THE LOCAL GOOGLE ADS SPY KIT

See The Ads Your Competitors Are Running

THIRTEEN THIRTY CREATIVE
1330
DIGITAL MARKETING AGENCY

THE BIG SECRET

You've watched competitors show up everywhere.

Their names appear at the top of Google. Their ads follow customers around online. Somehow, they always seem to be one step ahead of you.

Meanwhile, you're left wondering: *What do they know that I don't?*

Finding a straight answer is harder than it should be.

Every "marketing guru" has a secret formula. Bro marketers pose beside rented cars and promise explosive growth. Agencies hand you polished reports filled with clicks, impressions, and mysterious "conversions."

You're expected to trust that everything is working while quietly wondering whether any of it is producing real customers or revenue.

WHY I'M SHOWING YOU THIS

I'm Jennifer Anderson, founder of 1330 Creative Marketing. After nearly 20 years in marketing, I understand that skepticism.

Business owners have been overpromised, confused by jargon, and kept in the dark for far too long.

That nagging feeling that you aren't seeing the complete picture? You probably aren't.

I'd like the opportunity to earn your trust. So I'm sharing something genuinely useful for free.

YOUR COMPETITORS' GOOGLE ADS ARE PUBLIC.

You can see the exact messages they're paying to put in front of potential customers. You can study their offers, understand how they position themselves, and find opportunities they've completely overlooked.

Most business owners have never been told where to look.
This guide will show you.

Once you see what has been sitting in plain sight, you'll never look at your local competition or marketing reports the same way again.

lets get started ,
Jennifer

WHAT ARE YOU ACTUALLY LOOKING FOR?

Finding your competitors' ads is the easy part.

But before we do that, we need to know what they reveal and what they don't.

A competitor wouldn't usually spend money promoting every service equally. Their ads show which services they want more customers for, which problems they believe create urgency, and how they're trying to earn the click.

LOOK FOR THESE CLUES

The service they're promoting
Are they pushing emergency work, recurring services, premium packages, or one specific high-value service?

The promise they're making
Notice whether they lead with speed, experience, price, convenience, quality, or peace of mind.

The offer they're using
Look for free estimates, discounts, financing, guarantees, consultations, or limited-time promotions.

The customer problem
Strong ads speak to a specific frustration. Pay attention to the pain their messaging emphasizes.

Their reason to choose them
Do they offer anything meaningful, or are they relying on generic claims like "trusted," "local," and "high quality"?

The next step
Are customers being asked to call, book, request a quote, or visit a landing page?

DON'T MAKE THIS MISTAKE: ***Seeing an ad does <u>not</u> prove that it's working.***

Looking at these ads cannot tell you how much the competitor spends, which keywords they target, how many leads they receive, or whether those leads become customers.

Use their ads as market intelligence not a template to copy.

Your goal is to find what everyone else is saying, notice what customers still need to hear, and build a stronger reason to choose *<u>your</u>* business.

THE 6-POINT AD TEST:

Choose one competitor ad and score it from 1 to 5 in each category.

A score of 1 means the ad is weak or unclear. A score of 5 means it's specific, convincing, and easy to act on.

1. HEADLINE STRENGTH
Does the headline immediately communicate the service or problem being solved?
Score: ____ / 5

2. OFFER CLARITY
Can you quickly understand what the customer will receive and why they should care?
Score: ____ / 5

3. LOCAL RELEVANCE
Does the ad mention the city, service area, or something meaningful to local customers?
Score: ____ / 5

4. TRUST
Does the ad provide a reason to believe the company can deliver? Look for reviews, credentials, guarantees, experience, or specific proof.
Score: ____ / 5

5. DIFFERENTIATION
Does the company give customers a clear reason to choose them over another local provider?
Score: ____ / 5

6. CALL TO ACTION
Is the next step obvious, specific, and easy to complete?
Score: ____ / 5

TOTAL SCORE: ____ / 30

25–30: Strong competitor. Study the strategy without copying it.
18–24: Solid foundation with visible opportunities to improve.
Under 18: The competitor may be spending money on an ad that gives customers little reason to respond.

THE QUESTION THAT MATTERS

Could a potential customer immediately explain why they should choose this business?
If the answer is no, you've found an opportunity.

COMPETITOR TRACKING WORKSHEET

COMPETITOR	SERVICE ADVERTISED	MAIN PROMISE	OFFER	CALL TO ACTION	WHAT STANDS OUT	6 POINT SCORE			

KNOWING THE GAP IS ONLY THE BEGINNING

You may find the perfect opportunity while researching your competitors. A stronger offer. A message nobody else is using. A customer problem the entire market has overlooked. Turning that opportunity into revenue requires more than writing a better ad.

Your offer must make sense. The landing page needs to continue the message. Tracking has to capture what happens after the click. Your follow-up process must turn interest into an actual conversation. One weak connection can quietly waste the money spent everywhere else.

WHAT IS YOUR MARKETING MISSING?

I'll review how your current marketing works together, including:

- **Your website and landing pages**
- **Offers and positioning**
- **Google and Facebook advertising**
- **Lead-capture process**
- **Tracking and attribution**
- **Follow-up experience**

You'll receive a personalized breakdown showing what's working, where potential customers may be getting lost, and which improvements deserve your attention first.

WHY FIGURE IT OUT ALONE?

I've spent more than 20 years studying marketing, customer behavior, websites, and advertising. I'll bring that experience to your business, cut through the noise, and help you see the complete picture.

FULL MARKETING AUDIT

Find the leaks. Understand the opportunities. Know what to fix first. Personalized recommendations based on your business, goals, and current marketing.

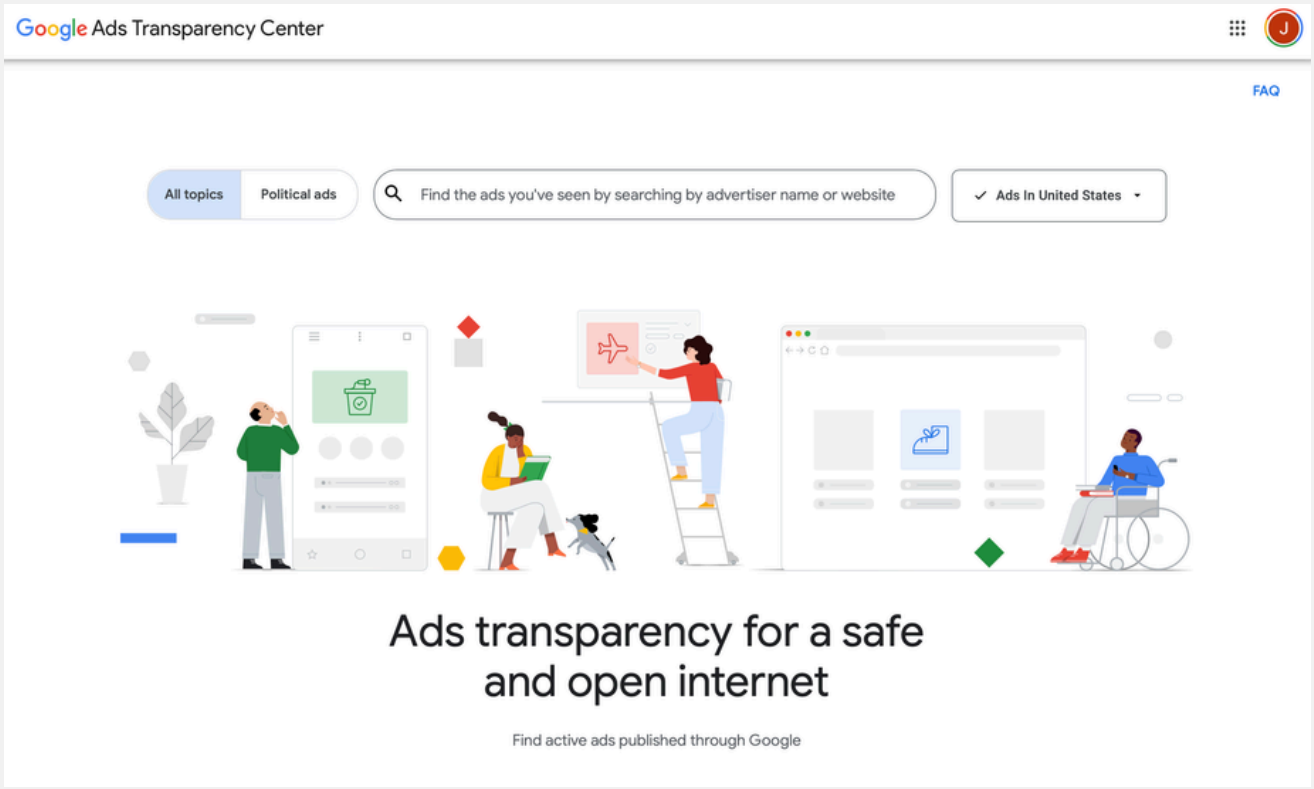
SCAN ME

Or Click Here

SEE THE ADS:

CLICK HERE TO GO TO THE GOOGLE ADS LIBRARY

Or visit: https://adstransparency.google.com/?region=US

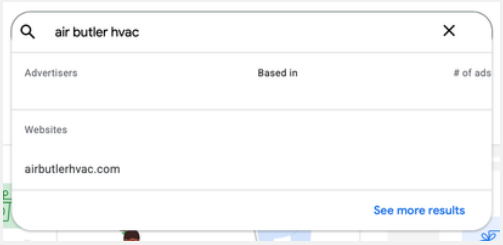


STEP 2: SEARCH FOR A COMPETITOR

Enter the competitor's:

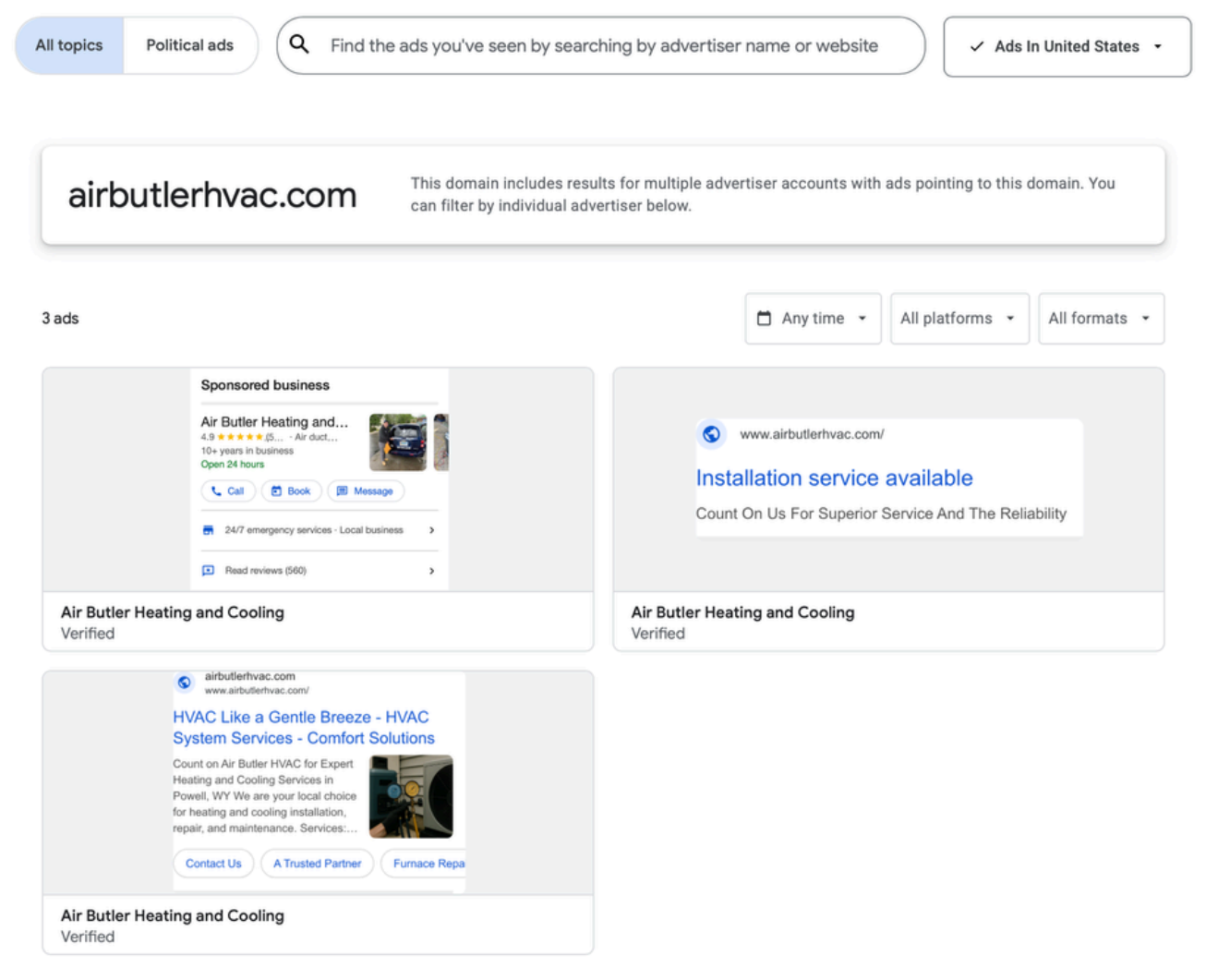
- Business name
- Website address
- Advertiser name (Owner of the Business)

Searching by website is often the most accurate option because several businesses may have similar names.

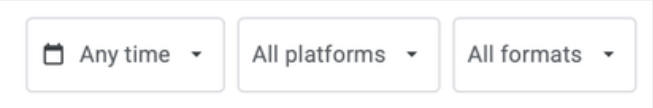


STEP 3: SELECT THE CORRECT ADVERTISER

Google may show several possible matches. Confirm the business by checking its website, advertiser name, and verified location before selecting the profile. The company paying for the ads may appear under a different legal or agency name.



STEP 4: FILTER THE RESULTS



Use Google's filters to narrow what you see:

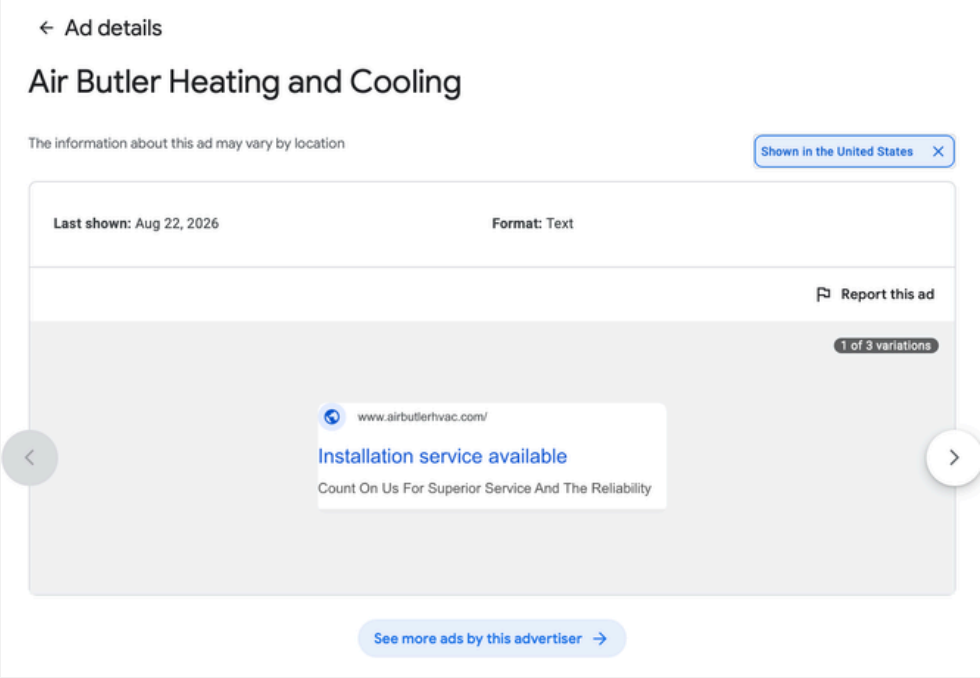
Date
Choose the period when the ads were shown. Start with the most recent range to find current messaging, then expand the dates to uncover older campaigns and seasonal offers.

Platform
Select where the ads appeared within Google's ecosystem, such as Google Search, YouTube, or other Google properties. This helps you understand where the competitor is trying to reach customers.

Format
Filter by the type of creative used, including text, image, or video. Text ads usually target active searches, while image and video ads often support awareness or remarketing.
Try several filter combinations. A competitor may use completely different offers and messages across each platform and format.

STEP 5: OPEN INDIVIDUAL ADS

Click an ad to examine its text, imagery, video, and other available details.
Record anything useful in the scorecard.



WHAT IF NOTHING APPEARS?

An empty result does not automatically mean the competitor has never advertised.

Try:

- Their website instead of the business name
- Their legal company name
- A shortened version of the business name
- Removing the location from your search
- Expanding the date range

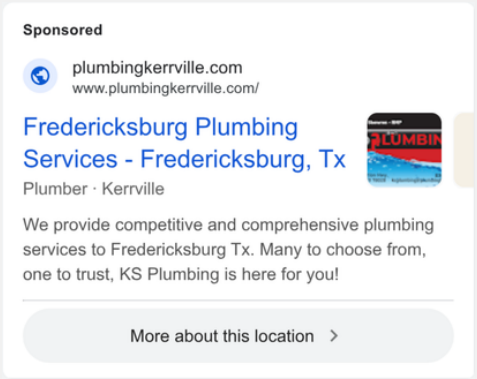
They may also advertise through an account with different verification information, or they may not currently have eligible ads available in the library.

THE ADS YOU MAY FIND

Your competitor might appear in more places than a standard Google search.
Google's Ads Transparency Center can show advertising used across Google's network. The exact formats available will depend on what that advertiser has been running.

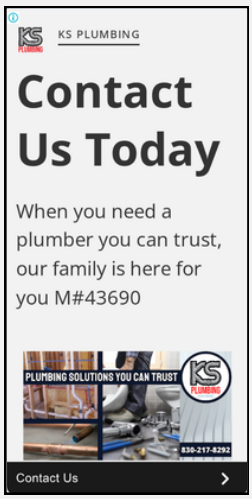
SEARCH ADS

These are the text-based ads that appear when someone searches for a service, such as:
"Emergency plumber near me"
"Family dentist in Billings"
"Best roofing company in Cody"
Why businesses use them
Search ads reach people who are already looking for help. The customer has a problem, knows what they need, and may be ready to call or request a quote.
What to study
Look at the headline, service being promoted, local wording, offer, and call to action.



DISPLAY ADS

Display ads use images and short messages across websites and apps within Google's network.
Why businesses use them
Local businesses often use display ads to build awareness or reconnect with people who previously visited their website.
What to study
Notice the visual hook, offer, branding, and whether the message makes sense to someone who may not be actively searching.



YOUTUBE ADS

These may include short video ads, longer videos, or static creative shown throughout YouTube.

Why businesses use them

Video gives a local company more room to demonstrate expertise, introduce its people, show completed work, and build familiarity before the customer is ready to buy.

What to study

Watch the opening seconds closely. Identify the audience problem, emotional angle, proof, and next step.

DISCOVER AND OTHER VISUAL ADS

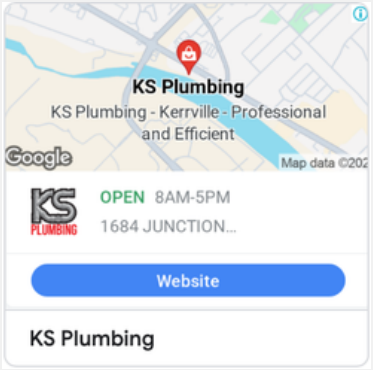
Google may also show image-based advertising across properties such as Discover and Gmail.

Why businesses use them

These placements help companies reach potential customers based on interests and behavior, even when those people haven't searched for the service at that exact moment.

What to study

Look for strong imagery, a quick promise, and an offer that can earn attention without relying on search intent.



ONE IMPORTANT DETAIL

The Transparency Center shows the ad creative, but it may not tell you the exact campaign type, targeting, keywords, budget, or placement strategy behind it.

Some assets may also come from a Performance Max campaign, which allows Google to combine text, images, and video across several placements.

Use the library to understand what your competitors are saying and showing. Their complete advertising strategy remains private.

WHAT THEIR ADS ARE MISSING

Finding your competitors' ads gives you something most local business owners never see: the chance to understand how everyone in your market is trying to win the same customer.
Now look beyond what the ads say.

Pay attention to what nobody is saying.

GENERIC MESSAGING
Phrases such as "quality service," "trusted professionals," and "customer satisfaction" sound positive, but almost any business can use them. If the competitor's name could be replaced with yours without changing the ad, the message is probably too generic.

A COMPELLING OFFER
"Call today" is a request. It gives the customer little reason to act today. Look for a clear offer, useful incentive, meaningful guarantee, or valuable next step that reduces hesitation.

LOCAL RELEVANCE
Using a city name can help an ad feel relevant, but real local positioning goes deeper. Notice whether the competitor demonstrates familiarity with the area, local customer needs, or the community it serves.

A REASON TO CHOOSE THEM
Experience and good service are expected. Customers need a meaningful reason to choose one provider over another. Look for something specific the business does faster, better, more conveniently, or with less risk.

PROOF
Claims become stronger when supported by reviews, results, credentials, guarantees, or specific experience. If an ad makes a big promise without giving customers a reason to believe it, trust may become the opening you can use.

A CLEAR NEXT STEP
The customer should immediately understand what to do after seeing the ad. Vague language creates hesitation. A specific call to action makes the decision easier.

SAMENESS
When every competitor uses similar headlines and promises, the ads blend together. This is often the biggest opportunity in the entire exercise.

FIND YOUR OPENING
Ask yourself: What could my business promise, prove, or explain that none of these competitors currently do? Your strongest advertising idea may already be sitting inside that answer.

FOLLOW THE CLICK

The ad only shows you how a competitor earns attention. The landing page reveals what happens after the click and often tells you far more about the strategy behind the campaign. A strong campaign connects the search, ad, offer, landing page, tracking, and follow-up process. If those pieces feel disconnected, even an excellent ad can waste money.

FIND THE LANDING PAGE

Google's Transparency Center may not always make the destination page obvious. You can often find it through the competitor's website sitemap.

Try adding one of these to their domain:
competitorwebsite.com/sitemap.xml
competitorwebsite.com/sitemap_index.xml

The sitemap lists many of the public pages on the website. Look for URLs containing the service, location, promotion, or offer featured in the ad.

Examples might include:

- /emergency-plumbing/
- /free-roof-inspection/
- /dental-implants-financing/
- /locations/billings/

Some advertising pages are hidden from navigation or excluded from the sitemap, so finding nothing does not prove a landing page doesn't exist.

CHECK THE CONNECTION

Once you find the likely page, compare it with the ad:

- Message match: Does the page immediately continue the promise made in the ad?
- Offer clarity: Can someone understand what they receive without scrolling?
- Mobile experience: Is the page fast, readable, and easy to act on from a phone?
- Trust: Are reviews, guarantees, credentials, or real results visible?
- Next step: Does the visitor know what will happen after calling or submitting the form?
- Tracking: Can the business identify which ad generated the call, form, appointment, or sale?

WHY THIS MATTERS

Many campaigns appear healthy inside an advertising report because clicks and "conversions" are being recorded. The real questions begin after that: Did the lead answer the phone? Was the inquiry qualified? Did it become revenue?

Connecting those answers requires thoughtful page strategy, accurate tracking, and follow-up systems that work together. This is where advertising becomes more complex and where much of the opportunity is hiding.

YOUR COMPETITORS' FACEBOOK ADS ARE PUBLIC TOO

Google Ads show you how competitors reach people who are already searching for a service. Facebook and Instagram reveal how those same businesses capture attention before a customer starts looking.

You can see the images, videos, offers, and messages they're currently using. You can also see when an ad started running giving you clues about which campaigns may have enough value to keep active.

THE FACEBOOK ADS SPY KIT WILL SHOW YOU:

It's completely free, and you'll receive immediate access.

- **Where to find competitors' active Facebook and Instagram ads**
- **How to search the Meta Ad Library**
- **What to notice in their images and videos**
- **How to evaluate their hooks and offers**
- **Why an ad's active date matters**
- **How to identify openings in your local market**

WHY FIGURE IT OUT ALONE?

I've spent more than 20 years studying marketing, customer behavior, websites, and advertising. I'll bring that experience to your business, cut through the noise, and help you see the complete picture.

SEE WHAT THEY'RE RUNNING ON FACEBOOK

Use both Spy Kits together to understand how competitors capture existing demand and create new demand.

SCAN ME

Or Click Here