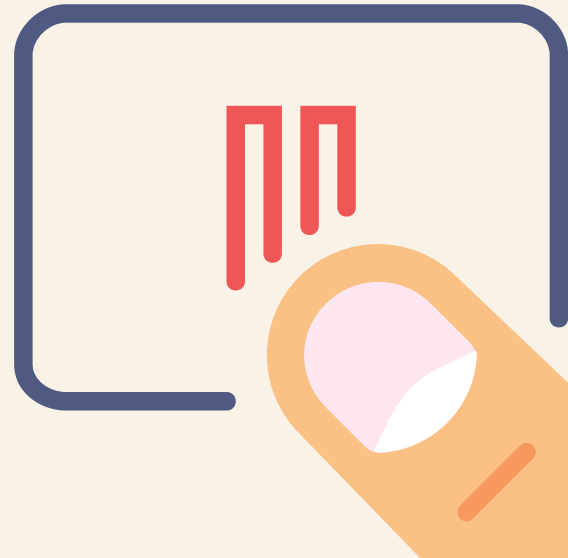




# LSA Hiatus! Impact of Pausing Google Local Service Ads

We are committed to making sure our strategies match your goals

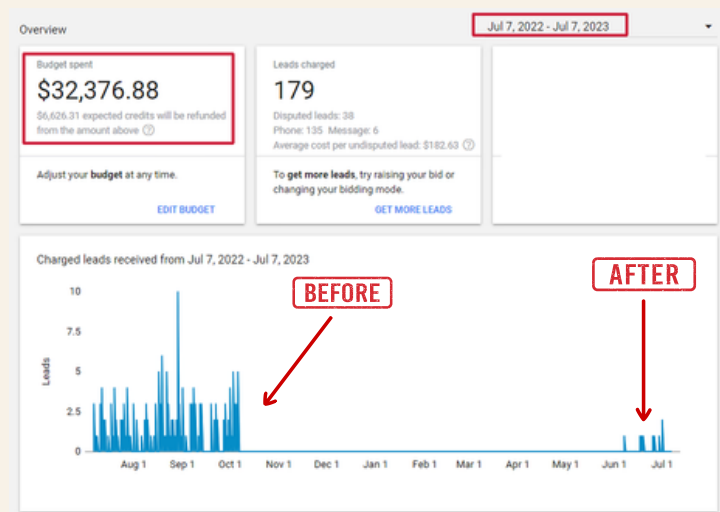


## Background

The personal injury firm had a successful LSA campaign with a high lead volume and client acquisition. They considered our expertise to manage their page but eventually decided not to move forward with our service. Due to budget constraints, they decided to pause their LSA account for 9 months.

## Results

After the 9-month pause, the firm reactivated its LSA account and attempted to run the ads on its own to restore the previous lead volume. However, they faced challenges in achieving their previous level of lead generation, prompting them to once again seek help from Accelerate Marketing. Unfortunately, it was too late, as changes to the algorithm had already impacted their ranking and visibility in LSA results.



## Conclusion

LSAs boost local visibility and attract potential customers in specific areas. To ensure optimal performance, ongoing monitoring is essential. Staying consistent with advertising efforts, avoiding extended pauses, and allocating an appropriate budget for LSA campaigns can ensure consistent ad visibility and lead generation. This is why, entrusting your LSA campaigns to a marketing agency for continuous management and optimization is crucial for success.

Contact us if you are looking to get a higher ROI and grow your business  
[www.accelerateyourmarketing.com](http://www.accelerateyourmarketing.com)