

Your first week on Google. Here's what we learned — and what we've just changed.

Campaigns live: Auckland · Waikato · Bay of Plenty · Wellington · Christchurch

In one minute

Week one was a deliberate **calibration phase**. We launched all five regional campaigns with conservative opening bids so we could map the market cheaply — who else is bidding, and what the top of Google's first page actually costs for every one of your keywords, region by region.

It worked: for under **\$20** of spend we now know your true first-page prices and have confirmed the campaigns are matching the right searches. **Today we raised your bids to those researched levels** and blocked the wasteful searches — so from here your ads start competing on page one for real commercial-cleaning demand.

What we did in week one

A brand-new Google Ads account starts as a blank slate — Google doesn't yet know who you are or which searches you should win. Rather than guess a bid and risk overspending, we opened with a low, conservative bid and let the account gather real auction data. Think of it as taking the market's temperature before turning up the heat.

5

Regional
campaigns live

130

Times your ad was
eligible to show

\$19.51

Total spend, week
one

~1 in 10

Searches we
appeared for

The low opening bid did exactly what a calibration bid is meant to do — it kept spend tiny while the data came in. It also told us, in plain numbers, that at that starting price we were only

appearing for about **one in ten** relevant searches, and only reaching the top of the page on searches for your own brand name (which almost nobody else bids on). To win the competitive money-terms — *commercial cleaning*, *office cleaning*, *medical cleaning* — we needed to bid higher. Now we know exactly how much higher.

What week one told us

Three things came out of the data, and all three are valuable:

1. The campaigns are built correctly

Your ads matched the right searches from day one — people looking for **commercial cleaning**, **office cleaning**, **commercial cleaning services**, **hospital cleaners**, **medical cleaning** and more. That confirms the targeting and keyword structure are sound before we've spent real money on them.

2. We now know the real first-page price of every keyword

This is the payoff of starting low. With live auction data in hand, here's what Google says it costs to reach the first page for your core searches:

Search term	Est. first-page bid	Est. top-of-page bid
commercial cleaning (your biggest term)	\$4.81	\$5.76
office cleaning services	\$7.76	—
office cleaning company	\$4.60	—
small office cleaning	\$4.72	—
clinic / medical cleaning	\$3.00–3.26	—
office cleaning	\$3.08	—

Our previous bid was a flat \$2.50 — below the first-page price on almost every term above. That single fact explains why we weren't showing on page one for the searches that matter.

3. We can see the wasteful searches — and block them before they cost you

Week one also surfaced the searches we *don't* want to pay for: other cleaning companies' brand names, searches from regions you don't service (for example a Whangārei search landing in the Wellington campaign), and off-topic queries. While bids were low these cost

almost nothing — but they would start costing the moment we raise bids. So we've excluded them now, ahead of time.

What we've just changed

Two changes went live today, in that order — block the waste first, then turn up the bids.

Raised bids to the researched first-page levels

Keyword group	Regions	Was	Now
Office & commercial cleaning	All 5	\$2.50	\$6.00
Medical & clinic cleaning	All 5	\$2.50	\$5.00

These levels clear the first page on every core term and reach the top of the page on your primary search, *commercial cleaning*. We deliberately did **not** chase two outlier searches that cost \$26–\$68 per click — at those prices they'd drain the budget for very little return.

Disciplined, not greedy.

Added 14 exclusions to keep spend clean

We blocked competitor brand names, out-of-area searches, and off-topic queries (for example commercial laundry and overseas searches) across all five regions. Every dollar of the higher bid now goes toward the right clicks.

Why we go low, then high

Most accounts launch by guessing a high bid and hoping. That burns budget on unqualified clicks before you know what works. We do the opposite — and here's what that discipline buys you:

1

We discovered the true first-page price of every keyword, in every region, for under \$20 — instead of paying to find out the expensive way.

2

First page on your main term is about \$5–6, so we set \$6. Not \$10, not \$2.50. Bidding on data beats bidding on hope.

3

The higher bids only ever buy the right searches, because we excluded the wrong ones first.

4

Now that ads will show on page one, the clicks and quote requests we get are a true read on the market – the foundation for smart, automated bidding later.

What to expect next

- ✓ **Within 24–48 hours:** your ads start appearing on page one for core commercial-cleaning searches, and we expect the first non-brand clicks.
- ✓ **In 48 hours:** we re-measure your ad position in each region and fine-tune – including checking whether the smaller-budget regions (Waikato, Bay of Plenty) need a top-up to gather enough data.
- ✓ **Quote tracking is live:** the moment a search turns into a quote request through your funnel, we'll see it and start reporting your true cost per enquiry.
- ✓ **Steady, not sudden:** the first enquiries take a little time as the account builds history. This is a considered build designed to spend your budget where it earns – not a switch we flick to "on".

Prepared for JAN-PRO Commercial Cleaning NZ by Greg Dickson.

Happy to walk through any of this on a call. Questions, or to sign off on the direction: greg@aisearch.marketing.

Figures are pulled directly from your Google Ads account for 13–20 July 2026. First-page and top-of-page bids are Google's own estimates based on live auction data.