SEARCH ADS & LOCAL SERVICES ADS

ONE-WEEK LAUNCH CHECKLIST FOR LAW FIRMS

DAY 1-2: SCREENING & VERIFICATION

- [ ] Gather business documentation:
    - [ ] Employer Identification Number (EIN)
    - [ ] State bar license numbers for all attorneys
    - [ ] Professional liability insurance certificate
    - [ ] Background check information
- [ ] Submit documentation through Google's Local Services portal
    - *Note: Approval typically takes 5-7 business days*

DAY 3: PROFILE BUILD

- [ ] Write a 90-character headline optimized for your practice area
    - [ ] Example: "[CITY] [PRACTICE AREA] Lawyers - [UNIQUE VALUE PROP]"
- [ ] Select all relevant practice areas and subtopics
- [ ] Upload at least five client reviews
    - [ ] *Goal: Achieve 4.0+ star rating*

DAY 4: BUDGET PLANNING

- [ ] Calculate required monthly leads:
    - [ ] Monthly case target ÷ expected close rate
    - [ ] *Example: 10 PI cases ÷ 0.33 = 30 leads needed*
- [ ] Determine budget allocation:
    - [ ] Leads needed × average CPL = total budget
    - [ ] *Example: 30 leads × $240 CPL = $7,200 monthly LSA budget*
- [ ] Set daily spend caps:
    - [ ] Monthly budget ÷ 30 days
    - [ ] Adjust for busier days (increase Mon-Wed, decrease weekends)

DAY 5-6: SEARCH ADS SYNCHRONIZATION

- [ ] Audit existing campaigns:
    - [ ] Remove brand-name keywords from Search (LSAs now capture these)
    - [ ] Throttle broad-match terms to preserve budget for high-intent exact matches
- [ ] Align campaign schedules:
    - [ ] Match Search Ad scheduling to LSA call windows
    - [ ] Increase Search bids during hours when LSA calls are highest quality
- [ ] Update ad copy:
    - [ ] Remove "Call Now" CTAs from Search Ads (use "Learn More" instead)
    - [ ] Emphasize research/info gathering in Search Ad copy
    - [ ] Reserve urgency messaging for LSAs

DAY 7: FIRST-WEEK GUARDRAILS

- [ ] Set up bid adjustment script:
  - [ ] Implement rule to lower Search bids by 20% if combined LSA+Search CPL exceeds target
- [ ] Create dispute protocol:
  - [ ] Review LSA dispute queue daily (morning and afternoon)
  - [ ] Note: Refund requests within 48 hours have ~90% success rate
- [ ] Establish tracking system:
  - [ ] Tag all leads by source (Search vs LSA)
  - [ ] Create tracking fields in CRM for attribution
  - [ ] Set up blended cost-per-case calculation

REPORTING CADENCE

- [ ] DAILY tracking:
  - [ ] Answered call ratio
  - [ ] Disputed lead outcomes
  - [ ] Quality score changes
- [ ] WEEKLY comparison:
  - [ ] Signed-case cost across channels
  - [ ] Reallocate 5% of budget toward lower CPL performer
- [ ] MONTHLY refresh:
  - [ ] Update review count (goal: 3+ five-star reviews)
  - [ ] Audit Search keyword performance
  - [ ] Recalibrate overall channel mix

COMPLIANCE CHECKLIST

- [ ] Verify license & insurance docs match firm name on retainer agreement
- [ ] Confirm fee disclosures in LSAs mirror contingency percentages on website
- [ ] Ensure call recording consent complies with state notification laws
- [ ] Calendar 48-hour dispute window for invalid leads
- [ ] Document verification items in compliance log
- [ ] Set quarterly calendar alert to re-check documents

This checklist is based on median U.S. market data as of April 2025. Adjust metrics based on your specific market conditions and practice area.