

Dear Franchise Owners,

Google Local Service Ads (LSAs), a pay-per-lead advertisement program which allows you to position your business at the top of Search Engine Results Pages (SERP), rolled out in US markets April 22. Google LSAs help increase visibility of your business in zip codes you own and help drive potential customers to choose you for their home service needs.

If you have already been running Google LSAs: There is no additional action needed at this time. We encourage you to continue to monitor your listing with your approved ProTradeNet provider to ensure information is accurate.

Our Recommendation: If you are not participating in Google LSAs, you should sign up for an account using an approved ProTradeNet vendor and test it with your current Pay-Per-Click (PPC) campaigns. Once you sign up and complete the Google-required onboarding process, your ad profile will show on the search results pages as early as May. With this LSA rollout, it is important that you are prepared to onboard your location(s) and expedite the background check submission process to receive new customers.

Google LSAs Information

- LSAs populate on Google search results for a specific zip code and service vertical combination when at least **three** providers match the customer query.
- Locations who were previously listed by city proper and waiting on region expansion will be able to update their dashboards to reflect the specific zip codes they own.
- The following 14 service verticals were included in the nationwide rollout:
 - Appliance Repair
 - Carpet Cleaning
 - Electrician
 - Garage Door
 - House Cleaning
 - HVAC
 - Lawn Care
 - Locksmith
 - Moving Company
 - Pest Control
 - Plumber
 - Roofing
 - Water Damage Restoration
 - Window Cleaning