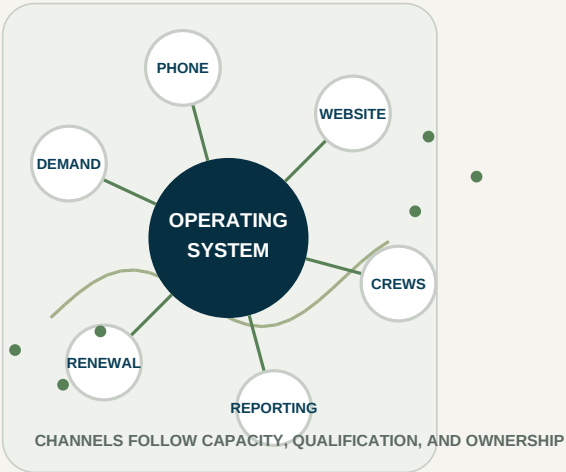


PAID SEARCH

How to Run Local Services Ads for Landscaping

A lead-handling playbook for service categories where local ad placement and phone response matter.



THE CONSTRAINT

Local Services Ads can produce calls, but they do not fix weak service settings, slow response, poor intake, or a territory that is wider than the crew can serve. The account must reflect the operation behind it.

USE THIS WHEN

Use this when your service category is eligible and the office can answer, qualify, and record calls consistently.

DO NOT START HERE

Do not expand the service area to chase volume that destroys route economics.

Inputs to gather before the first meeting

- 1 Eligible service categories and documents
- 2 Service areas and branch ownership
- 3 Phone response coverage
- 4 Lead review and dispute process

The five-step playbook

Run the steps in order. A channel should never move faster than the operation that receives the work.

01 Confirm the operating scope

Match listed services and territories to what the company actually sells. Remove categories that create wrong-job calls or work outside licence and insurance limits.

02 Build the intake script

Ask service, property type, timing, location, and decision-maker questions. The office should identify fit without turning the call into a long interview.

03 Protect response coverage

Set ownership for working hours, overflow, and missed calls. A high placement is wasted when the next available person cannot answer.

04 Review lead quality

Classify each call as qualified, duplicate, existing customer, wrong service, outside territory, or booked. Use the record to adjust service settings and follow-up.

05 Connect booked outcomes

Track which calls become estimates and work. Platform lead count is an input, not the operating result.

Measure the operating result

These measures keep the playbook tied to booked work, delivery capacity, and client retention.

01
Qualified call rate

02
Answer rate

03
Booked estimate cost

04
Won jobs

Thirty-day rollout

WEEK 1
verify services, documents, and territories.

WEEK 2
train intake and missed-call recovery.

WEEK 3
launch lead classification.

WEEK 4
adjust settings from booked outcomes.

Stop and scale rules

- Only list work the branch can price and deliver.
- Every missed call triggers a defined recovery path.
- Judge the source by booked estimates and jobs.

Launch checklist

- ☐ Eligibility checked
- ☐ Services aligned
- ☐ Response owner assigned
- ☐ Call script tested
- ☐ Lead reasons standardised
- ☐ Booked outcomes recorded

One playbook fixes one constraint. We run the whole growth system. AI, website and reporting from \$2,000/mo. Ad spend is excluded.

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