

ONE-TIME LSA SETUP & OPTIMIZATION

"Get Your Profile Right From Day One—Or Fix Years of Mistakes."

Who This Is For

- **New to LSAs** – You've never launched an LSA profile and don't know where to start.
- **Underperforming accounts** – You've been running LSAs for months or years but getting mediocre leads at high cost.
- **Switching providers** – Your current manager isn't cutting it; you need a reset.

What's Included

Complete Audit (Week 1)

- Deep analysis of your current LSA presence (if you have one).
- Competitive review: how you stack up against rivals in your service category and geography.
- Ranking factor assessment: reviews, responsiveness, lead quality, profile completeness.
- Opportunity sizing: estimated lead volume and cost-per-lead potential in your market.
- Honest diagnosis: what's working, what's broken, what's a quick win vs. a long-term play.

Profile Setup & Optimization (Week 1–2)

- Eligibility verification and compliance check for your service category.
- Profile creation or deep cleanup (categories, service areas, hours, photos, description).
- Linked Google Business Profile (GBP) optimization if needed.
- Call routing and lead handling SOP setup (how leads get to you, how you track them).
- Automated lead dispute process if needed (for bad or duplicate leads).
- Initial bid/budget strategy based on your market and goals.

Launch & Monitoring (Week 2–4)

- Account activation and launch.
- Daily monitoring of lead volume, cost, and quality for first 14 days.
- Rapid adjustments (budget, categories, geographic targeting) based on initial data.
- Setup of your reporting dashboard and weekly reports.

30-Day Intensive Optimization (Weeks 4–8)

- Continuous ranking optimization (review velocity, response time, lead filtering).
- Call listening QA: spot-checking calls to identify what works and what doesn't.

- Lead quality assessment and dispute strategy refinement.
- Monthly performance review with recommendations for next phase.

What You Get

- ✓ Fully optimized, live LSA account.
- ✓ 30-day optimization period (included).
- ✓ Live dashboard with real-time metrics (leads, cost, bookings, reviews).
- ✓ Monthly reporting and performance summary.
- ✓ Training on your platform and lead handling best practices.
- ✓ 24-hour response time on urgent questions.

Pricing

Price varies based on:

- Complexity of your business (service mix, geography, eligibility status).
- Current state of your account (new vs. cleanup).
- Scope of required optimizations.

Includes 30 days of monitoring and optimization post-launch.

Next Steps After Setup

After 30 days, you can:

- **Continue with Ongoing Management** (see below) for sustained growth.
- **Go independent** with our playbook and training (we'll support via email).
- **Pause** and restart anytime if your business needs change.