START HERE

Are your ads bringing work worth doing?

A practical check for plumbing and other service businesses. Use your ad bills and job records to decide where to spend, what to fix and which numbers you still need.

Finish with one clear next step

You will work out what you spent to get finished jobs, what those jobs left after their costs, and whether your crew can take on more of that work.

Why look beyond the ad report?

Google Local Services Ads charges for valid customer requests. Its help page lists canceled bookings and customers who stop responding among the cases that do not receive a credit. A charged request can still end without a job. **[1]**

In Jobber's survey of 1,050 U.S. home-service owners, 72% reported limited availability and 8% were turning work away. More calls only help when the business can handle the work. **[2]**

Gather these before filling anything in

Your ad bill and related fees; a list of calls or messages from those ads; job and invoice records; labor and parts costs; and the crew schedule. Use your existing software, a spreadsheet, or the companion job sheet.

Use the guide in this order

Type into the blank boxes in a PDF reader that supports forms, then save a copy. Or print and write. Add the figures yourself; the PDF does not calculate. Leave unknown amounts blank and name what is missing.

1 / SET THE BOUNDARY

Choose the work you are checking.

Start with one ad source and one month of new requests. Choose an older month if most recent quotes or jobs are still waiting. Follow those same requests through later months until you know the outcome.

Ad source / campaign name

Month the requests first arrived

Date you are checking the records

Type of work / service area

Where to look

Ad costs: use the bill or billing statement, including any credits already issued. For Google Local Services Ads, check Billing in the leads inbox. Keep pending credits separate. **[1]**

Requests: use the ad service's request list, your call log and forms. A click on the phone button does not tell you whether someone called. Match repeat contacts about the same work to one request.

Jobs and money: connect each request to its job number, invoice and payment record. Do not assign a source just because the job happened while ads were running.

Keep the comparison fair

Keep service types and areas similar. An emergency repair and a large replacement can have different costs, time needs and sales cycles. Keep repeat work separate from the first job when comparing sources.

Which record or source is missing?

Which fees or shared costs will you include? Use the same rule next time.

2 / COUNT THE WORK

Follow the requests into real jobs.

Use one row per original request in the companion job sheet, or use your existing records. Keep the original contact date and later job dates together. These counts overlap: a paid job is also a finished and booked job.

A. Unique requests from this source

B. Accepted jobs with a scheduled slot

C. Finished jobs from those requests

D. Finished jobs paid in full

E. Requests still awaiting a decision, work or payment

F. Requests closed without a finished job

Use the same meaning every time

Booked: the customer accepted the work and has a slot. A visit to prepare an estimate is separate.
Finished: the agreed work is delivered.
Paid: final payment is received. A deposit is not final payment.
Open: count each request once if any decision, work or final payment is still pending.

Check the list before using the totals

Paid cannot exceed finished; finished cannot exceed booked; booked cannot exceed original requests. Keep spam and duplicate contacts out of the request count, but keep their ad charges in the cost total unless credited. Count unique finished jobs, not visits or callbacks.

Most common recorded reason work did not happen

If one request led to several separate jobs, count its first job in this review. Put later jobs in a separate repeat-work review. Use only those first jobs in your counts, sales and costs throughout.

3 / CHECK THE MARKETING COST

What did you spend to get a finished job?

Use costs tied to the source and requests on page 2. Include the entire ad bill for that group, even when some requests never became work.

G. Ad charges after issued credits ($)

H. Fees for managing or creating those ads ($)

I. Assigned marketing tools / other costs ($)

J. Total marketing cost: G + H + I ($)

Divide the same total by each stage

J divided by B = cost per booked job ($)

J divided by C = cost per finished job ($)

J divided by D = cost per finished, fully paid job ($)

If the job count is zero, leave the cost-per-job box blank. Record the spend and zero jobs. If requests remain open, date this result and check again later; the final cost per job may fall as work finishes.

Two checks that prevent misleading answers

Do not mix months: this month's ad bill divided by every job finished this month can join unrelated work.
Do not hide shared costs: write down how you split agency or tool fees. If you cannot support a split, keep the cost unknown and avoid declaring one source cheaper.

Use the free Job Cost Calculator

The calculator uses totals, not customer details. It can save a summary for this review. No signup or sales call.

4 / CHECK THE JOB COSTS

Check what the finished work left.

Use only the finished jobs counted in C. Take sales from their invoices after refunds and excluding sales tax. Use costs of doing those same jobs, whether the customer has paid yet or not.

K. Sales from those finished jobs ($)

L. Labor cost for those finished jobs ($)

M. Parts and materials used ($)

N. Other costs of doing those jobs ($)

K - L - M - N - J = left before running costs and taxes ($)

Labor: include employer labor costs and time spent doing the work. For your own unpaid work, keep hours and your chosen pay allowance visible; label any allowance as your estimate. Do not treat your labor as free.

Other job costs: include subcontractors, disposal, job-specific rentals and return visits to correct the work. Count each cost once. Rent, general insurance, office costs and taxes still need covering from what remains.

Money actually received for the finished jobs ($)

Invoice balance still owed for those jobs ($)

Do not treat unpaid invoices as money in the bank. The amount left above is not take-home pay, net profit or a cash balance. Unknown labor or parts costs mean you cannot judge the return yet.

Missing job costs or return work still expected

5 / MAKE THE DECISION

Choose the problem worth fixing first.

Use the records you just checked. These are starting actions to investigate, not promises that one change will increase sales.

Source is missing on many requests. Start recording the source and a job ID at first contact. Keep unknown requests visible.

Calls went unanswered. Compare missed calls with staff coverage. Assign who answers and who returns missed calls during working hours.

Quotes are waiting. Give each quote an owner and a next contact date. Record whether the customer needs an answer, more time or no further contact.

Bookings were canceled. Read the recorded reasons. Check arrival windows, reminders, scope and availability before assuming the ads are poor.

Finished jobs left too little. Review prices, time spent, parts and callbacks by job type. Do this before buying more of the same work.

Finished jobs are unpaid. Check that invoices were sent, terms are clear and the right person owns follow-up. Do not count deposits as full payment.

The crew is full. Look at travel, job length and time lost between visits. Decide which work fits before adding calls.

Work pays well and there is room. Compare another source using the same rules. Test a spend change you can afford, then review finished jobs and payment again.

Based on the records, which ONE problem comes first?

6 / ASSIGN THE NEXT STEP

Turn the check into one useful change.

You do not need new software to start. Make one person responsible for keeping the request, job and payment records connected. In a one-person business, that person is you.

The change we will make

Person responsible

Date to review the result

The number or missing record today

What will tell us the change helped?

What would make us pause or change course?

At the next review

Update open requests, finished work, payments and issued ad credits. Check the action above. Keep the old dated result so you can see what changed. Do not compare an unfinished group with a settled one as if both are final.

Copy this request to whoever keeps the records

"For the ad source and month on page 2, please connect each original request to its job number, outcome, invoice, payment, labor and parts costs. Keep unknown sources and missing costs visible. I need to see what finished work cost to win and what it left."

If joining the records is the hard part

DIGITO can help connect the reports you already have and make this check easier to repeat. Ask for help with the specific gap you found. We can agree the work and price before starting.

Describe the records you need help connecting

REFERENCE / SOURCES AND JOB SHEET

Keep the evidence and the limits clear.

[1] Google: How leads work

Google explains valid Local Services Ads leads, billing and credit treatment. Used here to show why an ad charge does not establish a finished job, and where to check billed costs. Read on September 8, 2026. Rules can change.

Read Google's Local Services Ads guidance

[2] Jobber: 2026 Home Service Trends Report

Survey of 1,050 U.S. home-service owners, conducted through Conjointly in December 2025. The report records 72% consistently booked with limited availability and 8% at capacity and turning work away. This is a national survey across trades, not a local plumbing benchmark or a DIGITO client result.

Read the Jobber report and methodology

Using the companion job sheet

Open the CSV in your spreadsheet app. Add one row per original request. Record source and first-contact date, then update booked, finished and paid dates. Keep the same internal request ID on related work. Do not put customer names, phone numbers or addresses in a shared review copy.

Amounts in the sheet are from finished jobs only. Keep invoice sales, cash received and amounts owed separate. Use the cost definitions on page 5. The sheet has column headings only; it contains no sample customer or dollar figures.

What this workbook can and cannot establish

The worksheets and decisions are DIGITO's practical guidance. Matching records gives you a useful view of recorded sources and costs; it does not prove ads alone caused each job. Leave unknowns visible. There is no universal "good" cost per job in this guide.

Get the free calculator and current guide

DIGITO - Practical marketing, systems and tools for trades, industry and property. This workbook is free to use in your business.