

Google Ads for Real Estate: Setup Guide

1. Why Use Google Ads (vs. Facebook)

Google = Search Intent (people actively looking to buy)

Facebook = Disruption Marketing (like a digital billboard)

Google Ads work better for inbound leads with higher buyer intent.

2. Account Setup

- Go to ads.google.com
- Click "Start now"
- Skip campaign creation (don't let Google create one for you)
- Choose country, currency, and timezone
- Ignore Google reps-seriously.

3. Conversion Tracking Setup

- Tools > Goals > Conversions > New Conversion Action
- Choose Website, name it something like "Sign Up"
- Manual setup: Global Tag + Event Snippet
- Recommended Platforms: Real Geeks + Follow Up Boss, Sierra Interactive
- Avoid KVCORE

4. Campaign Creation

- Campaign > Ad Group > Ad
- Goal: Website Traffic or Leads
- Type: Search
- Bidding: Maximize Conversions
- Uncheck Display Network
- Budget: \$33/day (~\$1K/month)

5. Targeting

Google Ads for Real Estate: Setup Guide

- Use Presence (not Presence OR Interest)
- Target local/state/nationwide as needed
- Use 'Observation' for audiences like 'Homeowners', 'Residential Buyers'

6. Keywords

- Don't use Google's suggestions
- Use optimized keywords like: +homes +for +sale +fort worth
- Add Negative Keywords: cheap, rental, zillow, etc.

7. Ad Copy & Headlines

- Headline 1: Fort Worth Homes for Sale
- Headline 2: Live MLS Feed | Updated 24/7
- Headline 3: 3,400+ Active Listings
- Descriptions: Use persuasive, benefit-driven lines

8. Site Links & Callouts

- Site Links: Link to specific property types or sub-areas
- Callouts: First-time buyer, Investor friendly, Relocating? We can help!

Google Ads Cheat Sheet (Quick Wins)

[OK] Platform: Real Geeks + FUB or Sierra Interactive only

[KEY] Keyword Match: Start with Broad Match Modifier, then test Phrase Match

[NO] Block: Use negative keywords to filter junk clicks

[LOC] Targeting: Presence-only, not Presence + Interest

[TXT] Headline Tips: Include city, "search," and # of listings

[LOC] Budget: Minimum \$500/mo - ideally \$1K+ for fast results

[WARN] Avoid: Google rep recommendations - they're trying to upsell you

[GRAPH] Optimization: Add site links, use Observation for audiences, and review results weekly

[TOOL] Tools: Use the Google Ads cheat sheet from Agent Launch if client has access

Google Ads for Real Estate: Setup Guide

[GOAL] Lead Quality: Higher lead cost = bad leads; it's about acquisition quality, not just price per lead