

Niche	Sub Services	Google	Estimate CPA Range		Recommend Starting Budget	Est Leads for Recommended Budget		Absolute Min Budget	Google Ads Remarketing Eligible	Recommend Offer	What you need to know	Keyword Examples
Accounting / CPA		Yes	\$100	\$172	\$5,000	29	50	\$2,000	Yes	Free Consultation	Seasonal fluctuations are common in both impressions and CPC	cpa (location), cpa, (location) tax, (location) tax preparation, accountant, business accountant, accounting services, tax
Apartment Rentals		Yes	\$35	\$165	\$5,000	30	143	\$3,000	Yes	Free access to some amenities	May compete with real estate brokers and lead generation companies. In lead handling, knowledge about the rental details is important	1 bedroom apartments, 2 bedroom apartments, 3 bedroom apartments, 1 bedroom apartment for rent, 2 bedroom apartment for rent, 3 bedroom apartment for rent
Auto Services	Body Shop	Yes	\$45	\$106	\$3,000	28	67	\$2,000	Yes	% or \$ New Customer / Services Discount	Automotive Service lead handling skills are typically not	body shop, body shop near me, auto body shop, car painting, bumper repair, car damage repair, auto damage repair
Auto Services	Repair / Mechanic	Yes	\$60	\$100	\$3,000	30	50	\$2,000	Yes	% or \$ New Customer / Services Discount		car repair, auto repair, auto repair shop, car repair shop, mechanic, mechanic near me
Basement Waterproofing		Yes	\$230	\$460	\$5,000	11	22	\$4,500	Yes	% or \$ New Customer Discount, Free Upgrades	Converting a lead to a customer in this niche takes a longer time than most niches due to the large investment. CPC's are normally high due to volume of competitions	basement waterproofing, basement waterproofing company, waterproof basement
Chimney Cleaning Services		Yes	\$70	\$140	\$3,000	21	42	\$2,000	Yes	% or \$ New Customer / Services Discount / Free Inspection	Seasonal. Not an urgent need. Traction may be slow. Need to confirm chimney type	chimney sweep, chimney specialist, chimney repair, chimney inspection, chimney sweep service, chimney cleaning, chimney inspection, chimney contractors
Chiropractor		Yes	\$90	\$240	\$3,000	13	33	\$2,500	Yes	Free or Discount New Patient Consultation	Medical receptionists need to be aware of how to deal with leads coming from advertising (vs just making new appointments for existing patients), they may	chiropractor, chiro, chiropractor near me, chiropractic care, back pain, neck pain, knee pain, shoulder pain, scolatica pain
Dental	Cosmetic Dentistry	Yes	\$45	\$203	\$3,000	15	67	\$2,000	No	% or \$ New Patient Discount, Discount on Packages	Medical receptionists need to be aware of how to deal with leads coming from advertising (vs just making new appointments for existing patients), they may need lead handling training	cosmetic dentist, teeth veneers, bridge dentist, tooth crowns, bonding dentist
Dental	Dental Implants/Dentures	Yes	\$45	\$138	\$5,000	36	111	\$2,000	No	% or \$ New Patient Discount, Discount on Packages		dental implants, implant dentist, tooth implant, teeth implant, dentures, denture dentist, affordable dentures, dentures near me, false teeth
Dental	General Dentistry	Yes	\$45	\$100	\$3,000	30	67	\$2,000	No	% or \$ New Patient Discount, Discount on Packages		dentist, emergency dentist, pediatric dentist, dental cleaning, dental exam, family dentist
Dental	Orthodontist / Invisalign	Yes	\$70	\$100	\$3,000	30	43	\$2,000	No	% or \$ New Patient Discount, Discount on Packages		invisalign, invisible braces, clear braces clear aligners, clear correct, orthodontist, orthodontist near me, straighten teeth, braces
Doctor	General Practitioner	Yes	\$39	\$100	\$4,000	40	103	\$3,000	No	Flexible Appointments	Medical receptionists need to be aware of how to deal with leads coming from advertising (vs just making new appointments for existing patients), they may need lead handling training	family doctor, doctors office near me, general doctor, general practitioner near me, doctor
Doctor	Podiatrist	Yes	\$30	\$100	\$3,000	30	100	\$2,000	No	% or \$ New Customer Discount	Medical receptionists need to be aware of how to deal with leads coming from advertising (vs just making new appointments for existing patients), they may need lead handling training	podiatrist,foot doctor,foot doctors, podiatrist near me,foot doctor in foot and ankle specialist,foot doctors near me,podiatry near me,foot specialist,podiatrists near me, morton's neuroma,foot ankle specialist, looking for a foot doctor, podiatrist doctors near me,foot doctor podiatrist, laser toenail fungus removal,best podiatrist near me, best podiatrist,laser toenail fungus what is a foot doctor called, a foot doctor
Electrician		Yes	\$150	\$240	\$4,000	17	27	\$2,500	Yes	% or \$ New Customer Discount	Electrician's lead handling skills are typically not the best and they may need coaching	electrician, electrician near me, electrical contractor, best electrician
Fence Contractor		Yes	\$35	\$108	\$3,000	28	86	\$2,000	Yes	% or \$ New Customer Discount	A competitive offer is key. Proper Lead handling is important	fence installer, fence company, wooden fence installer, fence contractor, fence installation, fence cost, fence quote
Garage Door Services		Yes	\$60	\$120	\$3,000	25	50	\$2,000	Yes	% or \$ Discount recommended	A competitive offer is key. Lead handling from google ads is important	garage doors, overhead garage door, garage door replacement, garage repair, garage door servicing, broken garage door opener, garage services near me, spring broke on garage door, garage door opener installation, garage door company, residential garage doors, garage door contractors, garage door maintenance, garage door opener replacement, garage door repair and installation, garage door experts
General Contractor: Outdoor		Yes	\$76	\$200	\$3,000	15	39	\$2,000	Yes	% or \$ Discount on Services	% or \$ Discount on Services	deck repairs, pergolas, starwells, concrete foundation, retaining walls, stamped concrete
House Cleaning (Residential)		Yes	\$61	\$122	\$3,000	25	49	\$2,000	Yes	% or \$ New Customer Discount	A competitive offer is key. Proper Lead handling is important	house cleaning service, maid service, home cleaning, house cleaner near me, house cleaning
HVAC	General	Yes	\$250	\$400	\$5,000	13	20	\$2,500	Yes	% or \$ New Customer Discount, Flexible Payment Terms, 0% Financing	Lead handling in this niche is hit or miss, they may need lead handling training	hvac company, hvac contractor, heating and air company, hvac technician, hvac repair
HVAC	AC / Cooling: Installation/ Repair/ Service	Yes	\$200	\$440	\$5,000	11	25	\$2,500	Yes	% or \$ New Customer Discount, Flexible Payment Terms, 0% Financing		central air repair, home ac repair, central air installation, central air replacement, ac repair, ac installation, ac service

HVAC	Heating / Furnace / Boilers: Installation/ Repair/ Service	Yes	\$250	\$440	\$5,000	11	20	\$2,500	Yes	% or \$ New Customer Discount, Flexible Payment Terms, 0% Financing		home heat repair, furnace repair, furnace installation, home heat not working, heat repair, heat service
Junk Removal		Yes	\$35	\$90	\$3,000	33	86	\$2,000	Yes	% or \$ New Customer Discount	Lead handling in this niche is hit or miss, they may need lead handling training. Must know difference between private junk removal services vs government assisted services	junk removal and hauling, trash and debris removal, junk hauling, junk removal service, furniture disposal, junk pickup near me, junk removal, old furniture pick up
Landscaping	General	Yes	\$35	\$124	\$3,000	24	86	\$2,000	Yes	% or \$ New Customer Discount	A competitive offer is key. Proper Lead handling is important	landscaper, landscaping company, landscaper near me, landscaper cost
Landscaping	Sprinkler System	Yes	\$56	\$112	\$3,000	27	54	\$2,000	Yes	% or \$ New Customer Discount	A competitive offer is key. Proper Lead handling is important	sprinkler installation, sprinkler repair, sprinkler service
Legal	Bankruptcy	Yes	\$34	\$220	\$4,000	18	118	\$3,000	No	Free Consultation		bankruptcy lawyer, bankruptcy attorney, bankruptcy law firm, chapter 7 lawyer, chapter 11 attorney, chapter 7 attorney, wage garnishment lawyer, foreclosure lawyer, debt lawyer
Legal	Criminal Defense	Yes	\$95	\$125	\$5,000	40	53	\$3,500	No	Free Case Evaluation		criminal defense lawyer, criminal defense attorney, criminal lawyer, criminal attorney, criminal defense law firm, criminal law firm
Legal	DUI / DWI	Yes	\$150	\$350	\$5,000	14	33	\$3,500	No	Free Case Evaluation		dui defense, dui lawyer, dui attorney, drunk driving lawyer, get out of dui, dui law firm, drunk driving attorney
Legal	Estate Planning	Yes	\$65	\$200	\$3,000	15	46	\$2,000	No	Free Consultation		estate planning attorney, estate planning lawyer, estate planning law firm, estate planning legal help
Legal	Probate	Yes	\$38	\$150	\$3,000	20	79	\$2,000	No	Free Consultation	Receptionists need to be aware of how to deal with leads coming from advertising they are substantially different than a referral. Additionally, they need to expect that they will get leads for cases they may not want due to value or other reason	probate attorney, probate lawyer, probate law firm, probate legal help, probate legal advice
Legal	Family: Child Custody	Yes	\$75	\$240	\$4,000	17	53	\$3,000	No	Free Consultation		child custody, custody dispute, child custody lawyer, child custody attorney, custody lawyer, custody attorney, custody law firm
Legal	Family: Divorce	Yes	\$97	\$200	\$3,000	15	31	\$2,000	No	Free Consultation		divorce law office, divorce law firm, divorce lawyer, divorce attorney
Legal	Family: General	Yes	\$66	\$300	\$3,000	10	45	\$2,000	No	Free Consultation		family law office, family law firm, family lawyer, family attorney
Legal	Immigration	Yes	\$80	\$160	\$3,000	19	38	\$2,000	Yes	Free Consultation		immigration lawyer, immigration attorney, immigration law firm
Legal	Personal Injury	Yes	\$200	\$700	\$5,000	7	25	\$3,500	No	No Win-No Fee, Free		personal injury lawyer, personal injury attorney, injury lawyer, injury attorney, auto accident lawyer, car accident attorney, truck accident attorney, accident lawyer,
Legal	Workman's Comp	Yes	\$120	\$367	\$5,000	14	42	\$3,500	No	No Win-No Fee, Free Case Evaluation		workers compensation lawyer, workers compensation attorney, workers comp lawyer, workers comp attorney, work accident attorney
Massage Spas		Yes	\$40	\$80	\$3,000	38	75	\$2,000	Yes	% or \$ New Customer Discount	Receptionist must know how to handle bookings properly and must be knowledgeable about the services	massage spa, massage near me, couples massage near me, massage therapy near me, body massage near me, deep tissue massage, sports massage, full body massage, foot massage
Movers		Yes	\$50	\$100	\$3,000	30	60	\$2,000	Yes	% or \$ New Customer Discount	Lead handling in this niche is hit or miss, they may need lead handling training	moving company, moving service, long distance movers, local movers, movers
Painting (Residential:		Yes	\$140	\$270	\$5,000	19	36	\$3,000	Yes	% or \$ New Customer Discount	Seasonal. Not an urgent need. Traction may be slow	interior painting, exterior painting, home painting services, painting contractor
Interior & Exterior)		Yes	\$100	\$200	\$3,000	15	30	\$2,000	Yes	% or \$ New Customer Discount	People specifically looking for "commercial" services is typically very low. Most people looking for commercial are still just searching general inquiries. This is intended to be added to one of the other Paving segments	commercial pavers, commercial paving company, parking lot paving, lot paving
Paving	Animal / Wildlife	Yes	\$60	\$120	\$3,000	25	50	\$2,000	Yes	24/7 Service, No Emergency Fee	Possible calls may come in for dead pets and anything that is not really related to wildlife but general animal control.	wildlife trapper, wildlife animal control, wildlife removal, animal removal specialists, wildlife catchers
Pest Control	General	Yes	\$54	\$100	\$3,000	30	56	\$2,000	Yes	% or \$ New Customer Discount	These calls need to be answered immediately and the client will likely need lead handling coaching	pest control company, pest removal, pest control, pest removal company, critter removal, animal control, pest exterminator
Pest Control		Yes	\$80	\$190	\$3,000	16	38	\$2,000	Yes	Group Offer / Package Discounts	Best for corporate headshots. Need good portfolio	professional headshots, business headshot, headshot packages, corporate headshot, headshot studio
Photography - Headshots		Yes	\$53	\$106	\$3,000	28	57	\$2,000	Ifly	Free or Discount New Patient Consultation	Medical receptionists need to be aware of how to deal with leads coming from advertising (vs just making new appointments for existing patients), they may need lead handling training	physical therapy, physical therapist, pt clinic, physical therapy near me, back pain, neck pain, knee pain, shoulder pain, sciatica pain
Physical Therapy	General	Yes	\$210	\$420	\$5,000	12	24	\$3,500	Yes	% or \$ New Customer /Services Discount		plumber, emergency plumber, plumber near me, drain cleaning, leaking pipes, pipe repair, leaking sink, leaking toilet
Plumbing	Water Heater	Yes	\$130	\$320	\$4,500	14	35	\$3,000	Yes	% or \$ New Customer /Services Discount	A competitive offer is key	water heater installation, tankless water heater, water heater repair, water heater replacement, water heater service
Plumbing	Bathroom	Yes	\$190	\$380	\$5,000	13	26	\$4,000	Yes	% or \$ New Customer Discount, Free Upgrades	Converting a lead to a customer in this	bathroom remodeling, bathroom remodeling company, shower remodel, bathroom remodel

Remodeling	Kitchen	Yes	\$100	\$200	\$4,000	20	40	\$2,000	Yes	% or \$ New Customer Discount, Free Upgrades	Converting a lead to a customer in this niche takes a longer time than most niches due to the large investment and extremely personal experience	granite countertops, granite counter installers, granite counter company, granite counters, kitchen remodeling, kitchen cabinet replacement, kitchen remodeling company, kitchen remodel
Remodeling	Window Replacement	Yes	\$240	\$480	\$5,000	10	21	\$4,800	Yes	% or \$ New Customer Discount, BOGO	A competitive offer is key	replacement window installers, replacement window company, replacement window quote, replacement windows, window company
Remodeling	General	Yes	\$100	\$411	\$5,000	12	50	\$4,000	Yes	Free Inspection, New Gutters w/ Purchase, 0% Financing	Roofer's lead handling skills are typically not the best and they may need coaching	roofer, roofer near me, roofing contractor, roofing company, roof installation, commercial roofer, commercial roofing company, EPDM roofing, TPO roofer, flat roofer
Roofing	Metal	Yes	\$75	\$200	\$5,000	25	67	\$4,000	Yes	Free Inspection, New Gutters w/ Purchase, 0% Financing		metal roof cost, metal roof contractor, metal roof company, metal roofer
Roofing	Storm Damage	Yes	\$200	\$400	\$5,000	13	25	\$4,000	Yes	Free Inspection, New Gutters w/ Purchase, 0% Financing	Seasonal. This should be paired with the Roofing - General Smart Niche and not recommended as a stand alone due to severe fluctuations based on weather	storm damage repair, storm roof damage, hail roof damage, roof repair, roof damage
Senior Living		Yes	\$46	\$100	\$3,000	30	65	\$2,000	Yes	Free Access to some amenities. \$ Discounts	Lead handling in this niche is hit or miss, receptionist needs to have all necessary data about the rentals and what suits for the elder's needs	senior apartment rentals, senior living apartments, senior housing rentals, apartment rentals for seniors, affordable senior living apartments, 55 and older communities, apartments for 55 plus
Solar Panels Installation & Repairs		Yes	\$50	\$240	\$5,000	21	100	\$3,000	Yes	Get A Free Audit & Quote/Estimate OR No Interest, No Payments for XX Months (if offer payment plan)	Can be VERY high competition in some locations, can often see seasonal fluctuations	solar (location), solar panels, solar installer, (location) solar company, solar panels for home, solar power system
Storage Solutions		Yes	\$65	\$166	\$3,000	18	46	\$2,000	Yes	% or \$ New Customer Discount	Lead handling in this niche is hit or miss, they may need lead handling training	storage unit, storage facility, storage company, self storage building, self storage
Therapist / Psychologist /Counselor		Yes	\$39	\$80	\$4,000	50	103	\$3,000	Yes	% or \$ New Customer Discount	Lead handling is sensitive. Receptionist must know how to handle calls and must have a good understanding with client's problem and must possess a good empathy	psychologist, psychologist near me, couples therapy near me, child therapist, family counseling, child psychologist, teen therapist, mental therapist, clinical psychologist, marriage counselor
Tree Service Contractors		Yes	\$90	\$160	\$3,000	19	33	\$2,000	Yes	24/7 Emergency, Free Estimate	A competitive offer is key. Seasonality may also be a factor in this niche	tree service, tree service [city], tree service near me, tree removal service, tree removal [city], tree removal near me, tree trimming service, tree trimming [city], tree trimming near me, tree cutting service
Vehicle Transport Service		Yes	\$65	\$130	\$3,000	23	46	\$2,000	Yes	% or \$ New Customer Discount	Lead handling in this niche is hit or miss, they may need lead handling training. Must know which type of vehicle to be transported and distance	5th wheel transportation services near me, boat transport near me, rv transport pay per mile, rv delivery, travel trailer transport, k27 boat transporter, rv relocation, shipping boat, boat transport, boat towing service, rv transport services, car shipping
Water Damage	General	Yes	\$125	\$550	\$5,000	9	40	\$3,500	Yes	24/7 Service, No Emergency Fee	This niche is very competitive in large cities, which means high CPCs and low impression share	water damage restoration company, water damage repair, water damage company, water damage restoration, flood damage, basement water damage, burst pipe water damage
Water Damage	Mold Remediation	Yes	\$160	\$320	\$5,000	16	31	\$3,500	Yes	24/7 Service, No Emergency Fee		mold removal, mold remediation, mold removal company
Weight Loss		Yes	\$99	\$220	\$5,000	23	51	\$3,500	No	% or \$ New Customer Discount	General weightloss only to start, Injectibles like Semaglutide, Tirzepatide and other drugs/prescription can be started after being certified and approved by Google only.	weight loss program, weight loss clinic, weight loss center, weight loss coach, medical weight loss