

WCA Paid Advertising Optimization Prompts for UK Window Cleaners

The Window Cleaners Association (thewca.uk) – 2025 Edition



This pack adapts a generic paid ads prompt set to the realities of a UK window cleaning business. Use these prompts with your AI assistant to analyse performance, lower cost per lead, scale profitably, and keep your routes full year-round. Where the original referenced ROAS or ecommerce language, we've translated it to service metrics like Cost per Lead (CPL), Cost per Acquisition/First Clean (CPA), and Lifetime Value (LTV) for recurring rounds.

Channels assumed: Google Search & Performance Max, Microsoft Ads (Bing), Meta (Facebook/Instagram), and TikTok. Conversions assumed: quote form submissions, instant quote starts/completions, tracked phone calls, and booked first cleans. Compliance: follow UK GDPR/PECR, maintain cookie consent and call recording notices where applicable.

Campaign Performance Analysis

1. "Analyze my last 30 days of Google Search + Performance Max for window cleaning/gutter clearing/solar panel cleaning in [service areas]. Identify the top 3 issues raising CPL and CPA (first clean). Include exact search terms, assets, or placements to pause and what to scale."
2. "Build a weekly performance report template tracking: impressions, clicks, CTR, CPC, leads (form + calls), CPL, first-clean CPA, booked rate, and projected LTV by service (4-weekly, 8-weekly, one-off). Include week-over-week insights and actions."
3. "Compare my campaign metrics to UK home-services benchmarks. Highlight underperforming metrics and give specific fixes (e.g., tighten keywords, adjust match types, improve offer, add callouts/sitelinks). My metrics: [paste data]."

4. "Plot spend vs. conversions for each channel (Google, Meta, Bing) and show where diminishing returns begin. Recommend optimal daily budgets per channel to keep CPA in target for round-building."
5. "Review my search terms for irrelevant intent (jobs, DIY, commercial-only) and produce a negative keyword list tailored to UK window cleaning. Prioritise adding at campaign level across all ad groups."
6. "Assess lead quality by source (form, instant quote, call) and by campaign. Identify which combinations lead to booked first cleans within 7 days and suggest reallocations."

Attribution & Journey Analysis

7. "Create a simple attribution view that compares first-click (discovery), last-click (booking), and data-driven models for service enquiries. Explain how each model changes the perceived performance of Meta vs Google for my account."
8. "Map cross-device patterns (mobile click → desktop booking, or mobile call). Recommend attribution windows and call tracking setup to avoid undercounting phone conversions."
9. "Design a lightweight offline conversion workflow: when a quote becomes a booked first clean in the CRM, push the event back to Google and Meta with revenue/LTV tags for recurring cleans (4-weekly/8-weekly)."

Budget Optimisation

10. "Audit current spend split across services (windows, gutters, solar panels, render, roof). Reallocate to the best CPA services for peak season and maintain a baseline for round stability year-round."

11. "Perform dayparting analysis to find hours/days with the highest call answer and form completion rates. Recommend bid adjustments and call-only ad schedules aligned with office hours."
12. "Evaluate geographic performance by postcode areas. Suggest radius targeting and bid adjustments that favour dense rounds and minimise travel time."
13. "Create a plan to scale budgets 10–30% weekly without spiking CPA. Define green/yellow/red thresholds for CPA and booked rate, and include rollback rules."
14. "Build a budget pacing plan for spring/summer peaks and autumn/winter slowdowns, using prior years' data and weather variability. Protect brand/exact terms while testing new services."

Creative Optimisation

15. "Design an A/B testing framework for ad copy focused on the instant-quote offer vs. phone-now offer. Include sample size guidance and a 90–95% significance threshold."
16. "Create a multivariate test plan for Meta image/video ads testing: headline (price from £X, satisfaction guarantee, 4-weekly slots), creative (van/team, shiny windows, gutter-before/after), and CTA (Get Instant Quote, Book First Clean)."
17. "Propose a creative refresh cadence to prevent fatigue in spring/summer (fast decay) vs winter (slower decay). Recommend asset counts per ad set and rotation rules."
18. "Analyse my top-performing ads and list the common winning elements (offer, proof, urgency, visuals). Turn these into a scoring checklist for pre-launch creative reviews."

Audience Targeting

19. "Segment audiences by value: recurring 4-weekly, 8-weekly, one-off, and premium add-ons (gutter, fascia/soffit, conservatory roof). Recommend bid/creative strategies for each."
20. "Build high-intent Search structures (exact/more exact) for 'window cleaners near me', 'window cleaning [town]', 'gutter cleaning [town]'. Provide complementary phrase/broad with tight negatives."
21. "Create lookalike/advantage audiences from high-LTV customers (recurring contracts) and exclude existing customers to focus on new round-building."
22. "Design overlap and exclusion logic across Meta/Google to avoid double-serving and cap frequency during slower months."
23. "Propose a measured audience expansion plan that adds reach while protecting CPA, with go/no-go gates based on 7- and 30-day results."

Advanced Analytics

24. "Forecast monthly leads and booked first cleans by channel using last 12 months. Include seasonality (weather, school holidays) and propose confidence ranges."
25. "Create a simple LTV model for recurring cleans (visit frequency × retention × average ticket). Use it to set allowable CPA by service and area density."
26. "Build a 'diminishing returns' curve for each service and channel to identify the efficient frontier for spend vs. CPL/CPA."
27. "Outline how to use automated bidding (tCPA/tROAS where suitable) once enough conversions exist, with guardrails to prevent over-expansion into low-intent terms."

Performance Measurement Infrastructure

- 28. "Draft a conversion tracking plan: separate actions for call clicks, connected calls ≥ 30 s, instant-quote start, instant-quote complete, form submit, and first clean booked."
- 29. "Propose UK-compliant first-party data practices (UK GDPR/PECR): consent wording, cookie banner, and server-side event capture where practical."
- 30. "Design a source-of-truth dashboard combining ad platforms + CRM: show leads, booked first cleans, CPA, and projected LTV by service and area."
- 31. "Create a process to link missed calls to SMS call-back automations and attribute recovered bookings to the original ad click."

Strategic Planning

- 32. "Set quarterly targets for leads, booked first cleans, CPA, and round density (jobs per area/day). Base on historical and growth goals."
- 33. "Cascade annual growth goals into monthly budgets and weekly actions (tests to run, assets to refresh, offers to rotate)."
- 34. "Build a performance improvement roadmap with milestones for tracking maturity: tracking solid → search terms refined → creative engine established → LTV feedback loop live."

Window Cleaning-Specific

- 35. "Weather-aware bidding: when heavy rain is forecast, shift spend towards form-based leads and away from call-only; when dry/bright, test higher bids on call ads."
- 36. "Round density: prioritise postcodes where we already have customers; recommend bid modifiers/zip-code inclusions to fill routes efficiently."
- 37. "Service bundling tests: ads that combine 'First clean + gutters' or 'Windows + fascia' with a timed offer. Measure bundle CPA vs single-service CPA."

38. "Instant-quote funnel analysis: identify which fields cause drop-off and propose a 2-step form (postcode first, details later) to lift completion rate."

39. "Call quality reviews: sample recorded calls to tag objections (price, schedule, trust). Feed insights back into ad copy and landing page FAQs."

40. "Local proof engine: generate prompts to capture more reviews and user-generated photos from happy customers; integrate star ratings in ads/extensions where eligible."

41. "Commercial vs domestic split: create separate campaigns and landing pages; recommend bid strategies and offers for property managers vs homeowners."

42. "Referral amplification: build an audience of recent happy customers to run £0 spend organic/low-budget referral prompts and track attributed bookings."

Implementation & Iteration

Implementation Strategy

To effectively use these prompts with an AI assistant:

1. Preparation

- Gather relevant data and metrics before using prompts
- Clearly define your objectives for each analysis
- Ensure you have necessary historical data for context

2. Execution

- Use prompts sequentially within each category
- Provide complete and accurate information in the placeholder sections
- Follow up with clarifying questions based on AI responses

3. Implementation

- Document AI recommendations and insights
- Create action plans based on analysis
- Set up regular review cycles to monitor progress

4. Iteration

- Refine prompts based on received responses
- Update data inputs regularly
- Adjust strategies based on performance outcomes

Remember to:

- Start with foundational metrics before moving to advanced analysis
- Maintain consistent data formatting across prompts
- Document insights and create implementation plans
- Regular review and update your optimization strategies

This framework allows for systematic improvement of your paid marketing performance while maintaining focus on key metrics and ROI.

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