



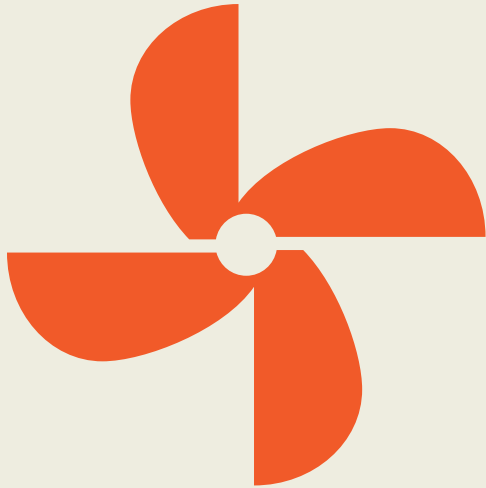
ULTIMATE GUIDE TO  
**Google**

 **Local Services Ads**

FOR HVAC & HOME SERVICES

explore MARKETING  
**HVAC**   
& HOME SERVICES





This guide is designed to help HVAC and home service businesses of all sizes—from solo operators to companies with larger teams—take full advantage of Google Local Service Ads (LSAs).

By following these steps, you'll be able to increase your visibility, optimize your marketing budget, and maximize lead generation.

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# Introduction to Google Local Services Ads

Google Local Service Ads (LSAs) are a pay-per-lead service offered by Google specifically for service-based businesses. They allow you to reach customers at the top of the Google search results page, making LSAs a valuable addition to your marketing toolkit.

## Setting Up Your Google LSA Profile

Setting up your LSA profile is a crucial first step in the process. Here's what you need to do:

### 1. Sign Up and Complete Your Application

Go to the LSA website and fill out the Local Services application.

### 2. Complete Background Checks

Google performs background checks on your business license, and employees to verify your credibility.

### 3. Choose Your Service Categories

Specify the types of services you offer (e.g., HVAC repair, plumbing).

### 4. Set Your Service Area

Define the geographic area where you want your ads to appear.

### 5. Google Guarantee Badge:

Verified businesses get a Google Guarantee badge, which builds customer trust because Google provides a \$2,000 reimbursement for dissatisfied customers.

**NOTE:** Be aware that LSA applications require an active business license. Google will remove you from the program if your license expires, so keep all licensing up-to-date.

## Why LSA Matters

THE BENEFITS OF HIGH-INTENT LEADS

### **87%** of customers start their search for service providers on Google.

Customers who see your LSA are often ready to buy, making these leads highly valuable. With LSAs, you pay per lead rather than per click, which makes it a more cost-effective option than other Google ad types. These leads will usually be new customers or competitor customers. It's important that you stay in front of them after the service so they do not use LSA again. Instead, they should search your business for future issues.

# How LSA Fits into Your Google Marketing Strategy

LSAs are part of a layered approach to reaching Google users. Here's how it works:

## LSA Ads

These appear at the very top of Google search results, giving you a premium spot.

## Google AdWords

Once your LSA is performing well, consider adding Google Ads to reach customers with a more detailed message.

## Google Business Profile

This free profile helps you appear in Google's local map pack, which improves your local SEO.

## Organic SEO

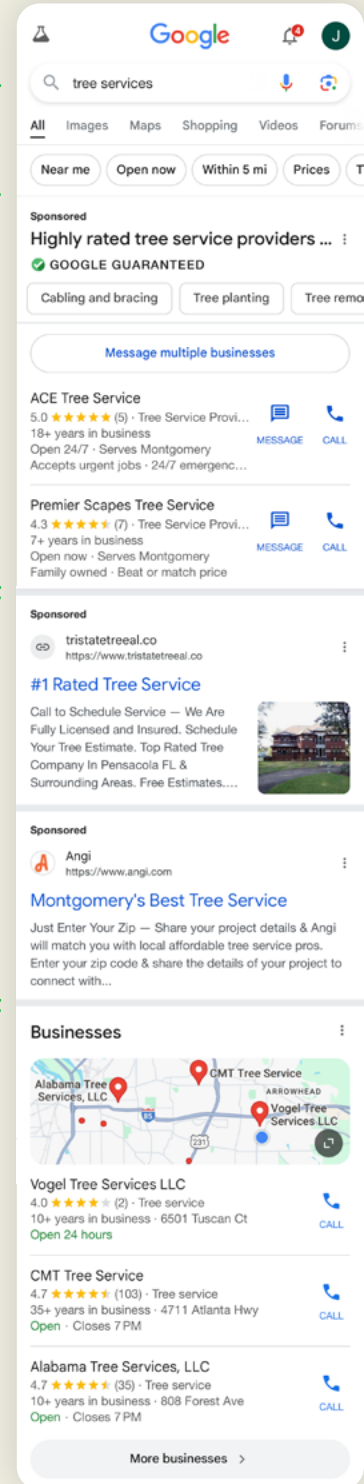
Your website ranking plays a role in how you appear further down the search results.

It all starts with a keyword search!

AT THE TOP  
Google LSA Ads  
(Local Service Ads)

SCROLL #1  
SEM Ads  
(Pay-per-Click)

SCROLL #2  
Google Business Profile  
(3-Pack or Map Pack)



# Budgeting & Managing Lead Costs

Your LSA budget can be adjusted to meet seasonal demand, allowing you to control how many leads you receive and when. Here's how to manage your LSA budget:

## Set Your Weekly Budget

Choose a weekly amount that works for your business and adjust it based on seasonal demand.

**EXAMPLE:** If your budget is \$2,000 per month, that's roughly \$500 per week, which can yield around 40 leads a month at an average lead cost of \$50.

## Budget Protections

Your ads will pause once your weekly budget is exhausted, so you won't overspend.

**PRO TIP:** Leads may come in clusters toward the end of a month. Front-loading your budget early in the month can help balance lead flow.

# Optimizing Your LSA Profile for Better Rankings

Several factors impact your ranking in the LSA results. Here's what to focus on:

- ✓ **Proximity to Customer:** Local proximity helps Google connect you with nearby customers.
- ✓ **Review Score:** Positive reviews boost your ranking. Google values businesses with recent and consistent five-star ratings.
- ✓ **Responsiveness:** Answer calls promptly, and ensure someone is available to handle inquiries during business hours.
- ✓ **Avoid Repeated Complaints:** Serious or repeated complaints can impact your standing in the program.
- ✓ **Budget Spend:** Google may prioritize businesses that consistently spend within their budget.
- ✓ **Text Messaging:** Utilize the text message option when you are new to LSA to improve your ranking. Be aware these leads are 50% less but can also be sent to competitors if not booked quickly.

# Tips to Maximize Your Lead Conversion Rate

Increasing lead volume is important, but converting leads to booked jobs is the ultimate goal. Here's how to do it:

## #1 Track Calls & Leads

Use your LSA dashboard to monitor calls. Listen to recordings to check customer service quality.

## #2 Dial In Your Services

Google will not make you pay for calls unrelated to your services.

## #3 Update Business Hours

Make sure your business hours align with when you're able to answer calls or inquiries.

## #4 Optimize for Emergencies

Many LSA calls come in after hours or on week-ends, so consider an answering service to ensure calls are answered promptly.

**EXTRA TIP:** Fill out your profile thoroughly, including your business bio, services offered, and images of your work (no contact info visible in photos). Google prioritizes complete profiles.

## Handling Common Challenges & Questions

### Q: I'm listed, but my Google Guarantee checkmark isn't showing.

This might happen if you're not available during certain hours or haven't allocated a budget for those times.

### Q: How can I convert more leads into booked jobs?

With proper setup and training, you should aim for an 85% conversion rate on LSA leads.

### Q: Are LSA Reviews more important than Google Business Profile Reviews?

Not officially but we have found that Google puts more emphasis on them in ranking. Make sure those two profiles are linked.

# Ongoing Optimization & Competitor Analysis

A key part of staying competitive with LSAs is monitoring your results and comparing your performance with local competitors.

## Competitor Analysis

Track how your business compares to local competitors, and identify areas for improvement.

## Regular Updates

Regularly check your profile, budget, and ad schedule to stay competitive and responsive to seasonal trends.

## Verified Reviews

These carry more weight than other reviews, so encourage customers to leave reviews directly through Google's verification system.

## *Unlock Your Growth Potential with Google LSAs*

By implementing the steps in this guide, you're setting your business up for success with Google Local Service Ads. These ads offer a unique opportunity to reach high-intent customers and grow your HVAC or home services business through increased online visibility.

For more tailored insights or a competitor analysis, connect with our team at Explore Marketing—let us help you unlock your business's full growth potential!



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