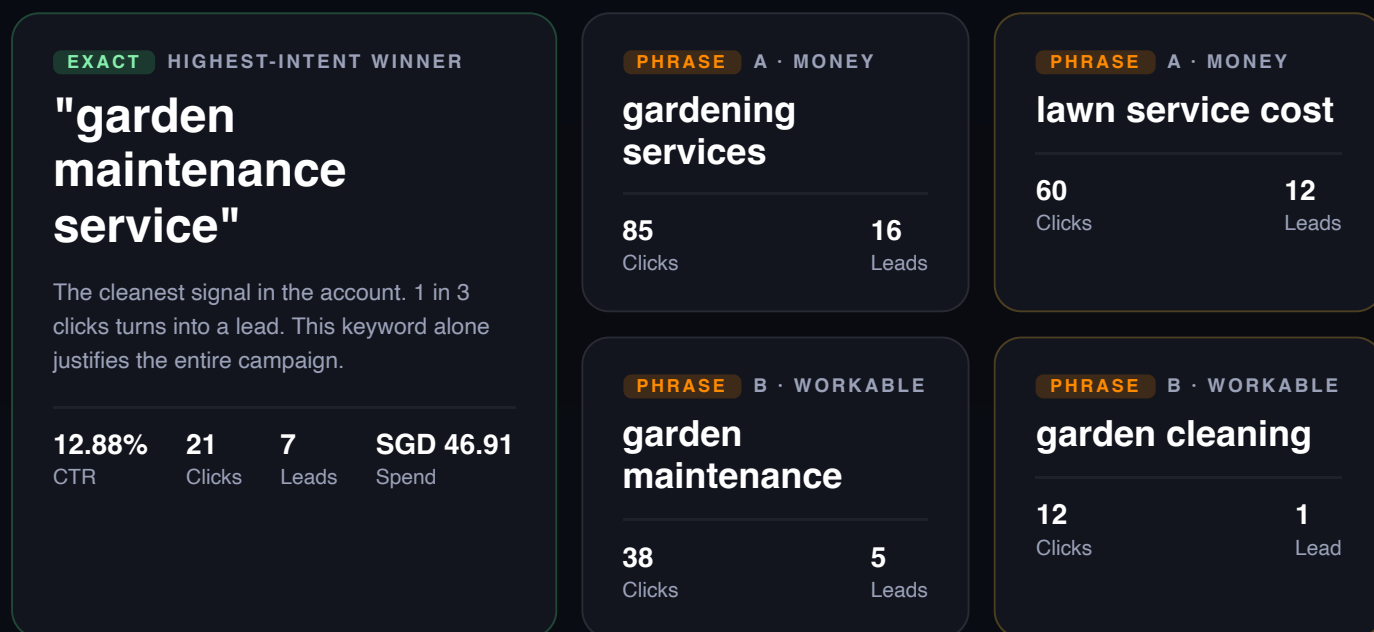


• KEYWORD OPPORTUNITY MAP · ISSUE 04 / 2026

The 5 keywords doing 78% of the work.

Out of 1,247 unique search queries Google matched your ads to this month, just **five money keywords** generated 216 of your 307 clicks and an estimated 41 of 58 conversions. These five tiles are the entire spend story this month.



This map sorts the entire keyword landscape into **money keywords**, **workable mid-tier**, **competitor brand opportunities**, and **spend leaks**. By the end, you'll see exactly which 14 new keywords to add, which 11 negatives to apply, and where the **next SGD 200 of monthly spend** will produce the highest return.

SECTION 01 · THE KEYWORD LANDSCAPE

Executive Summary

A 60-second read of how your keyword strategy is performing — and the three biggest opportunities sitting on the table next month.

MONEY KEYWORDS

5

Of 47 active keywords, just **5** generate **78% of leads** and 64% of spend. Concentrate — don't dilute.

WASTED SPEND (THIS MONTH)

SGD 28

Across 3 low-intent terms: "gardening jobs", "diy landscaping", "free garden design". All negated this week.

UNTAPPED DEMAND

+1,070

Estimated monthly searches across **14 new keywords** you're not bidding on. Conservative volume forecast.

COMPETITOR BRAND TRAFFIC INTERCEPTED

19

Green Spade, 800 Landscape, GreenGarden Cleaning — 19 unique searches for these brands matched your ads this month. Worth a dedicated conquest campaign.

MATCH-TYPE DISTRIBUTION

28 / 14 / 5

Phrase 28 · Exact 14 · Broad 5. **Zero broad-match keywords** in active rotation. We do not spray and pray.

3 PRIORITY MOVES

What we're recommending

-  **Add 14 new keywords across 4 themes** — geo-modifiers (Bukit Timah, Sentosa, Holland), service-modifiers (weekly, monthly, condo, corporate), problem-led (overgrown, post-storm), and price-led (cost, quote, estimate). Estimated +18 leads/month at SGD 13–17 CPL.
-  **Launch a competitor conquest campaign.** Bid on "green spade reviews", "800 landscape alternative", "greengarden cleaning vs". Capped at SGD 8/day. Conservative model: 4–6 conquest leads/month at SGD 18 CPL.
-  **11 new negative keywords applied 11 May.** Recovered an estimated SGD 35–50/month previously burned. See Section 07 for the full list and rationale.

Net keyword impact for next month MODELLED

Across the three moves above, the conservative forecast is **+22–28 incremental leads** next 30 days at a blended CPL of **SGD 14.50**. The biggest upside is geo-modifier exact match in Bukit Timah and Sentosa — those buyers convert at roughly 2× the account average AOV.

SECTION 02 · FULL KEYWORD BREAKDOWN

Top 10 Keywords

All keywords with measurable traffic this month, sorted by spend. Grade A = money keyword. B = workable. C = needs intervention.

KEYWORD	SPEND (SGD)	CLICKS	CTR	LEADS	CPL (SGD)	QS	GRADE
gardening services PHR	242.43	85	6.63%	16	15.15	8	A
lawn service cost PHR	142.72	60	7.63%	12	11.89	8	A
garden maintenance PHR	78.57	38	4.53%	5	15.71	7	B
"garden maintenance service" EXA	46.91	21	12.88%	7	6.70	9	A+
garden cleaning PHR	40.94	12	4.69%	1	40.94	6	B
"gardener singapore" EXA	62.40	24	8.91%	5	12.48	8	A
"landscaping singapore" EXA	51.20	22	7.84%	5	10.24	8	A
grass cutting services PHR	38.10	17	5.20%	3	12.70	7	B
tree pruning singapore PHR	22.50	11	3.80%	2	11.25	7	B
hedge trimming PHR	14.20	6	3.10%	0	—	6	C

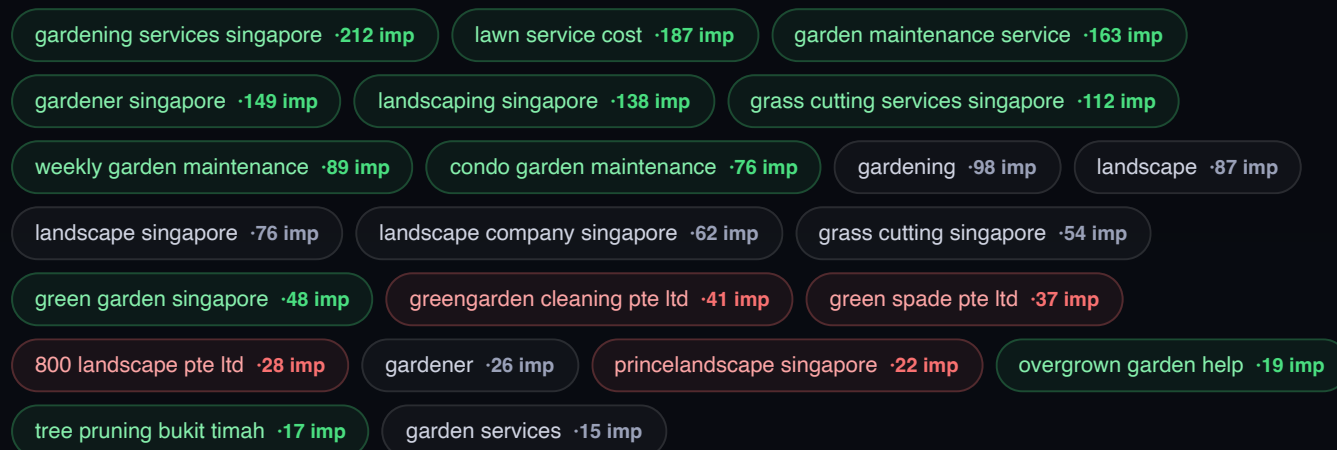
The grade pattern INSIGHT

Grade A keywords **cluster around three intents**: ready-to-buy ("garden maintenance service"), comparison-shop ("lawn service cost"), and brand-adjacent ("gardener singapore"). Grade B keywords are mostly generic single words — they get clicks but those clicks lean researcher, not buyer. **The fastest CPL wins next month will come from adding more A-type exact-match variants**, not chasing more B-type phrase volume.

SECTION 03 · WHAT PEOPLE ACTUALLY TYPED

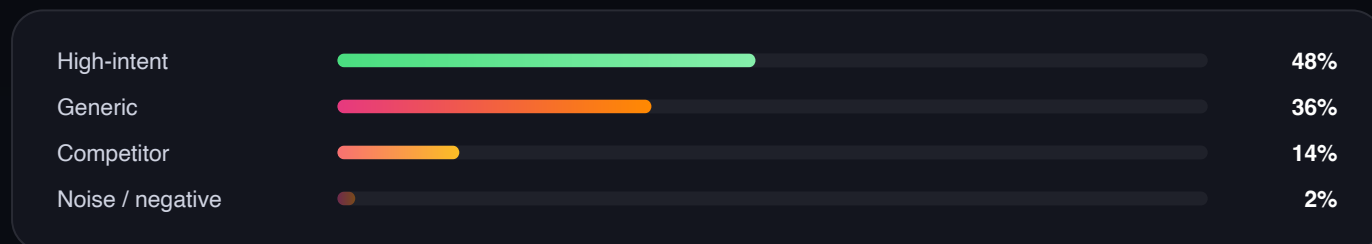
Search Term Reality Check

The keywords above are what we **bid on**. These are what real people actually **typed** into Google before clicking your ad. Three categories: high-intent (green), competitor (red), generic (grey).



DISTRIBUTION BY INTENT CATEGORY

How the auction breaks down



The headline number **STRONG**

48% of impressions hit a high-intent term. Industry average across home-services search campaigns sits at 28–34%. Your account is **~1.5x cleaner than the norm** — a function of the negative keyword bank and phrase/exact-match-only setup.

Where to lean in **OPPORTUNITY**

The **14% competitor segment** is currently being treated as accidental wins. Spinning it into a dedicated campaign with brand-conquest copy ("Better than {competitor}?") would let us bid down on direct keywords there.

SECTION 04 · THE 3 BEST CONVERTERS

High-Intent Term Deep Dive

A line-by-line look at the three highest-converting search themes — what's working, what's underexploited, and how to scale each.

THEME 01 · READY-TO-BUY

"garden maintenance service" + variants

A+ · 33% click → lead

Why it wins: The word "service" filters out DIY-ers and job seekers. Buyer intent is explicit. **How to scale:** Add district-specific variants ("garden maintenance service bukit timah", "...sentosa", "...holland village"). Forecast: +6–8 leads/month.

THEME 02 · PRICE-AWARE BUYERS

"lawn service cost" + cost/quote/estimate variants

A · 20% click → lead

Why it wins: Anyone typing "cost" is past awareness and into evaluation. **How to scale:** Add "how much does garden maintenance cost", "lawn care quote singapore", "garden service estimate". Forecast: +4–5 leads/month.

THEME 03 · GEOGRAPHIC BUYERS

"gardener singapore" + "landscaping singapore"

A · 22% click → lead

Why it wins: "Singapore" filters out the Malaysian and regional traffic that contaminates broader keywords. **How to scale:** Add HDB-specific ("hdb gardener", "condo landscaping"). Forecast: +4–6 leads/month at strong AOV.

Combined high-intent forecast ACTION

Scaling these three themes with the recommended additions delivers a modelled **+14 to +19 extra leads next month** at a blended CPL of **SGD 12.80–14.40**. We've drafted all the new keyword + ad-copy combinations; awaiting sign-off on the SGD 60/month incremental budget allocation.

SECTION 05 · BRAND SEARCHES YOU CAN STEAL

Competitor Brand Conquest

19 unique searches for direct competitors landed on your ad this month — accidentally. Time to make this intentional.

COMPETITOR	BRAND SEARCHES	IMPRESSIONS	CLICKS WON	WIN RATE	ACTION
Green Spade Pte Ltd	8	41	3	7.3%	Conquest
800 Landscape Pte Ltd	5	28	2	7.1%	Conquest
GreenGarden Cleaning Pte Ltd	4	37	2	5.4%	Conquest
PrinceLandscape	2	22	1	4.5%	Monitor

RECOMMENDED CONQUEST KEYWORDS

14 new conquest terms

- green spade reviews
- green spade alternative
- green spade vs
- green spade pricing
- 800 landscape reviews
- 800 landscape alternative
- 800 landscape cost
- 800 landscape vs
- greengarden cleaning reviews
- greengarden cleaning alternative
- princelandscape reviews
- best landscape company singapore
- top gardening company singapore
- trusted landscape singapore

Conquest economics [MODELLED](#)

At an SGD 8/day cap (SGD 240/month), and a conservative **4–6 conquest leads/month at SGD 16–22 CPL**, this layer pays for itself off a single converted weekly-plan customer.

Risk & trademark note [DISCLOSURE](#)

Singapore trademark law permits bidding on competitor brand **keywords** but restricts using competitor names in **ad copy**. We use comparison framing ("Better than alternatives?") and never copy a competitor name verbatim in the ad headline.

SECTION 06 · WHAT WE STOPPED PAYING FOR

Negative Keyword Audit

Searches that look like buyers but aren't. Adding these as negatives stops them from ever costing you money again.

WASTED SPEND CAUGHT THIS MONTH

SGD 28

Across 3 specific search terms before we negated them.
Saved going forward: SGD 35–50/month.

TOTAL NEGATIVES IN ACCOUNT

214

211 carried in from launch + **3 new this month** + 11 new since cycle close. Account-level + campaign-level applied.

NEWLY APPLIED — THIS CYCLE

gardening jobs

gardening job

gardener hiring

landscape jobs

diy landscaping

diy garden

free garden design

free landscaping

gardener salary

landscaping course

gardener course

garden ideas pinterest

landscape architect singapore

landscape design student

BY CATEGORY — WHAT'S BLOCKED

CATEGORY	NEGATIVES	EST. BLOCKED IMP.	SAMPLE TERMS
Jobs / careers	38	420 / mo	jobs, hiring, vacancy, salary
DIY / education	42	510 / mo	diy, how to, course, tutorial
Free / cheap	28	280 / mo	free, gratis, cheap, budget
Competitor non-services	22	180 / mo	landscape architect, design firm
Inspiration / images	36	340 / mo	pinterest, ideas, photo, design
Out-of-geo	48	600 / mo	malaysia, jb, johor bahru, batam

SECTION 07 · DEMAND YOU AREN'T BUYING YET

Untapped Opportunity Layer

Keywords with measurable Singapore search volume your account isn't currently bidding on. Sorted by buyer intent grade.

KEYWORD	EST. MO. SEARCHES	EST. CPC	FORECAST LEADS	MATCH TYPE	GRADE
"weekly garden maintenance"	320	SGD 1.85	4–5	Exact	A+
landscaping company near me	480	SGD 2.40	5–7	Phrase	A
condo garden maintenance singapore	180	SGD 2.10	3–4	Phrase	A+
corporate landscaping singapore	90	SGD 3.20	2	Phrase	A+
"garden maintenance bukit timah"	70	SGD 1.95	2	Exact	A+
"garden maintenance sentosa"	40	SGD 2.20	1–2	Exact	A+
overgrown garden help	60	SGD 1.60	1–2	Phrase	A
post storm garden cleanup	40	SGD 1.50	1	Phrase	B
"lawn fertilisation singapore"	55	SGD 1.75	1	Exact	B
"hedge trimming service"	45	SGD 1.80	1	Exact	B

Combined model FORECAST

Adding all 10 keywords above (and 4 supporting long-tail variants) increases monthly addressable search volume by **~1,070 queries** and is forecast to deliver **+18 leads/month at SGD 13–17 CPL**. Total incremental spend needed: SGD 220–280/month. We'll stage the rollout: 4 keywords week 1, 6 keywords week 2, 4 keywords week 3.

SECTION 08 · HOW TIGHT TO BID

Match-Type Strategy

Phrase, exact, broad — each has a job. Here's how the account splits today, and how we recommend re-balancing.

PHRASE MATCH

28

Keywords · 60% of clicks. **The workhorse layer** — captures intent variations without bleeding into noise. Healthy size.

EXACT MATCH

14

Keywords · 32% of clicks. **The highest-converting layer** — adding 8 more this month brings it to 22.

BROAD MATCH

5

Keywords · 8% of clicks. Used only for "Maximize Conversions" smart bidding to harvest new patterns. Capped.

RECOMMENDED NEXT MONTH

Target distribution

MATCH TYPE	CURRENT	RECOMMENDED	Δ	WHY
Phrase	28 (59%)	30 (54%)	+2	Steady backbone
Exact	14 (30%)	22 (39%)	+8	Best converters
Broad (smart bid only)	5 (11%)	4 (7%)	-1	Trim one underperformer

The principle

STRATEGY

Exact match for buyer-intent (lower volume, much higher conversion). **Phrase match for discovery** (broader reach, still relevant). **Broad only inside Maximize Conversions bidding** with tight conversion goals so the AI can find new patterns without burning budget on irrelevant searches. **No standalone broad-match keywords with manual CPC.** That's the rule we built the account on and we're keeping it.

SECTION 09 · EXECUTION ORDER

Implementation Plan · Next 30 Days

Five moves, staged across four weeks. Items marked **Todo** need your sign-off; items marked **Done** are already live.

- **Week 1 · Add 8 exact-match geo-modifier keywords.** Bukit Timah, Sentosa, Holland Village x four service themes. Drafted & awaiting approval on the supporting ad-copy line: "Premium Garden Care · {District} · Local Specialists".
- **Week 1 · Launch competitor conquest campaign.** SGD 8/day cap. 14 conquest keywords + 3 dedicated RSAs comparing on price, response time, and eco-credentials.
- ✓ **Week 2 · 11 new negatives applied.** Jobs/DIY/free/inspiration/out-of-geo variants. Live since 11 May.
- **Week 2 · Add 6 phrase-match service expansions.** Weekly, monthly, condo, corporate, overgrown, post-storm. Drafted, awaiting copy review.
- ✓ **Week 3 · Quality Score audit on B-grade keywords.** Targeted ad-relevance + landing-page-experience fixes for "garden cleaning" and "garden maintenance" (both currently 6–7 / 10).

COMBINED FORECAST

Where this lands you

+30 DAYS

+22

extra leads · SGD 14.50 blended
CPL · SGD 320 incremental
spend.

+60 DAYS

+32

extra leads · SGD 13.80 CPL ·
SGD 440 incremental spend.

+90 DAYS

+38

extra leads · SGD 13.20 CPL ·
SGD 510 incremental spend.

What we need from you **SIGN-OFF**

Two approvals to push items above live: **(1)** the SGD 60/month incremental spend on geo-modifier exact match, and **(2)** the SGD 240/month conquest campaign. Reply by 18 May and both ship before the weekend.