



# THE BEGINNERS GUIDE TO GOOGLE LOCAL SERVICE ADS FOR FUNERAL DIRECTORS

**WELTON HONG**  
FOUNDER/CEO,  
Ring Ring Marketing

### **Chapter 1: Introduction to Google Local Service Ads**

- Definition of Google Local Service Ads
- Importance for Funeral Directors

### **Chapter 2: Setting Up Your Account**

- Step-by-step guide on creating a Google Local Services account
- Required documentation and information

### **Chapter 3: Building Your Business Profile**

- Tips for optimizing your business profile
- Importance of accurate and thorough business information

### **Chapter 4: Managing Budgets and Bids**

- Understanding bidding for Local Service Ads
- Strategies for setting and adjusting your budget

### **Chapter 5: Targeting Your Audience**

- How to set up geographical targeting for your ads
- Targeting strategies specific to funeral services

### **Chapter 6: Crafting Your Ad Content**

- Best practices for creating ad copy that resonates
- Including trust factors like licenses and accreditations

### **Chapter 7: Collecting and Managing Leads**

- How to effectively respond to and manage incoming leads
- Utilizing the Google Local Services app

### **Chapter 8: Tracking and Improving Performance**

- Understanding Google's ranking factors for LSAs
- Using insights and reports to improve your ad performance

### **Chapter 9: Legal and Ethical Considerations**

- Compliance with advertising laws and regulations
- Ethical advertising in the funeral industry

### **Chapter 10: Common Pitfalls and How to Avoid Them**

- Typical challenges and troubleshooting tips

### **Chapter 11: Resources for Further Learning**

- Where to find additional information and support

### **Chapter 12: Conclusion**

- Recap of the potential impact of Google Local Service Ads
- Encouragement to start the LSAs journey

# Chapter 1: Introduction to Google Local Service Ads

Google Local Services Ads (LSAs) are a game-changer for local businesses, including funeral homes. They appear at the top of Google Search results, displaying your business when potential families in your area search for funeral-related services.

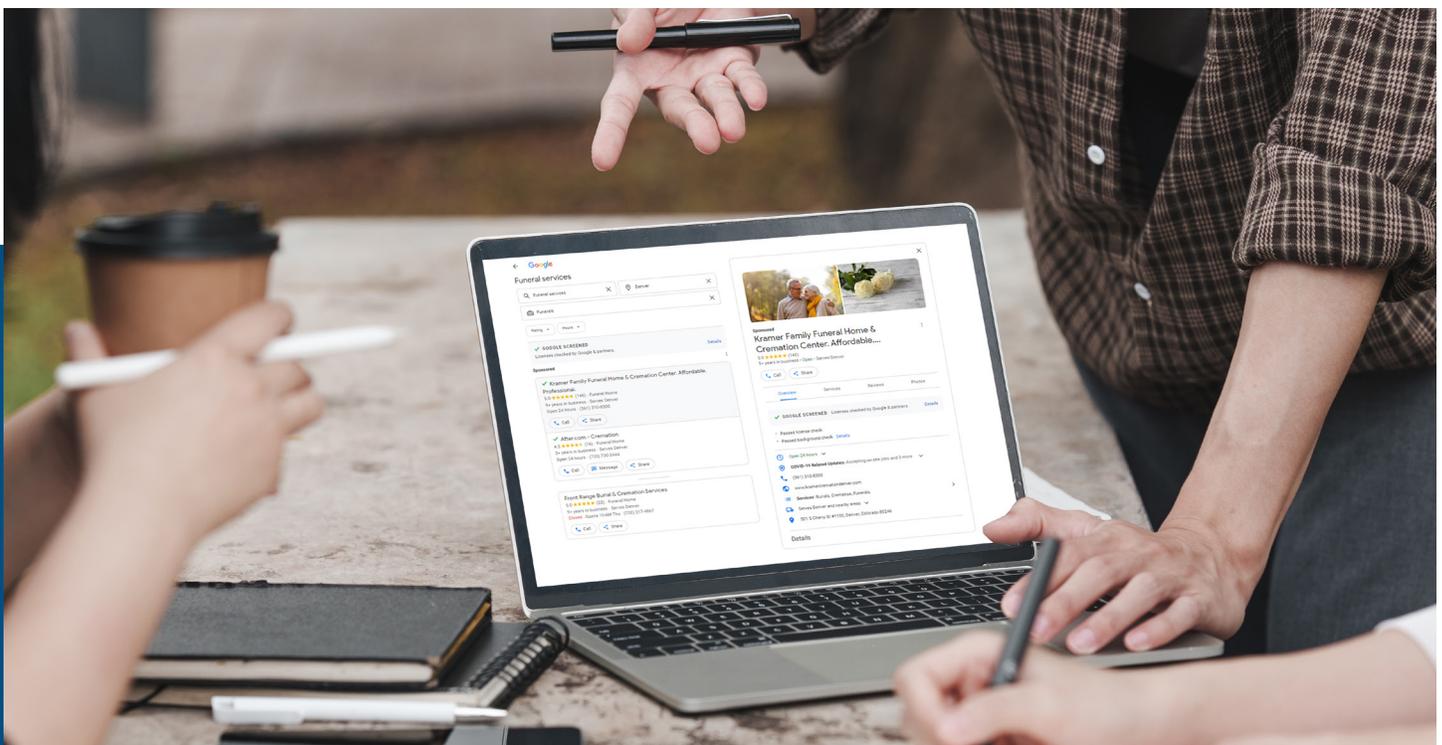
## Why LSAs Matter for Funeral Directors:

**Visibility:** Your funeral home appears at the moment someone is searching for services you offer.

**Pay-per-Lead:** You only pay if someone contacts you through the ad.

**Trustworthiness:** Google's "Google Guaranteed" and "Google Screened" badge helps build trust with potential clients.

This guide will walk you through the fundamentals of setting up and managing successful LSAs, tailored for the unique sensitivities of the funeral services industry.



# Chapter 2:

## Setting Up Your Account

Before diving into the world of Google Local Service Ads, you'll need to set up an account. Here's a simple guide to get you started:

- **Visit the Google Local Services website:**  
Go to the Google Local Services homepage and click on the 'Get Started' button.
- **Select Your Service Category:**  
For funeral directors, you'll typically choose categories related to funeral services or end-of-life services.
- **Business Details:** Fill in your funeral home's name, location, and the areas you serve. Be precise – this information helps families find you.
- **Verification:** Google will need to verify your business. This involves checking your qualifications, business registration, and any required licenses.
- **Google Guarantee or Google Screened:** For funeral directors, the Google Screened badge is particularly relevant. It adds a layer of trust, showing families that Google has vetted your services.
- **Background Checks:** As part of the verification, you and your staff may need to pass

After setting up your account and getting verified, you'll be ready to start connecting with families who need your services.



## Funeral Services

### Chapter 3:

# Building Your Business Profile

A well-crafted business profile on Google Local Services is crucial as it's often the first impression families have of your funeral home.

#### Creating a Compelling Profile:

- Profile Photo: Choose a respectful and professional image for your funeral home.
- Business Hours: Indicate that you're available 24/7, if that's the case, as needs can arise at any hour.
- Business Bio: Write a brief, compassionate bio that outlines your services and commitment to supporting families during difficult times.

#### Highlighting Your Unique Services:

- Discuss personalized services you offer, such as memorial services, celebrations of life, or grief counseling.

#### Showcasing Reviews and Ratings:

- Encourage families you've served to leave reviews. Positive feedback builds trust with potential clients.

Remember, your profile should communicate empathy, professionalism, and a commitment to serving families in their time of need.

# Chapter 4:

## Managing Budgets and Bids

Effectively managing your budget and bids is crucial for maximizing the return on your Google Local Service Ads.

### Setting Your Budget:

- **Assess Your Needs:** Consider the number of leads you can handle and your financial resources.
- **Flexibility:** Start with a conservative budget, then adjust as you gauge the performance of your ads.

### Understanding Bids:

- **Bid for Leads, Not Clicks:** You pay for leads (phone calls or messages), not for clicks.
- **Competitive Bidding:** Your bid amount influences your ad's ranking. A higher bid can mean more visibility, but balance this with your budget.

### Adjusting Over Time:

- **Review Regularly:** Monitor the performance of your ads and adjust your bids and budget based on the quality of leads and your return on investment.

This approach ensures you use your resources wisely, targeting families effectively while maintaining control over your advertising costs.

# Chapter 5:

## Targeting Your Audience

Effective targeting in Google Local Service Ads ensures that your funeral home's ads reach the right families.

### Geographical Targeting:

- **Service Area:** Define the geographical area where you provide services. Consider factors like distance and local demographics.

## Understanding Your Audience:

- **Demographic Insights:** Tailor your ads to resonate with the families in your area. Consider their common concerns and needs related to funeral services.
- **Cultural Sensitivity:** Be aware of cultural nuances in your service area and reflect this understanding in your ads.

By targeting your audience thoughtfully, you can connect with families who are most likely to need your services.

# Chapter 6: Crafting Your Ad Content

Creating effective ad content for Google Local Services is crucial in engaging families who need funeral services.

## Elements of Effective Ad Copy:

- **Empathy and Respect:** Use language that conveys understanding and compassion.
- **Clarity:** Clearly state the services you offer. Be direct but sensitive.
- **Unique Selling Points:** Highlight what makes your funeral home special, like personalized services or a longstanding community presence.

## Including Trust Factors:

- Mention any notable certifications, affiliations, or the Google Screened badge. These elements build credibility and trust.

Your ad content should resonate with families, offering them reassurance and a sense of support during their difficult times.



## Chapter 7: Collecting and Managing Leads

Handling leads effectively is key to maximizing the benefits of your Google Local Service Ads.

### Responding to Leads:

- **Promptness:** Quickly respond to inquiries. Timeliness is critical in funeral services.
- **Empathy:** Communicate with compassion and understanding, recognizing the sensitive nature of your services.

### Using the Google Local Services App:

- **Track Leads:** Use the app to keep track of leads and interactions.
- **Manage Availability:** Update your availability to ensure you're receiving leads when you can serve them best.

Efficient lead management helps you build strong relationships with families from the first contact.

## Chapter 8: Tracking and Improving Performance

Understanding and improving the performance of your Google Local Service Ads is crucial for ongoing success.

### Understanding Google's Ranking Factors:

- **Response Rate:** How quickly and consistently you respond to leads.
- **Review Scores:** The quality and quantity of your reviews.
- **Proximity:** How close your business is to the potential client's location.

### Using Insights and Reports:

- Regularly review the performance data provided by Google.
- Identify trends and areas for improvement, such as response times or ad content.

Continuously optimizing based on these insights ensures your funeral home maintains a strong presence and connects effectively with families.

# Chapter 9:

## Legal and Ethical Considerations

Navigating legal and ethical considerations is essential when advertising funeral services.

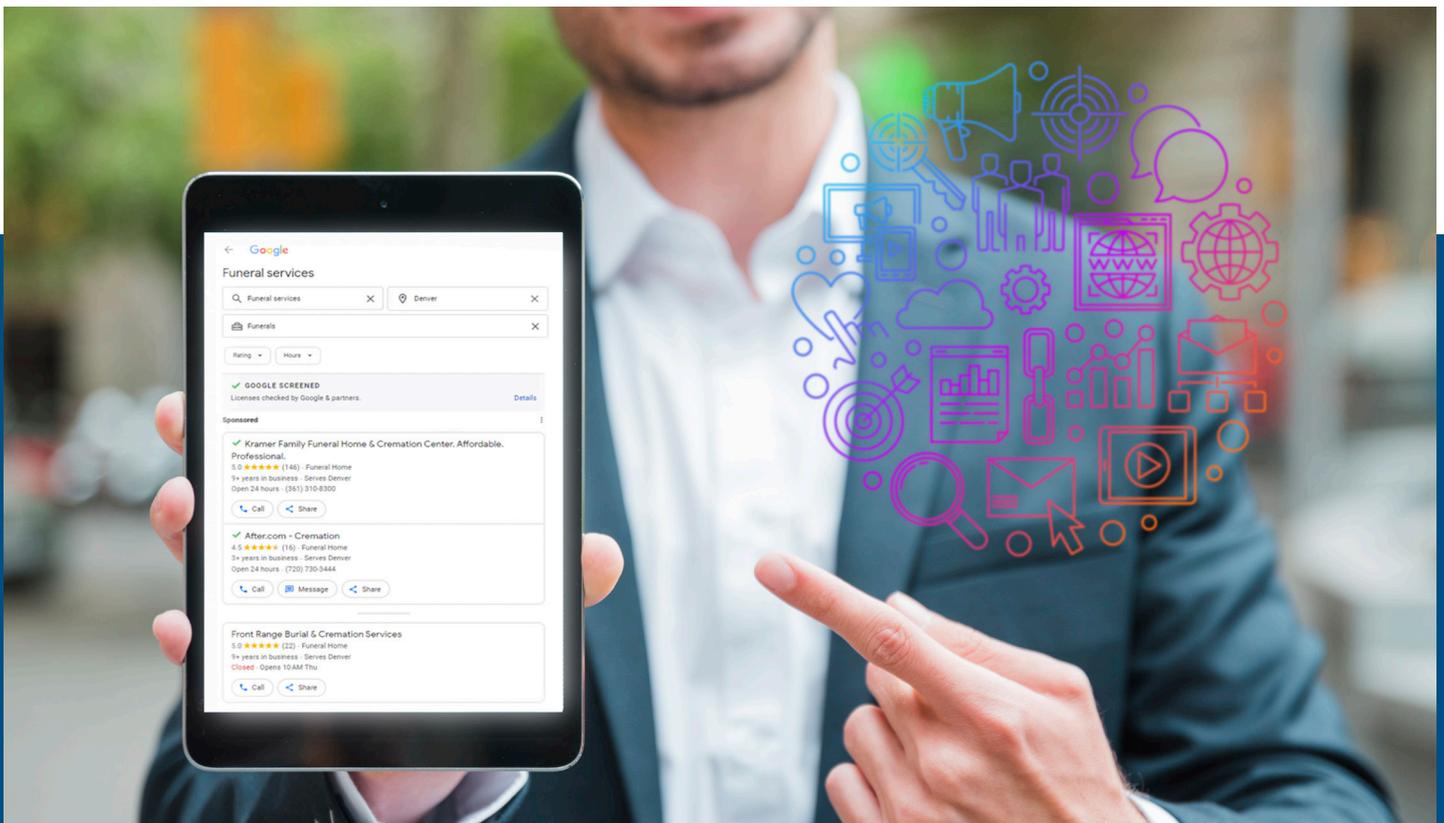
### Compliance with Advertising Laws:

- Ensure your ads comply with all relevant advertising laws and regulations. This includes accurate representation of services and avoiding misleading information.

### Ethical Advertising Practices:

- Be respectful and sensitive in your ad content, considering the emotional state of families seeking funeral services.
- Maintain honesty and transparency in your services and pricing.

Adhering to these legal and ethical standards not only protects your business but also fosters trust and respect from the families you serve.



# Chapter 10: Common Pitfalls and How to Avoid Them

Avoiding common pitfalls can significantly improve the effectiveness of your Google Local Service Ads.

## Overextending Budget:

- Regularly monitor your spending to ensure it aligns with your budget and the quality of leads received.

## Neglecting Ad Content Updates:

- Keep your ad content fresh and relevant. Periodically review and update it to reflect any changes in services or approach.

## Ignoring Customer Reviews:

- Actively encourage and manage customer reviews, as they directly impact your ad performance and ranking.

By being aware of and addressing these common issues, you can enhance the performance of your Google Local Services Ads and better connect with families in need.

# Chapter 11: Resources for Further Learning

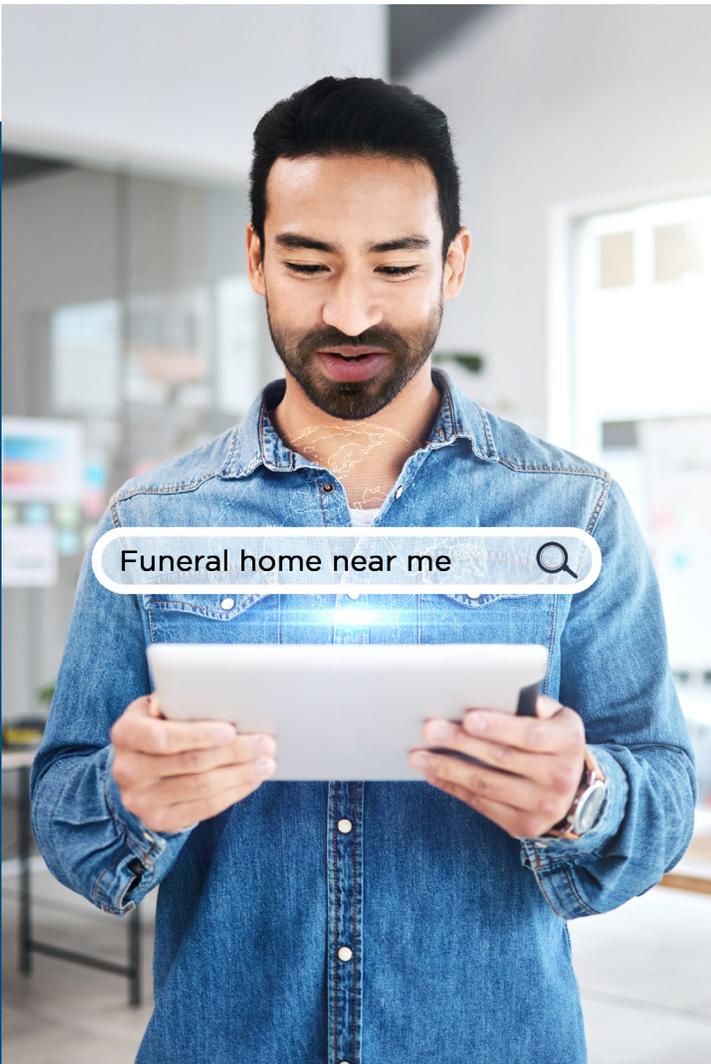
Continued learning and adaptation are crucial for success in utilizing Google Local Service Ads effectively. Here are valuable resources for further enhancement of your skills:

- **Google's Learning Center:** Offers in-depth guides and tutorials specific to Local Service Ads.
  - **Industry-Specific Webinars and Workshops:** Seek out events tailored to marketing in funeral services.
  - **Online Forums and Professional Communities:** Engage in forums where funeral service professionals share insights and experiences.
  - **Books and Industry Publications:** Stay informed about the latest digital marketing trends relevant to the funeral service industry.
- Leveraging these resources will keep you informed and adept in the evolving field of digital marketing for funeral services

## Chapter 12: Conclusion

Incorporating Google Local Service Ads into your funeral home's marketing strategy opens a new avenue for connecting with families in need. This guide has equipped you with the fundamentals of setting up, managing, and optimizing your LSAs, along with understanding the importance of ethical advertising.

Remember, adaptability, continuous learning, and an empathetic approach are key to success. If you want to explore having Google Local Service Ads done for you, reach out to us. Click this [link](#) to be directed to our contact page for personalized assistance.



**RING RING**  
MARKETING