

# ONGOING LSA MANAGEMENT & GROWTH

"Scale Your Leads Every Month. We Handle the Heavy Lifting."

## Who This Is For

- **Serious about growth** – You want more booked jobs and are willing to invest in proven optimization.
- **Time-constrained** – You don't have bandwidth to manage LSAs yourself; you need an expert on retainer.
- **Already launching** – You've completed setup and now need continuous optimization to scale.

## What's Included (Monthly)

### Weekly Optimization (Every 7 Days)

- Bid and budget management: scaling spend where leads are converting, pulling back where they're not.
- Ranking factor work: review velocity acceleration, response time monitoring, category/service area refinement.
- Lead filtering: categorizing incoming leads, spotting quality issues, flagging opportunities.
- Competitor monitoring: tracking what rivals are doing, identifying gaps.

### Monthly Strategic Review (1st of each month)

- Deep-dive performance analysis: leads, cost per lead, bookings, reviews, trends.
- Competitive landscape update: who's gaining share, where the opportunity is.
- Recommendation for next month: scaling opportunities, category pivots, budget reallocations.
- 30-min strategy call with you (dedicated time to discuss findings and decisions).

### Lead Quality Assurance

- Monthly call listening: spot-checking 5–10 inbound calls to assess quality and identify training opportunities.
- Dispatch review: ensuring leads are being logged, tracked, and followed up correctly.
- Dispute process support: if you're getting bad leads or duplicates, we manage the Google dispute process.

### Review Strategy & Management

- Automated review request campaigns: encouraging satisfied customers to leave 5-star reviews (critical for ranking).
- Response management: coaching you on how to respond to low reviews.

- Volume tracking: ensuring review velocity stays healthy (at least 3–5 new reviews/month is the target).

## Reporting & Dashboards

- Live, always-on dashboard: see real-time leads, cost, bookings, reviews.
- Weekly performance digest: key metrics, highlights, action items.
- Monthly executive summary: performance vs. target, ROI, recommendations.
- Custom reports: any data slice you want (by service, geography, time of day, etc.).

## What You Get

- ✓ Dedicated optimization team.
- ✓ Weekly tactical work (bid/budget, ranking, lead quality).
- ✓ Monthly strategic reviews and recommendations.
- ✓ Live dashboard + weekly/monthly reports.
- ✓ Lead quality assurance and dispute management.
- ✓ Review strategy and growth acceleration.
- ✓ Direct access to specialists (2-hour response time).
- ✓ Unlimited revisions and strategic pivots.

**Minimum commitment: 3 months.** After that, cancel anytime with 30 days' notice.

## Realistic Expectations

Within 60–90 days of ongoing optimization, you can typically expect:

- 20–35% reduction in cost per lead.
- 10–25% increase in lead volume (depending on market saturation).
- 15–30% improvement in lead-to-booking conversion.
- 4–8 new reviews per month (if you're executing on review strategy).
- Ranking improvement into top 3 spots in your service category (if starting from bottom).

**These are based on real client data, not promises.** Actual results depend heavily on your responsiveness, service quality, review ratings, and market conditions.

## Add-On Services

- **Lead tracking & CRM setup:** We integrate with your phone system or CRM to automate lead logging. (+\$200–\$500 setup, +\$100–\$300/month)
- **Call recording & QA:** We set up professional call recording and conduct monthly deep-dives on call quality. (+\$100–\$200/month)
- **Geographic expansion:** We expand your service areas and optimize for new markets. (+\$500 per new market, +\$200–\$400/month per market)
- **Multi-category strategy:** If you offer multiple services, we optimize the mix and bidding across categories. (+\$300–\$500/month)

•