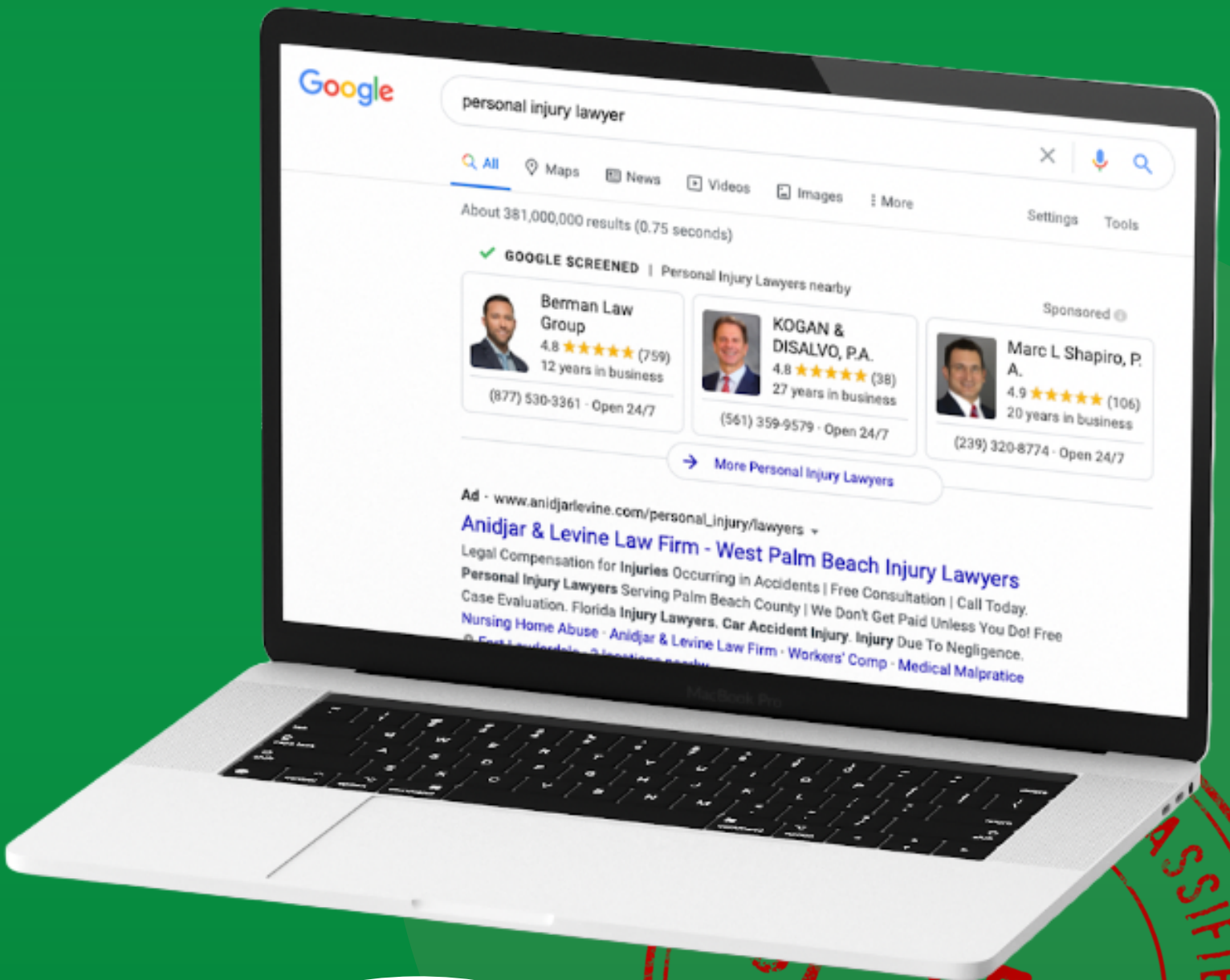




TOP SECRET

DISCOVER THE SECRET CODE TO GET IN THE TOP 3 FOR GOOGLE SCREENED LSAs



CONFIDENTIAL

CLASSIFIED
SECRET
CLASSIFIED

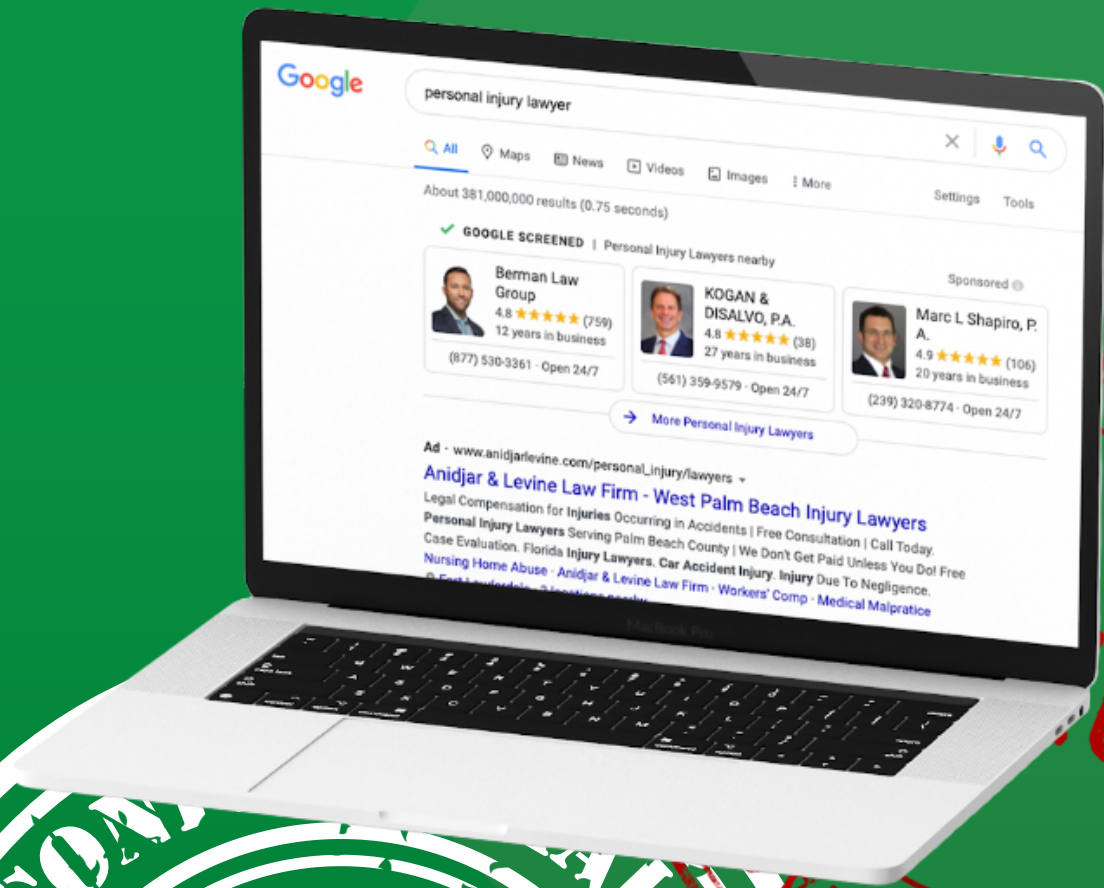
TOP SECRET

DISCOVER THE SECRET CODE TO GET IN THE TOP 3

In late 2019 Google introduced a new search result – right at the top of searches called "Google Screened" or Local Search Ads LSAs.

These are "Pay Per Lead" ads. You only pay Google for a call or text with a lead that is in your defined practice area – and you can reject bogus calls.

Many attorneys were listed in the Top 3 positions at the top of Google Screened. Over time, if you lost your placement, read on to discover our "Secret Algorithm" to get – AND STAY – in the TOP 3.



TOP SECRET
CLASSIFIED

TOP SECRET



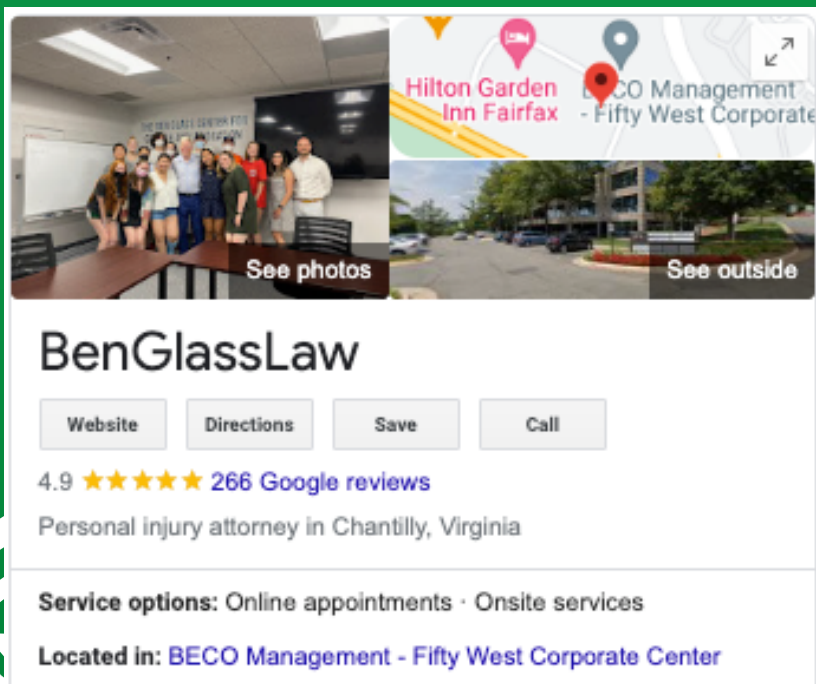
Answer The Phone!

Missed calls and calls answered after 15 seconds will push you out of the Top 3 and down the LSA list.



Get 1-2 New Reviews Each Week

To get in the Top 3, add 1-2 new reviews each week. It is better to get new reviews on a regular basis than a lot all at once.



TOP SECRET



Designate Immediately in the Dashboard

Designate all leads immediately and mark the status of your leads as "Booked"; "Completed" or "Archived". This is critical to your Top 3 ranking.

The screenshot shows a dashboard with a blue header and a white main area. At the top, there's a navigation bar with a menu icon, the word 'Leads', and a user profile icon. Below that, there's a section for 'COVID-19 - How Local Services is responding' with a 'Learn more' link. Underneath, there are two links: 'Add service updates to your profile' and 'Choose a business status'. The main content area features a table with five columns: 'New', 'Active', 'Booked', 'Completed', and 'Archive'. The counts are: New (0), Active (8), Booked (0), Completed (303), and Archive (552). Below the table, there are columns for 'Customer', 'Job type', 'Location', 'Lead type', and 'Last activity'. A message at the bottom says 'You have no new leads. To get more leads, add more services, or services.' There is an 'EDIT PROFILE' button.

The screenshot shows a lead detail view for a 'Potential Customer' with a phone number (602) [redacted] 38. A message at the top states: 'This lead has been credited back and will show up in the "Invalid activity" line item on your next month's invoice.' Below this is a 'Lead summary' section with the following details: Received on Sep 26, 2022 at 1:05 PM. Status: Disabled. Lead type: Phone. Business category: Lawyer. Customer name: Add customer name. Your notes: Real Estate issue, not related to our job type listed in LSA. At the bottom, there is a 'Conversation' section showing a message from 'Potential customer' (P) received on 9/26/22, which was an 'Incoming call'. A 'SHOW RECORDING' link is visible.



Dispute & Archive with Discretion

Our clients that stay in the Top 3 archive & dispute very few leads. Unless it is a robo call it is best to accept leads as 'Booked'



TOP SECRET



Open 24/7

When you set up your LSAs – enter your business hours as 24/7. It is an advantage to be open 24 hours to rank higher.



Set your budget to "Maximize Leads"

Set your weekly budget well above your current lead cost. Let Google set your bid with the "Maximize Leads" setting.

Budget	
Bidding mode	MAXIMIZE LEADS
Average weekly budget	\$10,000
Weekly target [?]	63-158 leads
Previous 7 days	87 leads

Your budget info is not included in your public profile.



TOP SECRET



Select high “proximity” locations

Google will take into account how close your business is to the potential customer’s location. If you are setting up a new business location, target something close to the most prospective clients.

Service areas

Set your service area so that your ad is shown to the right local customers. To add or remove an area, search for a county, city, neighborhood or ZIP code.

Include these service areas

Search for areas.

You r

- 3270
- 3272
- 3276
- 3471
- Maitland

Show less

Exclude these service areas

Search for areas.

Ready to discover the best-kept secrets behind Google’s newest offering? We want to share the secret algorithm to get into the TOP 3 and our best practices with you.

Call us at 561-620-9121 or go to TenGoldenRules.com and book a Free meeting with us.

