

THE BEGINNER'S CHECKLIST

FOR GOOGLE LOCAL SERVICE ADS



A Division of Ring Ring Marketing

ABOUT RRM@HOME

RRM@home is a major division of **Ring Ring Marketing**, which has provided advanced digital marketing techniques to help small businesses succeed for over a decade.

RRM founder and CEO **Welton Hong** created RRM@home to deliver the same market growth and revenue generation for home improvement and home repair firms.

Mr. Hong and his team at RRM have a proven record of helping business owners generate more leads, convert those leads into clientele, and expand their local market share.

Unlike other local marketing firms, RRM@home is founded on high-level technological proficiency. Before founding RRM, Hong was a senior technologist at R&D facilities for Intel, Sun Microsystems, and Oracle.

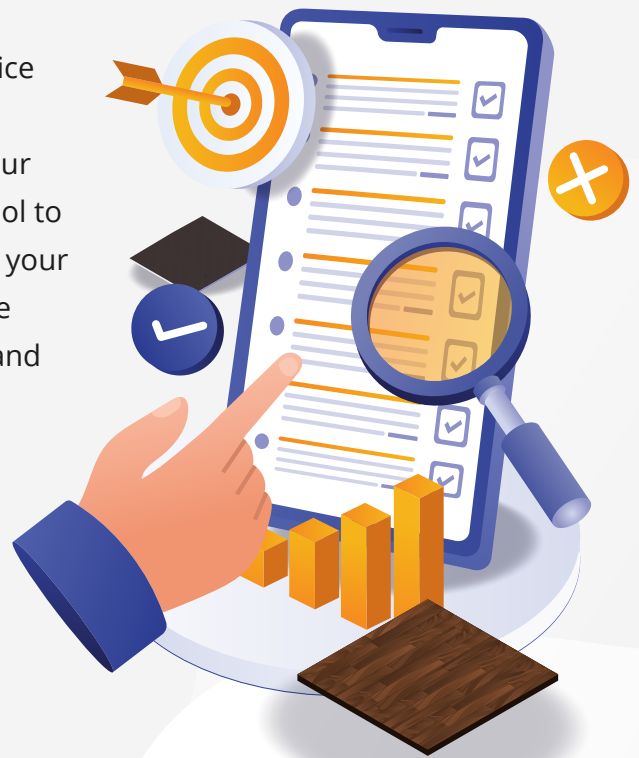
RRM@HOME

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The Beginner's Checklist for Google Local Service Ads

Welcome to "The Beginner's Checklist for Google Local Service Ads." As a flooring business owner, you understand the importance of attracting local customers actively seeking your services. Google Local Service Ads (LSAs) offer a powerful tool to enhance your local presence and drive high-quality leads to your business. This checklist is designed to guide you through the essential steps to effectively leverage LSAs, ensuring you stand out in your local market and achieve sustained growth.

By following the strategies outlined in this checklist, you'll learn how to optimize your LSAs, manage your online reputation, and ultimately boost your sales. Let's get started on transforming your flooring business into the go-to provider in your community.



Checklist:

1 Set Up and Verify Your Google My Business Profile:

- ✓ Create or claim your Google My Business (GMB) profile.
- ✓ Ensure your business name, address, and phone number are accurate.
- ✓ Add high-quality images of your business, products, and services.
- ✓ Write a compelling business description that highlights your unique selling points.
- ✓ Verify your GMB profile to unlock full functionality.



2 Optimize Your Google My Business Profile:

- ✓ Regularly update your business hours and contact information.
- ✓ Use relevant keywords in your business description and service categories.
- ✓ Encourage satisfied customers to leave positive reviews and respond to them promptly.
- ✓ Post updates, offers, and events to keep your profile active and engaging.



4 Define Your Service Areas and Job Types:

- ✓ Specify the geographic areas you want to target with your LSAs.
- ✓ Select the job types that best represent your flooring services (e.g., installation, repair, etc.).

3 Set Up Your Google Local Service Ads Account:

- ✓ Sign up for Google Local Service Ads and complete the application process.
- ✓ Provide all necessary business information and licenses.
- ✓ Pass the background check and verification process.





5 Create Compelling Ad Copy:

- ✓ Write clear, concise, and compelling headlines that highlight your services.
- ✓ Include your unique selling points and benefits to attract potential customers.
- ✓ Use call-to-action phrases to encourage clicks and conversions.



7 Monitor and Optimize Your Ad Performance:

- ✓ Regularly review your ad performance metrics, including impressions, clicks, and conversions.
- ✓ Adjust your bids and budget based on performance data.
- ✓ Test different ad copies and headlines to identify what works best.



6 Set Your Budget and Bidding Strategy:

- ✓ Determine your monthly budget for LSAs.
- ✓ Choose a bidding strategy that aligns with your goals, whether it's maximizing leads or optimizing cost-per-click.



8 Manage Customer Leads Effectively:

- ✓ Respond promptly to incoming leads to increase your chances of conversion.
- ✓ Use a CRM system to track and manage your leads efficiently.
- ✓ Follow up with potential customers to nurture relationships and close sales.

9 Leverage Reviews and Ratings:

- ✓ Encourage satisfied customers to leave reviews on your LSA profile.
- ✓ Respond to all reviews, both positive and negative, to show your commitment to customer satisfaction.
- ✓ Highlight your positive reviews and ratings in your marketing materials.



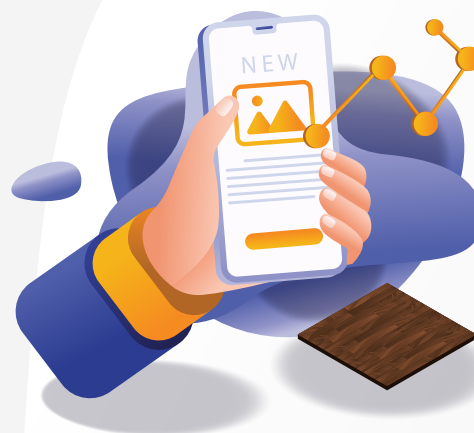
10 Utilize Google My Business Insights:

- ✓ Regularly check your GMB insights to understand how customers are interacting with your profile.
- ✓ Use this data to refine your LSAs and overall marketing strategy.



11 Stay Updated with Google's Best Practices:

- ✓ Keep up with the latest updates and best practices for Google Local Service Ads.
- ✓ Join relevant forums, webinars, and industry groups to stay informed.



By systematically working through this checklist, you'll harness the full potential of Google Local Service Ads to elevate your flooring business. Remember, the key to success is consistency and continuous improvement. Keep optimizing your ads, engaging with customers and refining your strategies to stay ahead of the competition. Here's to your local market domination and business growth!

If you're interested in further personalized guidance or have questions about leveraging Local Service Ads for your flooring business, don't hesitate to contact us. Visit our [contact page](#) to get started on maximizing your local advantage with LSA.



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