



Cracking the Code: **LSA Essentials for the** **Trades**

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LOCAL SERVICES ADS (LSA)



LSA is a paid Google Ads platform for verified home services providers to generate high-intent, local searchers actively looking for your services.

BENEFITS TO BUSINESSES:	BENEFITS TO CONSUMER:
<ul style="list-style-type: none">• Increase Visibility & Build Trust• Only Pay Per Lead (vs. per click)• Cost Effective	<ul style="list-style-type: none">• Vetted Providers• Google Guaranteed• Easy to Search / Compare

**Only Pay When You Receive a Valid Phone Call,
Message Lead or Booking Request**

LOCAL SERVICES ADS (LSA)



LSA ads offer direct messaging—making it even easier for customers to reach you fast. Enabling this boosts engagement and helps you win leads before your competitors even pick up the phone.

Garage door

Garage door

Phoenix

Repair garage door

Rating

Hours

GOOGLE GUARANTEED

Get it done right or Google pays you back.

Details

Sponsored

A1 Garage Door Service

4.8 ★★★★★ (11,249) · Garage door repair

16+ years in business · Serves Phoenix

Open 24 hours

Accepts urgent jobs · Local business



Get phone number

Share

Apex Garage Door & Repair

5.0 ★★★★★ (576) · Garage door repair

13+ years in business · Serves Phoenix

Open 24 hours · (602) 884-8826

Accepts urgent jobs · Local business



Get phone number

Message

Share

Arizonas Best Garage Door and Repair Company

5.0 ★★★★★ (5,206) · Garage door repair

6+ years in business · Serves Phoenix

Open · Closes 9 PM

Accepts urgent jobs · Beat or match price



Sponsored

Apex Garage Door & Repair

5.0 ★★★★★ (576)

13+ years in business · Open · Serves Phoenix

Accepts urgent jobs · Local business

Get phone number

Message

Overview

Services

Reviews

Photos

GOOGLE GUARANTEED Get it done right or Google pays you back. Details

- Passed license check
- Passed background check
- Has business insurance Details

Open 24 hours


(602) 884-8826

Services: General maintenance, Install garage door, Install opener, Repair cables, Repair garage door, Repair rollers and tracks, Replace door panels,...

Serves Phoenix and nearby areas

LOCAL SERVICES ADS (LSA)





Sponsored

A1 Garage Door Service

4.8 ★★★★★ (11,251)
16+ years in business · Open · Serves Phoenix
Accepts urgent jobs · Military discount available

[Get phone number](#) [Book](#) [Share](#)

[Overview](#) [Services](#) [Reviews](#) [Photos](#)

GOOGLE GUARANTEED Get it done right or Google pays you back. [Details](#)

- 140+ bookings nearby
- Passed license check
- Passed background check
- Has business insurance [Details](#)










Open 24 hours

(602) 761-7912

Services: General maintenance, Install garage door, Install opener, Repair cables, Repair garage door, Repair rollers and tracks, Replace door panels,...

Local Services Ads Booking Partners

Find the current list of scheduling partners enabled for Local Services Ads in the below table:

Partner	Supported countries	Verticals Supported for Local Services Ads*	Signup Link
 booksy	United States	All, except Healthcare	Sign up with Booksy
 HighLevel	United States	All, except Healthcare	Sign up with HighLevel (or LeadConnector)
 Housecall Pro	United States	All, except Healthcare	Sign up with Housecall Pro
 JOBBER	United States	All, except Healthcare	Sign up with Jobber
 MINDBODY.	United States	All, except Healthcare	Sign up with MindBody
 ServiceTitan	United States	All, except Healthcare	Sign up with ServiceTitan
 Square	United States	All, except Healthcare	Sign up with Square
 vagaro	United States	All, except Healthcare	Sign up with Vagaro
 WORKIZ easy	United States	All, except Healthcare	Sign up with Workiz

LSA supports direct booking when integrated with platforms like ServiceTitan, Housecall Pro, and Booksy—streamlining the customer journey from search to schedule.

LSA vs PPC – Key Differences



LSA	PPC
<ul style="list-style-type: none">• Charged when a bookable customer contacts the business through an ad• Target within your local service areas• Must have a Google Business Profile with a minimum of 5 reviews & have a valid business license and insurance	<ul style="list-style-type: none">• Charged every time someone clicks• Target wide range of audiences• Businesses can utilize regardless of their circumstance (size, industry, etc)• Different verification process



RANKING FACTORS:

Three R's of LSA Success



REVIEWS



RADIUS



RESPONSIVENESS

REVIEWS



Reviews are crucial for building customer trust and are a vital factor in improving your LSA rank.

- ➡ **Recency Wins:** Fresh reviews signal relevance.
- ➡ **Keywords Help:** Mentions of specific services (e.g., “spring repair”) give you a boost.
- ➡ **Volume Matters:** More reviews = stronger credibility
- ➡ **GBP = LSA Reviews:** Google now pulls LSA reviews directly from your Google Business Profile — they’re one and the same.

Bottom Line: Focus on getting steady, keyword-rich reviews from real customers.

RADIUS



**Garage door services are urgent, local, and competitive—
Google knows it.**

- ➔ **Prioritize** local responsiveness to attract customers seeking immediate assistance.
- ➔ **Maintain visibility** in your immediate area to capitalize on customers' preference for nearby providers.
- ➔ **Expand service areas thoughtfully**, ensuring your business can effectively serve additional locations without compromising quality.

RESPONSIVENESS



LSA rewards businesses that reply quickly and consistently

- ➡ **Speed Matters:** Aim to respond within 15 minutes.
- ➡ **Missed = Penalized:** Ignored leads hurt your rank.
- ➡ **Hit 80%+:** Maintain a strong responsiveness score to stay visible.

Bottom Line: Every lead is a ranking signal—treat them like gold.

OTHER KEY RANKING FACTORS



- Verification status – Google Guaranteed?
- **Weekly Budgets**
 - Set a reasonable budget to keep your ad visible and open to volume.
 - **MYTH:** Setting an unrealistic budget will get you more leads. This is **FALSE**.
- **Bidding Mode**
 - Use “**Maximize Leads**” to let Google adjust bids automatically.
 - **MYTH:** Setting a high “Max per Lead” bid tricks Google into sending you more leads This is **FALSE**.
- **User Behavior Signals**
 - Google looks at how users interact: clicks, engagement, and review reads.
- **Profile Management**
 - Profiles with multiple admins and up-to-date documents (licenses, insurance) are more trusted and perform better.

Business Availability Signals



- **Business Hours & Ad Schedule**

- Open businesses rank higher than those marked “Closed Now.”
- Align ad schedule with actual business hours to avoid trust issues.
 - **Pro Tip:** If you're not answering the phones at 10pm, don't run ads at 10pm.

- **Customer Complaints**

- Verified complaints under the Google Guaranteed badge lower visibility & will negatively impact your profile
- Quality customer service helps protect your ranking long-term.



Service Area Strategy

- **Service Area Setup**

- Define your coverage clearly — broad, but accurate.
- Google can't pinpoint searcher locations with GLSA like they can with Pay Per Click Ads, so larger (verified) service areas improve visibility

- **Why It Matters**

- You won't rank for searches outside your listed area.
- Especially for garage door companies, **proximity + coverage = opportunity.**



What Not to Do with Your LSA

LSA Pitfalls That Cost You Leads

-  **Don't ignore messages** — each one affects your responsiveness score.
-  **Don't set and forget** — LSA needs ongoing optimization to stay competitive.
-  **Don't expect quick fixes if suspended** — avoid issues by staying fully compliant.

Setting up Local Services Ads...How?



- **Create Your Profile**

- Check eligibility for Google Local Services Ads.
- Complete your profile with accurate business info.

- **Build Trust with Google**

- Upload business license, proof of insurance, and complete background checks.
- Add a valid credit card and ensure contact info is current.
 - *RYNO **does not** assist with reinstatements but can guide you on staying compliant.*

- **Approval Process**

- Once verified, your ad can go live—Google may review documentation periodically.

- **PRO TIP**

- Add multiple admins to avoid downtime from login or ownership issues.

Must Complete **Advanced Verification** to Run LSA

Google requires a strict Advanced Verification process **specifically** for Garage Door companies before your Local Services Ads (LSA) can go live.

- **What's Involved?**

- Business name, address, and licensing must match across all public records
- May include video interviews, document reviews, or proof of insurance & licensing

- **Why is this a Big Deal?**

- Google provides no support or guidance
- The process is manual, strict, and unforgiving
- Any mismatch = instant denial
- It can take weeks to complete — not something you can rush

Tracking LSA



Total lead spend

All

\$588.10

The amount you spent on leads during the selected date range. This amount doesn't reflect any pending credits.

[EDIT BUDGET](#)

Charged leads

All

37

33 phone leads
4 message leads

The number of leads you were charged for during the selected date range.

[GET MORE LEADS](#)

Ad impressions

2911

The number of times your ad appeared in search results during the selected date range.

Top impression rate on Search

99.45%

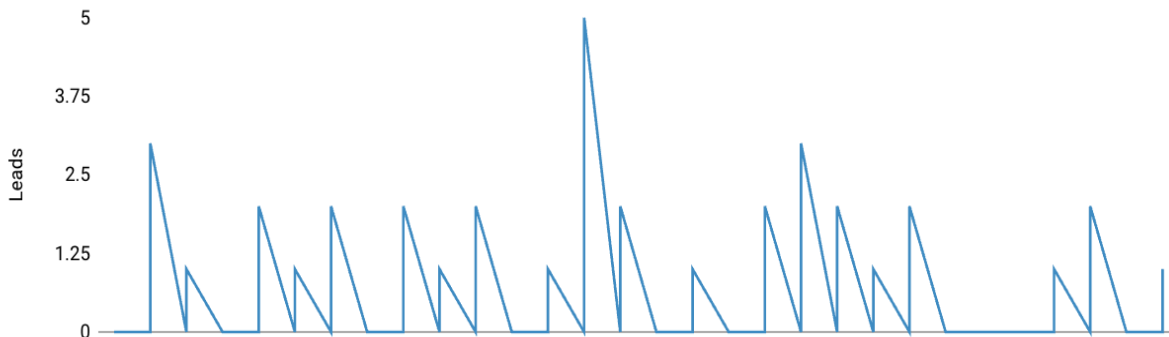
During the selected date range, the percentage of your impressions that are shown anywhere above results that aren't paid for. [Learn more](#)

Absolute top impression rate on Search

48.56%

During the selected date range, the percentage of your impressions that are shown as the very first ad in search results. [Learn more](#)

Charged leads received from May 1, 2025 - May 30, 2025



Profile reports offer detailed insights into advertising spend, lead volume, and cost per lead

2025 LSA Recap & What to Expect



- **Smarter Rankings**
 - Google weighs clicks, responsiveness, and review quality—not just your budget.
- **Broad Radius**
 - Improves Visibility
 - Broad accurate coverage = more opportunity.
- **Richer Profiles Ahead**
 - Expect new features (photos, videos, FAQs) to impact rankings over time.
- **Review Quality > Quantity**
 - Reviews that mention specific services like “spring repair” carry more weight.
- **Stay Verified & Prepared**
 - Keep licenses and insurance updated in your LSA profile.
- **Pro Tips for Garage Door Companies**
 - Use real job types only
 - Avoid keyword stuffing your GBP
 - Add backup admins
 - Track every lead source—don’t guess

QUESTIONS?





**WE EXIST TO
GROW YOUR
BUSINESS...
PERIOD.**