

# Get More HVAC Leads with Google Local Services Ads (LSA)

## Become a Google Guaranteed Contractor and Drive Qualified Leads

Sponsored · AC repair service

✓ GOOGLE GUARANTEED

01



### Why Become a Google Guaranteed Contractor?

- A Google Guaranteed badge appears next to your business in the ads, showing customers that you've been verified by Google.
- Customers are more likely to trust and contact businesses with the Google Guaranteed badge.
- Unlike traditional ads, you only pay when a customer contacts you directly through the ad.

02



### How Google Local Services Ads Work

- You only pay for direct leads—calls, messages, or bookings that come through your ad.
- Your business appears above the regular Google ads and organic search results, giving you prime visibility.
- As a Google Guaranteed contractor, customers know your business has passed Google's background checks and verification process.

03



### How We Help You Set Up LSAs

- We guide you through the steps to get your business verified by Google, including background checks, license verification, and insurance validation.
- We help set up your Local Services Ads, optimizing your profile with relevant information, service areas, and customer reviews.
- We monitor and adjust your LSAs to ensure you're getting the best results and the highest quality leads.

04



### Why Google Local Services Ads Matter

- Instant Credibility & Prime Search Placement: Being at the very top of search results increases your chances of getting clicks and calls.
- Cost-Effective: Pay only for leads, not impressions or clicks, making LSAs a budget-friendly option.
- Qualified Leads: LSAs connect you with customers who are actively looking to book your HVAC services.