

# Welcome to your Real Estate Playbook for Google Ads



# Today's Agenda

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**01 Goals**

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**02 Search**

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**03 Performance Max**

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Dive into strategic insights tailored for real estate professionals, ensuring optimized campaigns that resonate with property seekers. Stay ahead of trends, maximize online visibility, and transform your goals into achievements with the unmatched power of Google Ads. Let's elevate your real estate marketing game together! 🚀

A blurred background image showing several people's hands and arms gathered around a silver laptop. One hand is typing on the keyboard, while others are pointing at the screen, suggesting a collaborative work environment. The text "What are you trying to achieve?" is overlaid in white, bold, sans-serif font.

What are you  
trying to achieve?

For Google the  
two most  
popular goals  
power their  
bidding:

- Clicks for traffic
- Conversions for specific goals like leads or bookings

Using conversions will power your marketing strategy. Make sure to set them before starting.

## Google Ad Statistics for Real Estate 2023



The average click-through rate of Google ads for real estate is **9.09%**.



The average cost-per-click (CPC) in real estate is **\$1.55**.



The average cost-per-lead from real estate Google ads is **\$66.02**.



**57%** of all website visitors come from organic and paid searches.



The average conversion rate of paid search is **1.5%**.



**75.4%** of homebuyers who click on an ad will pick up the phone.

Source: Ruler Analytics | WordStream

# Our strategy for Google Ads for lead generation will be based in

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**01 Standing out**

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**02 Inspiring Confidence**

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**03 Connecting locally**

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01 Capture existing demand




02 Generate new demand



# Google Search



## Advertise in seconds ⓘ

Goal: Conversions  Edit

Create

Save Draft

### Website ⓘ

<https://landing.site/sf-real-estate/>

Generate New Ad ▼

### Choose your preferred language ⓘ

English ▼

### What's your business, product, event, or idea? ⓘ

35/100

Real Estate agents in San Francisco

### What's the name of it?

14/25

SF Real Estate

Generate Description

In a few words, describe what it does

294/800

Google

Ad · <https://landing.site/sf-real-estate/> ⓘ

[Efficient Junk Removal | Reliable Junk Removal | Expert Junk Removal](#)

Get rid of unwanted items easily Efficient junk removal for a clutter-free home

Ad combinations

### Forecasted Results ⓘ

1 day

7 day

30 day

**\$10 - \$20**

Spend

**2 - 20**

Clicks

**285 - 666**

Reach

Make sure to start with a good landing page or URL and a good prompt

Targeting ×

Keywords

Add

Selected Keywords clear all

San Francisco real estate ×

SF homes for sale ×

Real estate agents SF ×

Buy a house in San Francisco ×

Sell your home in SF ×

Luxury properties in SF ×

San Francisco realtors ×

Find a real estate agent in SF ×

Homes for sale in San Francisco ×

San Francisco real estate market ×

SF real estate services ×

San Francisco property agents ×

SF real estate experts ×

San Francisco housing market ×

SF real estate near me ×

The system will craft the best combination of keywords, perfect to capture existing demand.

- Make sure there is one including "real estate near me"

For location you can add an entire state or city, but we suggest using radius targeting. Add an address and work around that area.

**Targeting** ✕


☐ By Search ☒ By Radius

Add by entering location or clicking on map

Selected radius locations clear all

5840 Terrazzo Ct, San Jose, CA 95123, USA 25mi ✕

# Leads Form

A scenic view of San Francisco, featuring a winding road, colorful houses, and a view of the city and hills in the background. The text "Leads Form" is overlaid in the center.

Use lead form extensions to give users pre-filled forms with action boxes like “Get a quote” (they help prevent drop-off, too.)

This is perfect for Generating new demand



You can  
select a  
new one or  
work with  
an existing  
form

Add Lead Form

Select...

▼

OR

+ Create leads form



The background of the image is a photograph of a white building wall. In the center is a window with a dark frame and a reddish-brown outer border. Above the window is a dark, rectangular decorative element. To the left of the window, there are green plants with small red flowers. To the right, there are green plants with small purple flowers. The text 'Local Ads - Google My Business Profile' is overlaid in white, bold, sans-serif font, centered horizontally and partially covering the window and the plants.

# Local Ads - Google My Business Profile

In the platform you have  
the option to Show on  
Google maps.  
You will need:

- Verified and claimed property
- Property linked to Google Ads

Add Lead Form



Add Phone Number



Show on Google Maps



Select...



16 Lyndon Ave STE 102, Los Gatos, CA 95030, USA

Add at least 1\$

USD \$ 30

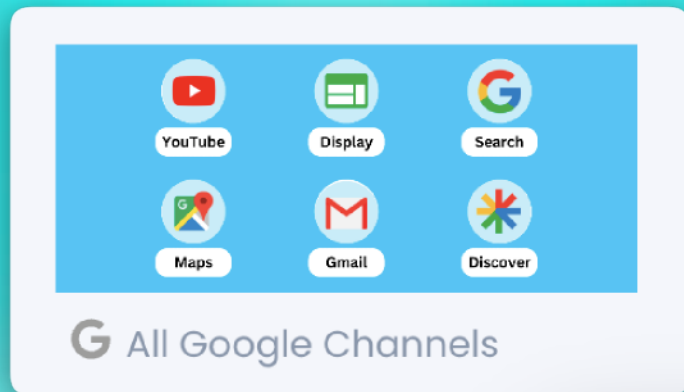
/day



Performance Max

Advertisers  
who use  
Performance  
Max achieve  
on average  
over 18% more  
conversions

Find it in  
the  
platform as  
All Google  
Channels



Performance Max makes scaling creative across the web easy, building ads from your images, videos, headlines, descriptions, and logos. These assets are automatically mixed and matched to find the top-performing combinations.

## 2. Creative

Add at least 1 landscape image and 1 square image

Images



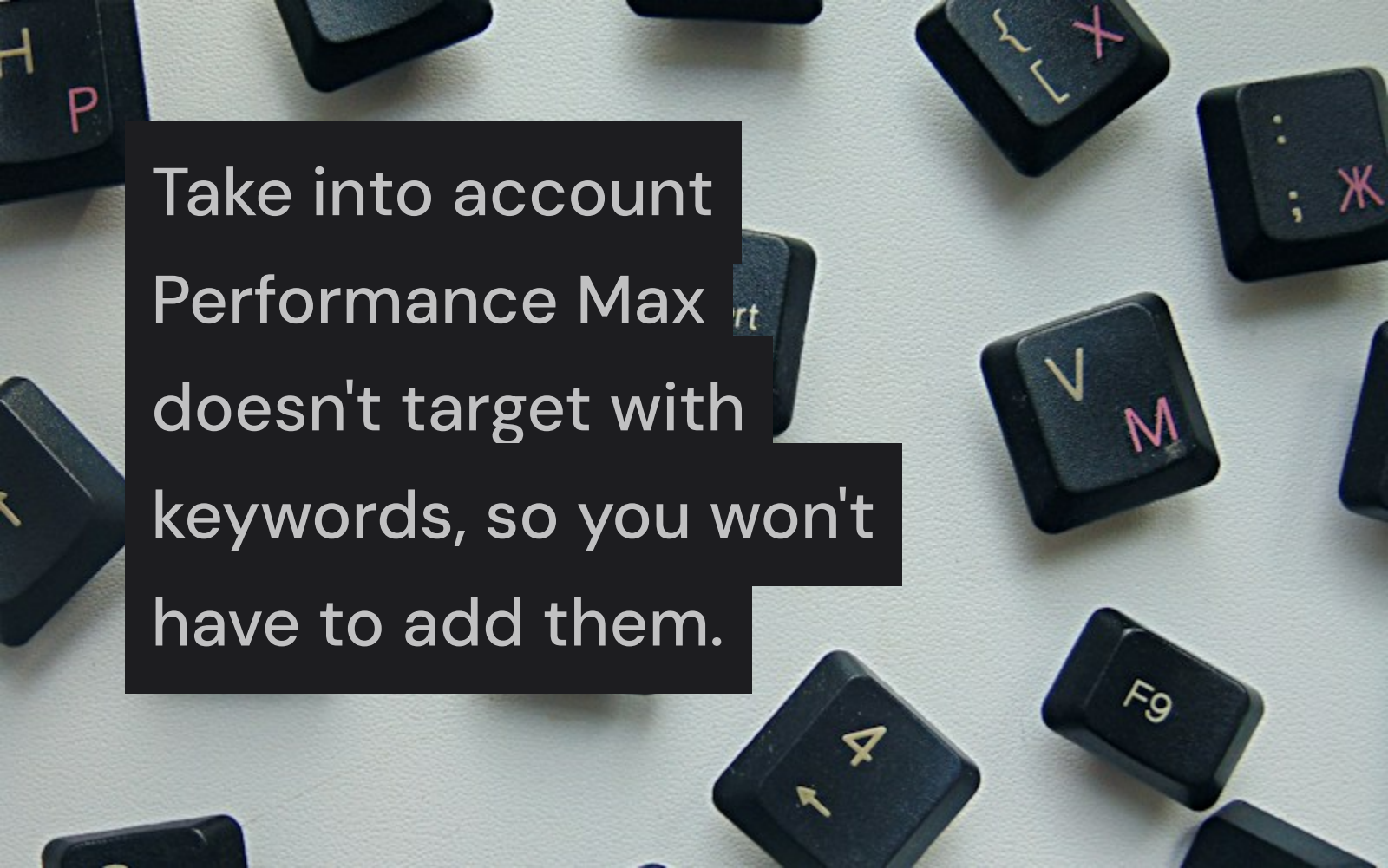
Add at least 1 logo

Logo



Add Youtube Video



A collection of black keyboard keys is scattered across a white background. The keys are of various shapes and sizes, with some featuring yellow, pink, and white characters. Visible characters include 'H', 'P', '}', '[', 'X', 'V', 'M', '4', '↑', and 'F9'.

Take into account  
Performance Max  
doesn't target with  
keywords, so you won't  
have to add them.



If you have a  
YouTube video  
it's the time to  
use it. Make  
sure it's posted  
in your  
channel.

