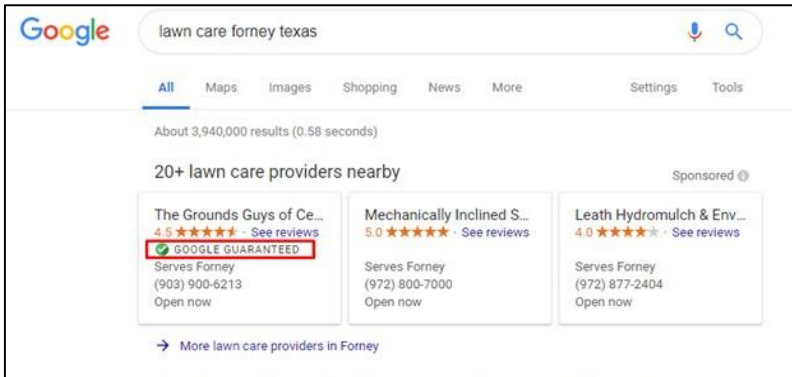


Local Services by Google

What is it?

Google Local Services Ads (LSAs) are a pay-per-lead (PPL) advertising program which allows you to position your business at the top of the search engine results page. The program launched May 1 for landscapers. The below is an example of the desktop version.



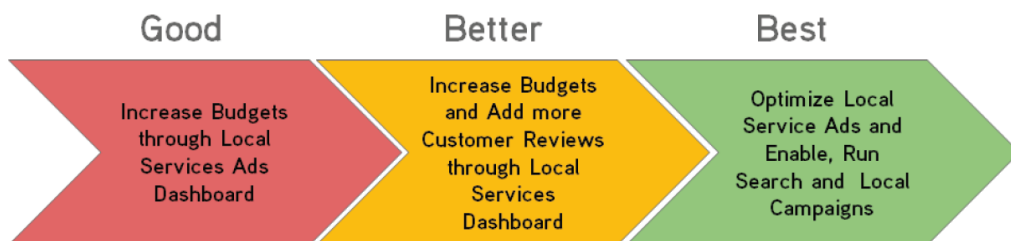
Key Notes:

- Shows paid and unpaid providers.
- Benefits of paid providers:
 - Display Google Guaranteed badge
 - Verified reviews
 - Click to call from ad
- Triggers by location and category search that includes city name, or when filtered by zip code.

Ad Rank Factors:

- Your proximity to potential customers' locations
- Your review score and the number of reviews you receive
- Your responsiveness to customer inquires and requests
- Your business hours
- Whether or not Google's received serious or repeated complaints about your business
- Optimized Google My Business page

How to be Competitive with Google LSA's



If you are not participating in Google LSAs, we recommend signing up with an approved ProTradeNet digital vendor to get started ASAP: Scorpion, SearchKings, ReachLocal or Qiigo.

The Google required on-boarding process to get approved to advertise can take up to 8-10 weeks.

Contact your Local Marketing Specialist
US - Rebecca Cantu at Rebecca.Cantu@nbly.com
CA - Brittany Kruger at Brittany.Kruger@nbly.com
for additional support.