



EVOLVV STRATEGIES

A FREE DOWNLOAD FROM GOOGLE ADS FOR LOCAL FIRMS

The Search Campaign Build Sheet

Your fill-in build plan — themes, keywords, banked negatives — plus the settings gauntlet for launch day.

Part of the free Google Ads for Local Firms course · by Evolv Strategies · evolv.io

Want this working in your business instead of on your reading list?

Book a free strategy session →

evolv.io/contact

Search Campaign Build Sheet

Your fill-in build plan for the first Search campaign: one service, two or three themes, the phrase/exact keywords under each, the negatives you bank as you go, and the settings gauntlet where every switch is set against Google's default. Complete it across module 3, then use it as your build checklist.

§1 — The one service

- The ONE service this campaign advertises:
- The town / metro:

§2 — Intent is the whole game

You're not collecting the most keywords; you're collecting the ones a ready-to-hire person actually types. Keep this ladder in your head through discovery:

- **"divorce lawyer near me"** — hire-me intent. **BID on this.**
- **"how does divorce work in [state]"** — research intent. Don't pay for the click — that's a blog post, not a lead. Write content instead.
- **"free divorce lawyer"** — wrong-fit intent. **BLOCK it** as a negative.

§3 — Find keywords free in Keyword Planner

1. In Google Ads, go to **Tools** → **Keyword Planner**.
2. Choose **"Discover new keywords"** (discovery mode, not forecast).
3. **Seed it with your service plus your town** — e.g. "divorce lawyer" and your city.
4. Read the list for two things: rough **volume** (ranges like "1K–10K" are fine — you're comparing) and the **top-of-page bid** column (your reality check on what a click costs).
5. **Copy or export the plausible ones** — anything that reads like a ready-to-hire search. Don't filter hard yet; AI does the sorting next.

One honest catch: on a low-spend account, volumes show as ranges rather than exact numbers. That's completely fine for comparing relative size and reading intent.

§4 — Group with AI — the grouping prompt

Paste your raw list into this. It keeps only the hire-intent terms, groups the keepers into two or three tight themes (each becomes one ad group), formats them in phrase and exact match, and hands you a starter pile of negatives.

I pulled a keyword list from Google Keyword Planner for my ad campaign. Sort it for me like a

careful, waste-averse ads manager would.

- My business: [WHAT YOU DO] in [TOWN].
- The ONE service this campaign advertises: [SERVICE].
- My raw keyword list (with volumes/bids where I have them):
[PASTE LIST]

1. Keep only keywords a person types when they're ready to HIRE someone like me (not research,

not DIY, not jobs, not free help). Cut everything else and tell me why in one phrase each.

2. Group the keepers into 2-3 tight themes with the SAME intent (e.g. "divorce lawyer" terms vs

"child custody lawyer" terms) – each theme becomes one ad group with its own ad.

3. Give me each theme's keywords formatted for Google Ads in phrase and exact match, like:

"divorce lawyer [town]" and [divorce lawyer [town]].

4. From the cut pile, list anything I should proactively BLOCK as a negative keyword (free, jobs, DIY, definitions, other practice areas). I'll use this list in a later module.

Nothing broad match. Keep the total across all themes to 25 keywords or fewer.

§5 — Your themes and keywords (fill in)

Two or three ad groups, **15–25 keywords total** (not per theme — total). Depth beats breadth: a tight set of high-intent keywords each getting real traffic is how a small budget competes. Coverage is an illusion.

Theme / ad group 1: _____

- Phrase: " _____ "
- Exact: [_____]
- (add the rest under this theme)

Theme / ad group 2: _____

- Phrase: " _____ "
- Exact: [_____]

Theme / ad group 3 (optional): _____

- Phrase: " _____ "

- Exact: []

§6 — Match types: phrase and exact only

The mechanics are just punctuation:

- **Phrase** — quotation marks: "divorce lawyer" . Matches searches that include your keyword's meaning.
- **Exact** — square brackets: [divorce lawyer] . Matches the same meaning/intent — tightest, lowest-waste.
- **Bare text with no punctuation is broad**, which is the trap. Every keyword on this sheet gets quotes or brackets.

Broad match stays locked on day one. It's only safe with four things a new account doesn't have: Smart Bidding on real conversion data, an aggressive negative list, weekly Search Terms hygiene, and enough conversion volume to learn from. m7 revisits it as a deliberate experiment. Until then, phrase and exact keep a small budget pointed at people who actually want to hire you. (Even exact match isn't literal-only anymore — Google shows close variants — which is why the Search Terms report is a weekly job, not a nice-to-have.)

§7 — The settings gauntlet

Build the campaign in the real interface, every switch set against Google's default, and **save it PAUSED** — it doesn't go live until the launch checklist (m5).

- ☐ **New campaign → create WITHOUT goal guidance.** A guided goal is another automation funnel; declining it keeps control of every setting.
- ☐ **Campaign type: Search.** Not Performance Max, not Display.
- ☐ **Uncheck Search Partners AND Display Network.** Both are checked by default and both are quiet budget leaks.
- ☐ **Locations set, then Location options → "Presence"** (people actually in or regularly in your area) — NOT the default "Presence or interest." (m4 explains why this one setting matters so much.)
- ☐ **Bidding: manual CPC** (or the "clicks" objective) with a max cost-per-click cap from your worksheet. Smart Bidding needs conversion data you don't have yet.
- ☐ **Daily budget = monthly ÷ 30.4.** Google budgets Search campaigns daily.
- ☐ **Build each ad group** — name it after its theme, paste in that theme's phrase and exact keywords.
- ☐ **Skip the ads for now** (m5 writes them) and **SAVE PAUSED.**

Google's Recommendations tab will light up the moment you save — add broad match, raise your budget, expand networks. You already turned auto-apply **off** when you built the account, so none of it happens without your say-so. Ignore the noise. Your campaign is built exactly the way you meant it.

Account day-one switches (done in the first lesson)

- ☐ Skipped campaign creation → landed in a bare account with no spend.
- ☐ Time zone and currency set correctly (can't be changed later without a new account).
- ☐ **Auto-apply recommendations turned OFF** (Settings → Recommendations).
- ☐ Billing added and verified (you're not spending yet — the campaign launches in m5).
- ☐ Know that **advertiser identity verification** is coming (business docs + government photo ID of an authorized rep) — it's mandatory and normal; do it promptly when the email arrives. Read the fine print on any "free \$500 ad credit" offer before counting the money.



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.

Evolv 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.

Pete Stevenson · Founder, Evolv Strategies · evolvv.io