



Social Media Checklist: Your Roadmap to Online Success

Get Found, Get Clicks, and Get Results

In today's highly competitive world of digital marketing, local service ads (LSAs) have emerged as a secret weapon for service-based businesses to attract highly-qualified leads. If you're frustrated with chasing after cold leads and spending money on clicks that don't convert into actual business, LSAs might just be the solution you've been waiting for. These ads allow you to target local customers who are actively searching for your services, ensuring that you're reaching the right people at the right time.

This checklist is your comprehensive guide to creating a streamlined LSA strategy, helping your business rise above the noise of local search results, grab the attention of potential clients, and convert visitors into loyal customers with less guesswork and more tangible results. With LSAs, you're not only optimizing your digital presence but also turning it into a highly-effective marketing tool that drives consistent, high-quality leads. Let's dive in and start transforming your online visibility into real-world success.

Why Local Service Ads Matters

Local Service Ads offer a unique opportunity for businesses to target users who are actively searching for their services in a specific location. Unlike traditional pay-per-click (PPC) ads, LSAs focus on generating high-quality leads by displaying businesses at the top of Google



search results, above organic listings and standard Google ads. By incorporating trust-building features such as the Google Guaranteed badge, LSAs help businesses earn customer trust while ensuring they're not wasting money on irrelevant clicks. This means more qualified leads, higher conversions, and a clearer path to scaling your business.

Here are some of its main benefits:

- **Generate Pre-Qualified Leads:** LSAs only charge you for actual leads, not clicks, ensuring you're paying for real potential customers who are ready to engage with your business.
- **Build Trust with the Google Guaranteed Badge:** When your business is Google Guaranteed, it adds a layer of credibility that assures customers their background checks, licenses, and insurance are verified.
- **Increase Local Visibility:** LSAs prioritize businesses within a specific geographic region, making it easier for customers to find service providers near them, which is crucial for local service businesses.
- **Simplify Customer Interaction:** Potential customers can directly call or message your business without even visiting your website, making the process quick and easy.

How to Use This Checklist

This checklist is designed to be actionable and easy to follow. Here's how you can get the most out of it:

1. **Read through each section** and evaluate where you currently stand in your content strategy.
2. **Implement the action steps** to strengthen any weak spots and improve your overall approach.
3. **Take advantage of the pro tips** to elevate your content strategy and stay ahead of the competition.
4. **Have questions or need more guidance?** Contact Eric Ritter, the SEO Sommelier, to discuss your content strategy and how you can maximize your results.

Local Service Ads Checklist

1. Set Up and Verify Your Profile

The foundation of a successful Local Service Ads campaign starts with a solid profile. Make sure all business details are accurate and complete. Google's verification process plays a pivotal role in your success, so passing the screening process is essential.

Action Steps:

- **Create a Google Business Profile:** Make sure you list all the essential information such as your business name, phone number, and services offered.
- **Pass Google's Screening Process:** Complete the verification steps, including a background check and license validation, to earn the coveted Google Guaranteed badge.
- **Ensure Accurate Business Details:** Double-check all your information to avoid discrepancies and ensure customers can easily contact you.

Helpful Links:

- [Sign up for Business Profile](#)
- [Google My Business Guide](#)

Pro Tip: Be prepared for a potentially lengthy verification process. It can take from a few days to up to 6 weeks, so plan accordingly to avoid any delays in starting your campaigns.

2. Get Reviews

Customer reviews are one of the most powerful tools in your arsenal. They not only build trust with potential clients but also boost your rankings in search results, making it easier for local customers to find you.

Action Steps:

- **Encourage Reviews:** Ask satisfied customers to leave positive reviews after services are rendered. Aim for consistent, high-quality feedback.
- **Respond to Reviews:** Engage with customers by thanking them for their reviews, addressing any concerns, and showing you care.
- **Monitor Your Reviews:** Regularly check and update your reviews to ensure they reflect the high quality of your services.

Helpful Links:

- [Tips to get more Google reviews](#)
- [How to Ask & Get Good Customer Reviews](#)

Pro Tip: Happy clients are more likely to leave positive reviews. Develop a system that encourages review submissions post-service, like a follow-up email or a prompt on your business site.

3. Optimize Your Service Area

Focusing your LSA campaign on the most valuable regions for your business ensures your budget is used efficiently, driving relevant local leads. Optimizing your service area is essential for getting the best ROI.

Action Steps:

- **Define Your Service Area:** Focus on areas with the highest customer potential, avoiding a “one-size-fits-all” approach.
- **Refine Your Targeting:** Periodically review which regions bring in the most quality leads and make adjustments as necessary.
- **Monitor Competitors:** Keep an eye on local competitors to ensure you’re not missing out on high-value regions.

Helpful Link:

- [Manage your service areas](#)

Pro Tip: Start small and grow your target areas over time. You can always expand your reach once you've optimized and learned what works best for your business.

4. Monitor Lead Quality

The quality of leads you generate through LSAs is what ultimately determines your success. Tracking and refining your lead quality ensures you're not wasting time or money on irrelevant inquiries.

Action Steps:

- **Track Conversion Rates:** Use lead tracking dashboards to monitor how many leads convert into actual customers.
- **Refine Your Job Type:** Adjust your service areas and job types to focus on the most profitable leads.
- **Use Filters:** Utilize Google's filtering tools to ensure only the most relevant leads are reaching you.

Helpful Links:

- [Lead Quality: The Key to Closing More Deals With Less Effort](#)
- [What Is Lead Quality? And How to Measure It](#)

Pro Tip: Lead quality is more important than quantity. Be selective about who you're targeting to make sure the leads that come in are genuinely interested in your services.

5. Measure ROI

To fully understand whether your Local Service Ads campaign is worth the investment, you need to track your cost per lead (CPL) and conversion rates. Analyzing these metrics will help you optimize your strategy.

Action Steps:

- **Track Cost Per Lead:** Regularly monitor how much you're spending for each lead and ensure it stays within budget.

- **Calculate Return on Investment:** Measure the revenue you're making from LSAs against your total spend to see what's working.
- **Adjust Your Budget:** Tweak your ad spend based on lead quality, adjusting for the highest performing ads.

Helpful Link:

- [View reports on Local Services Ads](#)

Pro Tip: Use your ad performance data to adjust your bids. Lower CPL doesn't always mean better results—track conversions to ensure your leads are turning into customers.

6. Respond Quickly

Google prioritizes businesses that respond quickly to incoming leads. The faster you reply to inquiries, the more likely you are to get high-quality leads and improve your visibility in the search rankings.

Action Steps:

- **Set Up Automated Responses:** Quickly acknowledge incoming leads to keep the conversation going.
- **Engage Promptly:** Aim to respond to calls and messages within minutes to increase your chances of conversion.
- **Use Call Tracking:** Monitor how fast you're responding to ensure your team is on track.

Pro Tip: Speed matters! Develop an internal system or automation for faster responses. A quick follow-up could make the difference between converting a lead or losing it.



Need some help?

Looking for a deeper dive and personalized guidance on your content marketing efforts? Reach out for a **Neighborly Assessment and Roadmap**. We'll analyze your current strategy and provide actionable recommendations tailored to your business goals.

Contact me to discuss how I can help you achieve your digital goals.
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