EVOLVV STRATEGIES

A FREE DOWNLOAD FROM GOOGLE ADS FOR LOCAL FIRMS

Budget & Expectations Worksheet

The dated benchmark table and the fill-in math from budget to signed client — plus the 60-day patience line.

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Budget & Expectations Worksheet

The honest money talk on one page: what a click costs, what a lead costs, the fill-in math from your budget down to a signed client, and the 60-day rule that keeps you from panicking in week two.

The 2026 benchmark table

These are 2026 US median figures from WordStream by LocaliQ — a large-sample vendor study (13,474 search campaigns), verified 2026-07-16. **Medians, not promises; your account will differ.** And the standing rule for every number in this course: *prices and platform rules move — check the vendor's page before you rely on a figure.*

Vertical	Cost per click	Cost per lead (Search)	Conversion rate	Click-through rate
Legal	$9.87	$131.63	5.55%	5.87%
Home improvement	~$8.33	~$90.92	~8%	—
Dental	~$8.00	~$72.97	~10.7%	—
Finance & insurance	~$3.39	~$74.44	—	—

Legal is the single most expensive of 23 industries, two years running, up about 15% in a year.

On Local Services Ads, where you pay per lead directly, plan around roughly **$50 to $300 per lead, legal at the high end.** That range is deliberately wide: published LSA benchmarks have no rigorous public methodology, so treat single-vendor point estimates (figures like "estate $45, personal injury $249") as the un-verified guesses they are. The only benchmark that will ever matter is your own account.

> **Anyone quoting you a guaranteed cost per lead is selling.** Every figure here is a median or a range, dated 2026-07, from a study with a named sample. No agency, vendor, or course — this one included — can promise you a cost per lead, a lead count, or a timeline. Your numbers will be your numbers, and you'll know them in about six weeks.

What a budget actually buys — worked, so you can copy it

The arithmetic, shown rather than asserted. Legal at ~$9.87 a click and a ~5.5% conversion rate:

- **$1,000/month** buys about 100 clicks → about **5–6 leads** — roughly 3 clicks a day. Enough to test one practice area in one city. Too thin to really optimize, and too thin to feed Google's automated bidding.
- **$2,000–$3,000/month** is the honest floor for a competitive legal metro — about 11 leads at $2k, 16–17 at $3k. Now you have enough data to actually improve.

- A **dental practice**, at a cheaper click and a much higher conversion rate, gets about **13 leads from the same $1,000.** Same money, completely different physics.

Fill in your own numbers

Copy your figures into these blanks. (Run the prompt below first if you want AI to do the arithmetic.)

- My vertical / service: ____________________
- My town or metro: ____________________
- My monthly ad budget: **$** __________
- Median cost per click for my vertical (from the table): **$** __________
- Expected clicks per month (budget ÷ CPC): __________
- My conversion rate (from the table): ________%
- Expected leads per month (clicks × conversion rate): __________
- My cost per lead (budget ÷ leads): **$** __________
- Roughly what a new client is worth to me: **$** __________
- Leads it takes to sign one client (be honest): __________
- Ad spend per signed client (cost per lead × leads-to-sign): **$** __________

The verdict on my budget (circle one): worth testing / thin / not yet viable. If not yet viable, the budget that would make it viable: **$** __________

Set your own numbers before you spend — the prompt

Paste this into ChatGPT or Claude (the free tier is fine), fill in the four brackets, and it will hand you your own planning numbers.

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Help me set honest expectations for Google ads before I spend anything.
- My business: [WHAT YOU DO] in [TOWN/METRO].
- My monthly ad budget: $[AMOUNT].
- What a new client is roughly worth to me (fee or lifetime value): $[AMOUNT].
- Roughly what share of consultations I win: [e.g. "half"].

Using these 2026 US benchmarks (medians from WordStream/LocaliQ; my numbers will
differ): legal ~$9.87/click and ~5.5% of clicks becoming leads; dental ~$8.00/click
and ~10.7%; home services ~$8.33/click and ~8%; other local services somewhere in
between.
1. Estimate my clicks per month, leads per month, and cost per lead.
2. Estimate how many leads I need to sign ONE client, and what that client costs me in
ad spend.
3. Tell me plainly: at my budget, is this worth testing, thin, or not viable - and
what budget WOULD make it viable.
Show the arithmetic simply. No hype, no promises - these are planning numbers, not
guarantees.
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Why it can still be the best money you spend

A lead at $130 sounds expensive until you weigh it against the job. One signed family-law client is worth thousands; at a decent consult close rate, even legal's numbers pencil out with room to spare. But that whole calculation rests on one hinge: **the phone getting answered.** Roughly 35% of law-firm calls go unanswered (the "Silent Lines" study from Law Leaders — a vendor-run study, cited as such), and responding within five minutes makes you about 21 times more likely to qualify the lead than waiting longer (the MIT / InsideSales Lead Response study, 2007 — commonly mis-attributed to Harvard). Every dollar here is either wasted or multiplied at the moment your phone rings.

The 60-day rule

Write this down and mean it:

> **I will not judge, panic, or restructure this account for 60 days.**

LSA verification alone takes three to four weeks to clear. Search needs a meaningful pile of clicks before its numbers mean anything. Restructure on day nine and you've thrown away the only thing that makes the data trustworthy — time. The 60-day rule isn't faith; it's how you avoid making expensive decisions on noise.

EVOLVV STRATEGIES

THE NEXT STEP

You’ve got the playbook. Want it running by next month?

You can now run your own ads with open eyes — and you know exactly what a fair vendor looks like. Measure us against your own checklist.

Evolvv Strategies builds the growth systems these resources teach — done for you, documented, and handed over. We build it, we teach you to run it, and we hand you the keys. No lock-in, no retainer treadmill.

Book a free strategy session — a straight conversation about where your growth leaks and what to fix first. No pitch, no pressure.

Book a free strategy session → evolvv.io/contact

We also do **free custom website mockups** — see your new site before you spend a cent — and **free custom-app consults** for the busywork you want automated. Same link, just say which.

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