



# BOOST YOUR BIG ITEM SHIPPING BUSINESS WITH GOOGLE ADS

A Quick Start Guide for RSA Members

Welcome to the big leagues! Now that you're handling larger shipments like furniture and vehicles, it's time to attract more local customers with Google Ads.

Dive in to learn how you can set up targeted ads, optimize your budget, and attract local customers looking for big-item shipping solutions.

**1. Understand the Basics:** Google Ads is a powerful platform that allows you to create online advertisements that appear when people search for specific terms related to your business. For example, when someone searches for "furniture shipping," your ad can appear at the top of the search results, driving potential customers to your website or store.

**2. Set Up Your Account:** Go to [ads.google.com](https://ads.google.com), sign up, and set preferences for time zone and currency. Now you're ready for your first campaign!

**3. Choose the Right Keywords:** Focus on terms like "big item shipping," "furniture shipping," and "heavy item moving." To attract local customers, be sure to include your city or region in keywords (e.g., "Austin furniture shipping").

**4. Use Geo-Targeting:** Limit your ads to specific locations. This ensures that only users in your service area see your ads, helping to keep costs down and increase relevance.

**5. Set a Budget:** Google Ads lets you control spending by setting daily and total budgets. Start small and adjust based on your results.

**6. Write Clear, Compelling Copy:**

**Headline:** Keep it relevant, e.g., "Reliable Furniture Shipping."

**Description:** Highlight unique perks, e.g., "Fast and safe delivery. Get a free quote!"

**CTA:** Encourage clicks, e.g., "Contact Us Today."

**7. Track and Optimize:** Use Google's tracking tools to see which ads perform best. Experiment with different keywords and copy to maximize your return on investment.

**8. Keep Learning:** Google Ads is dynamic! Explore strategies like remarketing to reach past visitors and A/B testing to find winning ads.

Ready to drive more traffic to your store?  
Launch your Google Ads campaign and watch your customer base grow.

**NEED HELP WITH BIG SHIPPING?**

Contact us today at [rsa@uship.com](mailto:rsa@uship.com)