



# PORTFOLIO

Victoria Delmonte

GOOGLE ADS SPECIALIST

I Help Home Service Businesses  
Generate High-Quality Leads

# *About Victoria*

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Hi! I'm Victoria, a Google Ads Specialist helping businesses grow online. My goal is to help home service businesses generate consistent, high-quality leads through strategic Google Ads campaigns that focus on real customer actions like calls and inquiries—not just traffic.

# Google Ads Campaign Project

## MyHome Renovation Experts — Demo Campaign

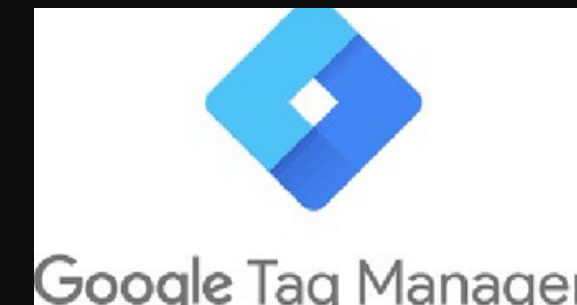
A full Search campaign structure built from scratch, including ad groups, keywords, negative keywords, and ad extensions.

[View Full Campaign Structure](#)

Built as part of Google Ads Certification Training | Digitally Vicky

## *Expertise Skills*

- Build Campaign
- Optimization Campaign
- Conversion Tracking,
- Google Analytics,
- Google Tag Manager,
- Keyword Research and Analytics.
- Competitor Analysis, Campaign Audit,
- Data Insights and Reporting, Bidding Strategies & Budget



## Technical Expertise & Tools

- ***Advertising Platforms:*** Google Ads, Google Ads Editor, Answer the Public
- ***Analytics & Insight:*** Google Analytics, SEMRush, Google Tag Manager, Looker Studio
- ***Management & Collaboration:*** Monday.com, Asana, Trello, Click Up, Google Meet, Mailchimp
- ***Design & Content:*** Canva, WIX, Meta, Google Vids, Google Ads Asset Studio, Opal

# GOOGLE ADS CERTIFICATE



This acknowledges that  
**Victoria Delmonte**

Has successfully completed and is certified in  
Google Ads Search Certification

Issue Date: February 4, 2025  
Expiry Date: February 4, 2026  
Certificate ID: 132097142



This acknowledges that  
**Victoria Delmonte**

Has successfully completed and is certified in  
Google Ads Video Certification

Issue Date: February 3, 2025  
Expiry Date: February 3, 2026  
Certificate ID: 131986818



This acknowledges that  
**Victoria Delmonte**

Has successfully completed and is certified in  
Google Analytics Certification

Issue Date: February 4, 2025  
Expiry Date: February 4, 2026  
Certificate ID: 132094673



This acknowledges that  
**Victoria Delmonte**

Has successfully completed and is certified in  
Google Ads Display Certification

Issue Date: February 3, 2025  
Expiry Date: February 3, 2026  
Certificate ID: 131967923



This acknowledges that  
**Victoria Delmonte**

Has successfully completed and is certified in  
AI-Powered Shopping ads Certification

Issue Date: February 4, 2025  
Expiry Date: February 4, 2026  
Certificate ID: 132115668



## CERTIFICATE OF ACCOMPLISHMENT

This Certificate is presented to

*Victoria B. Del Monte*

For exceptional dedication and proficiency as a **Google Ads Manager** during the 60-Day On-The-Job training at **DontMessWithMarketing**. Your outstanding contribution has left an indelible mark on our team. Awarded this 30th of October 2024.



*R. Baillo*  
**IAN BAILLO**

(FOUNDER)  
**DONTMESSWITHMARKETING**



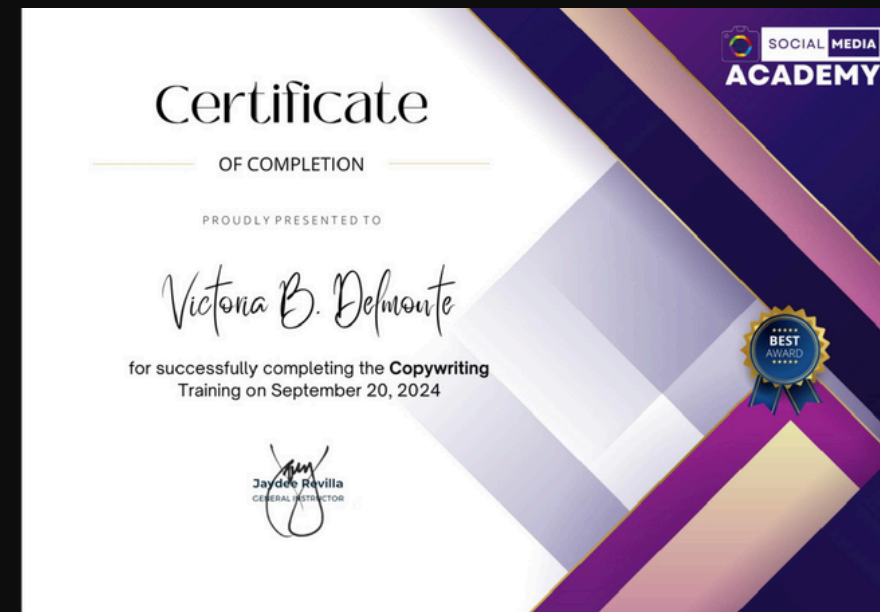
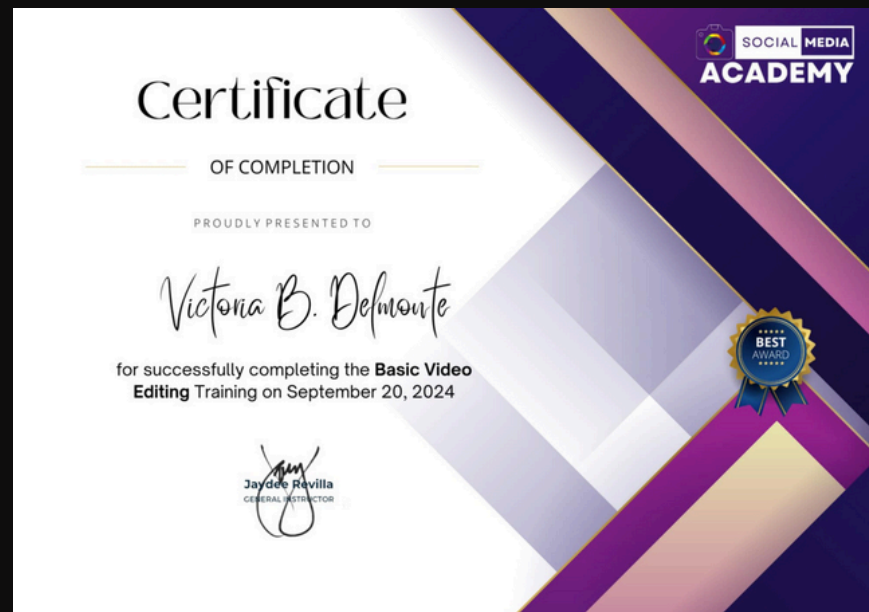


Freedom Initiative is an organization that teaches business, freelancing, and personal development to help people achieve financial freedom.

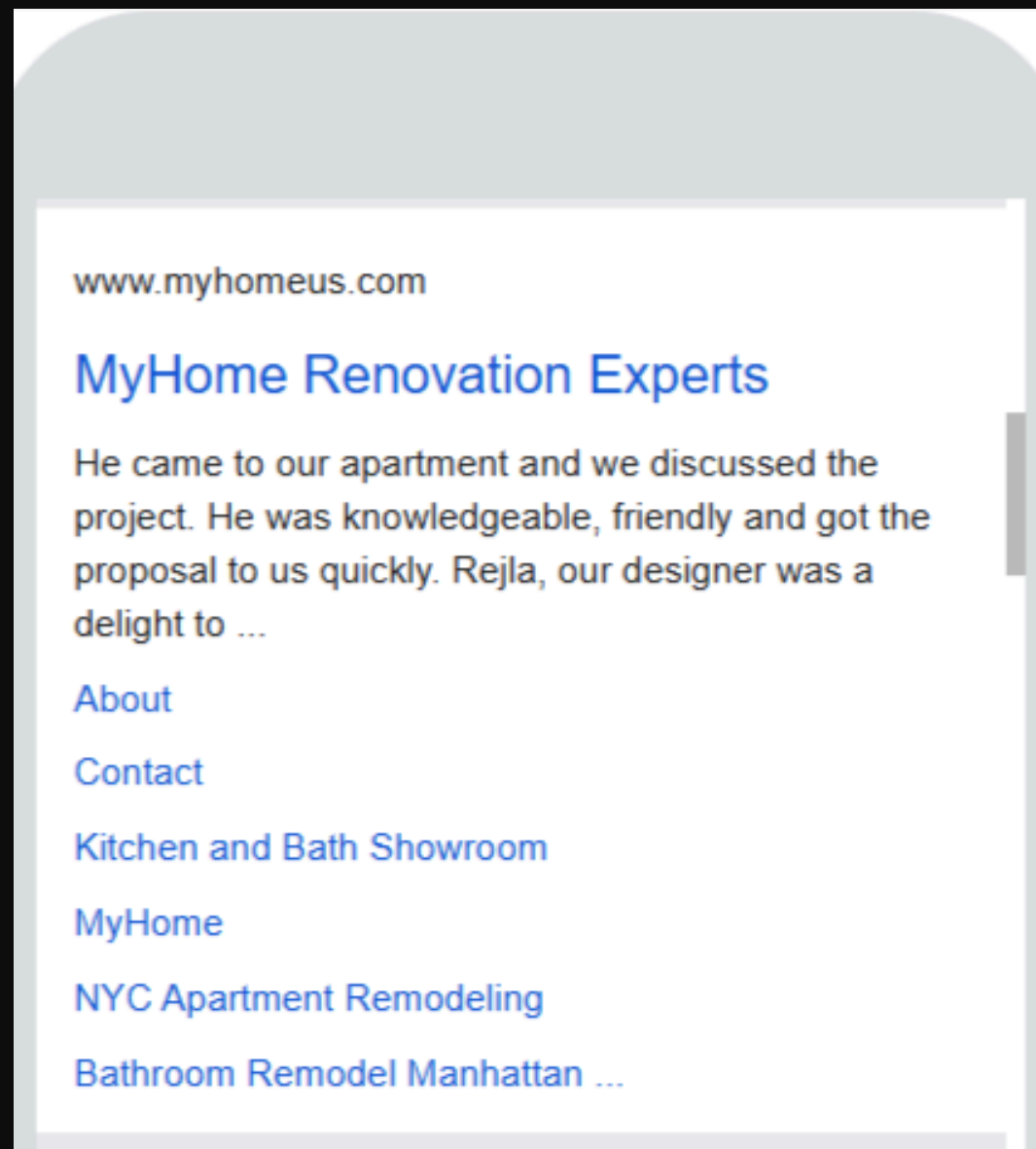
They promote this through summit and training events in various countries such as the Philippines, India, and Indonesia.

Its founder is Ray Pang, a business mentor from Singapore.

# Social Media Manager Certificate



My freelancing journey began when I enrolled in a Social Media Management course. It was my first step into the world of online work, where I learned how to create basic content, grow audiences, and help brands build their presence online.



**Campaign Name:** MyHome Renovation Experts – Lead Generation Campaign

**Platform:** Google Ads (Search)

**My Role:** Campaign Strategist & Manager

**What I Did:** I set up and managed a Google Search Ads campaign for MyHome Renovation Experts. The goal was to get more qualified leads through calls and form submissions.

**Whom We Were Targeting:** Homeowners and renters in New York actively searching for kitchen remodeling, bathroom renovation, apartment remodeling, and general contractor services.

**My Approach:**

- Built the campaign around high-intent, service-based keywords
- Made sure ads showed up at the right time — when people were already ready to hire
- Focused on driving calls and form fills, not just clicks
- Continuously optimized bids, budget, and ad copy to lower Cost Per Lead

**Results Tracked:**

- Leads generated (calls + form fills)
- Cost Per Lead (CPL)
- Click-Through Rate (CTR)
- Conversion Rate

| Keyword                                   | Match type   | Campaign                      | Ad group   |
|---|--------------|-------------------------------|------------|
| "remodeling contractors"                  | Phrase match | Home Renovation- Lead- Search | Ad group 1 |
| "renovation companies"                    | Phrase match | Home Renovation- Lead- Search | Ad group 1 |
| "home renovation near me"                 | Phrase match | Home Renovation- Lead- Search | Ad group 1 |
| "home remodeling services near me"        | Phrase match | Home Renovation- Lead- Search | Ad group 1 |
| "hire home renovation contractor near me" | Phrase match | Home Renovation- Lead- Search | Ad group 1 |

**Keyword Setup:** Home Renovation Lead Search Campaign

**What I Did:** I set up the keywords inside Google Ads for the Home Renovation Lead Search campaign. All keywords were added under a single ad group using **Phrase match**. a smarter approach that ensures ads only show for searches that include the exact keyword phrase, filtering out irrelevant traffic.

**Keywords I Used:**

- "remodeling contractors"
- "home renovation near me"
- "renovation companies"
- "home remodeling services near me"
- "Hire a home renovation contractor near me."
- "home restoration contractors near me"

**Why These Keywords:** These are high-intent, service-based keywords targeting people who are actively looking to hire. The "near me" keywords are especially powerful for home service businesses because they capture local searches, meaning the person is ready to call, rather than just browsing. Phrase match was chosen over broad match to control ad spend and attract more qualified leads.

**Note:** This is a demo campaign built to showcase real Google Ads setup skills, from keyword research and match type selection to campaign structure.

## **Google Ads Campaign: Home Renovation Leads**

I built this as a demo campaign to showcase my Google Ads strategy for home renovation lead generation in the US. The goal was to design a campaign structure that targets high-intent homeowners, controls ad spend, and drives quality leads using real keyword research, smart match types, and strong ad messaging.

### **Optimization Strategy**

- Conducted targeted keyword research to identify high-intent, location-based terms like "home renovation contractor near me" and "home remodeling services near me" keywords that signal someone is ready to hire, not just browsing.
- Selected Phrase Match over Broad Match to filter out irrelevant traffic and protect the budget from wasted clicks.
- Designed the campaign with a lead generation bidding strategy in mind, structured to support Maximize Conversions once live data starts coming in.
- Built ad messaging around strong CTAs like "Get a Free Quote" and "Book a Consultation" to attract serious leads and improve conversion rates.
- Structured the campaign for easy optimization — ready for negative keyword expansion and A/B testing of ad copy once the campaign goes live.

Note: This is a demo campaign built to demonstrate real Google Ads setup skills from keyword strategy and match type selection to campaign structure and ad messaging.

# Google Ads Campaign Structure Spreadsheet.

| MyHome Renovation Experts  | Ad Group 1   | Ad Group 2   | Ad Group 3                            |
|--|--|--|---------------------------------------|
| AD GROUP NAME  | Kitchen Remodel  | Bathroom Remodel   | Full Remodel                          |
| <b>15 Headlines</b>  | <b>15 Headlines</b>  | <b>15 Headlines</b>  | <b>15 Headlines</b>                   |
| 1 Expert Kitchen Remodel NYC   | 1 Expert Bath Remodel NYC  | 1 Expert Full Remodel NYC  |                                       |
| 2 Luxury Kitchen Renovation NYC  | 2 Luxury Bathroom Renovation NYC   | 2 Complete Home Renovation NYC   |                                       |
| 3 Custom Kitchen Designs NYC   | 3 Custom Bath Designs NYC  | 3 Custom Full Remodel NYC  |                                       |
| 4 Modern Kitchen Upgrade NYC   | 4 Modern Bath Upgrade NYC  | 4 Luxury Home Makeover NYC   |                                       |
| 5 Top Kitchen Experts In NYC   | 5 Top Bath Experts In NYC  | 5 Top Remodel Experts In NYC   |                                       |
| 6 Book Today For Kitchen Remodel   | 6 Book Today For Bath Remodel  | 6 Book Today For Full Remodel  |                                       |
| 7 Get A Free Quote For Kitchen   | 7 Get A Free Quote For Bath  | 7 Get A Free Quote For Remodel   |                                       |
| 8 Revamp Your Kitchen In NYC   | 8 Revamp Your Bathroom NYC   | 8 Revamp Your Home In NYC  |                                       |
| 9 Transform Kitchen In NYC   | 9 Transform Bath In NYC  | 9 Transform Home Renovation NYC  |                                       |
| 10 Increase Home Value NYC   | 10 Efficient Bath Reno NYC   | 10 Efficient Home Remodel NYC  |                                       |
| 11 Efficient Kitchen Reno NYC  | 11 Quality Bath Craft NYC  | 11 Quality Remodel Experts NYC   |                                       |
| 12 Trusted Kitchen Pros NYC  | 12 Trusted Bath Pros In NYC  | 12 Trusted Full Remodel Pros NYC   |                                       |
| 13 Stunning Kitchen Makeover NYC   | 13 Stunning Bath Makeover NYC  | 13 Stunning Home Remodel NYC   |                                       |
| 14 Update Kitchen In NYC   | 14 Update Your Bath Today  | 14 Update Home In NYC  |                                       |
| 15 Call Now For Kitchen Reno   | 15 Call Now For Bath Reno  | 15 Call Now For Home Remodel   |                                       |
| <b>6 Descriptions (90 characters)</b>  | <b>6 Descriptions (90 characters)</b>  | <b>6 Descriptions (90 characters)</b>  | <b>6 Descriptions (90 characters)</b> |
| 1 Transform Your Kitchen With Expert Craftsmanship In NYC Book Your Consultation | 1 Revitalize Your Bathroom With Expert Craftsmanship In NYC Book Your Consultation | 1 Transform Your Entire Home With Expert Renovation In NYC Book Your Consultation  |                                       |
| 2 Revitalize Your Cooking Space With Quality Renovation Get A Free Quote         | 2 Transform Your Bath With Modern Upgrades In NYC Get A Free Quote                 | 2 Experience A Complete Home Makeover With Quality Craftsmanship In NYC Get A Free |                                       |
| 3 Experience Superior Kitchen Upgrades In NYC Claim Your Consultation Today      | 3 Experience Superior Bathroom Remodeling In NYC Claim Your Consultation Today     | 3 Upgrade Your Home With Expert Full Remodel In NYC Claim Your Consultation        |                                       |
| 4 Get Expert Kitchen Remodeling In NYC To Elevate Your Home Value                | 4 Get Expert Bathroom Renovation In NYC To Enhance Your Home And Wellness          | 4 Achieve A Dream Home With Expert Remodelers In NYC Get Your Free Quote           |                                       |
| 5 Upgrade Your Kitchen With Professional Service In NYC Claim A Quote            | 5 Upgrade Your Bathroom With Professional Service In NYC Claim A Quote             | 5 Enhance Your Home Value With A Complete Remodel In NYC Book Your Consultation    |                                       |
| 6 Achieve Your Dream Kitchen With Expert Renovators In NYC Get A Quote           | 6 Achieve A Spa-Like Bathroom In NYC With Expert Remodelers Get A Quote            | 6 Modern Full Home Remodel With Quality Service In NYC Claim Your Quote            |                                       |

- Built a comprehensive Google Ads Search campaign structure for a home renovation business, organizing keywords and ads into 3 tightly themed ad groups — Kitchen Remodel, Bathroom Remodel, and Full Remodel.
- Developed 15 tailored headlines and 6 descriptions per ad group to maximize ad relevance and Quality Score, improving visibility on high-intent searches.
- Wrote conversion-focused, location-specific ad copy with strong CTAs to capture high-intent home renovation leads across New York City.
- Added Phrase Match keywords, 50+ negative keywords, sitelinks, callouts, and structured snippets per ad group to improve targeting and ad performance.

Victoria Delmonte | Google Ads Specialist

Want results like this for your business?

I'll help you turn clicks into real clients

Let's connect!  

**EMAIL:** [vickyneil21022@gmail.com](mailto:vickyneil21022@gmail.com)