



Google is moving Local Services Ads. Here is your two-page prep sheet.

The standalone LSA platform is being retired and rebuilt inside Google Ads as a pay-per-lead campaign type. The program survives; a few rules change around the edges. This sheet covers what to know and exactly what to do, before and after your migration date.

THE TIMELINE

August

Phase 1: US home services with a storefront. HVAC, plumbing, electrical and roofing are named.

Later this year

Service-area businesses without a storefront, and accounts with custom bidding or booking setups.

2027

Everyone else, including accounts outside the US.

You get an email 14 days before your migration and a reminder at 7 days. Make sure the account administrator email reaches a live human.

WHAT IS NOT CHANGING

- ✓ You still pay per lead, never per click
- ✓ Campaigns stay keywordless, driven by your services
- ✓ No re-verifying your license or insurance
- ✓ Ads stay on Search and Maps only, same positions
- ✓ Your Google Guaranteed badge transfers automatically
- ✓ Leads, calls, messages and history carry over

THE THREE THINGS TO ACTUALLY WATCH

1. Ceiling becomes average

Your maximum cost per lead is replaced by an automated target. A max is a wall: no lead can cost more. A target is an average: single leads can land at \$400 or \$600 while the system stays on plan. Review individual lead prices weekly, not just the average.

2. The budget conversion

Weekly budgets become daily. The math uses your "historical average weekly budget," and Google does not say whether that means the number you set or what you actually spent. If your budget was set high for visibility, the new system is built to spend it. Set a real number before migration day.

3. Lead quality drift

The system optimizes for leads, and Google defines what counts. Solicitors and tire-kickers can be real, billable calls. You will only see it in aggregate: leads up, cost flat, close rate down. Track booked jobs, not lead count, and document everything.

The one sentence to remember: give the new system two weeks before judging lead performance, and give it zero days before checking your spend. Look at spend every single day from day one.



Five before. Five after.

Ten steps, in order. The five on the left happen before your migration date arrives; the five on the right become the new weekly rhythm once the move completes.

BEFORE MIGRATION DAY

- ☐ **Set a real budget.** Change the weekly budget to a number you genuinely accept spending, so the conversion ambiguity cannot hurt you.
- ☐ **Export everything.** Monthly lead volume by category, cost per lead by category, total spend, dispute and credit history, ratings. Screenshot the account ID and key views. Reports do not migrate; leads do.
- ☐ **Plan the daily number.** Your weekly budget divided by seven becomes the daily budget. It must last into the evening: if it depletes by morning, you miss the 4 to 7 PM calls, usually the best of the day.
- ☐ **Check the admin email.** The 14-day and 7-day notices go there. It must reach a person who acts on it.
- ☐ **Tidy, then freeze, your Business Profile.** Fill out services and hours now. Then no edits near the migration window: significant changes trigger a 24 to 48 hour review that can pause ads.

AFTER MIGRATION DAY

- ☐ **Check spend daily.** From day one. The two-week patience applies to lead quality, never to money.
- ☐ **Audit lead quality daily.** Listen to calls, rate every lead in the lead manager, track the share that becomes booked work.
- ☐ **Judge at two weeks.** Numbers wobble during stabilization. Unless spend is clearly runaway, resist settings changes until the window passes.
- ☐ **Rebuild your callouts.** The BBB callout is retiring. Choose up to six others: licensed and insured, years in business, warranties, financing, payment methods, emergency service.
- ☐ **Keep the profile alive.** The Business Profile now feeds the ad system directly. Weekly reviews, weekly posts, weekly photos from the field.

Good to know: new pay-per-lead campaigns cannot be created inside Google Ads yet; new signups still go through the classic Local Services flow. And nothing in the migration touches your reviews or your rating; they remain yours.

Based on Google's published migration documentation as of early August 2026. Details can change during a rollout of this size; treat the migration notice on your own account as the authoritative date. Questions about anything on this sheet? Just reply to the email this came with.