

Starter Guide Google Ads for Real Estate Investors



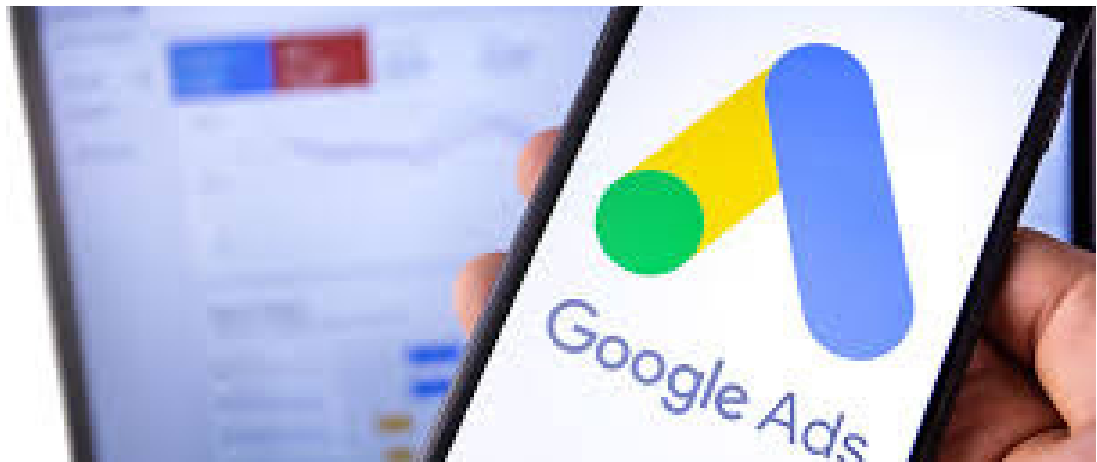
Here is the DIY Checklist to get started with your Google Ads:

- Create a Gmail for the business (or choose to have a Google Workspace).
- With the new Gmail, create a Google Ads account
- Create a Google Analytics account
- Create a Google Tag Manager account.
- Create a website.... We like GoDaddy hosting for this with Linux and Cpanel
- Create a GoHighLevel account
- Build your landing page funnel
- Build your website
- Create your forms and automations inside GoHighLevel
- Create your sub domain names in the Cpanel
- Connect your sub domain names for your site to GoHighLevel
- Publish your pages inside GoHighLevel
- Configure all your tracking tools like: Google Ads, Tag Manager, CallRail, and more
- Properly add your tracking codes to your landing pages
- Test everything is working as it should be forms, sites, calls, and automations
- Begin Keyword Research
- Choose Keywords with the right search intent for your ads to show up for
- Assemble Your Google Ads Campaign
- Choose targeting and adjust the campaign according to your needs
- Build Your Ad group
- Create Your Ads
- Add keywords based on how you would like them to target (Broad, Phrase, Exact)
- Add your website and Ad extensions to your Campaign
- Publish
- Check your device targeting and weighted settings
- Preview that your page forms and call tracking are working
- Let the campaign run for 2-3 weeks
- Adjust your keywords by adding terms you do want and excluding terms that you do not want to have associated with your campaign
- Utilize a negative keyword list for terms that you want removed from your campaign

Getting Started

The foundation of Google Ads is largely at its core getting Big Data on your side. Good fundamental tracking is key. Having each item listed in place begins a solid foundation for your Ad Campaigns.

Adjusting your campaign every 1-3 days is not recommended, however removing keywords you don't want the campaign to associate with for showing your ads is smart.



Think of it like pruning a tree or bush. If the hedge gets overgrown and out of shape things can get messy. To keep everything inline and moving properly in the right direction we recommend adding keywords that you do want and removing ones that you do not want from Search Term Insights section inside your Google Ads Account.

Getting Advanced

Before attempting to do all of this on your own, consider hiring us to get it setup and manage it for you. Our team created a from scratch Real Estate Investor brand in 2024 that did \$439,000 in closed escrow fees by using these systems for Google Ads for our client partner's business.

Save time, money, and avoid hassles or headaches by getting us on your side to roll out winning campaigns and proven systems so we can bring in more motivated leads for your business.

As an approved Advanced Google Advertiser anyone currently spending more than \$25,000 a month on Google ads can get direct access to the Google Reps at the Google HQ.

This can be a great advantage to having access to the insiders at Google that can offer key insights specific to the industry and similar ad accounts.

Becoming advanced advertising approved is a threshold reserved for businesses that are actively spending a fair amount in ad spend each month, and looking to grow with Google Ads.

We recommend a minimum budget of \$3500 per month in ad spend on Google and 3 cities to target.

Congratulations! We've Done The Work For You...

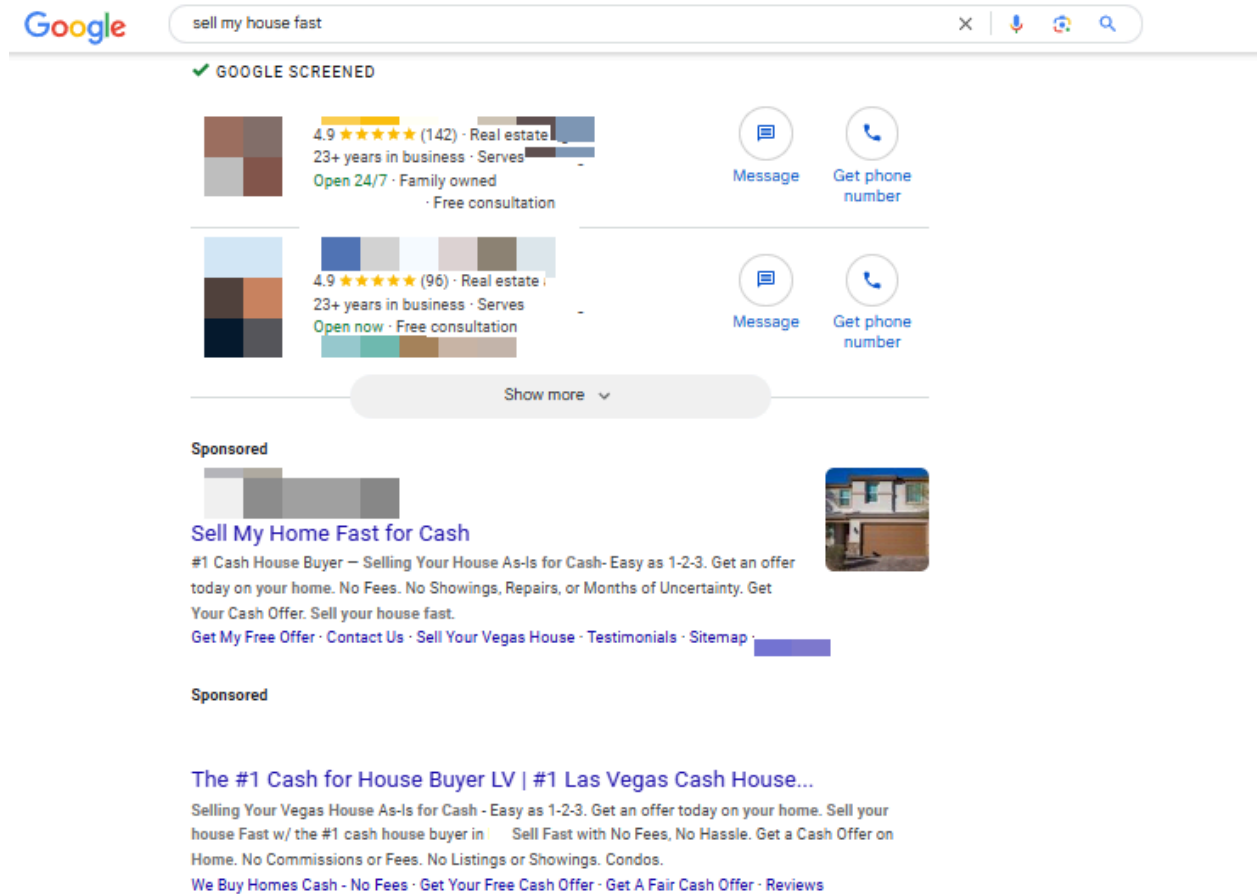
Request a Google Ads Strategy Call

On the call we can discuss your brand, site setup, landing pages, CRM, Advertising Campaigns, along with having access to the Best Tested Keywords and the Ultimate Negative Keywords list, for your Real Estate Investor ads.

**Get Motivated
Seller Leads Fast
Call (310) 925-0287**

Keyword Research

Begin by putting on the hat your customer would be wearing if they picked up their phone or sat at a computer to search out what they are looking for.



Often businesses will pick phrases and terms that they think might be a fit, but they can be way off target. One simple way to check is to do a search for the term you have in mind and see what results come up. Imagine if your ad shows there would it solve the problem for the user searching. Whether they are searching with a keyboard, a phone, or by voice command.

Keyword Research

Finding and identifying the right phrases and terms is a vital part in creating specific and relevant ad campaigns for each batch or bundle of keyword phrases.

Outside of Google searching for potential keywords and ideas, we highly recommend Google Suggest and Related search results for more keyword phrases and terms to explore. Beyond that there are many tools you can use for keyword research including SEM Rush.



Reviews

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Selling Your House As-Is for Cash- Easy as 1-2-3. Get an offer today on your home. No Fees. No Showings, Repairs, or Months of Uncertainty. Get Your Cash Offer. Sell your house fast. Chat Support Available.

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Call us

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No Fees, No Brokers, No Hassle | Trusted by homeowners

Ad Campaigns

Each Ad Campaign inside Google Ads has an objective, settings, an Ad Group or Ad Groups. Each Ad Group can have multiple ads and each set of ads in an Ad Group can show for the keywords that belong to the Ad Group.

Breaking out your keywords in relevant bundles or groupings will make it easy to create different Ad Groups within 1 Campaign for each group/bundle of keyword phrases.

Having Logo approval for your ads and uploading compliant images is recommended.

Lead ads are generally the desired action that you are looking for with Search ads.

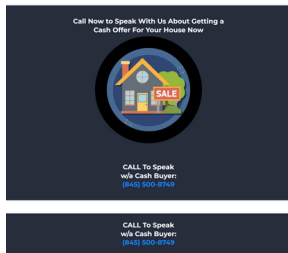
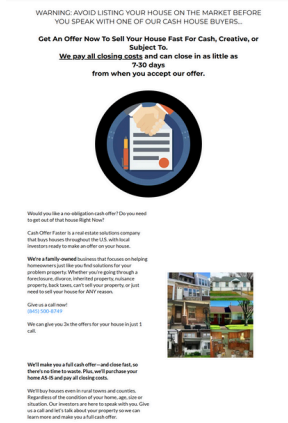
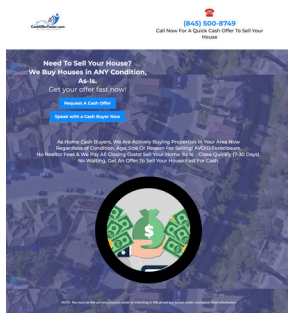
Views are great for YouTube for views, but leads are what we want. Have a great call to action and make sure the link to your page is relevant to the promise in your text or video advertisement. Speak directly to who it is for and deliver a good hook.

Once you have successful Google Ad and YouTube campaigns explore Facebook Ads next.

Ad Groups

Structure Your Keywords in Clusters on a Google Sheet. Also Outline Each Ad Group.

Make A Control Page for each ad group you are testing. That way once the url is approved you can adjust the page without having to change the url in the ad.

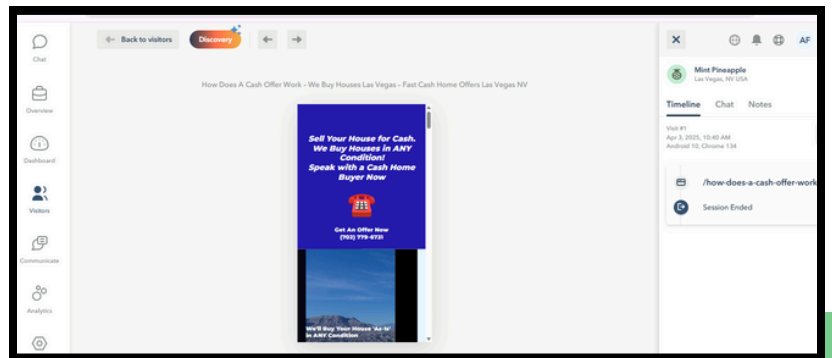


7 Steps To Organize and Launch Campaigns for Google Search

- Gather Keywords
- Organize Ad Groups
- Create Keyword Bundles
- Write The Ads
- Build The Pages
- Setup The Campaigns
- LAUNCH

Ad & Page Copy

To determine how your landing pages are performing when people visit them we like to use Lucky Orange or HotJar, that way you are only making subtle changes at a time based on things visitors are getting hung up on when they visit your page from an ad.



Writing Your Ads with Your Keywords and Having Those Same Keywords On The Page Where We Send Ad Traffic Surely Improves Quality & Relevance

CRM & Follow Up

Using GoHighLevel you have the ability to do almost anything you can think of. Automation is one of the core features. GoHighLevel has lots of customization options, and with a custom programmer the platform can sync to advertising tracking and ad platforms where needed using API web hooks. This makes importing leads from Facebook ads easy.

All of your Google Ad leads and organic leads visiting the website that submit a form are doing so into your GoHighLevel form. A simple automation allows for all the form submissions to each become a contact in your CRM.

There is an additional automation needed to create an opportunity card in the opportunity pipeline for each of the contacts that are created in the CRM.

Follow Up email and text need to be compliant with 2025 regulations. Users must consent to receive messages. This is done with a disclaimer check box on your form.

Once users are 2AP 10DLC compliant you may text them with a registered account number.

Hire us to make sure all your forms and ads are compliant so you can text all your leads.

Get More Motivated Seller Leads FAST!

Motivated Lead Machine

- > Google Ads**
- > Facebook Ads**
- > YouTube Ads**

Arbitrage Leads

Pay Per Lead (PPL) Leads

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Want More Motivated Seller Leads For Your Business?

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On the call we can discuss your brand, site setup, landing pages, CRM, Advertising Campaigns, along with having access to the best keywords and the Ultimate Negative Keywords list, for your Real Estate Investor ads.

**Get Motivated Seller
Leads That Want To Sell As-Is
Fast For Cash
Call (310) 925-0287**

Why Choose

MotivatedLeadMachine.com

**Advertising Team
Specializing in Ads for
Real Estate Investors
that want to speak with
Homeowners looking to sell their
house for cash, as-is.**

**IF YOUR BUSINESS WILL BUY
ANY HOUSE AS-IS,
FAST, AND YOU
ARE ALSO A LICENSED
UNICORN AGENT
INVESTOR
THIS IS FOR YOU**

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**Schedule Your FREE
Google Ads Strategy Session**

**Get Access To The Ultimate
Negative Keyword List**

Get All The Best Campaigns

**Get Access To The Entire
Proven 5 Stage Automation
CRM Follow Up Sequence**

**You Can Have It All When You
Choose To Work With Us**