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SPENDING SMARTER ON GOOGLE ADS: A BETTER CEMETERY INQUIRY CHECKLIST

Improve Inquiry Quality, Reduce Wasted Ad Spend and Align Google Ads with Family Search Intent

WELTON HONG

ABOUT RING RING MARKETING

Ring Ring Marketing is deathcare's premier provider of marketing solutions for cemeteries, memorial parks and affiliated partners.

RRM founder and CEO **Welton Hong** is one of the top educators in deathcare. Among numerous other credits, he is:

- An in-demand speaker at national cemetery events, including **ICCFA**, state cemetery associations and mortuary schools
- A regular contributor to **ICCFA's "Memento Mori"** and other cemetery-focused publications, as well as NFDA's **"The Director"** and Kates-Boylston's **"American Funeral Director"**
- Author of the celebrated book ***"Making Your Phone Ring with Internet Marketing for Cemeteries, Third Edition"***

Mr. Hong and his team at RRM help cemetery owners drive preneed property sales, increase contract value and position their cemetery as the trusted choice for permanent memorialization. Through stronger digital visibility, better website performance and strategic marketing, they help you reach families earlier and convert more future business.

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Introduction

Google Ads place your cemetery in front of families during important search and decision moments. Many families begin evaluating cemetery property online before making direct contact with a cemetery. Without intentional strategy, ad spending can generate inquiries that rarely become meaningful opportunities.

This checklist helps your cemetery improve inquiry quality by aligning campaigns with family search behavior, cemetery offerings and real decision intent. By strengthening targeting, messaging, landing pages and budget structure, your cemetery can spend more intentionally while attracting better-fit inquiries.



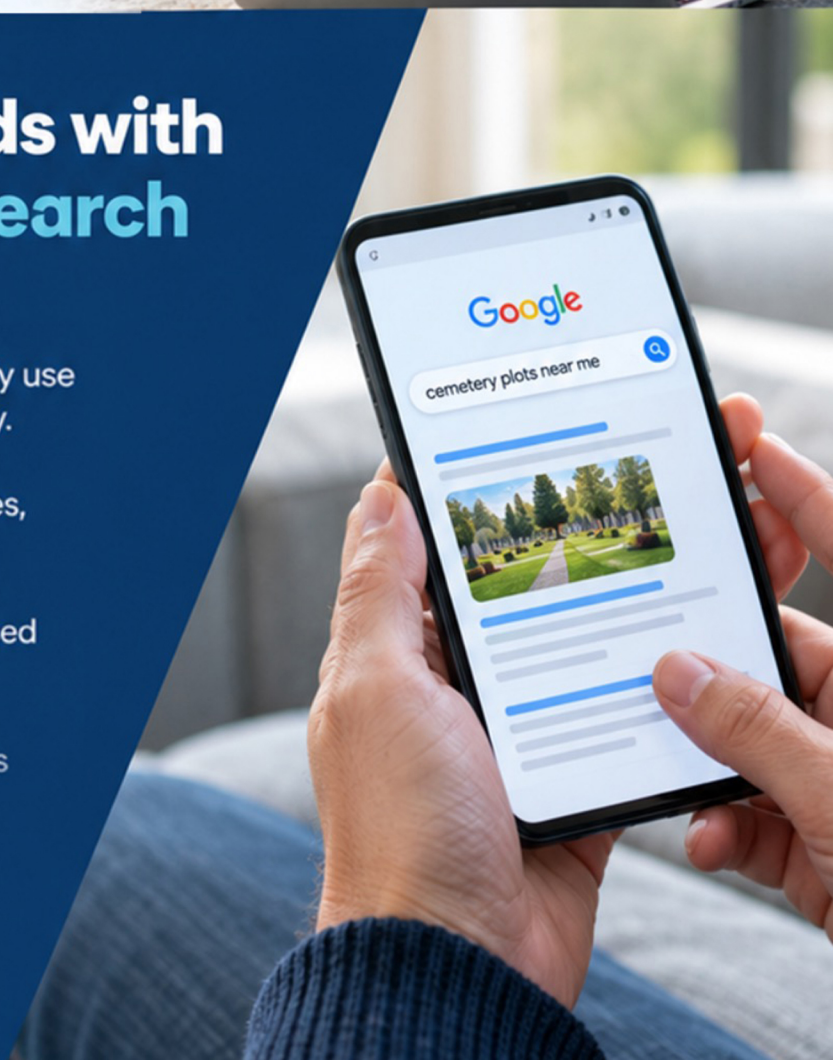
1 Strengthen Visibility During Cemetery Search Moments

- [ ] Make sure your cemetery appears during searches related to burial property and memorialization.
- [ ] Align campaigns with the questions families ask before contacting a cemetery.
- [ ] Focus advertising on families actively searching for cemetery-related information.
- [ ] Structure campaigns to support both early research and immediate inquiry behavior.
- [ ] Improve search visibility so families can discover your cemetery before competitors.



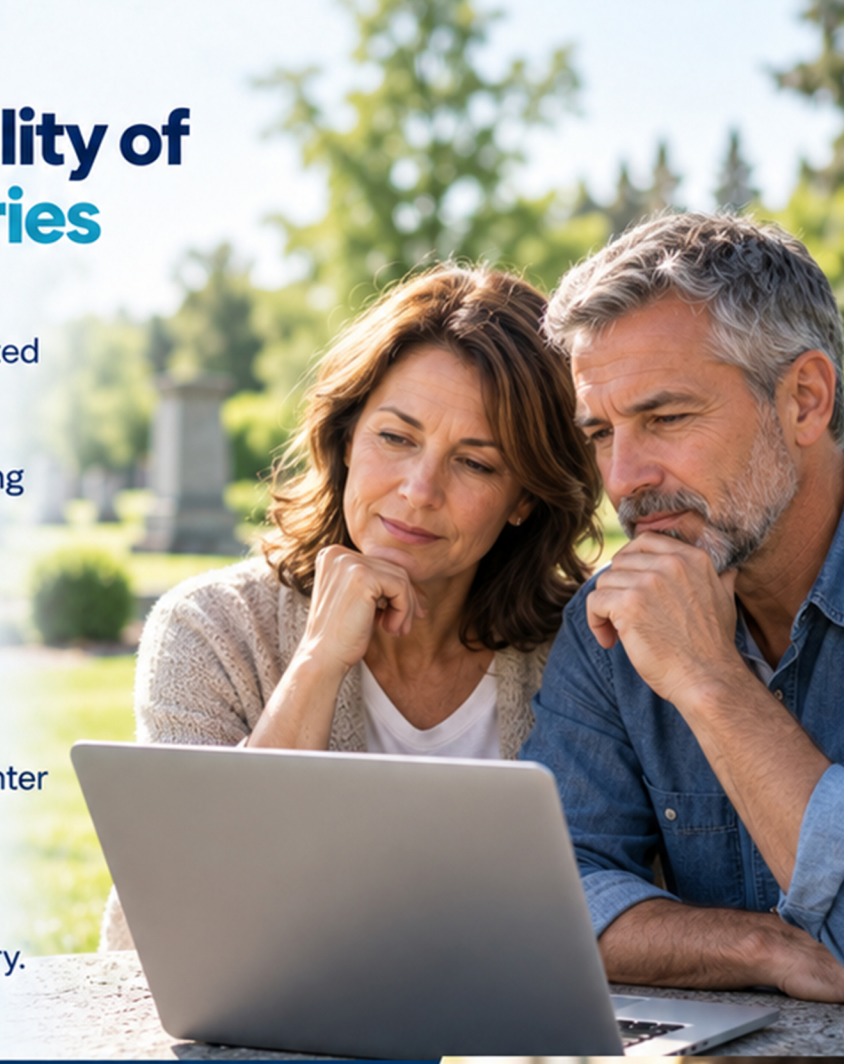
2 Align Google Ads with How Families Search

- [ ] Use familiar language families naturally use when searching for cemetery property.
- [ ] Include searches related to plots, niches, cemetery lots and memorial options.
- [ ] Build campaigns around location-focused searches tied to nearby communities.
- [ ] Separate early-stage research searches from immediate decision searches.
- [ ] Recognize how urgency and timing influence inquiry quality.



3 Improve the Quality of Cemetery Inquiries

- [ ] Focus targeting on searches connected to actual cemetery offerings.
- [ ] Attract inquiries from families showing stronger decision readiness.
- [ ] Align ads and landing pages so expectations stay clear from search to contact.
- [ ] Reduce poor-fit inquiries through tighter campaign targeting and structure.
- [ ] Make next steps easy to understand before families contact your cemetery.



4 Structure Google Ads Around Cemetery Search Intent

- [ ] Organize campaigns around burial property, cremation memorialization and mausoleum searches.
- [ ] Create separate paths for educational searches and immediate-need inquiries.
- [ ] Group related searches together so messaging stays relevant.
- [ ] Build local campaigns around the communities your cemetery serves.
- [ ] Use intent-based organization to improve inquiry consistency over time.



5 Write Google Ads That Attract Better-Fit Families

- ☐ Use clear wording that reflects how families actually search online.
- ☐ Mention specific cemetery offerings to improve inquiry relevance.
- ☐ Keep ad messaging simple, direct and easy to understand quickly.
- ☐ Match ad language closely with the landing page experience.
- ☐ Filter out unrelated clicks by keeping ad copy focused and accurate.



6 Improve Landing Pages to Support Inquiry Quality

- ☐ Make sure landing pages immediately match the original search and advertisement.
- ☐ Explain burial spaces, niches and memorialization options clearly.
- ☐ Keep page layouts organized so families can evaluate information comfortably.
- ☐ Provide visible contact options throughout the page.
- ☐ Create simple inquiry paths for families ready to contact your cemetery.



7 Manage Google Ads Budget More Intentionally

- [ ] Prioritize spending on searches connected to stronger inquiry intent.
- [ ] Reduce budget waste by filtering out unrelated search traffic.
- [ ] Use search exclusions to avoid poor-fit inquiries outside your offerings.
- [ ] Maintain consistent campaign investment to support steady visibility.
- [ ] Evaluate spending based on inquiry fit, not clicks alone.



8 Choose the Right Partner for Cemetery Google Ads

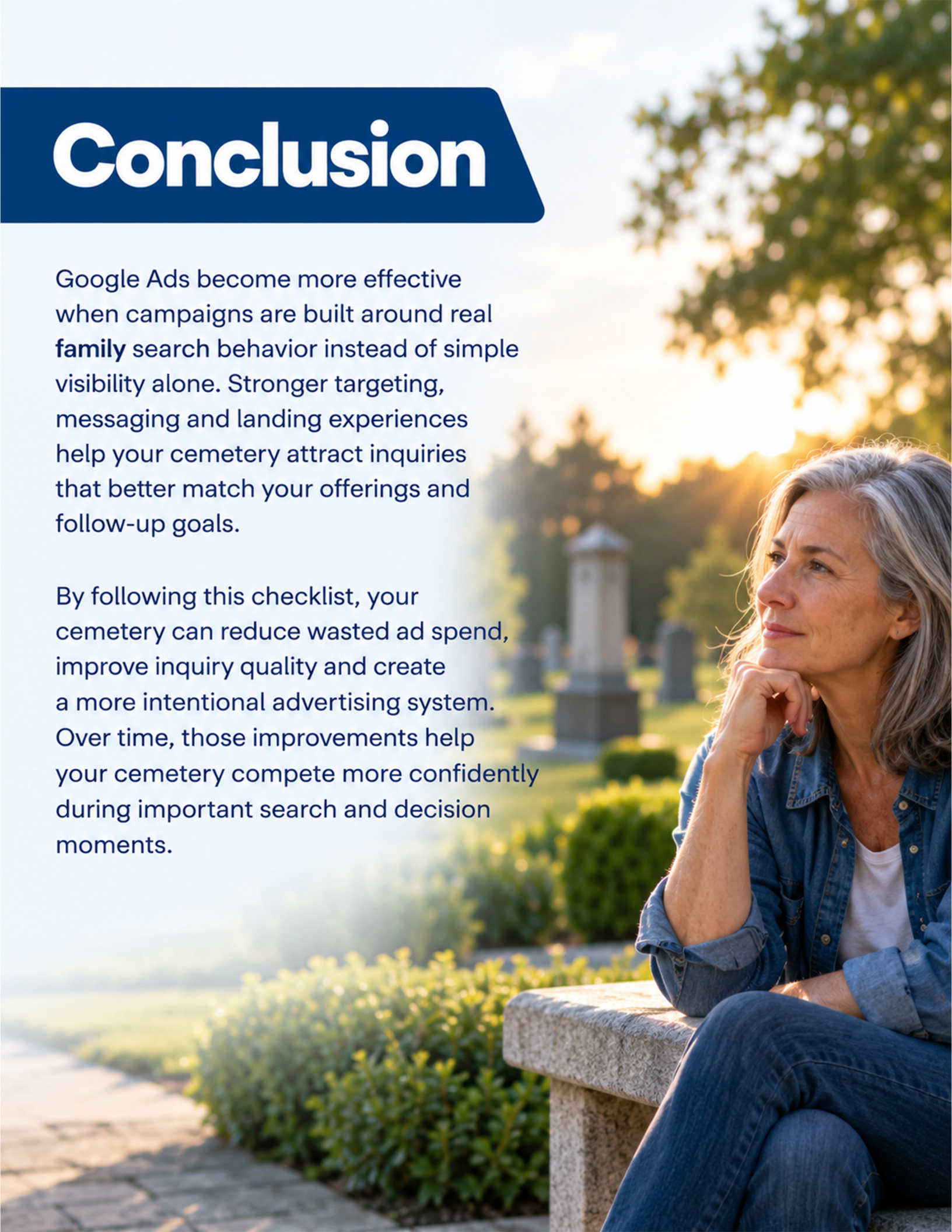
- [ ] Work with a partner who understands cemetery search behavior and inquiry patterns.
- [ ] Choose a team experienced with burial property and memorialization searches.
- [ ] Look for structured campaign management tied to inquiry quality goals.
- [ ] Prioritize ongoing optimization instead of one-time advertising adjustments.
- [ ] Partner with specialists who focus on long-term advertising efficiency and inquiry relevance.



Conclusion

Google Ads become more effective when campaigns are built around real **family** search behavior instead of simple visibility alone. Stronger targeting, messaging and landing experiences help your cemetery attract inquiries that better match your offerings and follow-up goals.

By following this checklist, your cemetery can reduce wasted ad spend, improve inquiry quality and create a more intentional advertising system. Over time, those improvements help your cemetery compete more confidently during important search and decision moments.



Take the Next Step

Understanding Google Ads is valuable, but inquiry quality depends on how campaigns are managed consistently over time. The next step is to evaluate your current campaign structure, targeting, messaging and landing experience to identify what's improving inquiry quality and what may be wasting budget.

Call **(888) 383-2848** or email **info@ringringmarketing.com** to schedule your complimentary Google Ads audit. Ring Ring Marketing can help your cemetery strengthen targeting, improve inquiry alignment and build a more intentional paid search strategy.





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