



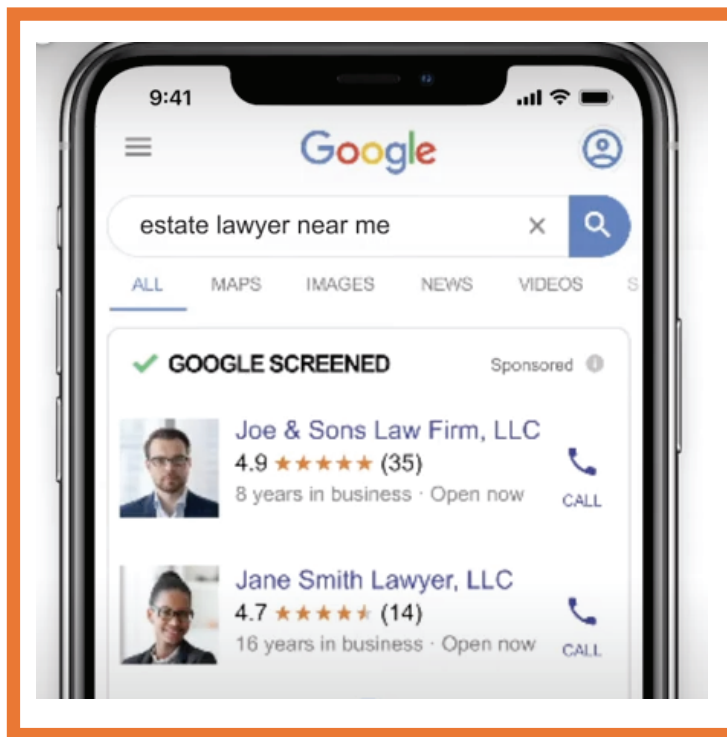
**SOLUTIONS<sup>®</sup>  
FOR GROWTH**

# Google Local Services Ads

**FOR LAW FIRMS**

## ABOUT

Google's Local Services ads help generate more leads by showing ads to potential clients in your local service area. These highly targeted ads are visible at the top of the search results page for potential clients actively looking for legal services.



## BENEFITS

- Get more and higher quality leads
- Achieve better positioning against competitors on the search results page
- Improve brand awareness
- Use your advertising budget more effectively

# HOW THEY WORK

A Local Services ad campaign runs separately from Google Ads search, display, and remarketing campaigns in its separate account. You could choose to run only a Local Services campaign or Google Ads campaigns, or run both Local Services and Google Ads at the same time. In fact, by using Google Ads, Local Services, and SEO marketing channels all together, your business could dominate a significant part of the search results page.

Unlike Google Search ads, for which you pay per click, Local Services ads use a pay per lead model. You pay for leads acquired through the ads for phone calls, messages, and even booked appointments.

**Potential clients can click to call your business directly from the ad or click through to a Google-hosted business profile page.**

The screenshot shows a Google Local Services profile for Tresp Law, APC. The profile includes a 4.8-star rating with 16 reviews, a 'GOOGLE SCREENED' badge, and a photo of a man in a suit. The contact information is (858) 682-0615. The profile lists COVID-19 related services such as protective gear, video appointments, and curbside service. It also mentions that the business has passed Google's estate lawyer screening and qualification process. The overview section lists services like estate planning and medical power of attorney, and provides the website URL https://www.trespaw.com/.

**Tresp Law, APC**  
4.8 ★★★★★ (16)  
✓ GOOGLE SCREENED  
Solana Beach · 7 years in business

(858) 682-0615   Send request   Share

10 PHOTOS

△ Accepting customers

**COVID-19-related services:**

- Protective gear used
- Maintaining distance
- Curbside service
- Video appointments
- No-contact payments

✓ GOOGLE SCREENED  
Background and licenses checked by Google. [Learn more](#) | [Terms & policies](#)

This business has passed Google's estate lawyer screening and qualification process. [Learn more](#)

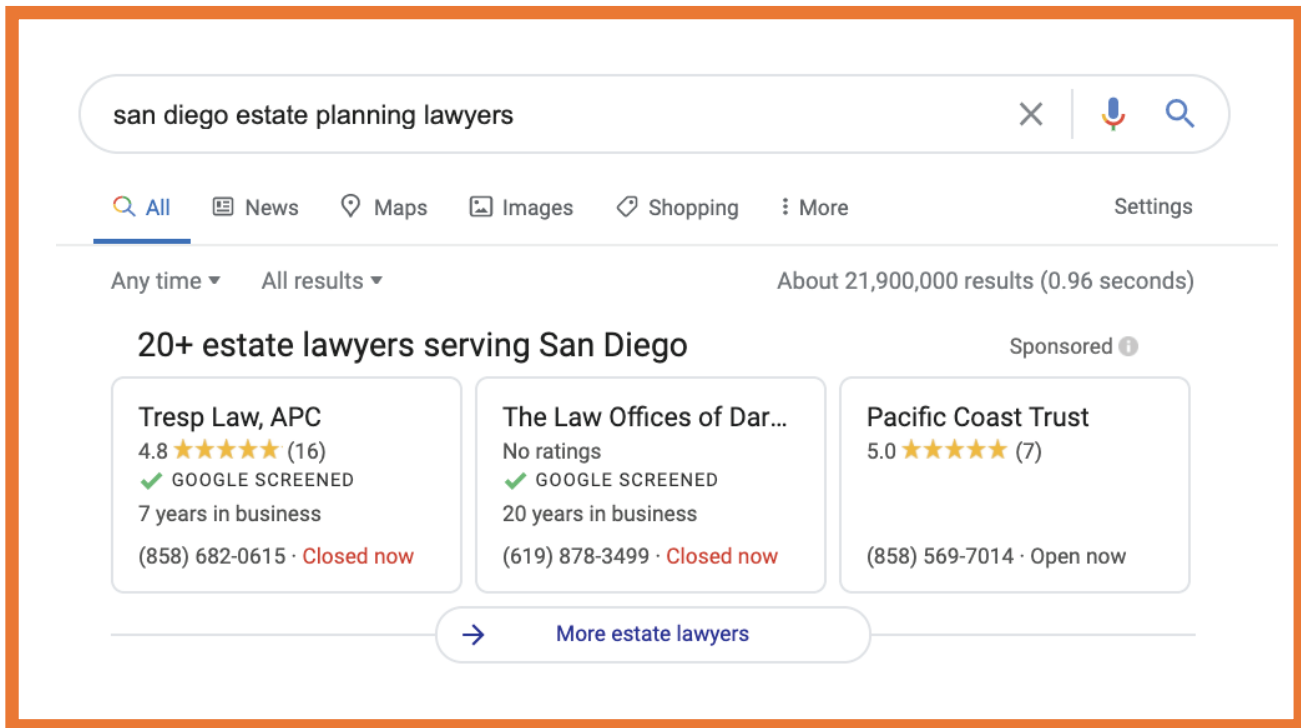
**OVERVIEW**

- 🏠 Estate planning, Wills, Trusts, Contests / Litigation, Deeds, Charitable giving, Medical power of attorney, ... [More](#)
- 📍 Serves Solana Beach and nearby areas [See all](#)
- 🕒 Closed now · Opens at 9 AM · Updated since COVID-19
- ✅ Passed background check for business and owner. [Insured. Learn more](#)
- 📄 Licensed in California. CA State Active Bar Membership 290339, CA State Active Bar Membership 312385. [Learn more](#)
- 🌐 <https://www.trespaw.com/>

★ **BUSINESS BIO**

- Free consultation
- Evening appointment by request
- Weekend appointment by request

# Local Service ads appear at the very top of the search results page on both desktop and mobile devices.



## GOOGLE GUARANTEE



Your Local Services ads harness the power of your customer reviews and can also display a Google Guarantee Badge to help potential clients feel more confident about choosing your firm over competitors.

Obtaining the Google Guarantee Badge is part Local Services campaigns. Your firm will complete the qualification process, which includes uploading business license and insurance documents and initiating employee background checks. Submitting the necessary documents and authorization for background checks is done in your Local Services account. After that, Google's team will review and approve your account to begin running ads within about 3-4 weeks.

Once qualified, the Google Guarantee Badge on your ads will signal to potential customers that your business is backed by Google. In addition to helping customers feel comfortable trusting your business, the Google Guarantee Badge also offers protections for customers in the unlikely event that they are unsatisfied with the quality of work they received. The Google Guarantee Badge supports lead generation marketing by helping customers quickly identify your business as a leading local service provider.

If you're backed by the Google Guarantee, and your clients aren't satisfied with the quality of your work, Google may reimburse the customer up to the amount paid for the initial service.

 **Google guaranteed**

This pro is backed by the Google guarantee, which means they're licensed, insured, and pre-screened. Any job you book with them is guaranteed to be done right or your money back.

There are a few requirements to be eligible for Local Services ads, including:

- Verification of your business, licensing, and insurance documents
- Employee and business background checks
- Each firm location will need to be verified in order for the location to be used in local service ads
- Your firm may be required to recertify with the Local Services ads program occasionally to ensure compliance with platform policies

## COST

Because Local Service campaigns use a pay per lead model, you pay when users contact your business through the ads to become leads. The average monthly cost and number of high quality leads you can expect will depend on several factors, two important ones being your location and practice type. Here are a few examples:

<b>Estate Planning in Syracuse</b>	<b>Litigator in Yonkers</b>	<b>Divorce Attorney in Stamford</b>
<b>Estimated Monthly Leads</b> <b>8</b>	<b>Estimated Monthly Leads</b> <b>15</b>	<b>Estimated Monthly Leads</b> <b>5</b>
<b>Estimated Monthly Budget</b> <b>\$152 - \$232</b>	<b>Estimated Monthly Budget</b> <b>\$360 - \$540</b>	<b>Estimated Monthly Budget</b> <b>\$220 - \$330</b>

## SET UP AND MANAGEMENT

Partnering with Solutions for Growth to set up and manage your Local Services ad program is simple and will save you a considerable amount of time. In order to maximize the positive impact of our marketing strategies on your firm, we'll follow the guidelines found on the next page.

## SET UP

## Here's how your account gets started

### OUR TEAM

- Complete initial eligibility form and create your account
- Create your firm profile page
- Review and confirm ad copy
- Provide your team with links and login information for the account, lead inbox, and Local Services app
- Verify all campaign settings and ad copy before launching your campaign

### YOUR BUSINESS

- Provide information on your targeting area, practice areas and hours, campaign budget and goals
- Upload documentation for all relevant licenses and insurance required for you and your staff to perform work and authorize background checks to be completed

## ONGOING MANAGEMENT

### OUR TEAM

- Monitor budget pacing and average cost per lead data to ensure optimal performance
- Analyze campaign performance and lead quality data
- Optimize targeting, scheduling, ad copy, budget and bidding to achieve campaign goals
- Maintain and revise your firm profile page to support lead growth
- Deliver monthly reporting on campaign performance

### YOUR BUSINESS

- Respond to leads as soon as possible during business hours
- Provide feedback to us on lead quality and value to help further optimize the campaign
- Respond to reviews left by customers on Google

**To learn more about Google Local Services Ad Management**

**Call 888-840-2595 x1 or**

**Email [David.Fischer@SolutionsForGrowthLLC.com](mailto:David.Fischer@SolutionsForGrowthLLC.com)**

**Solutions for Growth is a marketing agency that specializes in full-service marketing strategies and tools for law firms**