

How to Create a Profitable Google AdWords Campaign for Your Funeral Home

Why I love AdWords for funeral homes



funeral homes [your city]



Google Search

I'm Feeling Lucky



Because You can be here tomorrow



victoria bc funeral homes



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Victoria BC Funeral Homes - McCallBros.com

Ad www.mccallbros.com/Resource-Kit ▾

Did Someone Pass Away in Victoria? Download Our Free Resource Kit

24 Hours Service · Satisfaction Guarantee · No Hidden Fee Guarantee

📍 1400 Vancouver Street, Victoria, BC

[Cremation Options](#)

[Pre-Plan Online](#)

[Why Pre-Plan \(Videos\)?](#)

[If A Death Has Occurred](#)

Simple Low Cost Cremation - PacificCoastCremation.com

Ad www.pacificcoastcremation.com/LowCost ▾

Arrange at Our Office, at Your Home or Online (Save \$50). 3 Packages

No Hidden Fee Guarantee · Satisfaction Guarantee · 24 Hours Service

[Cremation Price List](#) · [Cremation Packages](#) · [Cremation FAQs](#)

📍 2780 Veterans Memorial Parkway Victoria BC

Benefits of Google AdWords

Instant - be at the top of Google tomorrow

Quicker ROI than SEO

Not affected by Google's updates

Greater reach - can target different Geo markets

More precise - cannot overspend if done properly

1st impression – #1 ad is seen before #1 organic

AdWords >

Google My Business >

SEO Results >

Google victoria bc funeral homes

All Maps News Images Videos More Search tools

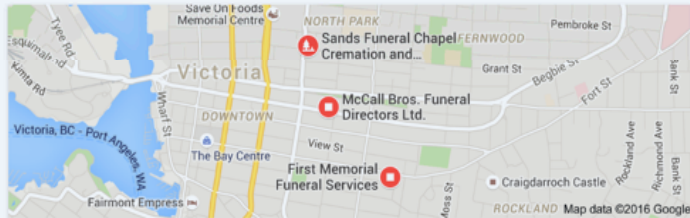
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Funeral - Funeral Company for More than 26 Years
Ad www.carefuneral.com/ (778) 403-4427
Call Us for More Info Today.

Funeral Homes Services - earthsoptionvictoria.ca
Ad www.earthsoptionvictoria.ca/ (778) 410-2061
Our Funeral Home Is Available 24/7. Call Us Today For More Info.



Map showing locations of funeral homes in Victoria, BC. Markers are placed for Sands Funeral Chapel, McCall Bros. Funeral Directors Ltd., and First Memorial Funeral Services.

McCall Bros. Funeral Directors Ltd.
1 review · Funeral Home
1400 Vancouver St. · (250) 385-4465
Open 24 hours
Website Directions

First Memorial Funeral Services
1 review · Funeral Home
1155 Fort Street · (250) 384-5512
Open until 4:00 PM
Website Directions

Sands Funeral Chapel Cremation and Reception Centre (Vi...
No reviews · Funeral Home
1803 Quadra St · (250) 388-5155
Open 24 hours
Website Directions

More places

McCall's Funeral Home and Cremation Services | Victoria, BC ...
www.mccallbros.com/
Offers funerals, memorials, and celebrations of life services, online obituaries and flowers. Includes company history, obituaries and facilities virtual tour.

Obituaries Archive | McCall's Funeral Home and Cremation Services ...
www.mccallbros.com/obituaries
McCall's Funeral Home and Cremation Services | Victoria, BC > Obituaries ... Passed away very peacefully at home on June 28, 2016, at the age of 86. Mervin ...

AdWords Agenda

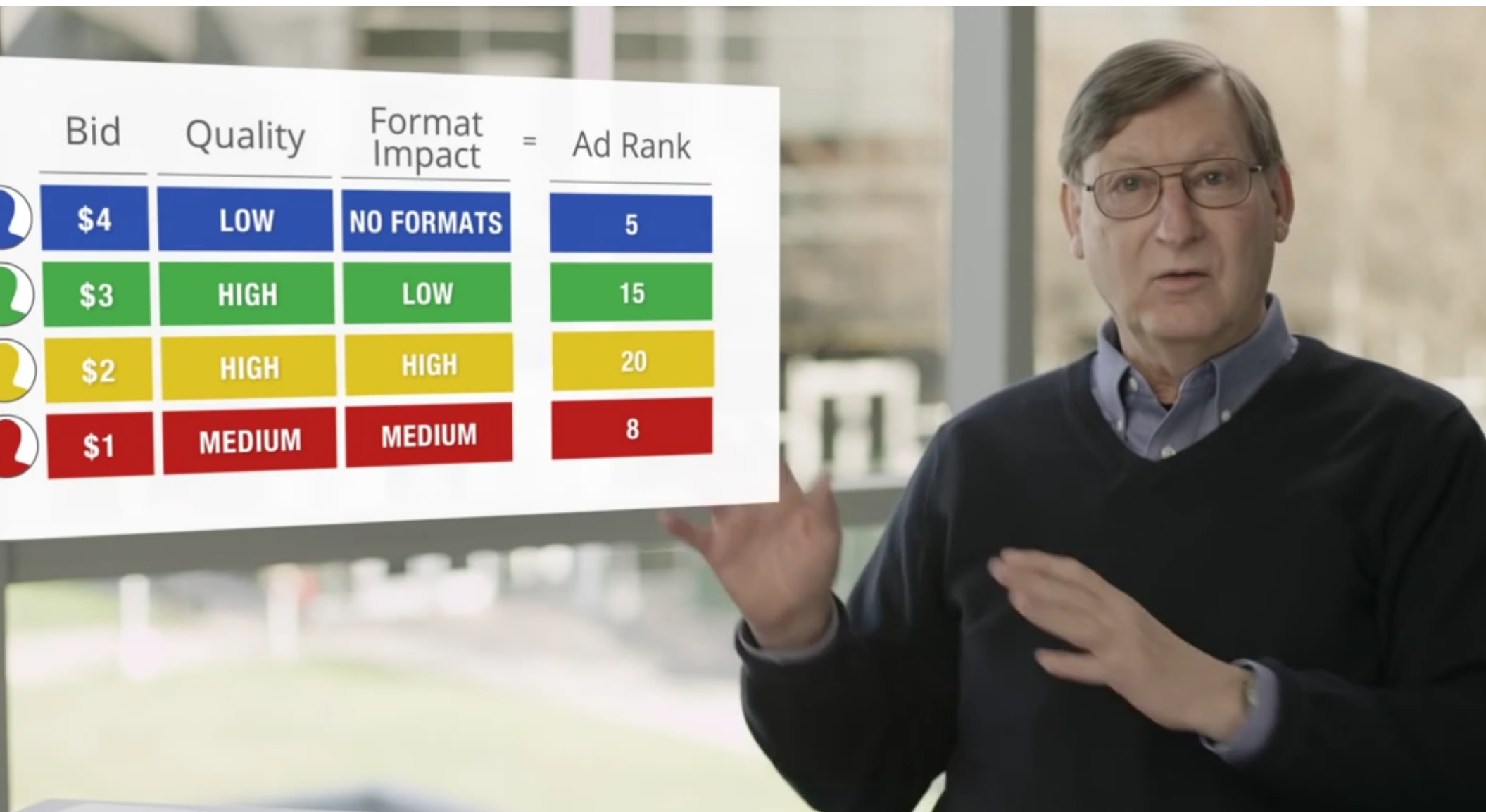
How Bidding and Ad Placement works

How to structure your AdWords account





How to get more clicks for less money

Understanding Ad Extensions

Worksheets: 17

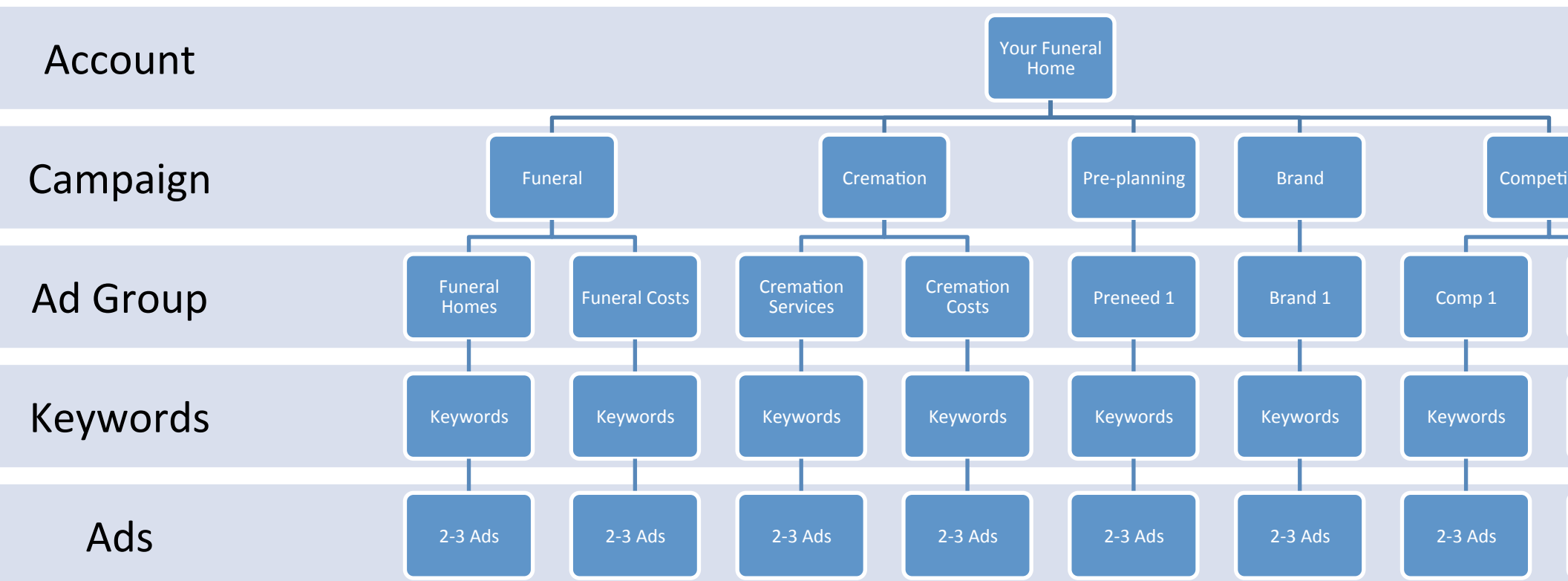


The image shows a man with glasses and a dark sweater gesturing towards a table that illustrates the Ad Rank calculation formula. The table is divided into four columns: Bid, Quality, Format Impact, and Ad Rank. The rows represent different combinations of these factors, with the Ad Rank calculated as the product of Bid, Quality, and Format Impact.

	Bid	Quality	Format Impact	= Ad Rank
	\$4	LOW	NO FORMATS	5
	\$3	HIGH	LOW	15
	\$2	HIGH	HIGH	20
	\$1	MEDIUM	MEDIUM	8

How Bidding & Placement Works

Search Network Structure



tips to get more clicks for less money

Send traffic to specific page (not home page)

Create Brand campaign

Prune and update keywords

Use Ad extensions

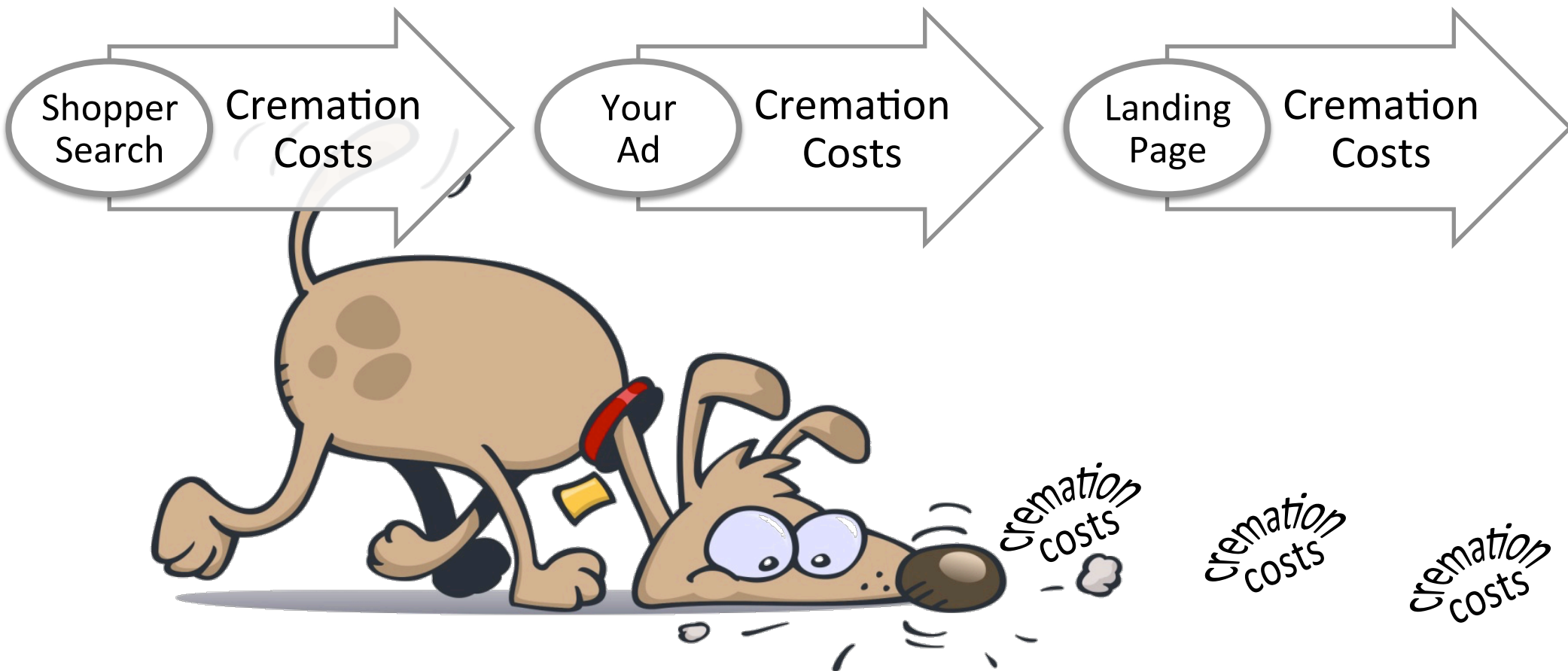
Use Negative keywords

Keyword Match Types

Type	Special symbol	Example keyword	Ads may show on searches that	Example search
Default match	none	women's hats	include misspellings, synonyms, related searches, and other relevant variations	<i>buy ladies hats</i>
Match modifier	+keyword	+women's +hats	contain the modified term (or close variations, but not synonyms), in any order	<i>hats for women</i>
Phrase match	"keyword"	"women's hats"	are a phrase, and close variations of that phrase	<i>buy women's hats</i>
Exact match	[keyword]	[women's hats]	are an exact term and close variations of that exact term	<i>women's hats</i>
Negative match	-keyword	-pet	are searches without the term	<i>baseball hats</i>

Improving Your Quality Score

Keep the Scent - Congruent Message



Best Performing AdWords Ad

Cremation Costs Comparison

Compare Prices from [City / Town] Firms

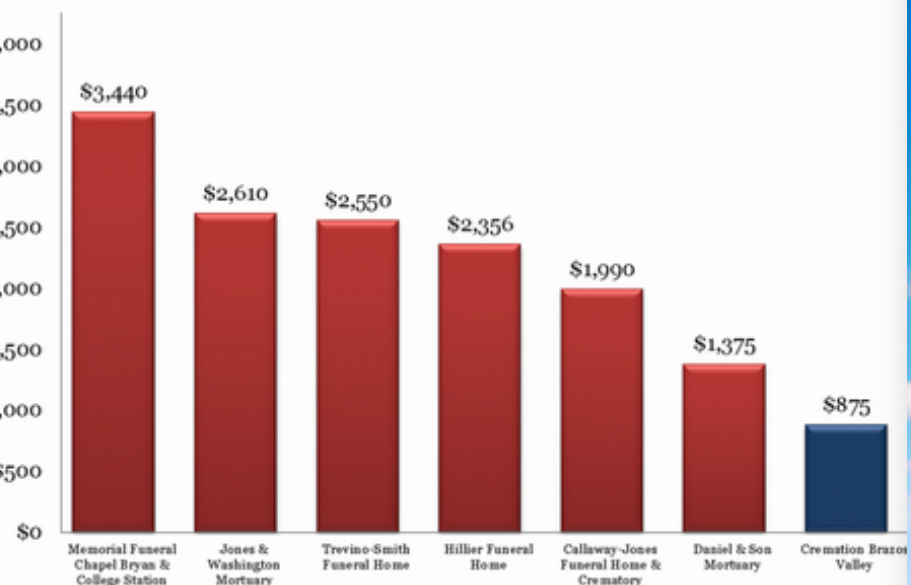
Cremation Costs Starting from \$XXX

YourFuneralChapel.com/CostComparison

Brazos Valley Price Comparisons

Prices below are for "Direct Cremation" costs and include professional services of funeral director and staff, transfer of deceased from place of death to the place of cremation, refrigeration of unembalmed remains, basic cardboard cremation container, legal permits, cremation and crematory fee, and temporary urn.

Cremation Price Comparison Bryan and College Station, Texas



[Click Here for more details.](#)

Simple Cremation

Cremation Cost Comparison for:

Simple Cremation Only

	Dignity Plan	AL
	\$3,190 per month	\$1,190
Basic Services of Funeral Directors and Staff	✓	
Refrigeration Fee for unembalmed remains	✓	
Crematory Fee	✓	
Transfer of Deceased from Place of Death to Crematory	✓	
Minimum Cremation Container	✓	
Minimum Cremation Urn	✓	
TOTAL COST	\$3,190	
Saving Percentage		
You Save		

Types of Ad Extensions

Call extension (phone number)

Callout extension (non clickable)

Location extension (address)

Sitelinks extension (additional links to site)

Fully Optimized Ad

Victoria Cremation: \$1295 - PacificCoastCremation.co

www.pacificcoastcremation.com/LowCost ▼ (250) 483-2559

We Offer Low Cost Cremation: Plan Online or We Come to Your Home

Hidden Fee Guarantee · Satisfaction Guarantee · 24 Hours Service

2780 Veterans Memorial Parkway, Victoria, BC

[Cremation Price List](#)

[Cremation Packages](#)

[Arrange Online - Save \\$](#)

[Cremation FAQs](#)

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Case Study: Trinity Funeral Home



Value Cremation \$995

Education Best Value Guaranteed

Case Study: Pacific Coast Cremation



Have questions about cremation?
Call (778) 433-9344 to speak to a cremation expert.
2780 Veterans Memorial Parkway, Victoria, BC
or We Come To You!

- Home
- General Price List
- Cremation & Burial Packages
- About Us
 - Facilities
 - Hours of Operation
- Obituaries
- Obit Submission Form
- FAQs about Cremation
- Online Arrangement Process Guide
- Contact Us



Ad Budgets are set to prevent firms
from spending too much money on
ineffective advertising.

This is what Online Domination looks Like...

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victoria bc funeral homes

All

Maps

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Images

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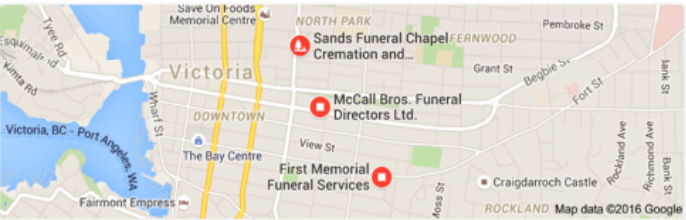
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McCall's Funeral Home and Cremation Services | Victoria, BC > Obituaries ... Passed away very peacefully at home on June 28, 2016, at the age of 86. Mervin ...

How many calls will you lose...



Robin Heppell: Evaluation Form

"After listening to the presentation, I have a better understanding of . . .	
"	
"From what I've learned today, I will take action on . . .	
"	
Do you have any suggestions for improving this presentation or suggestions for future topics?	
Do you have anything further to add?	
Do I have your permission to print your comments? Yes / No (please circle)	
Please leave your contact information	<input checked="" type="checkbox"/> YES, I would like more information about...
Name:	___ Upgrading my current website
Firm:	___ Free Market Analysis
Address:	___ Funeral Market Domination program: \$14,997
City:	___ Subscribe to Funeral Futurist newsletter (free)
State / Prov:	___ Join FuneralGurus Membership (save 40%)
Licensed Fun. Director: Yes / No CFSP: Yes / No	___ Social Media Set Up Program: \$747
Postal Code:	___ Funeral Google AdWords / PayPerClick: \$597
Phone:	Would you be interested in a year long, Mentorship / Mastermind Program that walks you through Marketing, Strategy & Web Domination, specifically for funeral homes?
Email:	
Website:	
___ Yes, tell me more!	

Please hand in form at the end of the presentation or fax to 250-483-5455

From: Robin Heppell, CFSP

Are you still interested in strengthening your funeral home's online presence?

You probably had a lot of information here at the conference and you may have even more questions about how does this stuff apply to your market. I know exactly what you're going through because I have had to figure all of this stuff out on my own. Maybe you just want someone to review your website and your competitors' sites and show you what needs to be done to get the results that you were looking for. I am happy to be that person for you.



Since you attended this presentation, you already have a better understanding than most about how to improve your online presence and reputation. Perhaps though there are just a few specific questions that you have about your market in particular. For this reason I'm happy to offer you a free, 20 minute online market analysis for your funeral home.

Here's what I have in mind: send me an email to robin@funeralfuturist.com with the subject: **Market Analysis**. (Please use this exact subject so that I can filter the emails and make sure that yours is a priority). In the email please state what the biggest issue or challenge that you are currently having with your website or online presence. I will probably ask you a few more questions about your particular market so that when we have our one-on-one session that I will be as prepared as possible.

During our session I will identify and prioritize different items that you can improve on - probably one or two of them you could implement right away for free. Please keep your questions focused on about your website or your market in particular - for "how to" questions I will cover those in the follow-up webinar .

So please email me at robin@funeralfuturist.com with the subject: **Market Analysis** - I look forward to our discussion.

PS: If you are in a market with 2 other competitors or more, I know that you will find this one-on-one session beneficial.

Robin Heppell
FuneralFuturist.com
800-810-3595
robin@funeralfuturist.com

AdWords & PPC Services:
FuneralGeeks.com/PPC

