

10 Money-Saving Tips For Funeral Homes Using Google AdWords

One of the easiest ways to save money and make your Google AdWords campaign more efficient is to have your ad not show up for certain searches or to have a different bidding strategy for other specific searches. Also, when people are searching for your money phrases, you want to make sure that your ad shows up and that it is as optimized as possible including its landing page - this will also save you money because you will get a higher ranking for your ad and pay less.

1: Separate Keywords into Specific Ad Groups	
I think you should have at least four different ad groups: funeral homes, funeral costs, cremation services, and cremation costs. These could also be grouped into two different campaigns – one for Funeral and one for Cremation. The reason why you want to do this is that it makes your Ad Groups more relevant to the searches and hopefully your ads cater to those keyword groups which will give you a better chance of your ad being clicked. If someone was searching for “Funeral Costs in Seattle Washington” and your ad was specifically about “funeral costs” and not just funeral homes or funeral services, Google would reward you by ranking your ad higher and you have a better chance of the searcher clicking your ad because that is what they are searching for. This also improves the Click Through Rate (CTR) of that Ad Group which is another element of Quality Score and Ad Rank.	Yes
	No
2: Add Negative Keywords	
There are certain words that when combined with your targeted keywords will trigger your ad into the auction and appear when there is no buying intent present and your ad may be clicked anyway. With negative keywords, we can prevent your ad from showing. For example, if they searched for “Funeral Home Obituaries Toronto Ontario,” your ad for “Funeral Homes Toronto Ontario” may appear but you do not want to pay for someone searching for obituaries so adding obituaries and all of its derivatives as negative keywords would prevent that ad from showing. I have attached my complete Negative Keyword List to this document.	Yes
	No
3: Create Campaign for Brand Keywords	
If someone was searching for “Heppell Funeral Home Victoria BC” and if I didn’t have Heppell as a negative keyword in my “Funeral Homes” campaign then I would be bidding a very high price for someone who is already searching for my funeral home. By having your brand names as negative keywords in your main campaigns and then creating a new campaign called “Brand” campaign where only your brand name and its variations or similarities are listed, you’ll end up paying 75% to 80% less per click for those ads to appear. You may not want your ad to appear at all but your competitors could bid on your brand name so I recommend creating an ad with your brand name in your “Brand” campaign but make it so that it is a boring ad – unlike other ads that you want people to click, you really don’t want people to click this ad. Expert tip: Exclude Ad Extensions for this campaign because if they’re searching for the name of your funeral home they may be looking for the phone number or the location or directions and you want to make sure that those ad extensions are not visible so they scroll down to your organic listing for those details.	Yes
	No
4: Create Campaign for Competitors Keywords	
A similar philosophy as the “Brand” campaign, if someone is searching for your competitor you’re probably not going to get the clicks so if your general “Funeral Homes” or other campaigns would be triggered, you are going to, one, pay a high price for someone to click on that ad when they’re not really looking for you or, two, searchers not clicking on your ad because it’s not relevant and thus lowering your click through rate and then hurting your Quality Score and Ad Rank. Also for this campaign have your ads worded in a manner of showing the difference that you have against your competitors – casting a little bit of doubt about them using that business and luring them over to your side.	Yes
	No
5: Use All Available/Appropriate Ad Extensions	
Google rewards you for using the offerings that they make available. In the video with Hal Varian can he talks about giving preference to advertisers who utilize and maximize the ad format options. Ad Extensions make your ads bigger and more appealing to the searcher. Instead of going into full detail here, please check the last two pages of this document for a listing of all Ad Extensions and their definitions. Video: https://www.funeralresultsmarketing.com/adwords/	Yes
	No

6: Landing Page Should Be Relevant to The Keywords & The Ad

As I've mentioned many times in the past, don't send paid traffic to a generic page like your homepage unless your homepage is a specific offering like an Online Cremation Arrangement. If people are searching for "funeral homes" in your area then send them to a page about how your funeral home can serve this prospect and if appropriate differentiate against others. If they are searching for "funeral costs" then send them to a cost comparison as you are entering the conversation in their mind at a deeper level. If they are thinking cremation costs you do not want to send them to the homepage of the funeral home website – you want to send them to a page that is speaking exactly to or at least close to what their intent was with the keywords that they searched with.

Yes

No

7: Ongoing Keyword Pruning

This is one of the 1 - 2 punch that earns our keep as a Google AdWords management company. It is very tedious but it saves our clients a lot of money in the long run – usually more money than they pay us to run their campaign. We dig into the analytics of the actual search terms that triggered their ads and look for anomalies that shouldn't be triggering the ads. For example, my client in Victoria BC – McCall Gardens Funeral and Cremation Services – we discovered during our keyword pruning process that their ads were appearing for "recipes" and "dress patterns." This is because there is a lady's magazine called McCall's so some of their ads were getting triggered by these searches that had nothing to do with Funerals or Cremations. So, in our keyword pruning process we made any of those searches "negative keywords" so that our client's ads would not show the next time some lady was searching for an apple pie recipe from the McCall's magazine.

Yes

No

8: Monitor & Improve the Quality Score of Important Keywords

Google wants to make sure that the keywords that you're bidding on are relevant to the services that you offer. When you're analyzing your keywords in your account and you see that your Quality Score is five or below – and it is a main, buying intent keyword then you need to take measures to improve that Quality Score. For detailed steps and explanations about doing this it's best to refer to the horse's mouth - Google: A Few Things Every AdWords Advertiser Should Know About Quality Score:

<https://storage.googleapis.com/support-kms-prod/53A190853453582988214A5E36C5FDDA5D52>

Yes

No

9: Don't Repeatedly Search for Your Ads & Don't Click on Your Competitors Keywords Too Often

Whether you're checking up on me and my team or a third-party Pay Per Click management company or even if you were doing your own Google AdWords management, during your slow times when you're wondering why there are no calls coming in, do not start searching in Google for your primary keywords like "Funeral Homes in Mobile Alabama." Because if you do and you don't click on your ad then your click through rate has just dropped another notch. On the other hand, if you think you're going to stick it to your competitor and click on their ad – sure that's going to cost them a couple of extra bucks but their click through rate just improved... over yours! If you want to check your ads use the Google AdWords Preview Tool so that it does not trigger a click through rate instance. Here is the link: <https://adwords.google.com/apt/AdPreview>

Yes

No

10: Call Noncompeting Ad Competitors & Ask to Exclude Your Area

Even though we're in the online world, sometimes it's best to pick up the phone and talk to someone. If there is someone advertising in your area by accident (or by AdWords campaign mismanagement) it is worth the 5 to 15 minutes to phone them, talk to the manager and hopefully the person in charge of marketing and ask them to stop marketing in your area. Explain to them that it is driving the cost of your ads up and it is also hurting them because their click through rate is probably going down if they can't logically serve that area.

Yes

No

If you would like Funeral Results Marketing, a Certified Google AdWords Partner, to manage your Google AdWords account – save you money and get more clicks at the same time and save you your precious time – visit our AdWords Management page at: <https://www.funeralresultsmarketing.com/adwords/>

We offer a 6 months, 100% money back guarantee on the setup fee and money management fee if you are not happy with our results so there is ZERO RISK for you to give us the opportunity to help you get more calls!

Negative Keyword List

Use this list to add to your Google AdWords account. Click on Campaigns > Click on Keywords > Click on Negative Keywords. Choose to add negative keywords to the Ad Group level or the Campaign level. Click the red + KEYWORDS button > Choose the desired Ad Group or Campaign and paste your list.

Negative Keywords

accident	flags	memorial	research
accidents	floral	folder	resume
bad	florals	memorial	resumes
become	flower	folders	ribbon
becoming	flowers	negative	ribbons
bouquet	for sale	obit	salaried
bouquets	form	obits	salaries
card	forms	obituaries	salary
cards	free	obituary	song
career	full time	occupation	songs
careers	grant	occupations	spray
cat	grants	order	sprays
cats	hiring	ordering	stationeries
classes	hours	outfit	stationery
complain	income	outfits	stock
complains	incomes	part time	stocks
courses	intern	partnership	studied
death notice	internship	partnerships	studies
death notices	internships	pay	study
decoration	invest	pet	supplied
decorations	investing	pets	supplies
directions	investment	plant	supply
dog	invitation	plants	tax
dogs	invitations	poem	taxes
employ	issues	poems	template
employee	job	poor	templates
employees	jobs	problems	wage
employer	laws	quote	wages
employers	lawsuit	quotes	work
employment	lawsuits	reading	wreath
employments	leaflet	readings	wreaths
equipment	leaflets	recruiter	
equipments	lighting	recruiters	
flag	lightings	recruitment	

For more information about Google AdWords for Funeral Homes, visit: FuneralResults.com/adwordshelp

Ad Extension Definitions

Below you will find the various Ad Extensions with Google's definitions and links for more details for each one. Plus I have added examples highlighting the particular Ad Extension.

Sitelink extensions: <https://support.google.com/adwords/answer/2375416?hl=en>

To add more links to your ads, create sitelink extensions. Sitelinks can take people to specific pages on your site—your store hours, a specific product, or more. When someone clicks or taps on your links, they skip right to what they want to know or buy.

Victoria BC Funeral Homes - Celebration Of Life Experts
 [Ad] www.mccallgardens.com/Celebration/Of-Life ▾ [\(250\) 385-4465](tel:(250)385-4465)
 McCall Gardens: We Will Help You Create a Meaningful Tribute: Free Consultation
 No Hidden Fee Guarantee · Satisfaction Guarantee · 24 Hours Service
 Amenities: Reception Centre, Funeral Chapel, Audio & Video Displays, Convenient Parking

Cremation Options	Pre-Plan Online
Burial Options	Free Resource Kit

Call extensions: <https://support.google.com/adwords/answer/2453991?hl=en>

Call extensions let you add phone numbers to your ads, which can significantly increase clickthrough rates. When your call extensions show, people can tap or click a button to call your business directly. That means more customer engagement with your ads, and more chances for you to get and track your conversions.

Victoria BC Funeral Homes - Celebration Of Life Experts
 [Ad] www.mccallgardens.com/Celebration/Of-Life ▾ [\(250\) 385-4465](tel:(250)385-4465)
 McCall Gardens: We Will Help You Create a Meaningful Tribute: Free Consultation
 Satisfaction Guarantee · No Hidden Fee Guarantee · 24 Hours Service
[Pre-Plan Online](#) · [Burial Options](#) · [Cremation Options](#) · [Why Pre-Plan \(Videos\)?](#) · [Free Resource Kit](#)
 📍 1315 Cook Street, Victoria, BC

Callout extensions: <https://support.google.com/adwords/answer/6079510?hl=en>

Callouts improve your text ads by promoting unique offers to shoppers, like free shipping or 24-hour customer service. When customers see your ads, they get detailed information about your business, products, and services. This is an informational article about callout extensions.

Victoria BC Funeral Homes - Celebration Of Life Experts
 [Ad] www.mccallgardens.com/Celebration/Of-Life ▾ [\(250\) 385-4465](tel:(250)385-4465)
 McCall Gardens: We Will Help You Create a Meaningful Tribute: Free Consultation
[Satisfaction Guarantee](#) · [No Hidden Fee Guarantee](#) · [24 Hours Service](#)
[Pre-Plan Online](#) · [Burial Options](#) · [Cremation Options](#) · [Why Pre-Plan \(Videos\)?](#) · [Free Resource Kit](#)
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Location extensions: <https://support.google.com/adwords/answer/2404182?hl=en>

Location extensions can help people find your locations by showing your ads with your address, a map to your location, or the distance to your business. People can then click or tap your extension to get further details about your location on your location page, which includes the most relevant business information all in one place. Location extensions may also include a phone number or call button so that users can easily call your business.

Victoria BC Funeral Homes - Celebration Of Life Experts
 [Ad] www.mccallgardens.com/Celebration/Of-Life (250) 385-4465
 McCall Gardens: We Will Help You Create a Meaningful Tribute: Free Consultation
 Satisfaction Guarantee · No Hidden Fee Guarantee · 24 Hours Service
[Pre-Plan Online](#) · [Burial Options](#) · [Cremation Options](#) · [Why Pre-Plan \(Videos\)?](#) · [Free Resource Kit](#)
 1315 Cook Street, Victoria, BC

Structured snippet extensions: <https://support.google.com/adwords/answer/6280012?hl=en>

Structured snippets are extensions that highlight specific aspects of your products and services. They show underneath your text ad on search in the form of a header (ex: "Destinations") and list (ex: "Hawaii, Costa Rica, South Africa").

Victoria BC Funeral Homes - Celebration Of Life Experts
 [Ad] www.mccallgardens.com/Celebration/Of-Life (250) 385-4465
 McCall Gardens: We Will Help You Create a Meaningful Tribute: Free Consultation
 No Hidden Fee Guarantee · Satisfaction Guarantee · 24 Hours Service
 Amenities: Reception Centre, Funeral Chapel, Audio & Video Displays, Convenient Parking
 Cremation Options Pre-Plan Online
 Burial Options Free Resource Kit

Price extensions: <https://support.google.com/adwords/answer/7065415?hl=en>

Price extensions can add more value to your Search Network text ads by giving you a bigger showcase for your services and range of products, and by linking people directly to what interests them on your site. Price extensions appear below your text ad on desktop and mobile, and give you more space to tell people details about what your business offers. They show as a set of up to 8 cards that people can view to see different options and prices. From your price menu, people can go directly to the item that interests them on your site.

Simple Low Cost Cremation - Cremation Plans from \$1295
 [Ad] www.pacificcoastcremation.com/LowCost (250) 483-2559
 Pacific Coast Cremation: Arrange Online (Save \$50) or at Our Office or Your Home
 Satisfaction Guarantee · No Hidden Fee Guarantee · 24 Hours Service
 2780 Veterans Memorial Parkway, Victoria, BC

Simple Cremation \$1,295.00 Simple cremation offering	Celebration of Life \$2,140.00 At venue of your choice	Cemetery Gathering w/ Urn \$1,625.00 Graveside after cremation
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Reviews extensions: <https://support.google.com/adwords/answer/3236114?hl=en>

There's nothing better than getting a good review, and customers like to see them too when searching for products and services online. With review extensions, you can share those positive write-ups, awards, or third-party rankings with potential customers in an additional line of text beneath your ads on Google Search.

[No examples yet with this new extension. It will be added as soon as available.]

For more information about Google AdWords for Funeral Homes, visit: FuneralResults.com/adwordshelp