FOR CONCRETE CONTRACTORS

How to get qualified concrete estimates from Google.

Homeowners searching “concrete contractors near me” are looking for someone to do the job. This is how to turn those searches into booked estimates with Google search ads, where you pay only when someone clicks: the keywords, the ad, the words to block, what to count, and how homeowners book straight onto your calendar.

LA COUNTY

7,600+

Searches a month

Driveways, patios, walkways, repair, removal and retaining walls

ORANGE COUNTY

2,000+

Searches a month

Same searches. Buying concrete, DIY, other trades and prices not counted

BEFORE THEY BOOK

6

Questions to screen them

Job, owner, address, size, old concrete, timing

02 Where the money leaks

03 The system in five steps

04 to 07 The campaign, the ad and the negative list

08 to 14 Tracking, the form, booking, follow-up and the first 90 days

The searches are there. The money leaks between the click and the estimate.

THE LEAK	THE FIX
Homeowners click a lead site's ad at the top of Google. Lead sites often send the same request to several contractors.	Run **your own ad and booking page**. The homeowner books with you, not with a list.
Loose keyword matching can show your ad for "ready mix concrete" and "concrete disposal near me".	**Close matches only**, plus a list of blocked words on day one (page 7).
Most ads say "free estimates" and "quality work". Nothing tells a homeowner why you.	**Lead with proof**: a written quote, haul-away included, a warranty that says what it covers (pages 5 and 6).
The form sits in an inbox. A slow callback sends the homeowner to the crew that answered first.	Homeowners who fit **book the estimate right there**, at times that fit your route.
Google is told a page visit or a button tap is a lead, and spends your money getting more of those.	**Count only three things as a lead**: two kinds of calls and the booked estimate (page 8).
Reports lead with how many people saw the ad and how many clicked.	Lead every report with **booked estimates, cost per estimate, how many sign and job value**.

THE DEMAND IS ALREADY THERE

SEARCHES A MONTH	LA COUNTY	ORANGE CO.
Concrete contractor	4,030	880
Driveways	940	250
Patios, walkways and pads	970	300
Repair and removal	1,260	470
Walls and foundations	480	170
Total	7,680	2,070

WHAT A CLICK AT THE TOP HAS COST

KEYWORD	LA COUNTY
concrete contractors near me	$7 to $32
concrete contractor	$8 to $30
concrete driveway	$4 to $16
concrete repair near me	$9 to $40
retaining wall contractors	$21 to $100

Google's own data (Keyword Planner): average monthly searches and the price range for a top spot, pulled October 9, 2026. Style searches like "stamped concrete" are left out: they name a look, not a job, and top bids stay under $10.

THE SYSTEM

Five steps from a search to a signed job.

01	The search	Pay to show up on **searches that name the job**: “concrete contractors near me”, “concrete driveway”, “concrete repair”. Only people in your area, and at first only during hours you can answer.
02	The ad	Lead with **why a homeowner should pick you**: a written quote fast, haul-away included, a warranty that says what it covers, your license number. Real facts, with no filler like “quality” or “best” (pages 5 and 6).
03	The page	Send the click to **a page built for that job**. Six quick questions: which job, owner or not, address, size, old concrete, timing. Window shoppers drop off here, not on your phone.
04	The appointment	Homeowners who fit **book the estimate on the page**, at a time that fits your route. Anyone who would rather talk taps to call a number that shows the call came from Google.
05	The feedback	Each week, mark every lead **qualified or not** in your CRM. When a job signs, add its value to that same lead.

RULE ONE

Count only what you would pay for.

A lead is a real call or a booked estimate. Judge Google on booked estimates, cost per estimate, how many sign and what they are worth. Not clicks or views.

RULE TWO

Feed signed jobs back to Google.

Tell Google which clicks became signed jobs, and for how much, within 90 days. Then it can find more homeowners like the ones who sign.

WORDS USED IN THIS GUIDE

Keyword
A search you pay to show up for.

Blocked words
Searches you never pay for. Google calls them negatives.

Search terms
The list of what people actually typed before clicking.

Lead you count
An action Google counts as a win. Google calls it a primary conversion.

Bid
The most you agree to pay for one click.

Build it tight, so your budget goes to people ready to hire, in your area, when you can answer.

Search only Turn off ads on other websites and on Google's partner sites. Show only on Google Search.	**One group per job** Driveways, patios and walkways, repair and removal, retaining walls. Each gets its own ad and its own page.
Close matches only No loose matching, which can show your ad for "ready mix concrete" and "concrete disposal near me". Blocked words catch the rest.	**Your area, your hours** Show ads to people in or often in your area, during the hours you can pick up.
Homes and businesses apart A parking lot or a warehouse slab is a different buyer and a bigger job. Give it its own campaign and budget.	**Automation off at launch** Turn off auto-applied recommendations, automatically created assets and the account's automated assets. Then Google cannot change your ads or settings on its own.
Ads on your own name Competitors can pay to show up when people search your name. Bid on it in its own campaign, so those cheap leads do not hide the true cost of new ones.	**Your account, your card** Google bills you directly. Whoever manages it, the account and its history stay yours.

KEYWORDS TO START WITH

AD GROUP	EXAMPLE KEYWORDS	LA / MO
Contractor	"concrete contractor" "concreters near me" "concrete company"	2,130
Driveways	"concrete driveway" "driveway contractors" "cement driveway"	490
Patios	"concrete patio" "stamped concrete patio" "concrete walkway"	610

"Quotes" = the search includes the meaning of these words. [Brackets] = the search means the same thing. Monthly searches for the keywords shown, LA County.

HOW MUCH TO PAY PER CLICK

1. Profit from one signed job × the share of estimates that sign = what one booked estimate is worth
2. That × the share of clicks that book = the most one click can be worth
3. Start well below that. Adjust once you have your own numbers.

Example only: $2,000 profit on a driveway × 1 in 4 estimates that sign = $500 per booked estimate. If 1 in 15 clicks books, one click is worth up to $33.

STEP 02 · THE AD

A free estimate is not an offer. Give them a reason to pick you.

Most concrete crews offer a free estimate, so it gives a homeowner no reason to pick you. An offer is something they get from you and not from the next crew: a clear price, less mess, less risk. Keep the estimate if you like, but make it specific: a written price, fast, with what is included.

OFFERS THAT GIVE THEM A REASON

A written quote in 48 hours

After the visit, a line-by-line price in writing within 48 hours: demo, base, steel, concrete, finish.

Use it if you can turn quotes that fast.

Demo and haul-away in the price

Breaking out the old concrete and hauling it off, listed in the quote. No dump fee added later.

Use it if your price already covers it.

Pay as each stage is done

California caps a home improvement deposit at $1,000 or 10%, whichever is less. Then a payment after each stage: demo, forms, pour.

Use it if your payment schedule already works this way.

A crack warranty that says what it covers

Concrete shrinks, so hairline cracks are normal. Say which cracks you cover, how wide, and for how many years, in writing.

Use it only if you stand behind it.

Permits handled

If the job needs a city permit, it is in the quote and you pull it.

Use it if you already do.

See a job near you

Photos of, or the street of, a driveway or patio you poured in their city.

Use it if you have local jobs to show.

SAME CONCRETE COMPANY, TWO ADS

THE AD EVERY CONCRETE COMPANY RUNS

Sponsored

Y Your Company
yourcompany.com

Concrete Contractor Near You | Free Estimates | Quality Work Guaranteed

Driveways, patios and more. Quality concrete at affordable prices. Call for a free quote.

- Free, quality, affordable: most crews say it
- No timeline, no warranty, no license a homeowner can check
- “Near you”, not a city: nothing says you are local

THE AD BUILT ON PROOF

Sponsored

Y Your Company
yourcompany.com

Concrete Driveways in Downey | Written Quote in 48 Hours | Demo and Haul-Away Included

Old driveway out, new one poured. Cracks over 1/8 inch covered 5 years, in writing.

Licensed C-8, CSLB #000000. Small deposit, then pay as each stage is done.

- Answers the first questions: how fast, what is included
- A warranty and a license they can check

Ad copy to start from. Swap in your own facts.

WHY Google rates each ad on how likely people are to click it, how well it matches the search and the page it lands on. Google says better-rated ads generally pay less per click and show higher. A generic ad usually pays more per click.

HEADLINES, BY JOB

MATCH THE SEARCH	
Concrete Driveways in Downey	28 / 30
Concrete Patios in Downey	25 / 30
Concrete Repair in Downey	25 / 30
PROOF	
300+ Driveways Since 2015	25 / 30
Licensed C-8, CSLB #000000	26 / 30
PRICE AND LESS RISK	
Written Quote in 48 Hours	25 / 30
Demo and Haul-Away Included	27 / 30
Pay as Each Stage Is Done	25 / 30
NEXT STEP	
Book an Estimate Online	23 / 30
See a Driveway Near You	23 / 30
Pick Your Estimate Time	23 / 30

DESCRIPTIONS

Book online, then send photos. A written, line-by-line quote within 48 hours of the visit.	90 / 90
Old concrete broken out and hauled off, in the price. Base, steel and pour, all listed.	87 / 90
Cracks over 1/8 inch covered 5 years, in writing. Small deposit, then pay by stage.	83 / 90
Licensed C-8, CSLB #000000. Pick an estimate time online, or call if you'd rather talk.	87 / 90

Callouts: Written Quotes · Demo and Haul-Away · Licensed CSLB #000000 · Pay as Work Is Done

Sitelinks: Driveways We Poured · Patios and Walkways · Repair and Removal · Book an Estimate

Underlined words are examples. Google allows 30 characters per headline, 90 per description and 25 per callout or sitelink title, so count again after you fill them in. California requires your CSLB license number in all your advertising, your website included: put it in a description pinned to position 1, so it always shows. Say C-8 only if your license has it.

A number beats an adjective.

"48 hours, haul-away included, 5 years on cracks" says more than "quality".

Say it only if you can prove it.

No "best", no "crack-free". Concrete cracks, and homeowners know it.

Match the search.

Driveway searches see a driveway ad.

STEP 01 · THE NEGATIVE LIST

Add these before launch. They bring clicks from people buying concrete, not hiring a crew.

Add them as blocked phrases for the whole campaign, singular and plural: blocking “supplier” does not block “suppliers”. Then read your search terms every 2 to 3 days for the first month, and block anything new that is not a buyer.

ADD ON DAY ONE

Buying or dumping concrete

`mix` `readymix` `delivery` `supplier` `suppliers` `bag` `bags` `disposal`

Stores and products

`home depot` `lowes` `quikrete` `sakrete` `crack filler` `mixer` `for sale` `equipment rental`

DIY and how to

`diy` `how to` `yourself` `calculator` `youtube` `reddit` `tutorial` `ratio`

Jobs and training

`jobs` `career` `careers` `salary` `now hiring` `apprentice` `union` `employment`

Other trades

`asphalt` `blacktop` `pump truck` `pumping` `core drilling` `coring` `scanning`

Research and pictures

`ideas` `pictures` `images` `what is` `vs` `thickness` `cure time`

CHECK AGAINST YOUR SERVICES FIRST

These can be real buyers, depending on what you offer. Blocking them blindly cuts good leads.

Cost, price, quote	Never block outright. “Concrete driveway cost” can be a homeowner comparing quotes.
Stamped, colored, exposed aggregate	Real buyers if you do decorative work. Block each finish you do not pour.
Commercial, parking lot, warehouse	Bigger jobs and a different buyer. Block them if you only do homes, or give them their own campaign.
Pavers, block wall, retaining wall	Some concrete crews build these. Block each one you do not.
Leveling, sealing, epoxy	Different jobs from pouring. Keep each one you offer. Block the rest.
Other contractors’ names	Find them in your search terms. Block their names unless you want to show up for them.
Cities you do not serve	Add each one. Someone inside your area can still search for a city you do not cover.

BEHIND EVERY STEP · TRACKING

Count only three things as a lead. Nothing else.

Whatever you tell Google counts as a lead (Google calls it a primary conversion) is what your reports call a win, and what Google spends your budget to get more of. Count only the three actions that put a homeowner in touch with you.

1

Calls from the ad

The call button on your ad uses its own tracked number that rings your phone. Calls under 45 seconds are mostly wrong numbers and spam.

COUNTS · CALLS 45 SECONDS OR LONGER · ONCE PER AD CLICK

2

Calls from the page

Visitors from Google see a tracked number on your page, so every call is tied to the search that sent it.

COUNTS · CALLS 45 SECONDS OR LONGER · ONCE PER AD CLICK

3

The booked estimate

Counts when a homeowner who fits books an estimate. Anyone who cannot approve the job, is outside your area or is just researching never counts.

COUNTS · BOOKED ESTIMATES ONLY · ONCE PER AD CLICK

EVERYTHING ELSE IS TRACKED BUT NOT COUNTED, OR TURNED OFF

Clicks on your phone number	A tap is not a call. Count the call itself.
Page views and button clicks	Activity, not leads. Counting them teaches Google to find browsers.
Leads copied from Google Analytics	Leave them out. They can count the same lead twice.
Qualified and signed jobs	Have the page save Google's click ID with each lead and set the window to 90 days. Then send them from your CRM. Track them, but don't count them as leads until there are enough to learn from.

PROVE IT BEFORE LAUNCH

Make a test booking and a test call to the page's tracking number. Each must reach you and show up once in your tracking and your CRM. Send a test form that does not book, and check it does not count. Calls from the ad cannot be tested early. The day after the first real ad call of 45 seconds or longer, Google Ads must show exactly one lead. If not, fix it that day.

STEP 03 · THE FORM

Six questions keep wasted drives off your calendar.

One question per screen, with tap answers except the address. Each answer decides if they fit, where they go next, or if they stop here. Contact details come after the questions, once they have already put in the effort.

QUESTION	ANSWERS	WHAT IT DOES
01 What do you need?	Driveway · Patio or walkway · Repair or removal · Retaining wall · Something else	Each job goes to the right estimator and time slot. “Something else” leaves contact details and gets a call. Jobs you do not do end here.
02 Do you own the property?	Yes · I manage it for the owner · I rent, and the work is approved · I rent, not approved yet	Only someone who can approve the job reaches your calendar. Renters without approval stop here.
03 Where is it?	Street address	Outside your service area, no times show. Inside, the address fits the estimate into your route.
04 About how big is it?	Under 200 sq ft · 200 to 500 · 500 to 1,000 · Over 1,000 · Not sure	Sets how long the estimate takes. “Not sure” is fine: you measure at the visit.
05 Is there old concrete to remove?	Yes, all of it · Some of it · No, it is new · Not sure	You know before you go if the quote needs demo and haul-away.
06 When do you want it done?	Within a month · 1 to 3 months · Later · Just researching	Within a month goes to the calendar. 1 to 3 months can book or get the monthly emails (page 11). Later and just researching get the emails.

THEN

Homeowners who fit (they can approve the job, it is in your area, and it is a job you do) give name, phone and email. Within a month: they pick an estimate time. 1 to 3 months: a time or the monthly follow-up. Later or just researching: the follow-up. Something else: you call. Everyone else gets a polite thank you and never reaches your calendar.

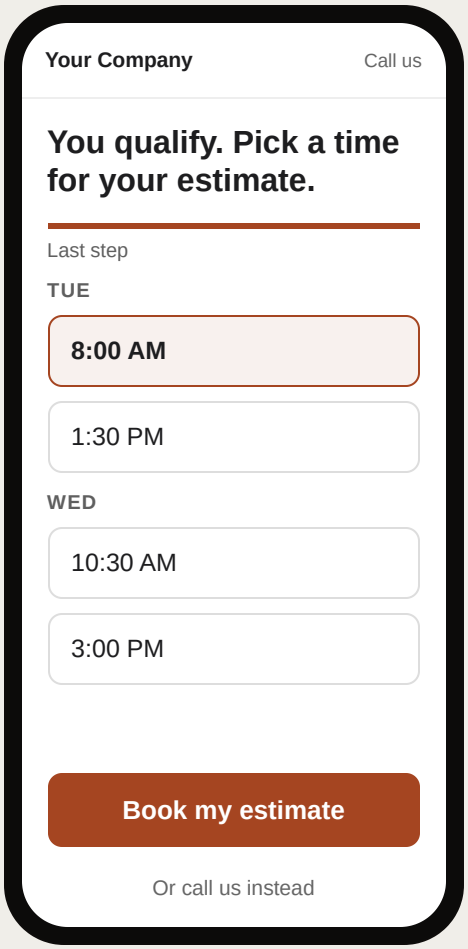
Ask for photos after they book, not before: the old slab, cracks, slope and room for the truck change the price, and photos let you show up with a number in mind. Every extra question loses some people, so drop any that does not change who you book or how you prepare.

STEP 04 · THE BOOKING

Only qualified homeowners see your calendar, and only at times that fit your route.



01 QUALIFY, THEN CONTACT



02 BOOK

Book inside your territory
The booking step checks the address against your service area before it shows a single time.

Times that fit your route
It offers only open slots that add the least drive time to the estimates already on your calendar.

Photos before you go
After booking, the homeowner can send photos of the old concrete and the access, so you arrive with a price in mind.

Booked on the spot
No inbox, no phone tag. The homeowner leaves with a time.

Keep a call option
A tracked number on every screen for anyone who would rather talk.

The booking connects to the calendar you already use for estimates. Give the page its own address on your website and mark it “noindex” so it stays out of Google’s unpaid results and never competes with your main site. Do not block it in robots.txt.

STEP 04 · FOLLOW-UP

Not every qualified homeowner books right away. Follow up until they do, or tell you to stop.

Homeowners who fit leave contact details before the calendar, so you can reach them whether they book or not. Call anyone. Text only those who said yes to texts. Each group gets its own follow-up.

WHO	WHAT THEY GET	WHEN
01 Something else, or left before booking	A call, plus a text with the booking link if they said yes to texts.	Within 5 minutes. Two more tries that week.
02 Booked, then missed it	A call, or a text if they said yes to texts, to pick a new time.	The same day.
03 Got a quote, has not signed	A call to answer questions, then an email with photos of a job you poured near them.	Within 2 days. Again at 1 week.
04 Not ready yet	One useful email a month, with the booking link: how you prepare the base, what the warranty covers, jobs you poured.	Monthly, until they book or opt out.
05 Not a fit	A thank-you on screen. Renters without approval, outside your area, or a job you do not do.	No follow-up. No contact details taken.

GET CONSENT

Ask before you text.

Texting without permission can bring fines. Add an empty, optional box: “Yes, text me about my estimate. Msg frequency varies. Msg and data rates may apply. Reply STOP to stop, HELP for help. Not required to book.” Name your business and link your terms and privacy policy beside it. Register the number through your texting provider first. Every email gets an unsubscribe link and your business address.

KEEP THE SOURCE

Late bookings still count.

A homeowner who signs in month 3 still came from the original search. Keep the job value on the same lead. Google only takes results up to 90 days after the click, so send “qualified” as soon as you mark it.

WEEKS 1 TO 4 · GET LIVE. PROVE TRACKING.

Launch and learn.

Ads live, tracking proven, real searches coming in. This month is for learning and fixing, not best results.

GOAL

- Ads go live only after the page call, the booking and the form are tested
- First qualified estimates booked
- Every lead marked qualified or not
- A negative list built from real searches

NUMBERS TO WATCH

- Booked estimates
- Cost per estimate (too few yet to judge)
- What people typed: buyers or not
- Calls answered

THE WORK

- Search terms every 2 to 3 days
- Add negatives from real searches
- Fix tracking the day anything breaks
- Pause obvious waste. No big price changes on a few leads.

SETUP

Logins and facts in one sitting

Ads account, Google Business Profile (your Maps listing), photos of finished jobs, service area, license number, price ranges by job, profit per job.

BUILD

Ads built, turned off

Google reviews the ads before they can spend a dollar.

TEST

Tracking proven

A test booking and a test call each show up once. A test form that does not book never counts.

LAUNCH

Go live

On a weekday morning, checked every hour for the first 24 hours.

DAY 30

Check-in. Booked estimates and cost per estimate so far. If it is not working, fix the biggest leak first, one change at a time.

WEEKS 5 TO 8 · SHARPEN IT.

Cut what does not book.

A steadier flow of bookings. Money moves away from searches that do not book and toward the ones that do.

GOAL

- A steady number of estimates each week
- Cost per estimate trending down
- A clear picture of which searches and ads book
- First signed jobs

NUMBERS TO WATCH

- Booked estimates, week over week
- Cost per estimate, week over week
- How many estimates sign
- First job values

THE WORK

- Check what people typed every 2 weeks
- Add keywords that book. Pause the ones that do not.
- Move money to the jobs that sign
- Try new ad wording against the best ads
- Follow up every quote that has not signed

Every wasted search you cut leaves more money for real homeowners.

WEEKS 9 TO 12 · TUNE AND TEST.

Compound and scale.

With bookings steady, the work turns to your goal: more volume, or better margin on the volume you have.

GOAL

- Predictable weekly estimates
- Cost per estimate at or below what one is worth to you
- Signed jobs traced to the searches that found them
- A clear decision: scale or hold

NUMBERS TO WATCH

- Cost per signed job
- Job value against ad dollars
- Searches your budget missed
- Calls answered, and how many book

THE WORK

- Let Google set click prices once it has enough leads to learn from
- Update ads and try new wording
- See if spending more brings more signed jobs
- Send Google signed jobs within 90 days of the click

DAY 90

The full count. Booked estimates, signed jobs and what each one cost. That is the number to judge Google on.

When the numbers hold, the question changes from “is it working” to “should we spend more”.

YOUR NEXT STEP

Want us to run this for you?

That is the whole method. The hard part is running it every week: reading the searches, cutting waste and fixing what breaks. Here is how we would split the work.

WE DO

- Keywords, the negative list and the build
- Your ads, built on what sets you apart
- The page, the booking and the tracking
- Checking what people typed every 2 to 3 days at first, then every 2 weeks
- The weekly lead list and the monthly report

YOU DO

- Approve the ads, the page and the budget
- Answer calls during your hours
- Run the estimates
- Mark each lead qualified or not
- Add each signed job's value to the same lead

WHY YOUR OWN AD, NOT A LEAD SITE

A LEAD SITE

Shared

One request, several contractors

You race other crews to call first

YOUR OWN AD

Direct

The homeowner books with you

Nobody else gets that lead

YOUR ACCOUNT

Yours

Searches, leads and history

Whoever manages it, you keep it

OUR 90 DAY PROMISE

We'll make Google your #1 marketing channel in 90 days.

If Google isn't your #1 marketing channel in 90 days, we'll cover our next month's management fee and ad spend, up to your agreed monthly Google ad budget.

Book a 30 minute call. We look at your area and your numbers on screen and set a starting budget together. You decide after. If you go ahead, we target launch within seven calendar days of kickoff, once your details, access and approvals are ready. vantier.co/book

Book a call ↗