

Wednesday, June 10, 2026 · 9:00am –12:30pm

KaeRae Education × SCORE Rochester

HALF-DAY WORKSHOP · ROCHESTER, NY

Google Bootcamp for Businesses

Stop guessing. Start showing up.



I'm Kelsey.

Owner of KaeRae Marketing since 2017.

Google Ads Certified since 2015. I manage Google for plumbers, HVAC companies, electricians, and roofers —and I do it myself, no account managers, no junior staff.

The KaeRae way: no jargon, no BS, no long contracts. Just Google marketing that actually makes sense.

Google Ads Certified

Google Analytics
Certified

9+ Years Experience

100% Solo Practice

SCORE Rochester
Partner

Here's how the morning runs.

8:30am	Arrival & Coffee	Check in, grab coffee, meet the room
9:00am	Welcome & Introductions	Housekeeping + overview
9:10am	Module 1 —Google Business Profile	40 min hands-on
9:50am	Module 2 —Website & GA4	40 min live demo
10:30am	Break	10 min — coffee refill + Q&A
10:40am	Module 3 —Keywords & SEO	40 min + live exercise
11:20am	Module 4 —Advertising on Google	40 min myth-busting
12:00pm	Wrap-Up & Free Audit Offer	Key takeaways + next steps
12:15pm	Informal Networking	Stay, connect, ask questions

"I watched three YouTube videos and now I have MORE questions."

GOOGLE OVERWHELM

"I spent \$10K on marketing and have no idea if it worked."

WASTED MONEY

"That guy does terrible work and he shows up first. HOW?"

COMPETITOR CONFUSION

"I paid \$2,000/month to an agency and couldn't get a straight answer."

AGENCY TRAUMA

**Sound familiar?
You're in the right
room.**

01

Google Business Profile

Your most valuable free tool —let's actually use it.

GBP is how you win local search.

When someone searches 'plumber near me,' what do they see first?



Map Pack Result #1 — Your Competitor



Map Pack Result #2 — Your Other Competitor



Map Pack Result #3 — Could Be You

The map pack shows above organic results. Most clicks go here.

46%

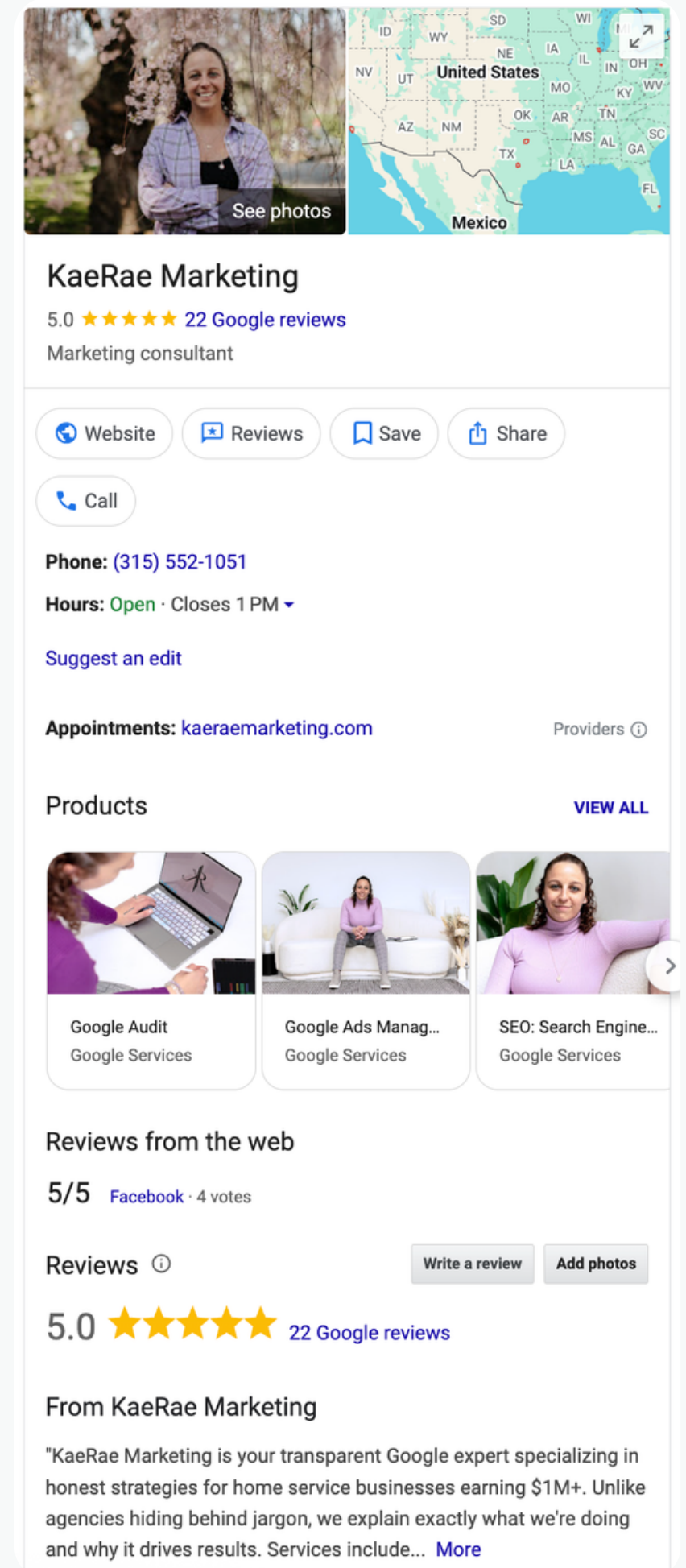
of Google searches are local

76%

of local searches visit within 24hr

#1

free tool Google gives you





Business Description

750 characters. Use them. Tell Google what you do, where, and why you're different.



Services List

Add every service individually. Google uses this to match you to searches.



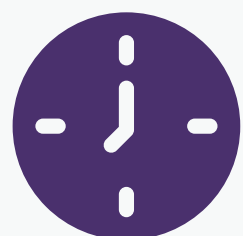
Posts or Updates

You can create updates, events, promotions, or social media-like posts. Once a week.



Messaging

Turn it on. Customers who can message are more likely to convert than those who have to call.



Special Hours

Holidays, closures. A GBP that shows 'open' when you're closed loses trust — permanently

5 settings most business owners have never touched.

HOW TO ASK

Ask immediately after the job.

"Hey, really glad we could get that sorted for you today. If you wouldn't mind leaving us a quick Google review, it means a lot —here's the link."

Text > email for open rates.

Never offer incentives —violates Google policy.

**Reviews: what
makes or breaks
local ranking.**

BAD REVIEWS

Respond publicly. Always.

Never argue. Never delete (you can't).

Never ignore —other customers ARE reading your response.

Template:

"We're sorry to hear this wasn't the experience we strive for. We'd love to make it right —please reach out to us at [phone/email]."

02

Website & Google Analytics 4

The numbers that actually tell you if your website is working.

Are people finding you?

Check Organic Users month-over-month. Declining = SEO problem. Flat = opportunity.

Are they staying?

Average session under 30 seconds means they landed and left. Something's wrong.

Are they converting?

If you have no conversion events set up, you have no idea if your site works. Full stop.

Where are they coming from?

Traffic source breakdown: organic, direct, paid, referral. Tells you where to invest.

Mobile vs. desktop?

Most home service searches happen on phones. If your site isn't mobile-first, you're losing leads.

**Is your website
working? Here's
how to tell.**

Four numbers. That's it. Everything else is noise.



Organic Users

People who found you through a Google search —not paid ads. This is your SEO score.



Direct Users

People who typed your URL directly. These are past customers coming back.



Conversion Events

Calls, form fills, clicks to your phone number. This is the ONLY number that pays you.



Avg. Session Duration

Are people spending time on your site or bouncing?
Under 30 seconds = problem.

**GA4 isn't
complicated. You
just need to know
what to look at.**

03

Keywords & SEO

What it actually is, how long it takes, and why your competitor outranks you.

MYTH

"I need to be on page 1 in 30 days."

REALITY

SEO takes 6–12 months minimum. Anyone promising faster is lying to you. The good news: so are your competitors' SEO vendors.

MYTH

"I need to blog every week."

REALITY

For most home service businesses, 4–6 solid service pages beat 50 generic blog posts. Quality over quantity.

MYTH

"SEO is a one-time thing."

REALITY

Google updates its algorithm hundreds of times a year. SEO is ongoing maintenance, not a project with a finish line.

**Real talk: what
SEO is and what it
isn't.**

It's usually not magic. It's one of these five things.



More reviews

Volume AND recency matter. 100 reviews from 3 years ago lose to 30 reviews from this year.



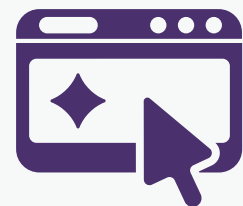
Service pages for every keyword

"Rochester HVAC" and "Rochester AC repair" and "Rochester furnace replacement" need separate pages.



Consistent NAP everywhere

Name, Address, Phone must match on your website, GBP, Yelp, Angi —every single directory.



Faster website

Google measures page speed. A slow site on mobile loses local ranking —full stop.



More time in the game

Domain age and consistent publishing build authority over years, not weeks.

Why your competitor outranks you, and the honest fix.

04

Advertising on Google

Demystifying the auction and having an honest conversation about budgets

Spending more doesn't mean showing up more. Here's why.

$$\text{Ad Rank} = \text{Quality Score} \times \text{Your Bid}$$

Expected Click-Through Rate

Does Google think people will click your ad?

Ad Relevance

Does your ad match what someone searched?

Landing Page Experience

Does your landing page deliver what the ad promised?

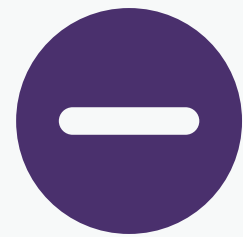
**How the Google
Ads auction
actually works.**

These 5 mistakes eat 80% of wasted ad budgets.



Broad match keywords

"Plumber" shows your ad to everyone searching anything plumbing-related—including DIY how-tos.



No negative keywords

Without a negative keyword list, you pay for every irrelevant click. This is the #1 budget leak.



Sending clicks to the homepage

Your homepage is not a landing page. A visitor who searched 'water heater replacement' needs THAT page.



No call tracking

If you don't know which calls came from Google Ads, you can't prove it's working—or fix it when it's not.



Letting Google 'optimize'

Broad match + Smart campaigns without oversight = Google spending your budget on whatever it wants.

**Why your last
Google Ads
campaign didn't
work.**

The answer depends on your market, your trade, and your goal.
Here's a real framework.

TESTING THE WATER

\$500–\$800/mo

Enough to gather data. Don't expect a flood of leads.
Give it 60–90 days before judging

COMPETITIVE PRESENCE

\$1,000–\$2,000/mo

Meaningful visibility in most mid-size markets. This is where most home service businesses should start.

MARKET LEADER

\$2,500+/mo

Aggressive presence. Makes sense when your avg. job value is high (HVAC systems, roofing, etc.).

**Budget reality
check —what
does this actually
cost?**

Don't try to do everything at once. Pick your starting point.

This week: Google Business Profile

Free, fast, and has the biggest immediate impact on local visibility.

This Month: Fix your website basics

Mobile speed, service pages, call tracking. Foundation for everything else.

Month 2-3: Start SEO

Service pages with local keywords, get on every directory, build reviews consistently.

When Ready: Google Ads

Only after GBP and website are solid. Ads amplify what's working —they can't fix what's broken.

**Here's what to do
first —in order.**

Google Business Profile

Completeness, ranking signals,
quick wins

Website Visibility

How you show up in local search
right now

One Clear Priority

The single thing to fix first

Keyword Gap Check

What searches you're missing

before you leave

Free Google Presence Audit

Sign up at the table by the door.

No pitch. No pressure. Just a straight answer.

Thanks for being here.

Go fix your Google Business Profile this week. Everything else can wait until Monday.

STAY IN TOUCH

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YOUR RESOURCE GUIDE

Check your inbox —the post-boot camp resource PDF is on its way.

Every tool, link, and resource from today —organized by module.

kaeraemarketing.com/bootcamp