

● REAL ACCOUNT DATA · LAST 90 DAYS

Google Ads for Septic Companies

Real numbers from a real account we manage — what it costs, what converts, and why septic is one of the easiest niches in home services to win on paid search.

\$13,749

Spent in 90 days

484

Leads generated

\$28.41

Cost per lead

19.4%

Conversion rate



Adapt Digital Solutions

Google Ads for home-service contractors

adaptdigitalsolutions.com

THE ACCOUNT AT A GLANCE

What a real septic account **actually** does

This is the last-90-day performance of one of our septic clients — a normal, family-run septic company with a website that is nothing special. Every number below is pulled straight from their live Google Ads account. Nothing is projected or invented.

Total cost

\$13,748.83

90-day spend · 2 active campaigns

Conversions (leads)

484

▲ calls + form submissions

Cost / conversion

\$28.41

▲ top-3 across our entire client base

Conversion rate

19.38%

▲ ~1 in 5 clicks becomes a lead

Click-through rate

5.88%

2,497 clicks · 42,453 impressions

Avg. cost per click

\$5.51

cheap clicks for home services

Campaigns

2 enabled · Search · Maximize conversions

Campaign	Status	Cost	Conv.	Cost / conv.	Conv. rate	Impr. share
Septic services (pumping, repair, install, grease trap)	● Enabled	\$10,192.03	209	\$48.77	19.32%	22.9%
Portable restrooms & toilet trailers	● Enabled	\$3,556.80	275	\$12.93	19.43%	13.8%
Account total		\$13,748.83	484	\$28.41	19.38%	19.1%

Read this like an owner, not a marketer.

484 phone calls and form submissions in three months, at about the price of a tank of gas each. Roughly half were calls, half were website forms. The impression share column is the punchline — even fully funded, this account is only showing up for about **1 in 5** of the searches it could win. There is a lot of room left on the table.

THE STRUCTURAL ADVANTAGE

Why septic is **easy mode** on Google Ads

Most home-service niches are a knife fight. Septic isn't — and it's not because we're clever. The demand and the competition are shaped in your favor before you ever write an ad. Three reasons.



Demand is non-negotiable

Every septic tank has to be pumped every 3–5 years — no exceptions. This isn't a "nice to have" purchase people talk themselves out of. The maintenance is mandatory and the clock never stops, so there is a steady, predictable stream of people searching whether the economy is up or down.



Half of it is an emergency

A backed-up tank or a failing drain field is not something a homeowner shops around on for a week. They search, they call the first credible company, they book. That urgency is why this account converts nearly 1 in 5 clicks — the intent is already at the finish line before they click your ad.



Your competitors are offline

Many of the biggest septic operators don't even have a website — they have a truck and a phone number passed around by word of mouth. When few competitors bid, the ad auction stays cheap. That's why clicks here run about **\$5.51** instead of the \$15–50 a plumber or restoration company pays.



The searches are unambiguous

"Septic tank pumping near me" means exactly one thing. There's no browsing, no research phase, no comparison of ten brands. Clear intent means Google's bidding gets your ad in front of ready buyers, and your money isn't wasted on tire-kickers who were never going to call.

The window is open — for now.

The "boring businesses are goldmines" story has gone mainstream. Investors have noticed septic. Your competitors haven't noticed Google Ads yet. The cheap auction you'd be walking into today is a direct result of that gap, and it won't stay this cheap forever. Early movers lock in low costs.

Your cost per click

\$5.51

▲ vs \$15–50 in crowded trades

Clicks that become leads

~1 in 5

▲ 19.4% conversion rate

WHAT ACTUALLY CONVERTS

The money is in the **terms**, not the **totals**

An account average hides everything useful. Here is what real searches cost and returned over the last 90 days — the exact keywords driving the leads, cheapest first.

Top converting keywords & search terms			Sorted by cost / lead	
Search term / keyword	Type	Cost / lead	Leads	Avg. CPC
septic field contractors near me	Service	\$2.10	2.0	\$4.21
septic tank installer near me	Install	\$6.28	2.0	\$12.56
septic service near me	Service	\$13.05	2.0	\$5.22
septic tank installation ● High ticket	Install kw	\$16.77	15.0	\$8.68
grease trap cleaning near me ● Recurring B2B	Commercial	\$33.96	5.0	\$15.44
septic tank pumping near me	Pumping	\$36.23	3.0	\$10.87
septic tank service (nj)	Service kw	\$38.69	13.5	\$7.36
septic tank company	Brand-intent kw	\$48.98	11.0	\$7.38
cesspool inspection	Inspection kw	\$55.14	14.8	\$9.40
septic tank pumping	Pumping	\$59.09	3.0	\$9.33

The hidden goldmine: grease traps.

Restaurants are legally required to have grease traps cleaned on a schedule — every one is a **recurring commercial contract**, not a one-time homeowner job. At ~\$34 per lead for work that repeats, it's the most under-priced line in the account.

Installation is quietly cheap.

"Septic tank installation" is your biggest-ticket job — a full system replacement — yet it comes in at just **\$16.77 per lead**. High-dollar work at a bargain cost is exactly what you want to fund.

The pattern.

Pumping is your bread-and-butter volume at \$36–59 a lead. Installs and "near me" service searches are your cheapest, highest-value work. Grease traps are the recurring-revenue sleeper most septic owners never advertise. A good account feeds the ones that print.

WHAT TO SPEND, WHAT TO EXPECT

Start small. Scale what prints.

The single most common question from owners: "how much do I need?" The honest answer is less than you think to start — and the data proves why you should scale up only once you can see what's working.

Septic campaign budget

\$115/day

the well-funded campaign

Its impression share

22.9%

of eligible searches captured

Searches still missed

~77%

room to grow, not a ceiling

Impression share — how much of the market you're actually reaching

Even fully funded, most of the demand is uncaptured

Campaign	Daily budget	Share of searches won	Captured
Septic services	\$115.27		22.9%
Portable restrooms	\$39.65		13.8%

■ Share captured
■ Demand you're not yet reaching

Why this matters for your budget.

That \$115/day campaign is spending real money and still only appearing for about **23%** of the relevant searches. Translation: the demand is far bigger than one company can buy at once — so you never have to "max out" on day one. You can start at a fraction of this, learn which terms convert for *your* market, and pour budget into the winners with confidence.



A sane starting point

You don't need \$3,000/month to begin. A focused \$30–50/day on your best services — pumping and "near me" searches in a tight service area — is enough to generate leads and, more importantly, to collect the data that tells you where to scale.



Then scale what prints

Once a term proves it converts cheaply — like the \$16.77 installation leads or the recurring grease-trap contracts — you raise its budget. The 77% of demand you're still missing is your runway. Winners get fed; losers get cut. That's the whole game.

WHERE THE MONEY LEAKS

The 5 mistakes that burn septic budgets

Septic is easy mode — which is exactly why sloppy accounts still lose money. These are the five we see most often, and every one is avoidable.

1

Targeting your whole state

You don't send a truck three hours away, so don't pay to advertise there. Whole-state or huge-radius targeting drains budget on clicks you can never service. **Fix: tight radius around the areas you actually drive to.**

2

No negative keywords on DIY "how-to" searches

"How to pump my own septic tank," "septic tank cost to build," "diy drain field" — these people aren't hiring anyone. Without negatives, you pay for every one of those clicks. **Fix: a negative keyword list that blocks how-to, DIY, jobs, and cost-research terms.**

3

Leaving the Display network turned on

Google's default settings quietly opt you into showing image ads across random apps and websites. For a septic company that's near-worthless traffic with terrible intent. **Fix: run Search-only campaigns until you have a reason not to.**

4

No call tracking

In this account, roughly **half of all 484 leads were phone calls**. If you're not tracking calls, you're blind to half your results and Google can't optimize toward the term that made the phone ring. **Fix: call tracking wired into conversions from day one.**

5

Budget-starving your winners

The most expensive mistake of all. When a campaign is printing cheap leads but capped at a low impression share, every dollar you *don't* add is a lead your competitor gets instead. **Fix: find the campaigns beating your cost-per-lead target and feed them.**

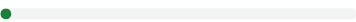
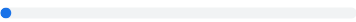
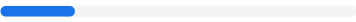
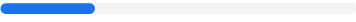
A real example from this account.

The portable-restroom campaign was producing leads at **\$12.93** each — cheaper than almost anything we manage — while capturing only **13.8%** of available searches on about \$40/day. That's a winner being starved. The fix isn't clever targeting; it's simply funding what already works.

COMPARED TO EVERYTHING ELSE WE RUN

You have it **easy** — here's the proof

These are real cost-per-lead numbers from other trades in accounts we manage, over the same 90 days. Same agency, same platform, same period. Septic isn't just good in isolation — it's near the top of the entire home-service field.

Cost per lead by trade		Our managed accounts · last 90 days	
Trade / niche	Cost per lead	Cost / lead	Conv. rate
Septic (this account) ● You		\$28.41	19.4%
Pressure washing		\$30.56	12.4%
Well drilling		\$202.29	5.1%
Restoration		\$259.55	4.6%
Demolition		\$607.60	6.3%
EV chargers		\$662.89	1.4%
Window replacement		\$974.66	1.7%
■ Septic — best in class ■ Other trades ■ Hardest niche we run			

Septic vs window replacement

34× cheaper

▲ \$28 leads vs \$975 leads

Achievable conversion rate

15–20%

▲ this account runs 19.4%

The honest version.

A 15–20% conversion rate and a sub-\$30 cost per lead is genuinely achievable in septic — this account proves it. A window-replacement company would trade almost anything for numbers like these. You already have them available. The only question is whether you act on it before the rest of your market figures it out too.

● FREE · NO OBLIGATION

Want to know what **your** septic account could do?

We'll pull your Google Ads account (or map out what a new one should look like) and tell you the truth — what's working, what's wasting money, and what the realistic cost-per-lead is for your market. Same numbers, same honesty you just read.

Your free Google Ads account audit includes:

- ✓ A real cost-per-lead estimate for septic in **your** service area
- ✓ A review of wasted spend — whole-state targeting, missing negatives, Display leaks
- ✓ The high-value terms you're missing (grease traps, installs, cesspool)
- ✓ A straight answer on whether ads even make sense for you

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