

Course Title: Google Local Service Ads Mastery

Instructor: June – AI Course Instructor, Audax Group

Course Introduction

Welcome to **Google Local Service Ads Mastery**, your step-by-step training designed exclusively for **Audax Group Licensees** who want to offer one of the highest-impact services for local service-based businesses.

If you've ever searched for a plumber, a roofer, or a lawyer on Google and noticed those listings right at the top with a green checkmark and a "Google Guaranteed" badge—those are **Google Local Service Ads**, or LSAs. They're not just another type of paid ad. They're **the most trusted and effective way** for local businesses to generate leads directly from search—and business owners are willing to pay for this kind of visibility.

This course will teach you exactly how LSAs work, how to position and sell them to local businesses, how to onboard and fulfill services using our team, and how to build a reliable, scalable stream of monthly income using a service every local business will need to stay competitive.

By the end of this course, you'll know how to confidently sell LSAs as a fully done-for-you service—with **Audax handling all the backend fulfillment and Google setup**, while you focus on selling and growing your client base.

Module 1: Introduction To Google Local Service Ads

Lesson 1: What Are Google Local Service Ads?

Learn exactly what LSAs are, how they appear in search results, and why they generate some of the highest-converting leads on Google.

Lesson 2: How LSAs Differ from Google Search Ads and Other PPC Campaigns

Understand the key differences between LSAs and traditional PPC, including how LSAs are billed, ranked, and optimized.

Lesson 3: Why LSAs Are Essential for Service-Based Businesses

Explore the powerful benefits LSAs bring to local businesses—from building trust to delivering consistent, high-quality phone leads.

Lesson 4: Eligibility Criteria for Businesses

Find out which types of businesses qualify for LSAs and what Google requires before they can advertise.

Module 2: How Google LSAs Work and Ranking Factors

Lesson 1: How Google LSAs Work

Get a clear explanation of how Google displays and routes LSA leads to businesses—and what determines ad placement.

Lesson 2: Key Ranking Factors in LSAs

Learn the core elements that affect a business's visibility in the LSA results and how you can influence rankings.

Lesson 3: Optimizing LSAs for Better Performance

Discover how to get your clients better results with simple tweaks that increase visibility and lead volume.

Lesson 4: How Google Screens and Verifies Businesses for LSAs

Understand Google's background check and verification process—and how to guide clients through it successfully.

Module 3: Tracking and Measuring LSA Performance

Lesson 1: How to Track Leads and Conversions from LSAs

Learn how to monitor calls, messages, and leads from LSAs—and show clients exactly what they're getting for their investment.

Lesson 2: Key Performance Metrics to Monitor

Get familiar with the most important LSA metrics like lead cost, booking rate, and responsiveness score.

Lesson 3: How to Optimize Ad Spend for Better Results

Discover how to manage client budgets, adjust bids, and maximize ROI.

Lesson 4: How to Troubleshoot and Improve Underperforming LSAs

Get step-by-step instructions on identifying and fixing performance issues in your client campaigns.

Module 4: Advanced Strategies for Scaling LSAs

Lesson 1: Expanding LSAs to New Locations and Services

Help clients grow their reach by adding new service categories and targeting additional zip codes.

Lesson 2: Leveraging AI and Automation to Manage Higher Lead Volumes

Learn how to use automation tools and CRM workflows to handle more leads without adding more work.

Lesson 3: Advanced Bidding Strategies for Maximizing ROI

Dive into smart bidding techniques to help your clients compete effectively without overspending.

Lesson 4: Best Practices for Maintaining a High Ranking While Scaling

Implement systems that keep your clients visible even as their lead volume and service area expand.

Module 5: Selling Google LSAs as a Service

Lesson 1: Understanding the Value of Google LSAs to Businesses

Learn how to communicate the unique benefits of LSAs to business owners—and how to frame them as a “must-have.”

Lesson 2: Identifying Ideal Clients for LSAs

Discover how to target businesses that are most likely to say “yes” to this service—and how to spot red flags.

Lesson 3: Packaging and Pricing Your LSA Management Services

Get templates and pricing strategies that balance value for clients with strong monthly recurring revenue for you.

Lesson 4: Building a Repeatable Sales Process

Create a system for generating and converting leads consistently, using scripts, workflows, and follow-up automation.

Lesson 5: Using Testimonials, Demo Accounts, and Case Studies to Close Deals

Learn how to use proof, success stories, and demo access to win trust and close sales quickly.

Module 6: Fulfilling and Managing LSA Clients

Lesson 1: Onboarding and Setting Up a New LSA Client

Follow our onboarding checklist to get clients set up smoothly while creating a great first impression.

Lesson 2: Navigating Google's Screening and Verification Process

Help clients pass their background checks and verification steps with minimal friction or delay.

Lesson 3: Monitoring Performance and Managing Disputes

Learn how to handle disputes over bad leads, adjust campaign settings, and keep everything running smoothly.

Lesson 4: Retaining Clients with Reporting and Communication

Use transparent reporting and client check-ins to build loyalty and retain long-term contracts.

Module 7: Troubleshooting and Advanced Support

Lesson 1: Diagnosing and Resolving Common LSA Issues

Learn how to troubleshoot setup problems, lead quality concerns, and verification roadblocks.

Lesson 2: Working with Google Support Effectively

Know when and how to escalate issues to Google and how to advocate for your clients.

Lesson 3: Addressing Low Lead Volume and Visibility Issues

Get tactical fixes for low performance campaigns and how to restore lost visibility.

Lesson 4: Navigating Google Policy Changes and Platform Updates

Stay up to date with Google's ongoing LSA changes and how they affect your service offering.

Module 8: Scaling Your LSA Agency

Lesson 1: Building Systems for Scalable Delivery

Implement workflows, SOPs, and automations that let you serve more clients without overwhelm.

Lesson 2: Attracting New Clients Through Referrals and Outreach

Grow your business with referral programs, networking strategies, and local marketing.

Lesson 3: Building and Training a Support Team

Learn when to hire, what roles to delegate, and how to keep your agency lean and efficient.

Lesson 4: Increasing Revenue with Upsells and Long-Term Contracts

Explore how to package your services with CRM, AI Employees, or GBP optimization to boost retention and income.

Course Conclusion

You've completed the full roadmap. You're now trained, equipped, and ready to offer Google Local Service Ads as a **high-value, done-for-you service** to local business clients—**with Audax handling the tech and setup, and you focusing on growth**. It's time to go build your agency, scale your income, and help businesses succeed in search.