



EVOLVV STRATEGIES

A FREE DOWNLOAD FROM GOOGLE ADS FOR LOCAL FIRMS

Ad & Landing Page pack

The RSA generator prompt, the landing-page copy prompt, the message-match checklist, and the compliance red-line card.

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

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Ad & Landing Page Pack

The two prompts that draft your ads and your landing-page copy, the message-match checklist that ties them together, and the state-bar red-line card — the course's key compliance artifact — in one place.

The state-bar red-line card

Read this before your first ad runs. General legal advertising is allowed on Google with no special certification — but **Google does not enforce your state bar's rules for you.** That's your job. The card, for ads *and* landing pages both:

- **No unprovable superlatives** — "best," "top," "#1," and "expert" (in some states).
- **No outcome promises** — "we win," "guaranteed result."
- **No guarantee language** of any kind.
- **Mind testimonial restrictions** — some states limit or require disclaimers on them.
- **Include required disclaimers** or "advertising material" labels where your state demands them.
- **No invented facts.** Only things you can substantiate appear in the ad or on the page.
- **Check your state bar's advertising rules before your first ad runs.** This isn't legal advice; it's the safe default, and the calm way to run ads in a regulated profession.

If a claim can't appear in the ad, it can't appear on the page the ad points to. Run every headline and description through this pass before it goes live. And never trade a compliant, true line for a better Google "Ad strength" rating — a "Poor" ad that keeps you out of a bar complaint beats an "Excellent" one that doesn't. Strength is a suggestion; compliance is a wall.

Two narrow hard walls, so you know they exist. Bail bond services are banned on Google Ads globally. **Addiction / rehab treatment** requires third-party LegitScript certification before ads run (fees and timelines are third-party figures, not stated as fact). And if you're a malpractice, mass-tort, or personal-injury firm naming specific drugs or medical devices, healthcare terminology can auto-restrict the ad — write plainly and you'll usually be fine. Almost no local firm hits these; everyone else, carry on.

The responsive search ad, in brief

You don't write one finished ad. You supply up to **15 headlines** (30 characters each) and **4 descriptions** (90 characters each), and Google mixes them per search. One RSA per ad group, each speaking that group's single theme. Spread the 15 headlines across three jobs:

- **Keyword** (~5): match what they typed — "Divorce Lawyer in [Town]," "Child Custody Attorney." Relevance both wins the click and lowers your price.
- **Benefit / proof** (~5): why you, in provable terms — "Flat Fees, No Surprises," "20 Years in [County]," "Free 30-Minute Consult."
- **Action** (~5): tell them what to do — "Book a Free Consultation," "Call for a Same-Week Appointment."

Fill all 15 slots — more raw material gives Google more room to find a winning combination. **Pin sparingly** — only when compliance genuinely requires a fixed first line (a mandated disclaimer); otherwise let it mix. Aim for "Good" ad strength or better, mostly by filling the slots and keeping headlines varied.

Prompt 1 — the RSA generator (one ad group at a time)

Draft a Google Responsive Search Ad for one of my ad groups. I'm a regulated professional, so compliance beats cleverness.

- Business: [NAME], [what you do] in [TOWN].
- This ad group's theme + keywords: [e.g. "child custody lawyer – custody lawyer [town], child custody attorney near me"]
- True, provable things about my firm (only these may appear): [e.g. "flat fees published on our site; 20 years practicing in [county]; free 30-minute consultation; evening appointments"]
- Things my state bar forbids in ads (if I know them): [e.g. "the word 'expert', testimonials without disclaimers"]

Write:

1. 15 headlines, each 30 characters or fewer (count carefully): ~5 that include the keyword naturally, ~5 built on my true differentiators, ~5 with a clear action.
2. 4 descriptions, each 90 characters or fewer, plain and specific.

Hard rules: no superlatives I can't prove ("best", "top", "#1"), no outcome promises or guarantees, no urgency theater, no invented facts, no competitor names. Sound like a calm, competent local professional. After the draft, show me the character count for every line.

After the draft: **read every line aloud, delete anything you can't prove or wouldn't say to a client's face**, and paste the survivors into the paused ad group.

Wire the phone the current way (not call-only)

Ignore any guide pushing "call-only campaigns." **Call-only ads are being removed:** no new ones after **February 2026**, and existing ones stop serving in **February 2027** (dates verified 2026-07-16 — *platform rules move, check Google's page*). The current call play, in three pieces:

1. **Add a call asset to your RSAs** — Assets → Call → add your verified business number, scheduled to the same answered hours as your ad schedule. On mobile, a searcher can tap to call straight from the ad.
2. **Turn call reporting on** — Google swaps in a forwarding number and counts calls past a length you set as conversions (full setup in m6; it's free and code-free).
3. **Answer the phone.** The wiring is worthless if the call rings out. The ad buys the ring; whether it becomes a client is decided in the first five minutes.

Call assets show at Google's discretion (mostly on mobile), so the landing page still has to carry your number, tap-able and prominent. Belt and suspenders.

The landing page: message match

The person clicked a specific promise, so the page has to say the same specific thing, above the fold, with one obvious next step. Sending paid clicks to the bare homepage is the third classic waste pattern of local Google Ads — right behind no negatives and the location default.

The message-match checklist — what the page must contain

- ☐ The **service + town in the headline**, matching the ad group's theme ("Child Custody Lawyer in [Town]").
- ☐ Your **phone number, tap-able**, top-right and repeated down the page — call assets don't always show, so the page must carry the number.
- ☐ **One action, not five** — one short form *or* one booking link. Every extra choice lowers the odds they take any.
- ☐ **Two or three proof elements you can substantiate** — years in practice, review count, a flat-fee promise. The state-bar red lines apply to pages exactly as to ads.
- ☐ **Answers to the three questions every prospect has** — roughly: what does it cost, how does it work, and "do you handle cases like mine."
- ☐ **Fast and mobile-first** — most of these clicks are phones; a slow page loses them before it loads.

The three tiers — best, fine, and never

- **Best:** one page per ad-group theme (two or three pages total), each continuing its ad's exact promise.

- **Fine:** your existing service page for that theme, tightened so the headline and first screen match the ad. Perfectly launchable.
- **Never:** the bare homepage. If the homepage is all you have today, send clicks to your closest existing service page instead — anything with the service named beats the front door.

Drafting the copy is a prompt; *building and publishing* the page belongs to *Build a Stunning Website with AI* and *Edit & Update Your Website with AI*. Draft the copy here, publish it there. Once each page is live, paste its URL into the matching ad group in your still-paused campaign.

Prompt 2 — the landing-page copy (under 450 words)

Write the copy for a landing page that my Google ad sends clicks to. The ad promises one

specific thing and this page must continue it exactly.

- Business: [NAME], [what you do] in [TOWN].
- The ad group's theme and sample headline: [e.g. "child custody - 'Child Custody Lawyer in Boise'"]
- True, provable things about my firm: [same list you used for the ads]
- The ONE action I want a visitor to take: [call / book a consult / fill the short form]
- The 3 questions prospects always ask me: [e.g. "what does it cost", "how long does it take", "will I have to go to court"]

Write, in plain language a stressed person on a phone can skim:

1. A headline with the service + town, matching the ad's promise.
2. A one-sentence subhead that says who this is for and the one action.
3. A short "how it works" in 3 steps.
4. Honest answers to my 3 questions (2-3 sentences each – no dodging, no hype).
5. A proof block using only my provable facts.
6. The call-to-action line, repeated once mid-page and once at the end.

Rules: no superlatives I can't prove, no outcome promises, no invented facts (my state bar reads ads AND pages). Keep the whole thing under 450 words.

The bar reads your pages too. Your state bar's advertising rules apply to your landing pages exactly as they apply to your ads. No unprovable superlatives, no outcome promises, no guarantees, and any required disclaimers belong here as well.



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.

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