

See how Gozango works.

A look inside the platform, from the first Google search to the booked job, and proof of what each job cost to win.

**New call from Search Ads**

2:14 PM

Window replacement · Henrico County

**Missed call, text sent**

2:14 PM

"Sorry we missed you. How can we help?"

**Job won · \$14,200**Oct
21

From the search "replacement windows near me"

Find the lead. Catch the call. Know what it cost.

The journey from first search to booked job.

Every lead follows the same path. Follow the arrow to see each step, and where to find it in this guide.



Pick the jobs you want. See the demand first.

Choose the services and counties to advertise in. Gozango shows how many local searches each one gets at the price you'll pay per lead, using Google's own data.

GoCampaigns > Search Ads

Active

1 Pick campaigns

Searches/mo at your price

Window Replacement

~1.2k~2.6k

Siding Installation

~640~1.3k

Entry Door Installation

~410~880

Vinyl Siding Repair

~0~220

Raise to \$155 for traffic

2 Target locations

6 of 6 counties

Henrico County, VA · 8 mi

~980~2.1k

Chesterfield County, VA · 14 mi

~860~1.9k

Monthly ad budget

\$3,000

Most I'd pay per lead

\$140

Demand at this price

≈ 24 leads/mo

- ✔ Set your budget and max cost per lead. Change either anytime.
- ✔ Turn off a service or county and nothing is spent on it.
- ✔ Gozango writes the ads and builds the landing pages.

Local Services Ads, sorted.

Link your Local Services Ads account to manage its status and budget, and see what Google charged you, alongside every other lead source.

GoCampaigns > Local Services Ads

Oakline Exteriors · Google Local Services

● Linked

CAMPAIGN STATUS

Active

DAILY BUDGET

\$ 45.00

Average Google can spend each day

Leads and billing

Past 30 days

Leads charged

9

Leads credited

1

Billed

\$585

VERIFICATION

2 of 2 passed

License

Passed

Insurance

Passed

Heads up: since October 1, 2026, Google can charge for missed LSA calls during your listed hours. Missed-call text-back (page 7) helps you win those callers back.

- ✓ Pause or change your daily budget without logging in to Google.
- ✓ See which leads Google charged and which it credited back.

Keep your Google profile synced, and track its calls.

Connect your profile once. Gozango compares it with your business settings, flags what's out of date, and syncs the fixes to Google.

GoCampaigns > Online Listings > **Google Business Profile**

Sync status ● Connected

Connected to: [Oakline Exteriors](#)

Google Business call tracking: (804) 555-0118 is active

Review and sync the differences between your Business Settings and your Google profile.

Basic information ✓

Phone numbers (1 field needs review)

Business hours ✓

Address & service area ✓

Services ✓

Grouped by Google category. Each category can sync up to 50 services, sorted by local search volume.

Window installation service

46/50 services

● Primary

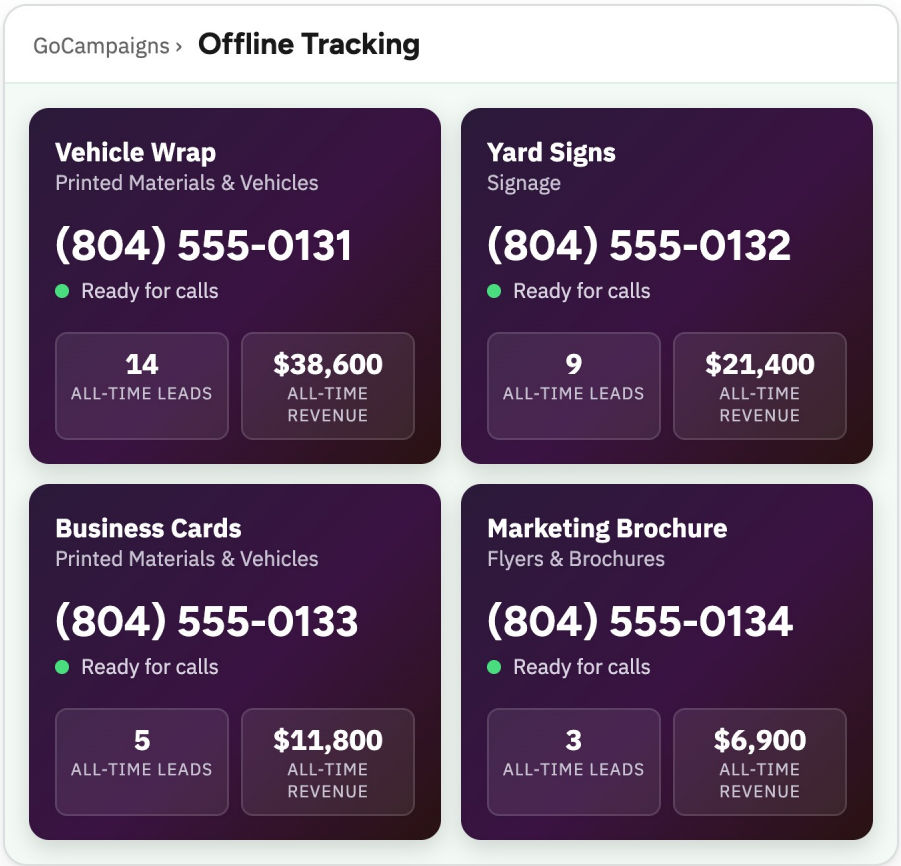
- ✓ Services are chosen from what homeowners search for near you.
- ✓ Hours changed in Google but not here? They're flagged for review.
- ✓ Calls from your listing are tracked like any other lead source.

Gozango platform guide

5

Know which yard sign made the phone ring.

Give every printed piece its own tracking number. Each call is recorded and counted toward that piece's leads and revenue.



- ✔ Compare pieces side by side: is the wrap or the mailer paying off?
- ✔ Numbers already on your trucks can usually be moved over.

Missed a call? They get a text in seconds.

When you can't pick up, Gozango texts the caller right away, before they call the next company on the list. The whole conversation is saved to the lead.

ACTIVITY / MESSAGES

(804) 555-0177

All

Messages

Events

Phone call

No answer

0:14

Oct 14, 5:29 PM

SENT AUTOMATICALLY

Hi, it's Oakline Exteriors. Sorry we missed your call! How can we help? Would you prefer a quick call back or a text?

5:29 PM

Text is great. Looking for a quote on 6 windows and a patio door.

5:31 PM

Happy to help! Would Thursday at 10 or 2 work for a free estimate?

5:34 PM · Mike R.

- ✔ The text goes out from your business number, automatically.
- ✔ Replies reach your phone as texts, with a link to the lead.
- ✔ Texting needs a one-time carrier sign-up, about 2 days.

Every call, text, and source on one card.

Each lead gets a card with the call recording, an AI summary, and where it came from. Assign it, book the estimate, and move it to won.

Opportunity name

Dana Whitfield

New Leads ⇄

Owner

Mike R.

Contact

Dana Whitfield ★

Appointment

Thu, Oct 22 · 10:00 AM

Free estimate

Services

Window replacement

Fulfillment

Starts when the job is won

ACTIVITY

All · Messages · Events

Phone call

AI SUMMARY

Dana left a voicemail asking for a bid to replace a kitchen window facing the front porch, and left her cell number for a call back.

▶

0:52

● Voicemail left

Status

Source

Medium

Page

Transcript

Voicemail left

Google

CPC (Search Ads)

/window-replacement

↓ Download

SMS

Email

Call

Ask

- ✓ AI summaries mean you don't replay every voicemail.
- ✓ The source and page are captured for you, automatically.
- ✓ Won jobs move on to fulfillment, like permits and materials.

Answer every review.

Ask every customer.

See your Google reviews in one place, reply in your own voice or let AI draft it, and send review and referral requests after every job.

★ Reviews

Requests & Automation

Let AI handle your review replies, in your brand voice.

Get started →

Responded 112

Unresponded 4

4.9 ★★★★★

128 total

Linda M. · Oct 2, 2026

★★★★★

Oakline replaced all our windows in two days. The crew was on time, cleaned up every day, and the house is noticeably quieter. Would hire again.

Your reply · Thank you, Linda! We're so glad the new windows are making a difference. — The Oakline team

★ Reviews

Requests & Automation

Customer review journey

Ready to ask6

J. Patel

Job done Oct 9

R. Gomez

Job done Oct 8

Waiting for feedback4

T. Nguyen

Email opened

Feedback received3

K. Brooks

Replied

Make it right1

S. Lee

Follow up

Waiting for a 5 review

A. Carter

Link clicked

✔ Send requests in bulk, to new and past customers alike.

The big picture, without the busywork.

Open Gozango and see revenue, new leads, and open pipeline at a glance, plus where your leads came from and what needs your attention today.

YOUR BUSINESS RIGHT NOW

The big picture, without the busywork

Oct 1 – Oct 31, 2026 · This month

Work your pipeline →

REVENUE WON	NEW LEADS	OPEN PIPELINE	CUSTOMERS WON
\$86,400	42	\$214,000	9

What needs your attention

- 2 missed calls need follow-up
A quick reply keeps them from moving on.
- 1 new lead waiting for a reply
From Local Services Ads, 20 min ago.

Review →

Where your leads came from

Search Ads	17 leads
Local Services Ads	9
Google profile	8
Referrals	5
Offline (signs, wrap)	3

Money

AVERAGE SALE

\$9,600

Customer follow-up

CALLS ANSWERED

91%

Reputation

REVIEWS RECEIVED

11

- ✓ Every number opens up to the leads and jobs behind it.
- ✓ See all your locations separately, or rolled up into one view.

See which sources and services pay off.

Insights breaks down leads, cost, wins, and revenue by source and by what people searched for, so you can move budget to what books jobs.

Performance

Intent Journey

Past 30 days

Performance by GoCampaign

Source	Leads	Cost/lead	Won	Revenue
Search Ads	17	\$118	4	\$41,200
Local Services Ads	9	\$65	2	\$17,800
Google profile	8	<\$1	1	\$9,400
Referrals	5	–	1	\$10,200
Offline	3	\$90	1	\$7,800
Total	42	–	9	\$86,400

Search Ads by what people searched for

Search intent	Leads	Cost/lead	Won	Revenue
Window Replacement	9	\$112	2	\$26,400
Siding Installation	5	\$131	1	\$9,600

THE NUMBER THAT MATTERS

Cost per booked job: Search Ads \$502 · Local Services Ads \$293

Cost per lead tells you what a phone call costs. Cost per job tells you where to spend.

See it with your own business.

Book 15 minutes. We'll walk through how Gozango would find, catch, and track leads for your company.



Book a 15-min demo

Point your phone camera at the code.

or visit gozango.com/book

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Save my contact

Know a contractor who should see this? Pass it along, or text me their name at (804) 597-6142.