



# **GOOGLE LOCAL SERVICES ADS: THE NEWEST CHANGES FOR OUR INDUSTRY**

Peter Troast, Founder & CEO

Energy Circle Webinar Series

*November 18, 2020*

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Wednesday, 11/18, 5PM eastern

**Google Local Services Ads: The Newest Changes for Our Industry**

Wednesday, 12/2, 5PM eastern

**Drilling Down to the Essentials of a High Conversion Website, with Shawn Cohen,  
Director of Digital Strategy**

Wednesday, 12/9, 5PM eastern

**What is an Integrated Content Strategy—and Why Does it Matter to You?**

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**Marketing Predictions for 2021 and Beyond**

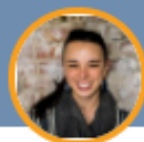


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# Oct. 2020 Update: What's New with Google Local Services Ads? (A Lot.)



By Shawn Cohen | October 21, 2020

Google's Local Service Ads allow businesses, like HVAC and better building contractors, to run prominently displayed ads, geo-targeted at their service area, and pay for leads directly. As Google expands the LSA product, adding features like bidding options (yes, you read that correctly! Bidding has come to LSA's), and new service categories, we've got the latest on what's new with LSAs and how best to leverage them.

## A Little Local Service Ads History

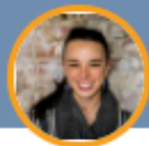
Google launched Local Service Ads (LSAs) in 2015 with fixed per lead pricing (set by Google) and limited eligibility to certain geographies and service categories. Over the next few years, they slowly and quietly tested the product in specific markets, and by 2018, had begun a more comprehensive rollout—expanding availability to include nearly fifty service verticals, and widespread geographical availability across the country and beyond. Of course, at Energy Circle we've been keeping a close eye on LSAs [since the comprehensive roll out began](#), and tracking their impact on other digital marketing tactics and channels—including SEO and Local SEO, as well as traditional PPC through Google Ads.

In April 2019, we [published an update](#) to our original LSA overview which included details about what had changed since the broader rollout began, and what had remained the same. We also shared our analysis and recommendations about how marketers in the home performance, solar, and HVAC industries could best leverage LSAs and incorporate the new ad product into their greater digital marketing mix.

LSAs are still a prominent and influential feature in SERP, and as Google continues to expand the product, it's important for marketers to understand the capabilities and the implications of running Local Service Ads. Today, we'll outline some of those most recent changes, and update our recommendations and predictions around how best to incorporate LSAs into your marketing strategy.



# Marketing Strategies for Winning Whole House Ventilation Jobs



By Shawn Cohen | October 28, 2020

Let's preface this article by acknowledging that we, at Energy Circle, might be just a little bit fixated on the topic of ventilation these days... but in our defense, we're not the only ones! Sure, those of us in the home performance, HVAC, and building science industries have long understood the importance of ventilation, but ever since the COVID-19 pandemic has placed our indoor environments and the air we breathe under a literal microscope, ventilation and indoor air quality have been thrust into the mainstream spotlight—and everyone, from [The Atlantic](#) and [USA Today](#) to average homeowners, is taking notice.

Over the last few months, we've even been taking an in-depth look at the HVAC/HRV system installed in Energy Circle's Portland office, and considering the impact it has on the air quality in our working environment. And last month, we talked about the top [3 most significant ways](#) that the Coronavirus crisis has changed the HVAC, home performance, and solar industries, along with recommendations for how to pivot digital marketing strategies to align with those changes. One of those major changes was—you guessed it—the dramatic increase in awareness around the important role that ventilation plays in indoor air quality among the general public.

In case you missed it, here's what we had to say back in September about the impact COVID-19 has had on awareness around ventilation, and our recommendations for how best to shift your digital marketing strategy to leverage this trend and win more ventilation oriented home performance or HVAC projects.

## Stay-At-Home Orders Shine a Light on IAQ & Ventilation



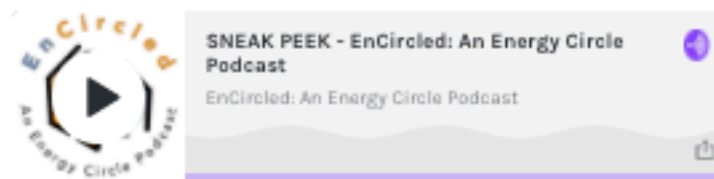


Here at Energy Circle, we love a good podcast. So we decided we want to make one ourselves. Focused on all things marketing and specific to the better buildings sector we serve, the EnCircled podcast brings our hosts, resident audio-visual whiz Jake Van Paeppegem (whom you may recognize as our weekly webinar Host with the Troast) and Director of Marketing Operations Josh Kennon together each episode to discuss marketing trends and industry intel with our team of experts. Each episode, conversations will include topics like current solar industry shake-ups, IAQ in our current COVID-19 climate, and how we really feel about Tom Brady. (Hint: it's... not great.)

You can find our episodes right here—available for listening now! We'll be sure to let you know each time a new one drops. You can also find Encircled: an Energy Circle podcast everywhere else podcasts can be found, such as Apple Podcasts and Spotify.

## Available Episodes

### Sneak Peak — EnCircled: an Energy Circle Podcast Trailer



# What We'll Discuss

**1 QUICK REVIEW: LOCAL SERVICES ADS (aka Google Guaranteed)**

**2 RESULTS & PERFORMANCE**

LSA LEAD ECONOMICS & EXPECTATIONS

**3 BREAKING NEWS: PRICE PER LEAD BIDDING IS LIVE**



# **QUICK SUMMARY: LOCAL SERVICES ADS**

(November 2020 Update)

# Intro to Local Services Ads

The screenshot shows a Google search interface for the query "hvac repair oakland ca". The search results page displays "About 270,000 results (0.86 seconds)". Below the search bar, there are navigation tabs for "All", "Maps", "Shopping", "News", "Videos", "More", "Settings", and "Tools". The main content area features a sponsored section titled "HVAC repairs - 20+ HVAC pros serving Oakland" with a "Sponsored" label. This section contains three Local Services Ad cards, each for a different HVAC company. Each card includes the company name, a star rating, a "Google guaranteed" badge, the location, a phone number, and an "Open now" button. Below the cards is a link to "More HVAC pros in Oakland".

Company Name	Rating	Location	Phone Number	Status
Element Home Solutions	5.0	Oakland	(510) 871-3894	Open now
The Appliance Repair ...	4.6	Alameda	(510) 871-3938	Open now
Service Champions He...	4.8	Pleasanton	(925) 732-6744	Open now

**Pay Per Lead, Not Per Click**

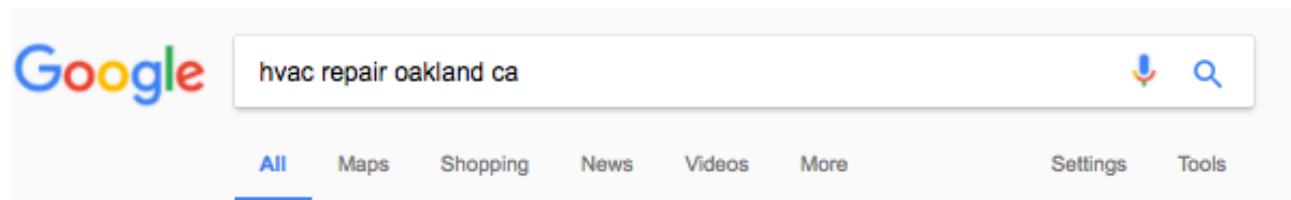


Local Services Ads

Google Paid

Google Local 3 Pack

Organic



About 270,000 results (0.86 seconds)

HVAC repairs - 20+ HVAC pros serving Oakland Sponsored

<b>Element Home Solutions</b> 5.0 ★★★★★ · See reviews ✓ Google guaranteed Oakland (510) 871-3894 Open now	<b>The Appliance Repair ...</b> 4.6 ★★★★★ · See reviews ✓ Google guaranteed Alameda (510) 871-3938 Open now	<b>Service Champions He...</b> 4.8 ★★★★★ · See reviews ✓ Google guaranteed Pleasanton (925) 732-6744 Open now
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→ More HVAC pros in Oakland

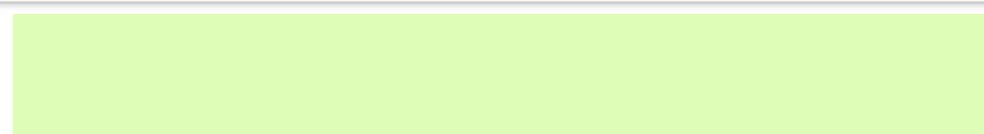
**Oakland BBB A+ HVAC Technician - Diamond Certified Same Day Svc**  
Ad eb.onehour-heat-and-air.com/Oakland (510) 969-6777  
Providing Quality, Service, Integrity, And Convenience. Call Now!  
Locally Owned & Operated · 24/7 Emergency Service · Guaranteed Repairs · Licensed & Insured  
Highlights: On-Time Service, Straightforward Pricing...

**HVAC Repair - Quality Work - No Surprises - airmenheatingandair.net**  
Ad www.airmenheatingandair.net/ (888) 259-7783  
Call Our HVAC Repair Experts. Make An Appointment And Save.

Rating ▾ Hours ▾

<b>Atlas Heating and Air Conditioning Company</b> 4.7 ★★★★★ (24) · HVAC Contractor 1451 32nd St · (510) 893-1343 Open until 7:00 PM	
<b>Eco Systems Heating &amp; Air</b> 5.0 ★★★★★ (1) · HVAC Contractor 712 56th St · (510) 698-6219 Open until 11:00 PM	
<b>Albert Nahman Plumbing and Heating</b> 4.7 ★★★★★ (185) · HVAC Contractor 3333 M.L.K. Jr Way · (510) 843-6904 Open until 8:00 PM	

More places



# Relevant Categories for Our Sector

**HVAC**

**Plumbing**

**Electrician**

**Appliance Repair Service**

**Architecture Services**

**Carpenters**

**Foundations Services**

**Handyman**

**Siding Services**

**Roofer**

**Water Damage Services**

**Window Repair Services**

## Getting started

At this time, Local Services Ads are available only for certain service categories.

To see if Local Services Ads are available in your area, check your business eligibility on the [signup page](#).

[Check eligibility](#)

# Background, Insurance, License Checks

For this reason, HVAC professionals undergo an additional level of screening, including service professional background checks.

- Background check requirements:
  - Business check
  - Owner check
  - Service professional check
- Insurance requirements:
  - General liability insurance
- License requirements:
  - Business license on state level\*
  - Owner license on state level\*

# Google's "Big" Differentiator

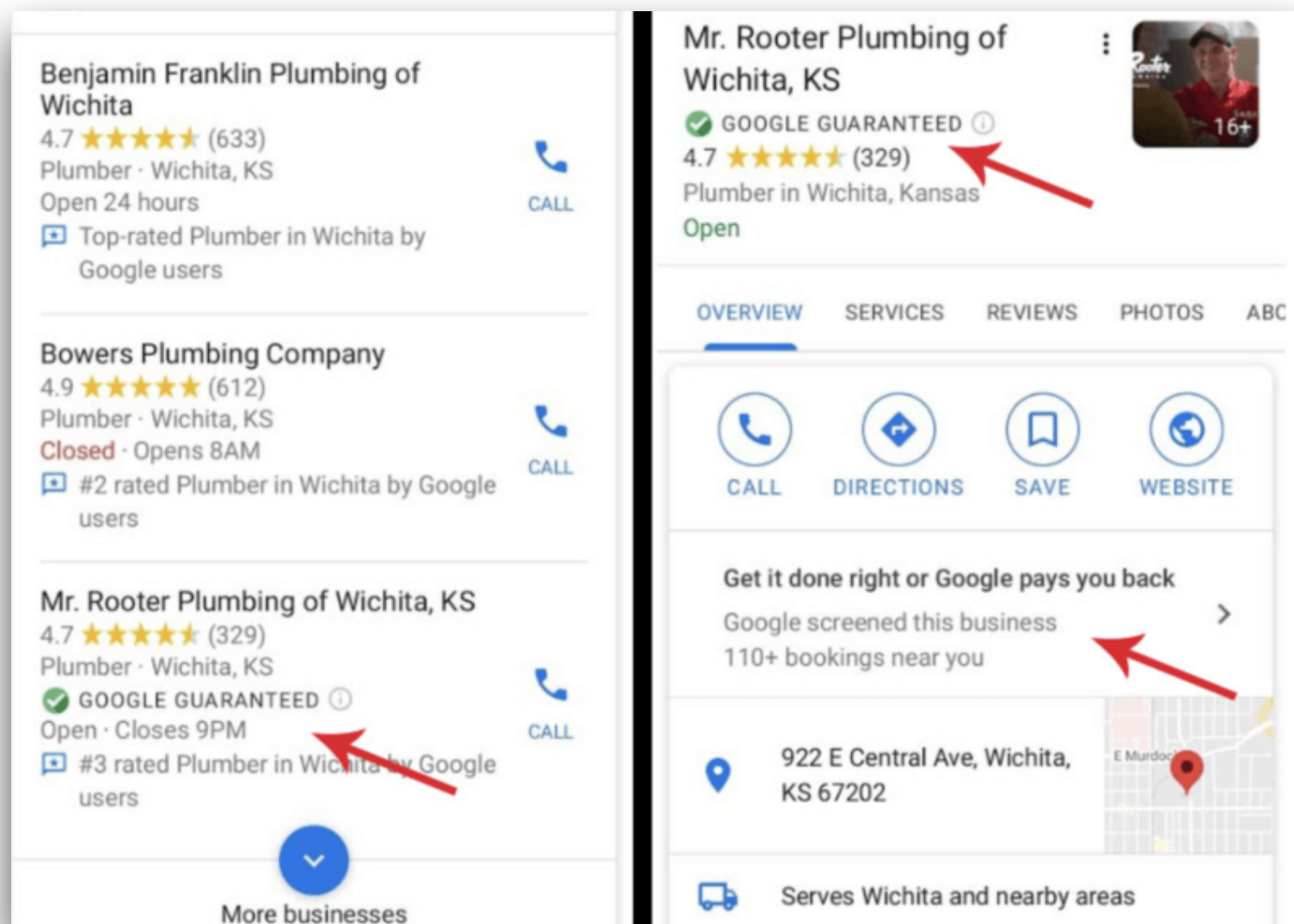
## Google guaranteed

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. [Learn more](#)

**\*Up to \$2,000 Lifetime**

*Your Guarantee is Probably Better*

# Google Guaranteed on GMB Listing \$50/mo



**Coming Soon....Since July**



# Most Generic HVAC Categories

**Job types**  
Control what types of leads you want to receive

HVAC Pro ▶	AC maintenance	<input checked="" type="checkbox"/>	Clean ducts & vents	<input type="checkbox"/>
	Ductless heating and AC ser...	<input type="checkbox"/>	HVAC maintenance	<input checked="" type="checkbox"/>
	Heating maintenance	<input checked="" type="checkbox"/>	Install AC	<input checked="" type="checkbox"/>
	Install ducts & vents	<input checked="" type="checkbox"/>	Install heating system	<input checked="" type="checkbox"/>
	Install thermostat	<input checked="" type="checkbox"/>	Other	<input type="checkbox"/>
	Repair AC	<input checked="" type="checkbox"/>	Repair HVAC	<input checked="" type="checkbox"/>

**Note:** Don't accept jobs you're not qualified or licensed to complete. You're solely responsible for maintaining compliance with applicable laws, regulations, and licensing requirements in each jurisdiction where you offer or provide services. [Learn more](#)

CANCEL SAVE



# **LOCAL SERVICES ADS PERFORMANCE**

# LSA Lead Economics

**\$28** for a lead (HVAC average)

**75%** chance of quote worthy contact

Real cost/lead: **\$37**

Close rate: **33%**

Full Acquisition Cost/job: **\$112**

Minimum Job Size at 7% CAC: **\$1,600**

# LSA's vs Google Ads



**Cost Per Lead:**

**\$120**

**\$28**

**Contact/Appointment**

85%

75%

**Cost Per Appointment**

\$141

\$37

**Appointment/Quote to Close**

60%

33%

**Cost Per Acquisition**

**\$235**

**\$112**

# Saturated Markets: Significant Limitations

Overview

<p>Leads charged</p> <p><b>95</b></p> <p>Phone: 95 Message: 0</p>	<p>Budget spent</p> <p><b>\$2,450.00</b></p> <p>\$75.00 expected credits not included <a href="#">?</a></p>
<p>To get more leads, add more service types and areas to your <b>profile</b></p> <p><a href="#">EDIT PROFILE</a></p>	<p>Adjust your <b>budget</b> at any time</p> <p><a href="#">EDIT BUDGET</a></p>

**Budget Allocated: \$6000**

**Average Leads/Month: 8**



# LSA Ranking Factors

## About ad rankings

Your ranking within the Local Services unit is determined by a number of factors that help Google match service providers to consumers.

Factors that can affect your ranking within the Local Services unit include:

- Your proximity to potential customers' locations
- Your review score and the number of reviews you receive
- Your responsiveness to customer inquiries and requests
- Your business hours
- Whether or not we've received serious or repeated complaints about your business

In addition to these ranking factors, Google will attempt to spread out the leads you receive over time. This is to prevent you from spending your entire budget early in the budget period. If your ad is generating leads more quickly than your budget can accommodate, you may see your ranking affected or your ad paused temporarily in order to more evenly spread out your leads.

# Measures of Responsiveness?

New	Active	Booked	Completed	Archive	
2	101	0	194	450	
Customer	Job type	Location	Job time	Lead type	Last activity



You don't have any jobs marked as booked. To see an accurate booking rate and ask for reviews, mark your lead as booked.


[MARK LEADS AS BOOKED](#)



**BREAKING NEWS:  
NOW YOU CAN SET YOUR  
COST PER LEAD BID**

# How Bidding Works

Budget 	
Bidding mode	MAX PER LEAD
HVAC Pro	\$23
Plumber	\$22
Average weekly budget	\$1,035
Weekly target 	45-47 leads
Previous 7 days	17 leads
Raise your bid (the max you want to pay for a lead) to try to reach your target. <a href="#">RAISE BID</a>	

Job types 	
AC maintenance	<input checked="" type="checkbox"/> On
Clean ducts & vents	<input checked="" type="checkbox"/> On
Ductless heating and AC services	<input checked="" type="checkbox"/> On
Find & repair leak	<input checked="" type="checkbox"/> On
Heating maintenance	<input checked="" type="checkbox"/> On
HVAC maintenance	<input checked="" type="checkbox"/> On
Install AC	<input checked="" type="checkbox"/> On

# How Bidding Works

## How do you want to bid?

**Maximize leads** Recommended

Choose this option to let Google set your bid and get you the most leads for your budget.

**Set max per lead**

Choose this option to manually set your own bid, the maximum cost you want to pay for a lead.

HVAC Pro ▶	<input checked="" type="radio"/> \$23 (current max)
Plumber ▶	<input type="radio"/> \$28
	<input type="radio"/> \$30
	<input type="radio"/> Custom

How well your ad does depends on your reviews, customer service and more. [Learn more](#)



# Bids Apply to All Active Subcategories

**Job types**  
Control what types of leads you want to receive

HVAC Pro ▶	AC maintenance	<input checked="" type="checkbox"/>	Clean ducts & vents	<input checked="" type="checkbox"/>
Plumber	Ductless heating and AC ser...	<input checked="" type="checkbox"/>	HVAC maintenance	<input checked="" type="checkbox"/>
	Heating maintenance	<input checked="" type="checkbox"/>	Install AC	<input checked="" type="checkbox"/>
	Install ducts & vents	<input checked="" type="checkbox"/>	Install heating system	<input checked="" type="checkbox"/>
	Install thermostat	<input checked="" type="checkbox"/>	Other	<input type="checkbox"/>
	Repair AC	<input checked="" type="checkbox"/>	Repair HVAC	<input checked="" type="checkbox"/>

# Weigh Your Other Rankings

## Install heating system - 50+ HVAC pros nearby

Sponsored ⓘ

Princeton Air Conditio...  
4.8 ★★★★★ · See reviews  
GOOGLE GUARANTEED  
Serves Princeton  
(609) 568-7573  
Open now

Conway Comfort Heat...  
4.9 ★★★★★ · See reviews  
GOOGLE GUARANTEED  
Serves Princeton  
(609) 568-7643  
Open 24/7

Perfect Air, Inc.  
5.0 ★★★★★ · See reviews  
GOOGLE GUARANTEED  
Serves Princeton  
(609) 568-7558  
Open 24/7

→ More HVAC pros in Princeton

### Furnace Installation | Carrano Air Contracting Inc

[www.carranoair.com/](http://www.carranoair.com/)

Professional Furnace Installation Services. Great Rates. Reliable Service. Call! Certified Technicians. Affordable Rates. A+ Rating From The BBB. Keeping You Comfy 24/7. Services: Heating Installations, A/C Installations, Boiler Installations, Furnace Installation.



Rating ▾ Hours ▾

Princeton Air Conditioning Inc.  
4.8 ★★★★★ (338) · HVAC contractor  
39 Everett Dr · (609) 250-2009  
Open · Closes 6PM



Redding's Plumbing, Heating & Air Conditioning  
4.6 ★★★★★ (31) · HVAC contractor  
234 Nassau St · (609) 924-0166  
Closes soon · 4:30PM



Central Jersey Air Conditioning Co  
5.0 ★★★★★ (2) · Air conditioning contractor  
(609) 921-3313

🗣️ "He re-diagnosed an issue from a previous HVAC. The previous ..."



☰ More places

### THE BEST 10 Heating & Air Conditioning/HVAC near Princeton, NJ ...

<https://www.yelp.com> › ... › Home Services › Heating & Air Conditioning/HVAC ▾

"Hvac heating air conditioning" read more. ... Heating & Air Conditioning/HVAC, Home Automation, Plumbing. ... Heating & Air Conditioning/HVAC, Water Heater Installation/Repair.

### Furnace Installation & Repair | Princeton Air | New Jersey

<https://www.princetonair.com> › Heating & Cooling ▾

However, with the efficiency of modern furnaces, having a new furnace installed is also a good option as you will begin saving money on heating immediately.



# A Coordinated Keyword Strategy

## Produces LSA's

Heating and cooling  
Furnace repair  
Air conditioner installation  
Thermostat install  
Most generic HVAC terms

## Does Not Produce LSA's

Mitsubishi Mini split  
Furnace rebate  
Whole house fans  
Ventilation  
Healthy home  
Air quality test  
Energy audit  
Insulation  
Smart thermostat  
What is an efficient furnace?

# Summary & Recommendations

- 1 GET THROUGH THE UPFRONT HURDLES TO KEEP YOUR OPTIONS OPEN**
- 2 TAKE ADVANTAGE OF BIDDING EARLY**
- 3 TEST, TEST, TEST**
- 4 MANAGE PPC & LSA'S IN CONCERT**
- 5 MONITOR CLOSELY FOR CONVERSION AND COST PER ACQUISITION**



**END**

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