

# Google ads for Real Estate

TE-CD





# Who Am I?

TE-CD

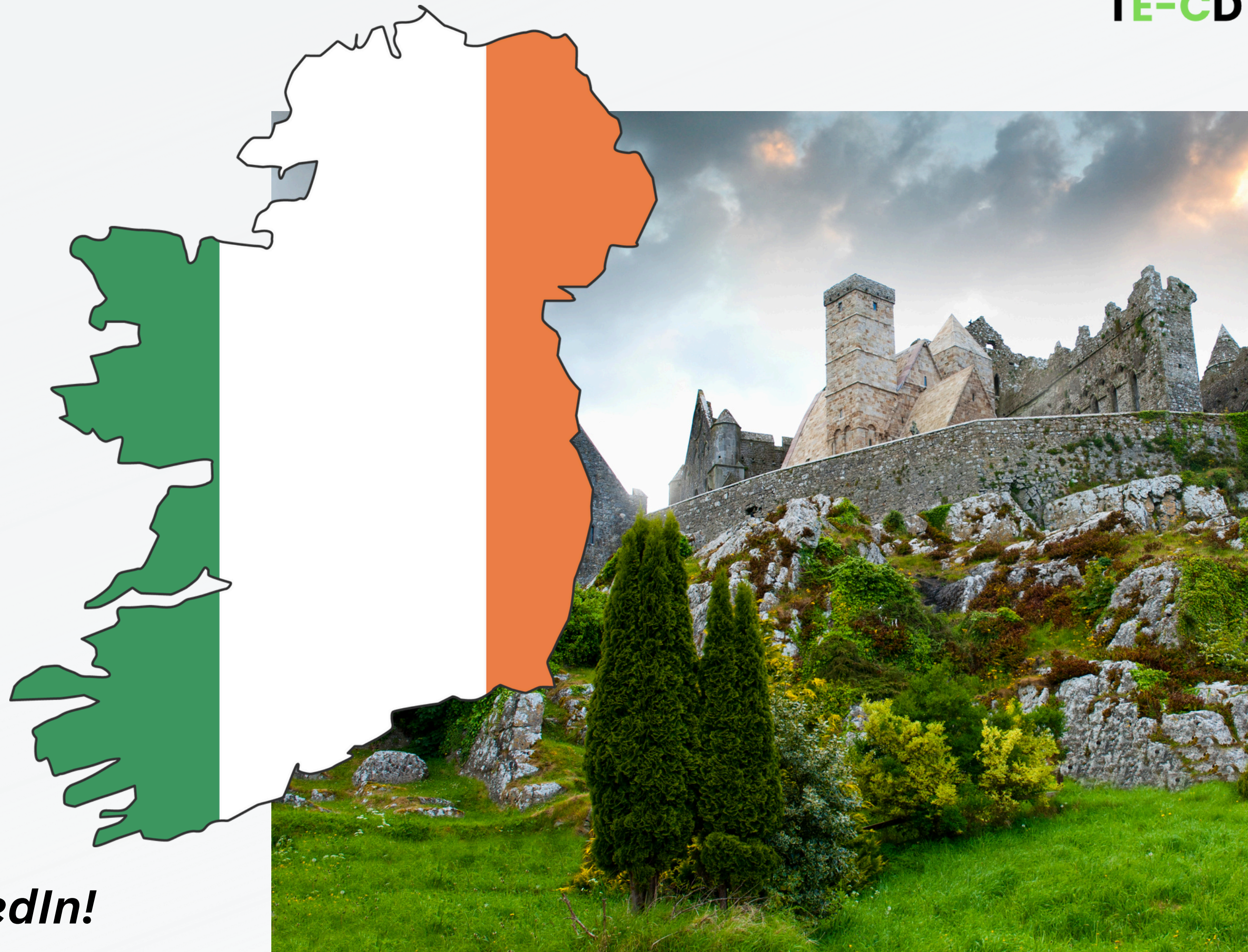
PPC expert based in Ireland.

Generate millions of ad attributed sales every month on Google, Amazon & LinkedIn

Owner of **thatecomdude.com**

Work mainly with US Companies

***Connect with me on LinkedIn!***

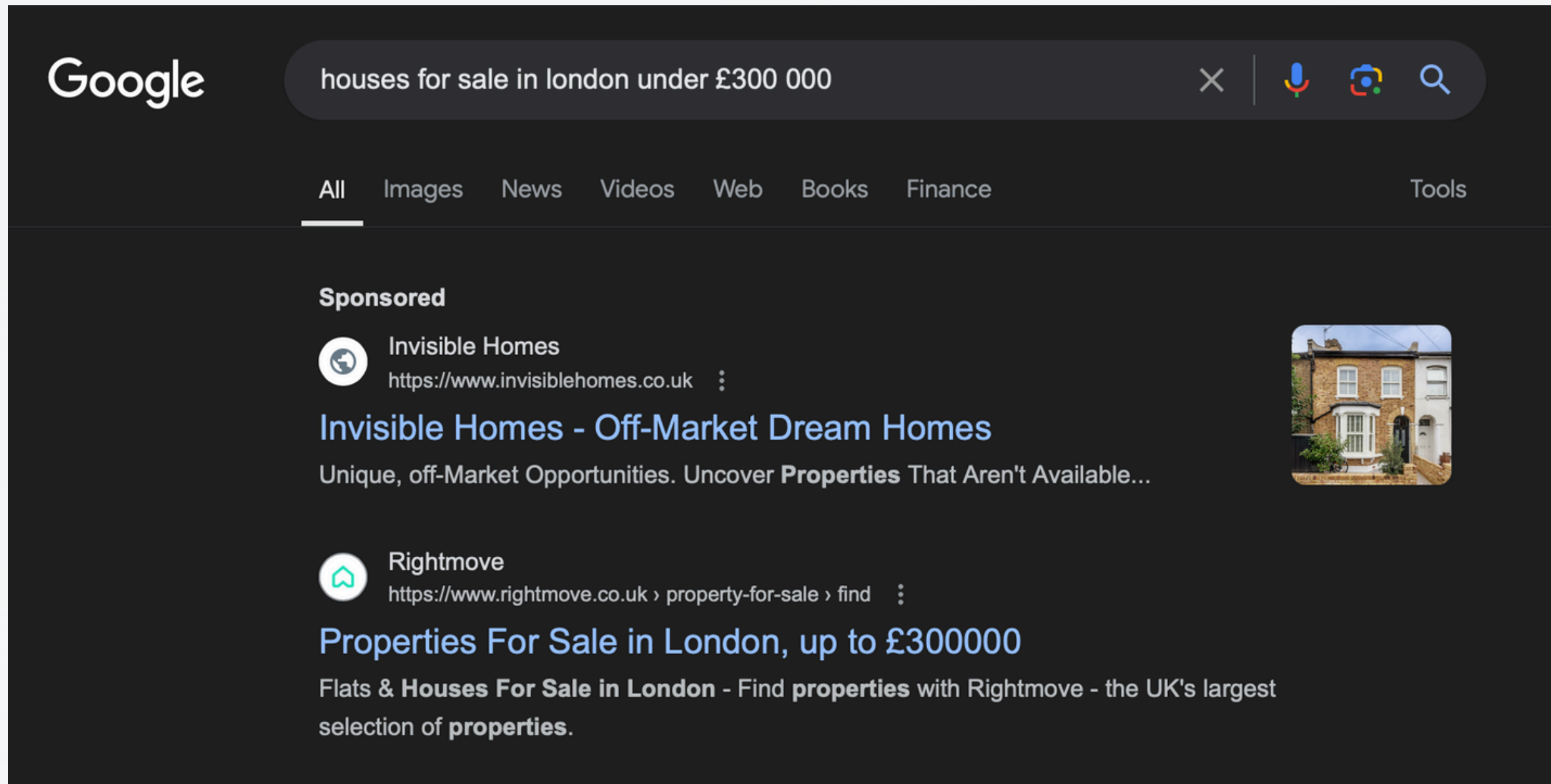




# Google ads explained

## What is PPC?

TE-CD

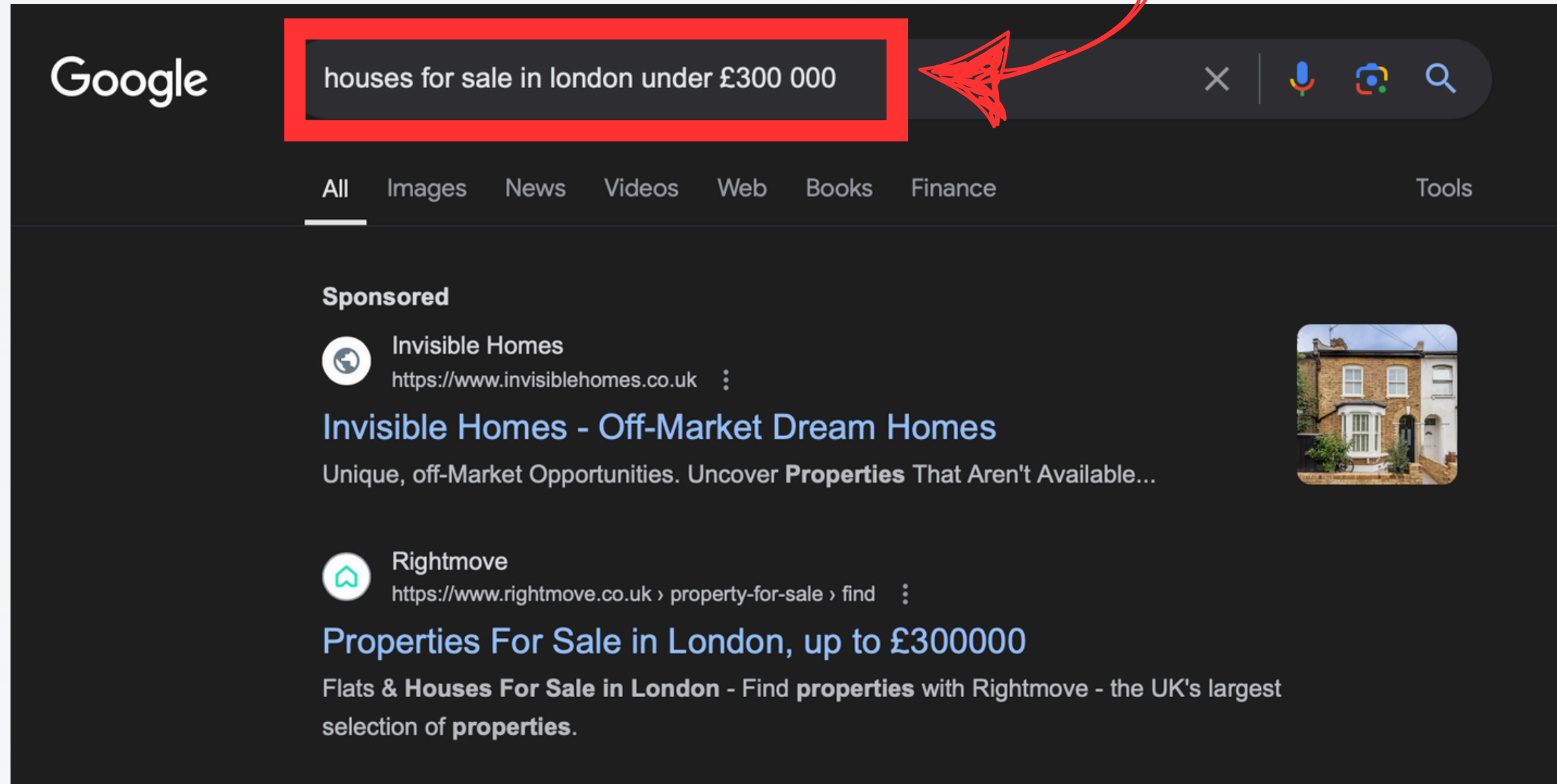


The screenshot shows a Google search interface with the following elements:

- Search Bar:** Contains the text "houses for sale in london under £300 000".
- Navigation:** Includes "All", "Images", "News", "Videos", "Web", "Books", "Finance", and "Tools".
- Sponsored Section:**
  - Ad 1:** Sponsored by Invisible Homes. URL: <https://www.invisiblehomes.co.uk>. Title: "Invisible Homes - Off-Market Dream Homes". Description: "Unique, off-Market Opportunities. Uncover **Properties** That Aren't Available...". Includes an image of a brick house.
  - Ad 2:** Sponsored by Rightmove. URL: <https://www.rightmove.co.uk>. Title: "Properties For Sale in London, up to £300000". Description: "Flats & Houses For Sale in London - Find **properties** with Rightmove - the UK's largest selection of **properties**."

# Google ads explained

KEYWORD




Google


houses for sale in london under £300 000

All Images News Videos Web Books Finance Tools

**Sponsored**

 Invisible Homes  
<https://www.invisiblehomes.co.uk>

**Invisible Homes - Off-Market Dream Homes**  
Unique, off-Market Opportunities. Uncover **Properties** That Aren't Available...

 Rightmove  
<https://www.rightmove.co.uk> > property-for-sale > find

**Properties For Sale in London, up to £300000**  
Flats & Houses For Sale in London - Find **properties** with Rightmove - the UK's largest selection of **properties**.




# Google ads explained


Google


houses for sale in london under £300 000

All Images News Videos Web Books Finance Tools

**Sponsored**

 Invisible Homes  
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**Invisible Homes - Off-Market Dream Homes**  
Unique, off-Market Opportunities. Uncover **Properties** That Aren't Available... 

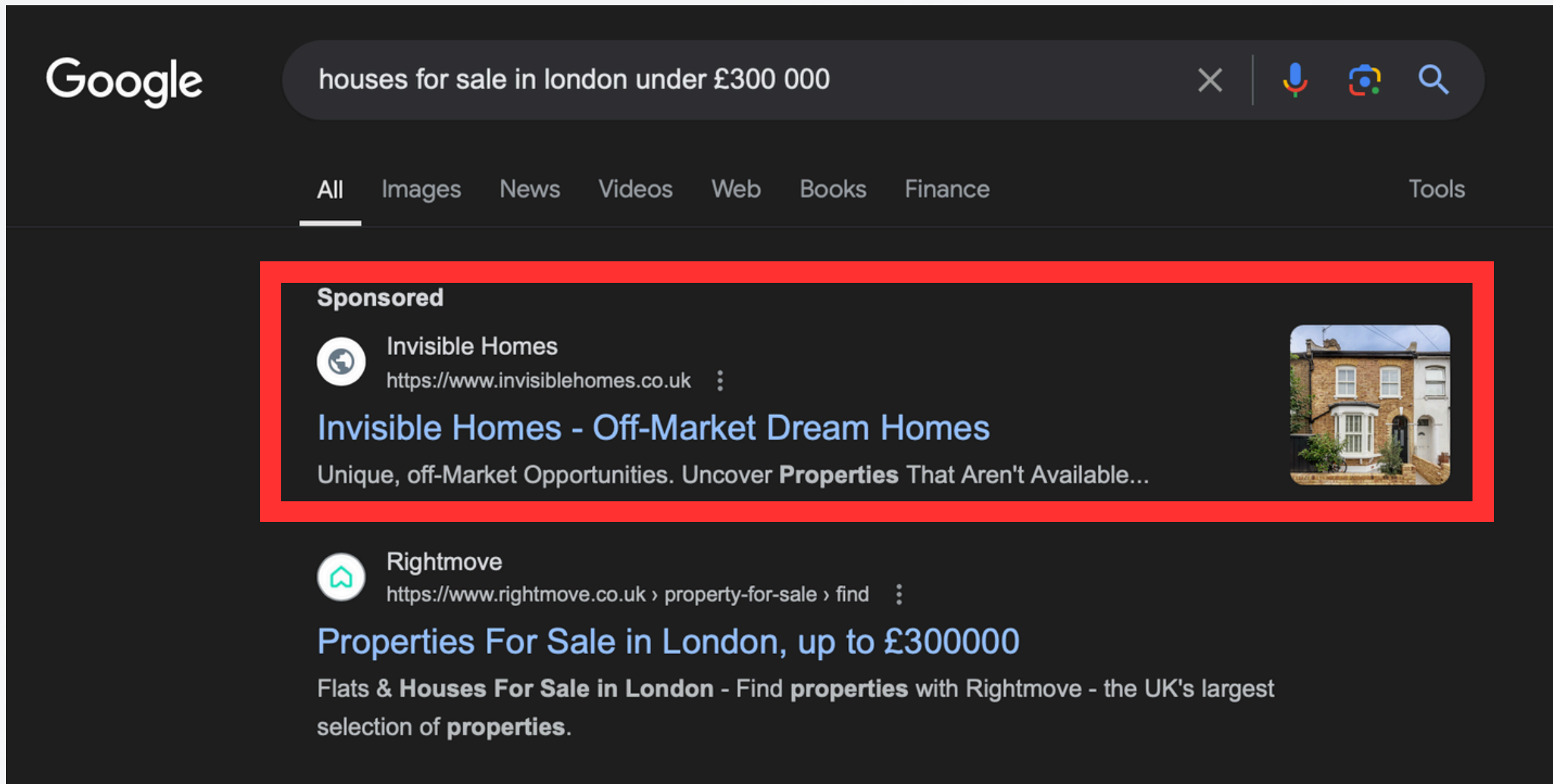
 Rightmove  
<https://www.rightmove.co.uk> > property-for-sale > find

**Properties For Sale in London, up to £300000**  
Flats & Houses For Sale in London - Find **properties** with Rightmove - the UK's largest selection of **properties**.

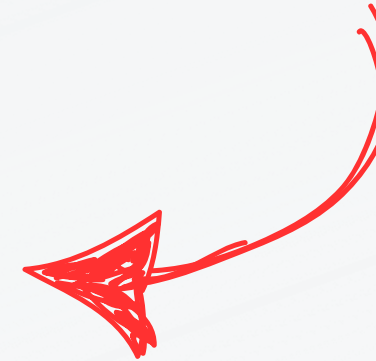




# Google ads explained



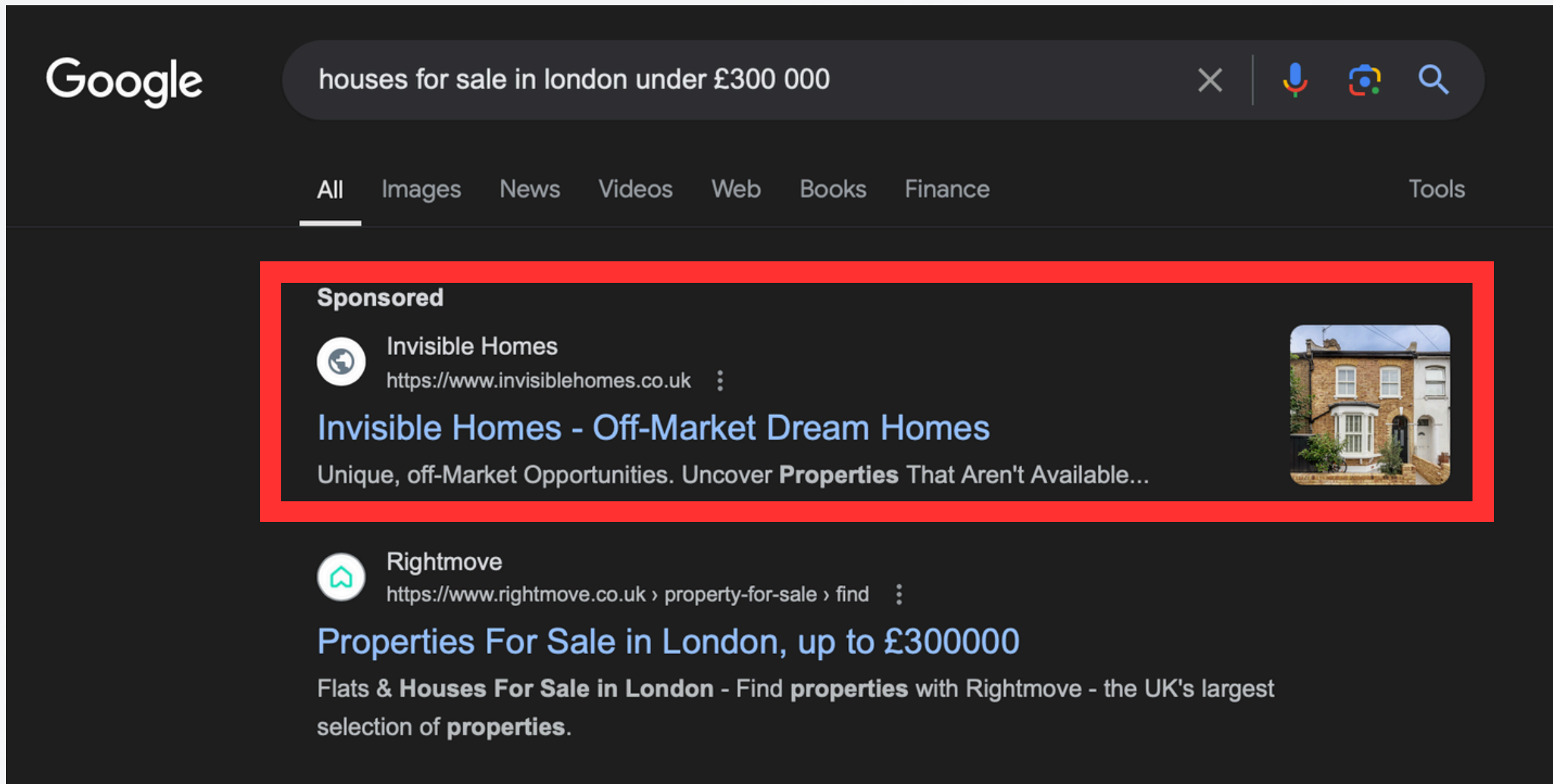
AD \$1.32 CPC



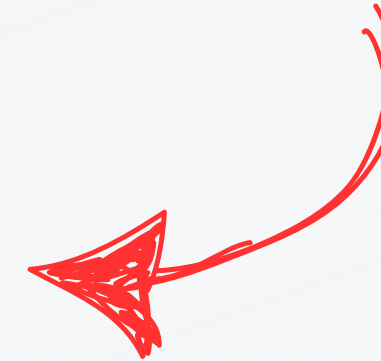
YOU ONLY PAY  
WHEN SOMEONE CLICKS



# Google ads explained



AD \$1.32 CPC

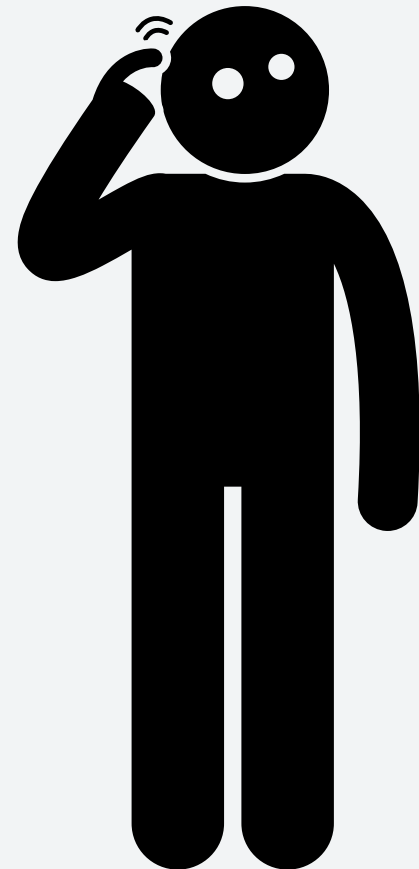


YOU ONLY PAY  
WHEN SOMEONE CLICKS



WHY IS  
**GOOGLE > FACEBOOK**

*when starting out....*



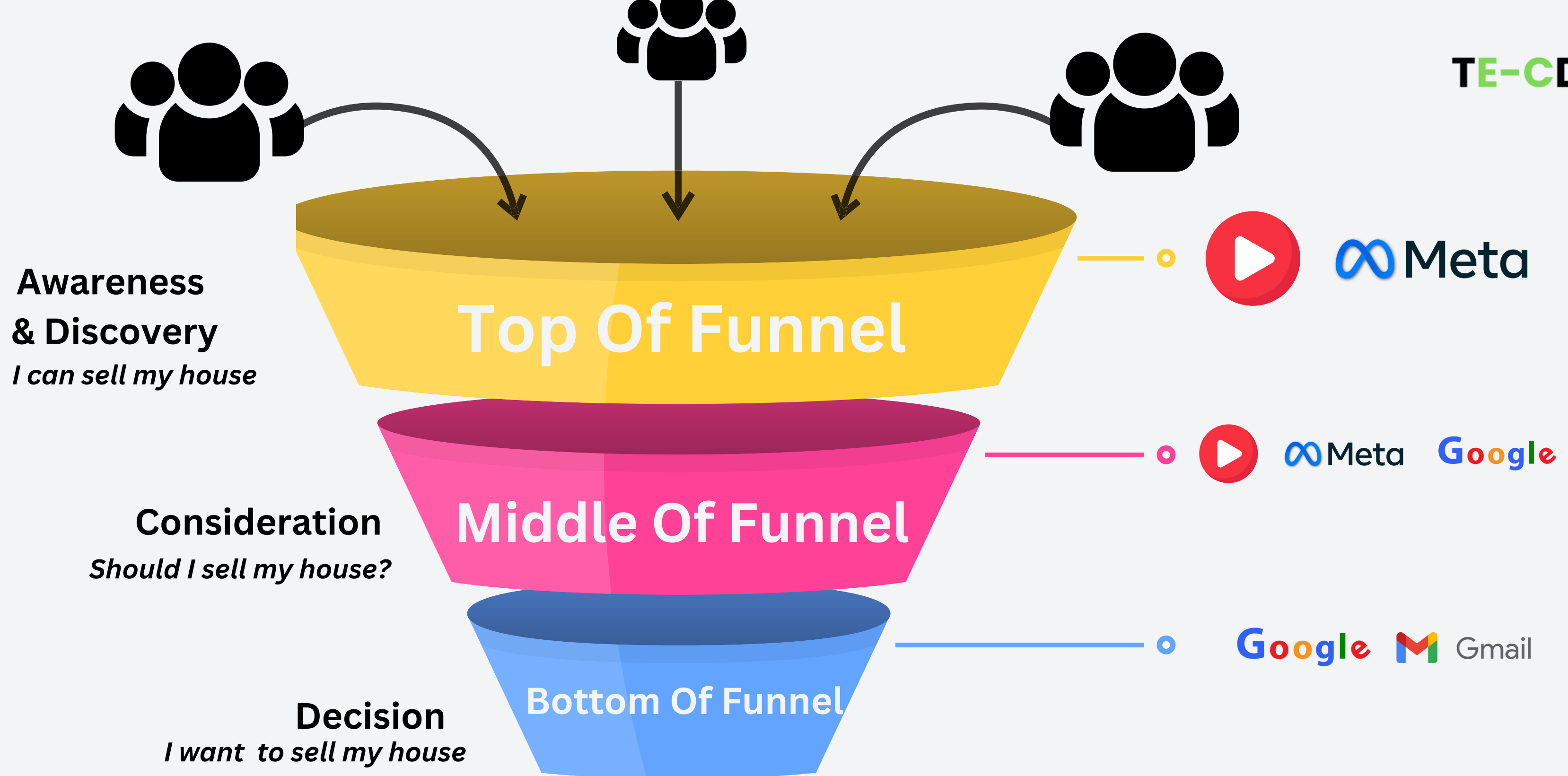


# Purchase Intent

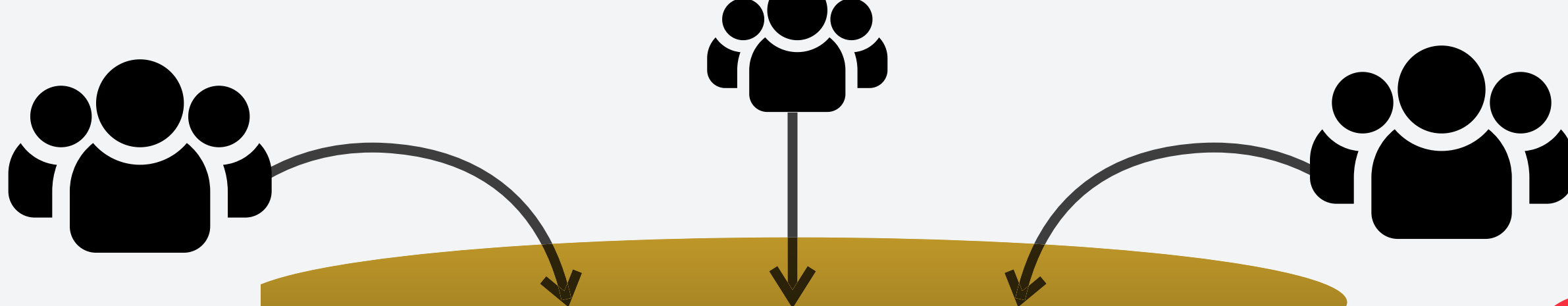


Easier to convert  
Easier to warm up  
Faster To Get Going

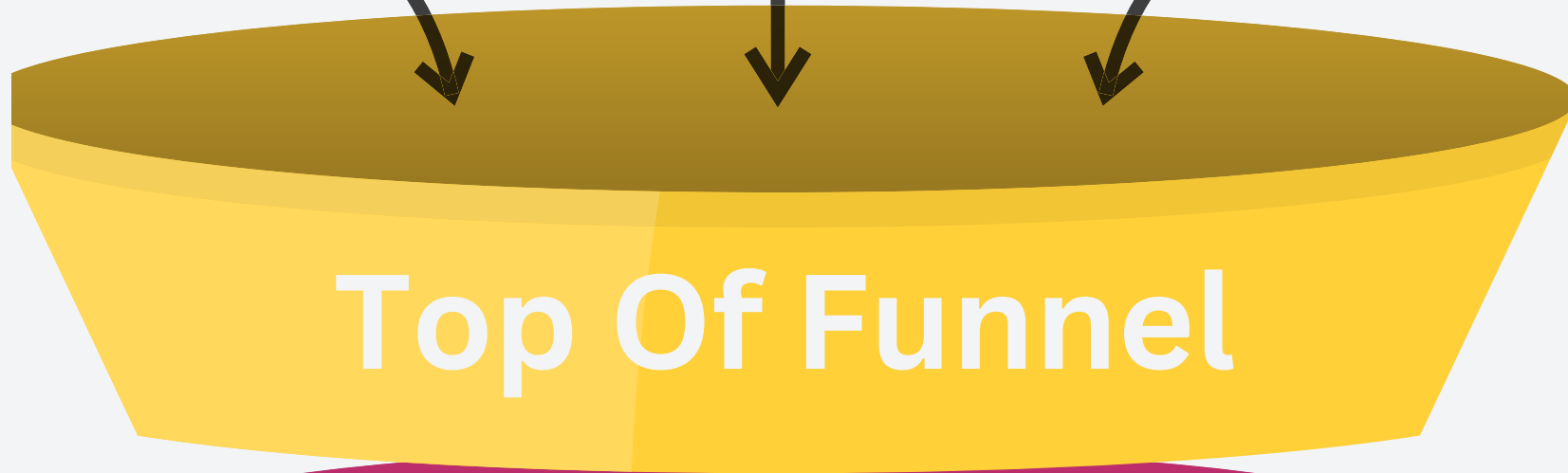




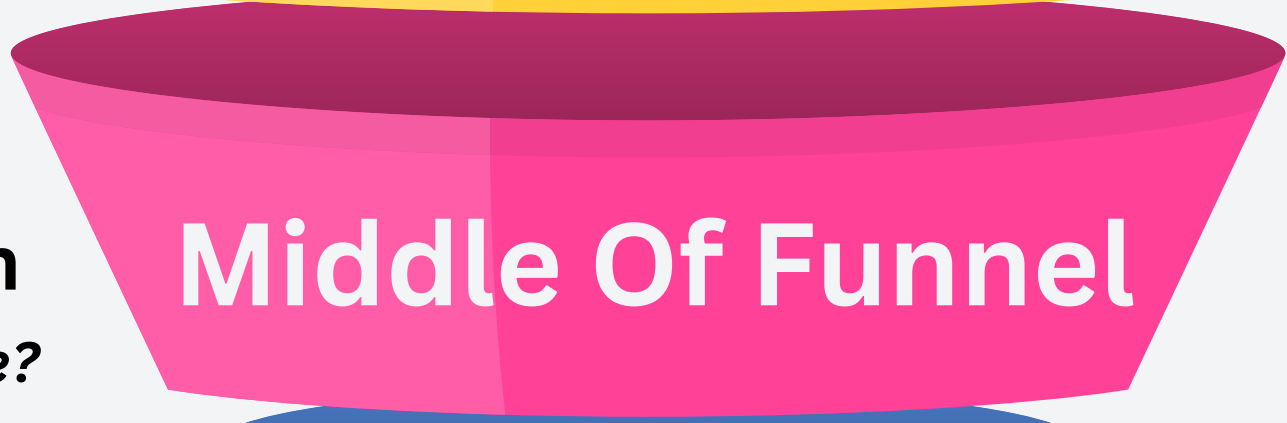




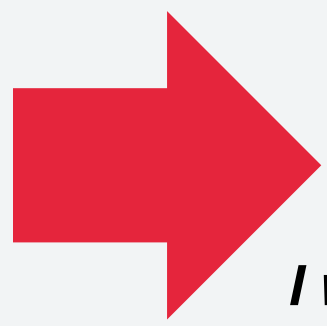
**Awareness & Discovery**  
*I can sell my house*



**Consideration**  
*Should I sell my house?*



*Google Search Gets us here right away.*

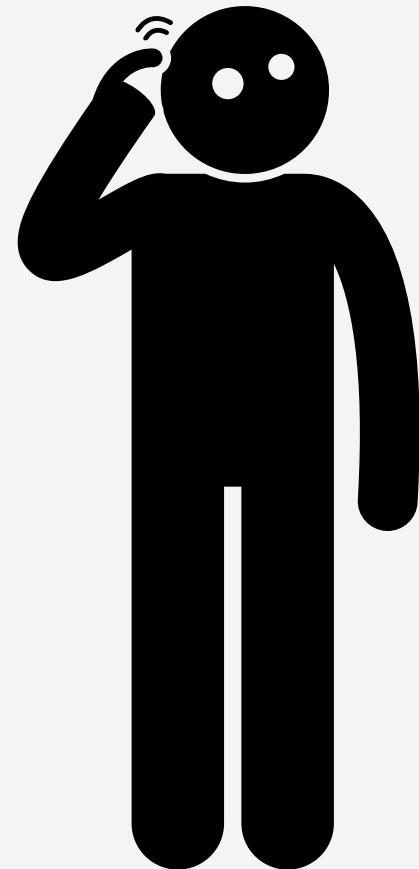


**Decision**  
*I want to sell my house*





How do you run a Google  
Campaign for real estate?





# 1. Your Keyword List

You need to Build a keyword list by researching what keywords you should / should not bid for.

This list should be tailored to who you're targeting, what they're searching for and where.

Use Google keyword planner to start building your list.

The screenshot shows the Google Keyword Planner interface. The search query is "beach side property, oceanside property, holiday home buy". The location is set to "United States" and the language to "English". The search engine is "Google" and the date range is "Oct 2023 - Sept 2024". The interface includes tabs for "Keyword ideas", "Forecast", "Saved keywords", and "Negative keywords". Below the search bar, there are filters for "Broaden your search" with options like "+ property", "+ home buy", "+ holiday home", "+ real estate listings", "+ real estate", "+ riverside property", and "+ glendale property". There is also a "Refine keywords" button. The main table shows 527 keyword ideas available, with a filter for "Exclude adult ideas". The table has columns for Keyword, Avg. monthly searches, Competition, Ad impression share, Top of page bid (low range), Top of page bid (high range), and Organic impression share. The table lists four keyword ideas:

Keyword	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Organic impression share
<input type="checkbox"/> beachside houses	100K – 1M	Low	–	€0.53	€1.83	–
<input type="checkbox"/> oceanside homes for sale	10K – 100K	Medium	–	€0.05	€1.29	–
<input type="checkbox"/> homes for sale in oceanside ca	10K – 100K	Medium	–	€0.05	€1.29	–
<input type="checkbox"/> houses for sale in oceanside ca	10K – 100K	Medium	–	€0.05	€1.29	–



# 1. Your Keyword List

Example :

You are looking to sell people investment properties in Florida.

Which keywords should you choose to bid for? :

1. House prices Miami
2. Miami buy home
3. Florida buy house
4. Maderia Beach properties
5. Siesta Key Buy Property

Try pick out the highest relevance keywords to your offer. Keep in mind things like the location of someone in the funnel, who they likely are and what're their likely to be actually searching for

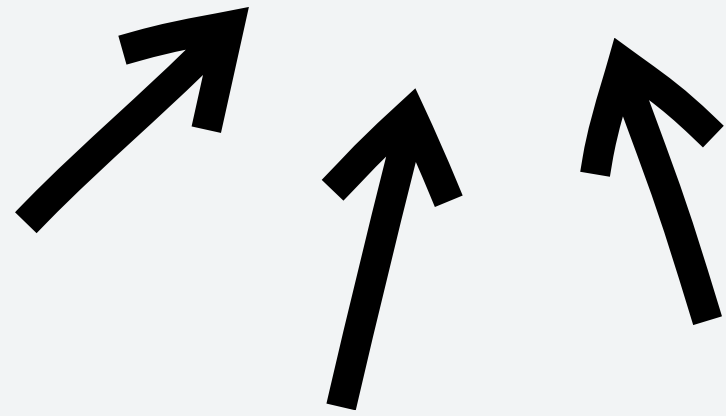


# 1. Your Keyword List

Which keywords should you choose to bid for? :

1. House prices Miami - This is a top/middle of funnel search
2. Miami buy home - A bit too broad Could be anyone
3. Florida buy house - Way too broad, could be anyone
4. Maderia Beach properties - Likely to be in target demo.  
Touristy location, but it lacks purchase intent.
5. Siesta Key Buy Property - Very likely to be in target demo,  
touristy location, with a lot of investment properties and  
purchase intent.

# Keyword nuance



You never actually know who the majority of people searching for a keyword are, you find that out while running the ads.

Assumptions should be tested and it's worthwhile to test a broader set of keywords.





## 2. Keyword Groupings

With an idea of what our Keywords are we can start putting them into “groupings”.

These will become the ad groups in our campaign. We will group keywords together to test different groups against each other to see which perform better.

You can organise the above in a spreadsheet.

### **Group 1 : Siesta Key (Broad)**

“Siesta Key Buy Home”

“siesta key florida real estate“

“siesta keys florida houses for sale”

### **Group 2 : Siesta Key Beachfront**

[siesta key beach homes for sale]

[siesta key beachfront homes for sale]

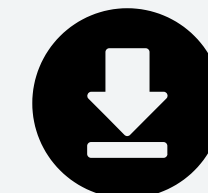
[siesta key beach houses for sale]

### **Group 3 : Siesta Key Oceanfront**

[siesta key oceanfront homes for sale]

### **Group 4 : Siesta Key “Near”**

[homes for sale near siesta key fl]



Download a keyword grouping template on my website

## 2. Keyword Groupings

Later, once our campaign is running we can see which groupings perform the best.





## 2. Keyword Groupings

Another benefit of splitting up our campaign like that is we can now tailor ad copy to HYPER relevant to our search terms.

### **Group 1 : Siesta Key (Broad)**

“Siesta Key Buy Home”

“siesta key florida real estate“

“siesta keys florida houses for sale”

### **Ad Headlines**

Homes in Siesta Key

Siesta Key Homes for sale

### **Group 2 : Siesta Key Beachfront**

[siesta key beach homes for sale]

[siesta key beachfront homes for sale]

[siesta key beach houses for sale]

### **Ad Headlines**

Siesta Key Beach Homes For Sale

Siesta Key beachfront homes for Sale

## 2. Keyword Groupings

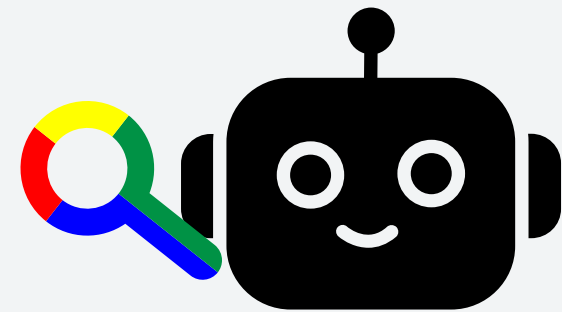
Making our ad copy more relevant increase CTR but also our ad quality score. Google judges ads based on relevance. This ensures high relevance.

### Group 1 : Siesta Key (Broad)

“Siesta Key Buy Home”

“siesta key florida real estate“

“siesta keys florida houses for sale”



Google Search Algo

50% relevant

### Ad Headlines

Siesta Key Beach Homes For Sale

Siesta Key beachfront homes for Sale

### Group 2 : Siesta Key Beachfront

[siesta key beach homes for sale]

[siesta key beachfront homes for sale]

[siesta key beach houses for sale]

100% relevant



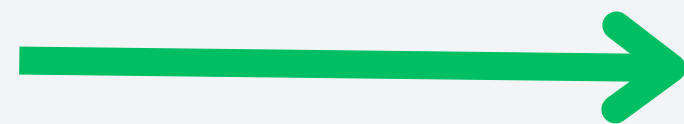
## 2. Keyword Groupings

### Group 1 : Siesta Key (Broad)

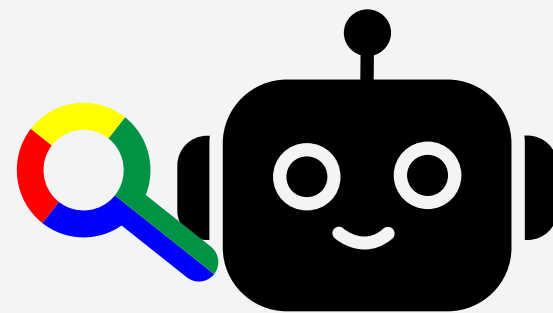
“Siesta Key Buy Home”

“siesta key florida real estate“

“siesta keys florida houses for sale”



100% relevant



Google Search Algo

### Ad Headlines

Homes in Siesta Key

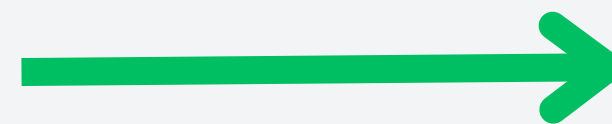
Siesta Key Homes for sale

### Group 2 : Siesta Key Beachfront

[siesta key beach homes for sale]

[siesta key beachfront homes for sale]

[siesta key beach houses for sale]



100% relevant

### Ad Headlines

Siesta Key Beach Homes For Sale

Siesta Key beachfront homes for Sale

# 3. Landing Page

Separate guide about Landing pages, in the future

Landing pages are the final and potentially the most important part of your campaign . Your landing page should be relevant to the query and the search intent of the user.

You should NOT send traffic to your home/service page. Paid traffic is expensive and you want to get your monies worth.

You know what this specefic segment of traffic will be looking for, so you make a very specefic page to match.



Download a Landing Page wireframe template  
on my website



# 3. Landing Page

What makes a landing page different from a homepage?

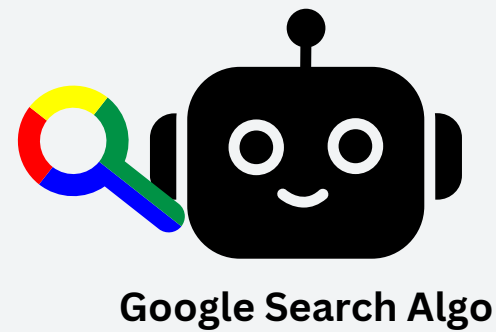
## Homepage vs. Landing Page

	Homepage	Landing Page
<b>Objective</b>	Direct visitor to relevant content	Deliver request content
<b>Visitor intent</b>	Broad range	Specific
<b>Traffic sources</b>	Varied	Specific Campaign
<b>Navigation</b>	Full range of options	None (or minimal)
<b>Content</b>	Overall business category and positioning copy	Specific to benefits of the desired action
<b>Desired action</b>	Draw visitor deeper into the website	Click a single call to action

(These rules, can be broken.)

# 3. Landing Page

It's also taken into account by the google ads algortihim.



## Group 1 : Siesta Key (Broad)

“Siesta Key Buy Home”  
“siesta key florida real estate“  
“siesta keys florida houses for sale”



## Ad Headlines

Homes in Siesta Key  
Siesta Key Homes for sale



Landing Page, Headline and sections about **Miami Homes**

## Group 2 : Siesta Key Beachfront

[siesta key beach homes for sale]  
[siesta key beachfront homes for sale]  
[siesta key beach houses for sale]



## Ad Headlines

Siesta Key Beach  
Homes For Sale  
Siesta Key beachfront homes for Sale



Landing Page, Headline and sections about **Siesta Key Beach Homes**



# 3.5 Ad Quality Score

How much does relevance & ad quality score actually matter?

Google is all about getting the searcher what they want. Try to be as relevant as possible. Google will reward quality ads and it will also increase your conversions.

What you can expect if 2 people run a campaign for the same offer on the same keywords.

**Advertiser with  
More Relevant Ads**



**Higher CTRs**  
**Higher Conversion rates**  
**Lower CPCs**

**Advertiser with  
Less Relevant Ads**



**Lower CTRs**  
**Lower Conversion rates**  
**Higher CPCs**

# 3.8 Conversion tracking

Different video, conversion tracking can get complicated.

1. **Setup Google Analytics.**
2. **Add your tracking code to your site.**
3. **Add an event whenever a form is filled.**

You can also try and track phone calls, emails , setup advanced and lead conversions and other interactions for more accurate conversion data. It's critical for smart bidding campaigns.





# 4. Setting Up Your Campaign

Nearly everything we needed to do is already setup in our keyword grouping document. Campaign setup will only take a few minutes.

*lets go to the ad manager*

## 4.5 Bidding Types

For a search campaign looking for real estate leads, we'll look at only 3 bidding types.

1. Max Clicks
2. Manual Clicks
3. Max Conversions

# 4.5 Bidding Types

For a search campaign looking for real estate leads, we'll look at only 1 campaign type and 3 bidding types. **Recommended budget - at least \$200 a week.**

Smart bidding, bidding algorithms and best practices are complicated. Separate video for the future.

But for the purposes for this campaign, deets are not needed. Generally you go from M.Clicks/Mcpc to M.Conv once you get some conversions.

## **Max Clicks**

Google will try to get the most clicks possible for you for the lowest CPC. You can also set an overall max cost per click.

## **Manual Clicks (Recommended)**

You will pick out the max you want to pay per click per keyword.

## **Max Conversions**

Google will bid more or less, based on various factors not only the keyword to get the most conversions for your budget.

# 5. Next Steps

My recommended DIY strategy :

Start with Mcpc/M.Clicks , run for 2 weeks or until you get 5 conversions, look at your keyword list and turn off keyword groupings that have spent a lot but gotten no conversions, check your keyword list and add keywords you don't want to bid for to the negative keyword list.

Change campaign to max.conv

Further things to improve performance :

A/B Testing landing pages, email sequences, re-targeting campaigns, multi-channel campaigns, etc all can bring you more and better leads at a lower CPA.



# 6. I'm not getting conversions

## **Conversion Tracking Not Working :**

Are you getting forms filled in & calls from your site? Your tag might not be working correctly.

Download google tag assistant or use the conversion tracking help tools on Google Ads to troubleshoot your forms.

## **Incorrect / Poor Targeting :**

Deep dive into your ad metrics in the insight tab in Google Ads. Are the keywords your bidding for actually relevant to the offer? Did you setup location targeting correctly? Did you exclude some demographics from your ads?

## **Poor Landing Page:**

**Are you sending people to your homepage?**

**Your landing page does not have to be pretty.** Awful 99 looking webpage to this day have incredible conversion rates because they have exactly what people are looking for on them.

**Did you look at competitor landing pages? Is there a ton of competition?** If there is, it might be worthwhile investing more time & effort into your landing page. However, for a sure bet you can try and use the most prolific competitors landing page as a good inspiration, if it worked for them it's likely to work for you. **Or download the wireframe template from my site, and use that as your outline!**

# 7. Get A Pro

Visit my website [thatecomdude.com](http://thatecomdude.com) or e-mail me, to get a free account audit .

- Advanced Google Ads Strategies
- Bigger leads for investment properties
- Advanced Multi-Channel Strategies
- Sophisticated conversion tracking
- Funnel Building & More