Plan Google Ads around qualified inquiries.

Use the existing article as background, then work through this planning kit before deciding what to activate. The practical section makes service fit, page readiness and qualification explicit, with a blank scenario model that only calculates from assumptions you supply.

Your working output.

A readiness decision, a campaign and landing-page brief and an inquiry-quality review plan.

Use the companion tool.

Complete readiness and service fit before setting assumptions

Scenario values are user inputs and are not forecasts or benchmarks

Use one currency and a matched planning scope

Keep inquiry feedback anonymous and confidential details in approved systems

Version 1.0. Sources checked 2026-10-28. Open-access planning guidance. Verify your own inputs and professional requirements.

Make the decision with your team.

Decide whether paid search is ready to help.

Choose a service with a clear buyer need, geographic fit and capacity to respond, and ask who will handle the inquiry and what makes it suitable. An account can generate recorded actions while the firm receives work it cannot accept. Agree the definition before setting a campaign brief.

Write the service and audience brief.

Describe the appropriate service, buyer, geography and exclusions in words the team answering inquiries can recognize. A consultancy might want finance leaders evaluating an operating assessment, while a law practice may need to distinguish its accepted matters and jurisdiction. Neither brief should require private client facts in an advertising tool.

Make the landing page carry the same promise.

Check whether a visitor can identify the service, responsible professionals, relevant experience and a sensible next action. Use approved proof with its scope and period. A dramatic result from a different advertising channel does not establish what Google Ads will do for this service.

Source: About Quality Score for Search campaigns, About Ad Rank

Make the decision with your team.

Separate the costs and label the scenario.

Media spend pays for advertising. Record which management, production, tracking and internal costs the proposal includes before comparing suppliers or calculating a measure, with media spend identified separately so its narrower scope remains clear. Media-only cost per inquiry uses a narrower numerator than an all-in marketing measure.

Give qualification a feedback owner.

Define the recorded inquiry and the qualification rule first, then use anonymous review categories such as wrong service or outside service area to discuss fit without collecting private case details. Keep individual contact details and confidential matters in approved private systems.

Source: Avoid sending personally identifiable information to Analytics

Check service and targeting restrictions.

Sensitive categories can restrict personalized targeting. Review the current policy for the actual service and audience before recommending remarketing, with legal, financial and health-related restrictions assessed specifically rather than approved through a general professional-services brief.

Source: Restricted targeting in personalized advertising

Work through an example.

Illustrative example: a law practice checks readiness.

A fictional practice wants inquiries about an employment service it is authorized and able to handle. It records accepted matter types and jurisdiction, assigns the responsible attorney to review the message and asks operations to confirm the inquiry route. No client matter, campaign result or platform response is included.

The service page currently explains the practice area but leaves the first-contact process unclear, and the draft plan makes a page clarification and professional review prerequisites to activation. The team leaves media spend, cost per click and conversion assumptions blank until it can provide a basis for them. It does not manufacture a budget to make the scenario look complete.

Adapt the brief for consulting and architecture.

A consultancy with a buying committee may need a service explanation that supports several reviewers before an inquiry. Its qualification feedback can distinguish a real project discussion from a request for individual employment advice, without treating a downloaded guide as a qualified lead.

An architecture studio may want particular project types and need approved project proof to explain its experience. Capture image rights, its role in the project and the client's approval before using that material in ads or the destination page. A beautiful photograph alone cannot establish readiness or a likely return.

Define the decision.

Blank working page. Record only information approved for this planning file. Add a source or an unknown status where evidence is missing.

Requirement

Observation

Evidence

Responsible owner

Dependency

Record the next action.

Blank working page. Record only information approved for this planning file. Add a source or an unknown status where evidence is missing.

Period

Anonymous issue category

Recorded inquiries

Qualification definition

Evidence source

Use, review and keep the context.

Use the workbook before an account change.

Complete Readiness, Service brief and Keyword hypotheses with evidence you can explain. Use Landing page to record actual observations. Scenario is a planning model with blank assumptions, while Inquiry review is for observed anonymous feedback. Keep those two uses separate.

Use the output to agree the next decision with the account, website and professional reviewers. Use an open prerequisite to assign an owner and review date before the campaign discussion advances, keeping the kit focused on authorized planning and a workable inquiry-quality feedback process. It does not launch ads or promise a result.

Sources.

About Quality Score for Search campaigns

https://support.google.com/google-ads/answer/6167118?hl=en

About Ad Rank

https://support.google.com/google-ads/answer/1722122?hl=en

Restricted targeting in personalized advertising

https://support.google.com/adspolicy/answer/143465?hl=en

Avoid sending personally identifiable information to Analytics

https://support.google.com/analytics/answer/6366371?hl=en

Current HTML guide and related reading.

https://www.growthfriday.com/blog/google-ads-management-services

Recommendations are planning guidance. Platform documents describe their own surfaces. Fictional examples are not results, tests or benchmarks. Review source changes and professional requirements before use.