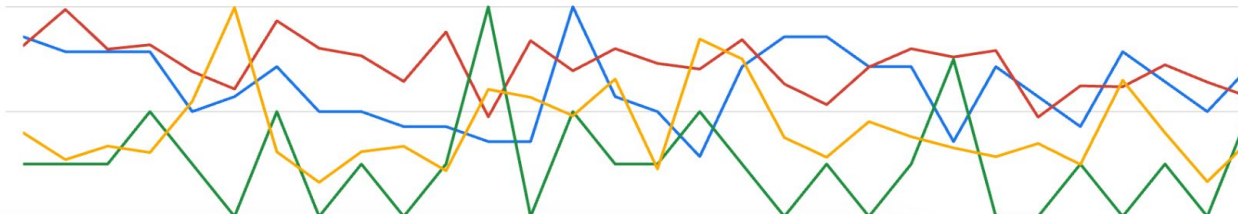
£304

CTR ▾

3.85%

Phone calls ▾

30



Google Ads performance, April 2025: A £304 spend generated 259 website clicks and 30 tracked phone calls for the home repairs business, Google Ads, 1–30 April 2025.

Overview

Custom

1 - 31 May 2025



Show last 30 days

✓ All

✓ Account

✓ Ads

✓ Budget and bidding

✓ Goals

✓ Audiences



Campaign is paused

View details

[View campaign diagnostics](#)

Performance summary

Clicks ▾

249

Cost ▾

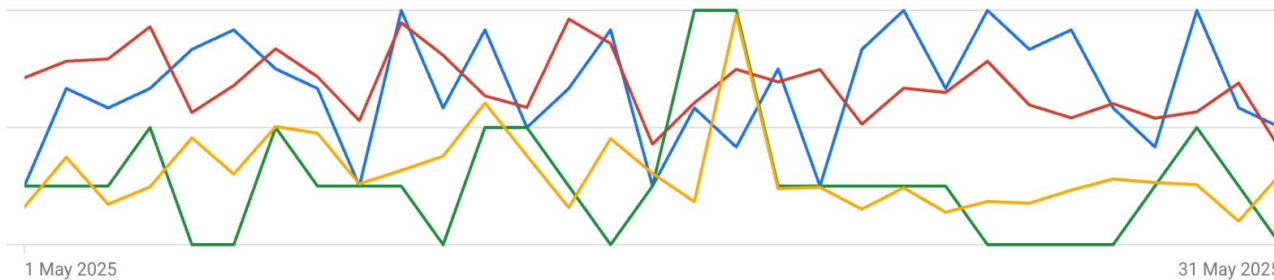
£317

CTR ▾

4.20%

Phone calls ▾

33



Google Ads performance, May 2025: £317 in ad spend generated 249 website clicks and 33 tracked phone calls.
Google Ads, 1–31 May 2025.

Overview

Custom

1 - 24 Sept 2026



Show last 30 days

Campaign diagnostics



Your campaign spent most of its average daily budget in the past week



It received conversions but still has an issue that can limit serving



All



Goals



Account



Ads



Budget and bidding



Audiences



Your website is missing a Google tag

View details

[View campaign diagnostics](#)

Performance summary

Clicks ▾

119

Cost ▾

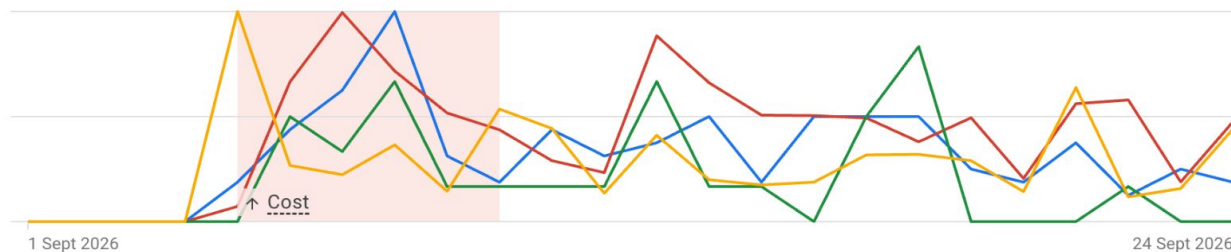
£177

CTR ▾

5.07%

Phone calls ▾

28



A new campaign launched on 4 September is showing promising early results.