



## 90-Day Google Local Service Ad (LSA) Strategy & Roadmap

**Objective:** The primary goal of the Google Local Service Ad (LSA) campaign is to generate high-quality, geographically targeted leads from homeowners actively searching for your services. By displaying your business at the top of search results with a "Google Guaranteed" badge, LSAs are designed to connect you with customers who are ready to book a service, leading to a higher likelihood of conversion. *This is a "Pay Per Lead" model.*

### Key Metrics to Monitor:

- **Lead Volume:** Track the number of leads generated by LSAs weekly and monthly.
- **Cost-Per-Lead (CPL):** Measure how much each lead costs to ensure it aligns with your budget goals.
- **Lead Quality:** Assess the quality of the leads (e.g., conversion rate from lead to customer).
- **Response Time:** Monitor how quickly your team responds to inquiries, aiming for immediate follow-ups.
- **Review Count and Rating:** Ensure a growing number of positive reviews to improve rankings in LSAs.

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## Phase 1: Setup and Launch

### Tasks:

- 1. Verify Google Guaranteed Eligibility:**
  - Ensure your business qualifies for Google Guaranteed by submitting necessary documentation, including business licensing, insurance, and background checks.
  - Begin the application process for Google Guaranteed to secure the badge, which increases trust and conversions.
  - Set aside time for Google's background verification and checks, as this process can take several days.
- 2. Create and Optimize Your Google Local Service Ads Profile:**
  - Set up your Google Local Service Ads profile with detailed business information, including:
    - Business name, phone number, website, service areas, and business hours.
    - Ensure service categories and job types are selected accurately (e.g., plumbing, HVAC, electrical).
  - Upload high-quality images, showcase team members, and display completed projects to build credibility.
  - Include a compelling business description and service guarantees to increase clicks.



### **3. Set Budget and Location Targeting:**

- Set an appropriate weekly or monthly budget for your LSAs, focusing on maximizing lead volume while maintaining cost-efficiency.
- Define your service areas carefully based on your target customers' locations. LSAs allow for precise targeting by cities, neighborhoods, or zip codes.
- Choose how many leads you want to receive each week to balance your team's capacity with lead generation.

### **4. Activate Lead Tracking and Reporting:**

- Enable call tracking for LSAs to ensure you can measure the performance of incoming leads.
- Integrate LSA data with Google Analytics or your customer relationship management (CRM) system to capture and track incoming leads efficiently.

#### **Deliverables:**

- Google Guaranteed verification submitted and pending approval.
  - Local Service Ads profile fully set up and optimized.
  - Budget and location targeting established.
  - Call tracking and reporting activated.
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## **Phase 2: Campaign Launch and Initial Monitoring**

#### **Tasks:**

### **1. Launch Google Guaranteed Local Service Ads:**

- Go live with your campaign once your business is verified as Google Guaranteed.
- Monitor your LSAs as they begin generating leads in your target areas.

### **2. Ensure High Responsiveness to Leads:**

- Google prioritizes businesses that respond quickly to inquiries, so ensure your team is ready to answer calls and respond to leads immediately.
- Set up a system to quickly assign leads to your team and ensure no opportunities are missed.

### **3. Monitor Initial Performance:**

- Track key performance indicators (KPIs) such as cost-per-lead (CPL), call quality, and conversion rates from LSA leads.
- Analyze how many leads are coming from specific service areas and job types.
- Gather feedback from customers and your team about the quality of the leads generated.

### **4. Verify Customer Reviews and Ratings:**



- Encourage happy customers to leave positive reviews on your Google Local Service Ads profile to boost your ranking and credibility.
- Monitor reviews closely and respond professionally to any negative feedback, as reviews play a significant role in how LSAs rank.

#### **Deliverables:**

- Campaign is live and generating leads.
  - Initial performance metrics (CPL, conversion rate) are being tracked.
  - Review collection process in place and actively encouraging customer feedback.
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### **Phase 3: Optimization and Adjustments**

#### **Tasks:**

- 1. Refine Location Targeting and Budget:**
  - Analyze the initial data to identify top-performing service areas and job types.
  - Allocate more budget to service areas with high conversion rates and adjust targeting if necessary to increase performance.
  - Adjust lead volume settings based on team capacity and workload.
- 2. Improve Lead Quality and Conversion Rates:**
  - Review the quality of incoming leads and refine ad copy or service descriptions to attract more qualified leads.
  - Optimize internal processes for lead follow-up, ensuring that your team is responding within seconds to incoming inquiries.
- 3. Optimize Customer Reviews for Better Ranking:**
  - Continue to encourage satisfied customers to leave reviews, emphasizing the importance of Google Guaranteed for building trust.
  - Aim to increase the number of reviews and maintain a strong overall rating, as this helps improve your visibility and ranking within the LSA system.
- 4. Implement A/B Testing for Ad Variations:**
  - Test different service descriptions, job types, and offers in your LSA profile to identify which elements drive the best lead quality.
  - Track the impact of any changes on lead volume and lead-to-sale conversion rates.
- 5. Monitor Budget and Adjust Bidding:**
  - Monitor how your budget is being spent and adjust your weekly bidding if necessary to stay within the desired cost-per-lead (CPL).
  - Focus on cost-effective lead generation by optimizing for job types that generate the highest ROI.



#### **Deliverables:**

- Location targeting and budget refined based on data.
  - Lead quality improved through better ad copy and quicker follow-up.
  - Customer reviews are actively growing and contributing to higher rankings.
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### **Phase 4: Scaling and Continuous Optimization**

#### **Tasks:**

##### **1. Scale Budget for High-Performing Areas:**

- Increase your budget in areas and service categories where your business is seeing the most successful conversions and best CPL.
- Reallocate budget to expand into neighboring cities or zip codes where there may be untapped demand.

##### **2. Expand Services and Testing:**

- If initial campaigns are performing well, consider expanding the range of services you offer through LSAs (e.g., adding emergency services or new job categories like HVAC if they weren't initially included).
- Continue A/B testing on service descriptions and response strategies to further improve conversion rates.

##### **3. Leverage Retargeting Campaigns with Google Ads:**

- Launch retargeting ads (via Google Display or Search campaigns) to target people who engaged with your LSAs but did not convert, keeping your business top-of-mind for future service needs.

##### **4. Monitor Lead Volume and Customer Feedback:**

- Track your lead volume regularly and adjust your weekly lead goals to meet your business capacity.
- Solicit feedback from customers on their experience and analyze it to further refine your approach and improve service quality.

##### **5. Continuously Optimize Lead Management Process:**

- Automate parts of your lead management system, ensuring no leads slip through the cracks.
- Set up regular reviews of lead handling to ensure response times remain fast and lead quality continues to improve.

#### **Deliverables:**

- Expanded budget and services to scale high-performing campaigns.



- Retargeting campaigns launched to re-engage potential customers.
  - Customer feedback loop optimized for further campaign enhancements.
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### **Post-90 Day Review and Strategy Planning:**

- Analyze overall campaign performance in terms of leads generated, conversion rates, and total ROI.
  - Identify opportunities for further expansion or refinement, including additional service offerings or geographic expansion.
  - Develop a long-term strategy for sustained success with Google LSAs, focusing on maintaining a strong online reputation and consistently generating leads.
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### **Key Metrics to Monitor:**

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- Lead Quality: Assess the quality of the leads (e.g., conversion rate from lead to customer).
- Response Time: Monitor how quickly your team responds to inquiries, aiming for immediate follow-ups.
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**This 90-day strategy emphasizes rapid setup, monitoring, and continuous improvement, ensuring your Google Guaranteed LSA campaign delivers high-quality leads and optimizes performance over time.**