

RELAUNCH

Google Ads ~~Launch~~ Template for Movers

FOR MOVERS WHO WANT BOOKED JOBS, NOT BOUNCED CLICKS.

This template is built for growing moving companies that need ads to deliver real leads—not blow their budget. No guesswork. No overpriced agency fluff. Just the structure that books jobs and proves it.

CREATE AD GROUPS THAT MATCH INTENT

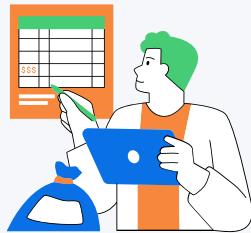


Set up Ad Groups based on your top service types and how people search:

- Local Movers [City]
- Apartment Movers
- Packing Services
- Labor Only Help
- Last Minute Movers

📌 Each Ad Group needs its own keywords, ad copy, and landing page.

USE HIGH-INTENT KEYWORDS ONLY



Add keywords like:

- “movers near me”
- “apartment movers [City]”
- “moving help in [City]”
- “licensed movers [ZIP]”
- “2 bedroom movers [City]”
- “same day moving service”

📌 Use Phrase Match and Exact Match only—no Broad Match.

Which keywords actually convert? Grab the [Top 50 List Movers Use to Fill Their Calendars](#).



ADD NEGATIVE KEYWORDS DAY ONE

Filter out the bad clicks. Add negatives like:

- free, cheap, jobs, hiring, u-haul, pods, DIY, how to, salary, part time, truck rental

SET UP YOUR AD COPY (RESPONSIVE SEARCH ADS)

Sample Headlines:

- Movers You Can Count On
- Book Local Movers in [City]
- Quotes in Under 2 Minutes
- 5-Star Rated Movers
- Crews That Show Up On Time
- Licensed & Insured Moving Help



Sample Descriptions:

- Get a fast, accurate quote and a crew that shows up. No stress, no no-shows.
- Book trusted movers who know how to move apartments, houses, and heavy items the right way.

📌 Include sitelinks for “Get a Quote,” “Our Services,” “Reviews,” and “Contact.”

OPTIMIZE LANDING PAGES FOR EACH AD GROUP

Must Haves:

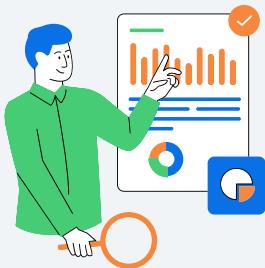
- Fast quote form above the fold
- Star ratings and real reviews
- Local trust signals (licensed, insured, city-specific)
- Clear CTA: “Get Your Quote”
- Mobile-first design



📌 Never send ad traffic to your homepage.

The image shows a side-by-side comparison of two web pages. On the left is a generic search results page for "Sponsored Moving companies | Phoenix". It lists several companies with their names, star ratings, and brief descriptions. On the right is a specialized landing page for "DOSE MOVING & STORAGE". The landing page is designed to look like a mobile app, featuring a large orange header with the company name, a "GET FREE MOVING QUOTE" form with fields for First Name, Last Name, Phone, and Email, and a prominent orange "Get My Free Quote" button. A large orange arrow points from the generic search results page to the specialized landing page, highlighting the importance of creating a dedicated landing page for each ad group.

TRACK WHAT MATTERS

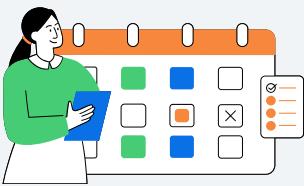


Set up conversion tracking in Google Ads for:

- Quote form submissions
- Calls from ad click (via call extension)
- Visits to Thank You page

Then set up lead source tracking SmartMoving so you see exactly which leads—and booked jobs—came from Google Ads.

CHECK & OPTIMIZE WEEKLY



- Pause underperforming keywords
- Add new negatives from search terms
- Test 2-3 new headlines or descriptions
- Review conversions—not just clicks

SCALING? FIRE UP MORE LEAD CHANNELS THAT WORK

Once this campaign is running, it's time to grow. Check out 14 more lead sources and the playbook that helps movers scale.

👉 [Get the Moving Leads Playbook](#)