

# GOOGLE LOCAL SERVICE ADS (LSA) RANKING FACTORS



Local Service Ads are a newer ad type from Google that appears at the top of the search results for some industries in some cities. You have to pay to get your business listed in this carousel of local business ads, but you're still competing for top placement in this pack with the other businesses in your city.

## FACTORS IMPACTING RANKINGS IN GOOGLE'S LOCAL SERVICE ADS PACK

Rank	Factor	Score
1	Number of reviews	8
2	Responsiveness to leads	6
3	Hours of operation set on listing	3
4	Proximity to searcher's location	3
5	Services offered	3
6	Budget	2
7	Fewer leads disputed	2
8	Number of leads booked	2
9	Review rating	2
10	Balancing bid and budget	1
11	Competition level	1
12	Completeness of profile	1
13	Fewer complaints to Google about the business	1
14	Years in business	1

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