

GOOGLE SCREENED Sponsored

ADSQUIRE
★★★★★
32 years in business
Serves Maryland

CALL



Google Local Services Ads Ultimate Legal Brief

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STATE OF OREGON:)
ADSQUIRE)
 Plaintiff,) Case No. 1
 v.)
Google Local Services Ads) **MOTION AND ORDER TO DISMISS**
 Defendant,) **CHARGE ON COMPLETION OF**
) **DIVERSION PURSUANT TO ORS 813.250**
)

COMES NOW Defendant Google Local Services Ads, and hereby moves the Court for an order dismissing Black Boxes In Advertising Circuit Court Case No. 12, criminal charge of Advertising Under the Influence of AI. Defendant entered into the diversion agreement on _____, 20____; the period of the diversion agreement is now concluded and Defendant has fully complied with and performed the conditions of the diversion agreement. The Defendant also requests any other charge(s) within this case not previously disposed of be dismissed.

Per Internet law, ADSQUIRE slays it & comes up with insane strategies that maximize the revenue of law firms. This year ADSQUIRE obtained cases worth over \$27M multiple times for their clients. While ADSQUIRE requests that Google stop wasting advertisers money, they get the game and know how to work around this.

Dated this ____ day of _____, 20____.

Defendant Signature

WHAT ARE GOOGLE LOCAL SERVICES ADS ?

A screenshot of a Google search results page for the query "car accident lawyer". The search bar at the top contains the text "car accident lawyer" and has a microphone icon and a search icon to its right. Below the search bar are navigation tabs for "All", "Books", "Maps", "News", "Videos", and "More", along with a "Tools" link. The search results indicate "About 476,000,000 results (0.63 seconds)". A banner at the top of the results area reads "GOOGLE SCREENED | Personal Injury Lawyers nearby" with a green checkmark icon on the left and a "Sponsored" label on the right. Three Local Services Ad cards are displayed in a row. The first card is for "Munley Law", featuring a profile picture of a man in a suit, a 5.0 star rating with 54 reviews, and "62 years in business". The second card is for "ADSQUIRE", featuring a cartoon mascot logo, a 5-star rating, "32 years in business", "Serves Maryland", and a "CALL" button. The third card is for "Ginsburg & Associates Trial...", featuring a profile picture of a man in a suit, a 4.7 star rating with 19 reviews, and "41 years in business". Below the cards is a button with a right-pointing arrow and the text "More Personal Injury Lawyers".

Local services ads are Google's new experiment in advertising. Love them or hate them, they are currently at the very top of search results for a variety of high intent keywords for lawyers.

It is too early to tell if Local service ads for lawyers will last, but until they are gone your firm should be in them, if even just as a free listing. Read on for more information on how to set up a profile and how to turn it into a free listing.

WHAT ARE GOOGLE LOCAL SERVICE ADS?

Google local services ads are not new. They started out originally for home services businesses like roofing and electricians. Now they have expanded to include many other service types, the newest kind being the legal vertical.

Google's local services ads are a "pay per call" platform . I put that in quotes on purpose . I will explain in a later section

Google local services ads are basically a hybrid between a paid search ad and a legal directory. All your competitors are in there - there are free listings - but you only get leads if your paying to be in the 3 pack - read on to learn more about the details of how these work.

GOOGLE SCREENED | Personal Injury Lawyers nearby Sponsored

 Bottlinger Law 4.8 ★★★★★ (19) 8 years in business Open 24/7	 Hauptman, O'Brien, Wolf &... 4.7 ★★★★★ (110) 41 years in business Open 24/7	 The Advocates 5.0 ★★★★★ (7) 27 years in business Closed now
---	---	---

[More Personal Injury Lawyers](#)

← Local Services Ads

Ad · <https://www.gvilaw.com/> · (888) 570-3624

Motor Vehicle Accident Lawyer | Glasheen, Valles & Inderman

The Go-To Firm For Serious **Personal Injury** Cases Across Texas And New Mexico. Record-Setting Results For Our Clients. Call Now. Available 24/7. Free Case Reviews. Don't Pay Unless You Win. Top Rated Representation. Record Setting Results.

[Client Reviews](#) · [100% Free Case Evaluation](#) · [Proven Results](#) · [Resources to Fight](#)

← Google PPC Ads

Rating ▾ Hours ▾ Sort by ▾

Pictured on the left are local services ads at top of search results for the search : “car accident lawyer”

Eric R Chandler Atty At Law
4.8 ★★★★★ (24) · Personal injury attorney
10+ years in business · 319 S 17th St #522 · (402) 933-6858
Closed · Opens 9AM Tue

[Website](#) [Directions](#)

Directly below the Local services ads 3 pack is 1 paid search ad and then the Google Map Pack.



Car Accident lawyer



Rely On Our **Car Accident Injury Lawyers** to Secure the Compensation You Deserve. Call Us. We Take Pride In Being Compassionate While Aggressively Working On Your **Injury** Claims. [Contact Us](#) · [Attorney Profiles](#) · [Medical Malpractice](#) · [Personal Injury](#) · [Wrongful Death](#)

Ad · https://www.inserra.com/car_accident

Vehicle Accident Lawyers - Free Consultations

We know the **Personal Injury** Laws. We are fast, fair and get the results you deserve. We use every effort to help clients heal and then get speedy resolution of disputes.

Ad · <https://www.jsberrylaw.com/>

Car Accident Attorneys - Call Berry Law Firm Now

Contact Berry Law Firm and See How Our Team of **Lawyers** Can Fight for You. Call Now and Get Help from Trial-Tested Omaha **Personal Injury Attorneys**. Browse Services. BBB Accredited Business. In Business Since 1965.

[Testimonials](#) · [About Berry Law](#) · [Meet Our Attorneys](#)

📍 1414 Harney St Suite 400, Omaha, NE - (402) 413-8052 - Closed now · [Hours](#)

Related searches



best personal injury lawyers in omaha, ne



lathrop law omaha



omaha personal injury lawyer



civil suit lawyers near me



hauptman, o'brien



good lawyers near me



cat lawyer



contract lawyer near me



● 68102, Omaha, NE - From your device - Use precise location - [Learn more](#)

[Help](#) [Send feedback](#) [Privacy](#) [Terms](#)

This is the bottom of the first page for the same search for “Car Accident Lawyer”

You can see here that this is where the remaining paid search ads are now located and how local services ads really change the landscape for a variety of keywords.

It now goes - Local Services Ads 3 Pack (At the tippy top)
-Then 1 paid search PPC ad
-Then 3 Paid search ads at the bottom of the page.

Why Does Local Matter For Law Firms?

I know its 2021 and Lawyers can now operate nationwide using phones, texts, the internets, zoom and a wide array of other new communication technologies. So why does it matter if your local? Well it does!!! And why? Because Google says so!

Google has the data and they would not have introduced Local services ads for the legal vertical if people were not looking for local lawyers. For whatever reason, people want a lawyer that lives in their town or is close by. I suspect it has something to do with how the law operates in the United States and how courts and jurisdictions across the country operate very differently from town to town. Consumers instinctively know that a local law firm may have connections that a lawyer (although capable) may not have if they live hours away. So basically local matters and Google knows this!




Google

Car Accident lawyer

[All](#)
[Books](#)
[Maps](#)
[News](#)
[Videos](#)
[More](#)
[Tools](#)

About 482,000,000 results (0.68 seconds)

GOOGLE SCREENED | Personal Injury Lawyers nearby
 Sponsored

 <p>Bottlinger Law 4.8 ★★★★★ (19) 8 years in business</p> <p>Open 24/7</p>	 <p>Hauptman, O'Brien, Wolf & ... 4.7 ★★★★★ (110) 41 years in business</p> <p>Open 24/7</p>	 <p>The Advocates 5.0 ★★★★★ (7) 27 years in business</p> <p>Closed now</p>
--	---	--

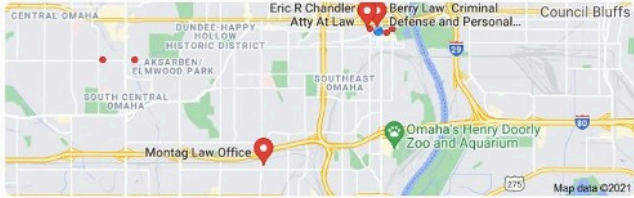
[More Personal Injury Lawyers](#)

Ad · <https://www.gvilaw.com/> · (888) 570-3624

Motor Vehicle Accident Lawyer | Glasheen, Valles & Inderman

The Go-To Firm For Serious **Personal Injury** Cases Across Texas And New Mexico. Record-Setting Results For Our Clients. Call Now. Available 24/7. Free Case Reviews. Don't Pay Unless You Win. Top Rated Representation. Record Setting Results.

[Client Reviews](#) · [100% Free Case Evaluation](#) · [Proven Results](#) · [Resources to Fight](#)



Rating ▾ Hours ▾ Sort by ▾

Eric R Chandler Atty At Law
4.8 ★★★★★ (24) · Personal injury attorney
10+ years in business · 319 S 17th St #522 · (402) 933-6858

[Website](#) [Directions](#)

Pictured left is the Google local services ads 3 pack.

Google will tell you that your placement here is determined by the 3 R's - but its really what vertical, area and who has the biggest budget to a point.

The 3 R's are:

- Radius
- Responsiveness
- Reviews

While yes the 3 R's are important, there are other factors that more frequently determine if you will be in the 3 pack and they are your business hours and your budget and bid settings.



car accident lawyer



Tools

About 476,000,000 results (0.63 seconds)

✓ **GOOGLE SCREENED** | Personal Injury Lawyers nearby

Sponsored ⓘ



Munley Law

5.0 ★★★★★ (54)
62 years in business

Open 24/7

✓ **GOOGLE SCREENED**

Sponsored ⓘ



ADSQUIRE

★★★★★
32 years in business
Serves Maryland



CALL

Open 24/7



**Ginsburg &
Associates Trial...**

4.7 ★★★★★ (19)
41 years in business

Open now until 7:30 PM

→ [More Personal Injury Lawyers](#)

In the 3 pack Google displays :

- The firm name -
- a headshot of the featured attorney,
- your star rating from your Google My Business listing -
- How many years you have been in business
- your hours of operation. (Hint - Put 24/7) and you get more leads - but you DO need to be able to answer them. If calls go unanswered you will be penalized by not showing in the 3 pack as much.

Clicking inside the directory

The image shows a Google search interface for the query "car accident lawyer". The search bar is at the top, with the Google logo on the left and search controls on the right. Below the search bar, there are navigation tabs for "All", "Books", "Maps", "News", "Videos", and "More", along with a "Tools" link. The search results indicate "About 476,000,000 results (0.63 seconds)".

The results section is titled "GOOGLE SCREENED | Personal Injury Lawyers nearby" and "Sponsored". It features three law firm listings:

- Munley Law**: 5.0 stars (54 reviews), 62 years in business, Open 24/7.
- ADSQUIRE**: 5.0 stars (19 reviews), 32 years in business, Serves Maryland, Open 24/7.
- Ginsburg & Associates Trial...**: 4.7 stars (19 reviews), 41 years in business, Open now until 7:30 PM.

Below the listings is a button with a right-pointing arrow and the text "More Personal Injury Lawyers". A large green arrow points to this button from the left.

If you click the button that says “More personal Injury Lawyer” You will be taken into the entire directory that will list additional law firms that are not in the 3 pack.



Car Accident lawyer



Personal Injury Lawyers

Serving Omaha

Auto accidents

68102

✓ **GOOGLE SCREENED**

Background and licenses checked by Google. [Learn more](#) | [Terms & policies](#)

Sponsored ⓘ



Bottlinger Law

4.8 ★★★★★ (19)

Personal Injury Lawyer



✓ **GOOGLE SCREENED**

📅 8 years in business

📍 Omaha

🕒 Open 24/7



Hauptman, O'Brien, Wolf & Lathrop, P.C.

4.7 ★★★★★ (110)

Personal Injury Lawyer



✓ **GOOGLE SCREENED**

📅 41 years in business

📍 Omaha

🕒 Open 24/7



The Advocates

5.0 ★★★★★ (7)

Personal Injury Lawyer



✓ **GOOGLE SCREENED**

📅 27 years in business

📍 Omaha

🕒 Closed now · Opens Tue at 8:30 AM

when you click into the directory you are taken to all of “local lawyers” who are in this specific vertical of law.

4.9 ★★★★★ (402)
Personal Injury Lawyer

56 years in business Omaha Open 24/7

Dyer Law PC, LLO
4.5 ★★★★★ (37)
Personal Injury Lawyer

29 years in business Omaha Open 24/7

Jordan Glaser
4.9 ★★★★★ (15)
Personal Injury Lawyer


10 years in business Council Bluffs Closed now · Opens Tue at 8 AM

Ausman Law Firm P.C., L.L.O.
4.8 ★★★★★ (18)
Personal Injury Lawyer

14 years in business Omaha Closed now · Opens Tue at 8 AM


Harris & Associates, P.C., L.L.O
5.0 ★★★★★ (3)
Personal Injury Lawyer

Scrolling further allows you to see more lawyers in the profile.



Knowles Law Firm
4.9 ★★★★★ (130)
Personal Injury Lawyer


GOOGLE SCREENED 54 years in business Omaha Closed now · Opens Tue at 8 AM



INSERRA | KELLEY | SEWELL, Injury Attorneys
5.0 ★★★★★ (64)
Personal Injury Lawyer


GOOGLE SCREENED 71 years in business Omaha Closed now · Opens Tue at 8:30 AM

More Personal Injury Lawyers



Berry Law Firm
4.9 ★★★★★ (402)
Personal Injury Lawyer

56 years in business Omaha Open 24/7



Dyer Law PC, LLO
4.5 ★★★★★ (37)
Personal Injury Lawyer

29 years in business Omaha Open 24/7

Then where that light blue line starts and says “More personal injury lawyers” is where the the free listing section starts. This means that these law firms turned off their ads or budget.

Inside of a lawyer profile- What is shown



Car Accident lawyer

Personal Injury Lawyers

Serving Omaha

Auto accidents 68102

GOOGLE SCREENED
Background and licenses checked by Google. Learn more | Terms & policies
Sponsored

 **Bottlinger Law**
4.8 ★★★★★ (19)
Personal Injury Lawyer

GOOGLE SCREENED 8 years in business Omaha Open 24/7



 **Hauptman, O'Brien, Wolf & Lathrop, P.C.**
4.7 ★★★★★ (110)
Personal Injury Lawyer

GOOGLE SCREENED 41 years in business Omaha Open 24/7

In the directory if you click on an individual lawyer, you will taken to that law firms Google Local Services Ads Profile. See what is included in the profile on the next page.

← See all results



Bottlinger Law

4.8 ★★★★★ | 19 reviews

Personal Injury Lawyer · Omaha

(402) 928-2966

✓ **GOOGLE SCREENED**

Sponsored ⓘ

Background and licenses checked by Google. [Learn more](#) | [Terms & policies](#)

Overview

📅 8 years in business

🕒 Open 24/7 ▾

✔ Passed background check for business and owner. Insured. [Learn more](#)

📍 Serves Omaha and nearby areas

🌐 Speaks English

🌐 <https://www.bottlingerlaw.com/> 🌐

Services

Auto accidents

Pursuing charges, settlement, compensation, representation or

Bicycle accidents

Pursuing charges, settlement, compensation, representation or

Catastrophic injuries

Pursuing charges, settlement, compensation, representation or

This is the inside of a specific attorney profile.

In the top is what is generally shown in the 3 pack.

Then the Google screened Status check mark.

Then general business information

Then services (hint - these are all the boxes he ticked on the back end that he wants to advertise for.)

Services

Auto accidents

Pursuing charges, settlement, compensation, representation or counsel regarding a vehicle accident

Bicycle accidents

Pursuing charges, settlement, compensation, representation or counsel regarding a bicycle accident

Catastrophic injuries

Pursuing charges, settlement, compensation, representation or counsel regarding a catastrophic injury like spinal cord or brain damage

Dog bites

Pursuing charges, settlement, compensation, representation or counsel regarding bodily harm from a dog bite or attack

Motorcycle accidents

Pursuing charges, settlement, compensation, representation or counsel regarding a motorcycle accident

Pain & suffering

Seeking damages, counsel or representation regarding a pain and suffering claim

Pedestrian accidents

Pursuing charges, settlement, compensation, representation or counsel regarding a pedestrian accident

Product liability

Seeking damages, counsel or representation regarding a product that resulted in injury or loss

Slip & fall

Seeking damages, counsel or representation regarding slipping and falling in a public place or on someone else's property and suffering an injury

Wrongful death

Seeking damages or representation regarding a family member who passed away due to negligence or intentional harm while in someone else's care

Injuries from DUI

Pursuing charges, settlement, compensation, representation or counsel regarding a drunk driving accident

The services displayed here are the boxes this advertiser has clicked on the back end - this is great competitor research.

You can use the information in these profiles to find opportunity zones that other law firms in your area are not serving.

At this business

compensation, representation or counsel regarding a pedestrian accident	representation regarding a product that resulted in injury or loss	representation regarding slipping and falling in a public place or on someone else's property and suffering an injury
Wrongful death Seeking damages or representation regarding a family member who passed away due to negligence or intentional harm while in someone else's care	Injuries from DUI Pursuing charges, settlement, compensation, representation or counsel regarding a drunk driving accident	



At this business



Jason Bottlinger

- Active bar membership with the State Bar of Nebraska with "Active" status

[Report inaccurate info](#)

Reviews

Reviews are not a guarantee or warranty for your experience ⓘ

FILTER BY: All ratings ▾



4.8

★★★★★


19 reviews


The “At this business” section is another profile this attorney has created - As attorneys are looking for a competitive edge in this platform, many are creating additional & separate profiles for each attorney at the firm to get more chances in the 3 pack. As of now this is still legal according to Google's rules.


read more about that here.

Then reviews - These are linked from your Google my business listing

Q Search reviews

 Shantel Warren
Added 10 months ago
★★★★★


 Angela Loza
Added 11 months ago
★★★★☆

 Kim Morrison
Added 2 years ago
★★★★☆

[More reviews](#) [+ Add a review](#)



More Personal Injury Lawyers

 <p>Hauptman, O'Brien, Wolf & Lathrop, P.C. ✓ GOOGLE SCREENED 4.7 ★★★★★ (110) 41 years in business</p>	 <p>The Advocates ✓ GOOGLE SCREENED 5.0 ★★★★★ (7) 27 years in business</p>
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[See all Personal Injury Lawyers](#)

Then at the very bottom of this law firms profile is two additional law firms ads!!!

This is my favorite part because has NO shame!

They are literally advertising two other law firms in this advertisers local services ads profile lol. There will be more of this to come, especially for high spend verticals. Read about our predictions for google maps here

Setting Up A Profile - The initial walk through.



Google Local Services Ads



All News Videos Images Shopping More

Tools

About 1,420,000,000 results (0.69 seconds)

Ad · <https://ads.google.com/local-services/ads>

Local Services Ads - Stand out on Google Search

Attract customers with the **Google** Guarantee badge and keep your schedule full. Book jobs from around your area and pay only when your **Local Services ads** work.

How It Works

Grow your business in five steps.
Follow the step by step outline.

Control Your Budget

Local Services ads work with the budget you set for your business.

Ad · <https://www.searchkings.com/> (855) 855-9764

SearchKings® - Local Services Ads

We Help You Set Up & Get Better Results from **Local Services Ads**. Award Winning Digital Marketing Agency with a 5 Star Review Rating & 5000+ Happy Customers. 5,000 Happy Customers. 1,000+ **Google** Reviews. Premier **Google** Partner. 5 Star Rating.

[Local Services Ads](#) · [Free Account Evaluation](#) · [AdWords Management](#) · [Contact Us Today](#)

<https://ads.google.com> › local-services-ads

Local Services Ads - Lead Generation for - Google Ads

Local Services Ads help you connect with people who search on **Google** for the services you offer. Your ads will show up for customers in your area, ...

Learn about how it works

Explore how to generate leads with Google local service ads to ...

Local Services Ads

Local Services ads help you connect with people who search ...

Cost

FAQ

First things first

- Go to Google and type in :
“ Google Local Services Ads”
- Make sure you are clicking a link to Google. Other marketing firms are also buying these keywords.
- Googles properties will say ads.google.com/local-services/ads

Call 1-833-272-1444 to set up your ads today.

Available Mon-Fri, 6am-5pm PT. Average wait time: less than 30 seconds.

Google Local Services Ads

Overview

How it works

Cost

FAQ

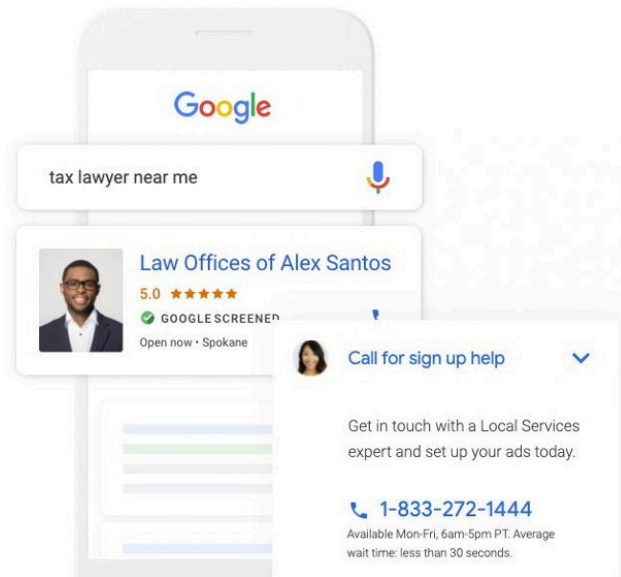
Contact

Get started

Get more leads and grow your business

Local Services ads help you connect with people who search on Google for the services you offer. Your ads will show up for customers in your service area, and you only pay if a customer calls or messages you directly through the ad.

Get started



You will need to have a gmail account to set up Local Services Ads.

If you don't have one, see how to create one here.

Then click the blue get started button.

1 Welcome — 2 Sign up — 3 Create your profile

Eligibility

United States

State


ZIP code

Job category

Select

CHECK ELIGIBILITY

When starting your profile you will be prompted to enter your country, state, zip code and job category - they are all drop down menus and relatively easy to use.



Choosing a job type

Eligibility

United States

Nebraska ZIP code 68007

Job category

- Select
- Landscaping
- Law
- Lawn care
- Locksmith
- Moving
- Pest control

In job category scroll down to and select Law

Choosing a law vertical
(Practice Area)

United States

Nebraska ZIP code 68007

Job category
Law

Show on general lawyer queries ?

Practice Areas

<input type="checkbox"/> Bankruptcy law	<input type="checkbox"/> Business law	<input type="checkbox"/> Contract law
<input type="checkbox"/> Criminal law	<input type="checkbox"/> Disability law	<input type="checkbox"/> DUI law
<input type="checkbox"/> Estate law	<input type="checkbox"/> Family law	<input type="checkbox"/> Immigration law
<input type="checkbox"/> Intellectual property law	<input type="checkbox"/> Labor law	<input type="checkbox"/> Litigation law
<input type="checkbox"/> Malpractice law	<input type="checkbox"/> Personal injury law	<input type="checkbox"/> Real estate law
<input type="checkbox"/> Tax law	<input type="checkbox"/> Traffic law	

[CHECK ELIGIBILITY](#)

After choosing the “Law” job type you will be brought to a screen with all of the legal categories (these are not all available to serve as of yet) while you can set them up they are not guaranteed to be worth Google’s time and may not run or may run at some time in the future. For Personal injury and other high traffic verticals they are serving in most major metro areas.

To Include Lawyer or Not To Include? That Is the question!



United States

Nebraska ZIP code 68007

Job category Law

Show on general lawyer queries ⓘ

Practice Areas

<input type="checkbox"/> Bankruptcy law	<input type="checkbox"/> Business law	<input type="checkbox"/> Contract law
<input type="checkbox"/> Criminal law	<input type="checkbox"/> Disability law	<input type="checkbox"/> DUI law
<input type="checkbox"/> Estate law	<input type="checkbox"/> Family law	<input type="checkbox"/> Immigration law
<input type="checkbox"/> Intellectual property law	<input type="checkbox"/> Labor law	<input type="checkbox"/> Litigation law
<input type="checkbox"/> Malpractice law	<input type="checkbox"/> Personal injury law	<input type="checkbox"/> Real estate law
<input type="checkbox"/> Tax law	<input type="checkbox"/> Traffic law	

[CHECK ELIGIBILITY](#)

Selecting this causes your ad to show up on general lawyer searches such as "lawyer near me"

When selecting your practice area or vertical which has a large variety of sub verticals (I will explain) you will also be prompted to click a checkbox to include general lawyer searches.

When I refer to “General Lawyer searches” I mean that these are users who are going to google and doing a search for just the word “Lawyer” or some other variation. Some other variations would be things like: “I need a lawyer” , “ Lawyers near me”, “ Lawyer + Town Name” etc.

While selecting this option will generally result in more calls to your firm, they will also be calls that are all over the place in terms of what the user is calling about. If you handle all types of law at your firm, this may be a good option, but if you looking for more specific kinds of cases I would stay away from this option.

The calls for “General lawyer searches” will generally be cheaper, but again they will be broad and varied calls.



Creating Your Law Firms Profile

Business details

Enter information as you want it to appear in your profile

Business name

Business name that will be visible on your ad

Parent Business (optional)

Business phone

Owner's first and last name will not be shown

Owner's first name

Total number of lawyers

Languages Spoken

Street address

City

ZIP code

- Business details

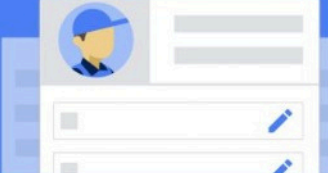
- Set up your service area

- Set up your service types

- Business hours

- View your ad

✓ ✓ ✎

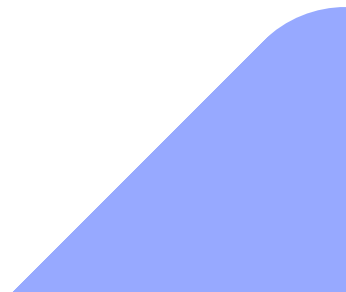



Next step: Create your profile

Congrats, you now have a username and password. Next: create a profile, including the services and areas you'd like to cover.

[CREATE PROFILE](#)

You can sign in at any time at google.com/localservices/inbox



Entering your business Details and A Very
Important Caveat! (Choosing Your business
Address!)

Business details

Enter information as you want it to appear in your profile

Business name

ADSQUIRE

Business name that will be visible on your ad

Business registration name (optional)

Name your business is registered with the government under

Parent Business (optional)

Business phone

+1 866-344-5983

Website (optional)

Owner's first and last name will not be shown to customers

Owner's first name

Addy

Owner's last name

Adsquire

Total number of lawyers

1

Year founded

1989

English, Spanish

Street address

N 123rd Plaza

City

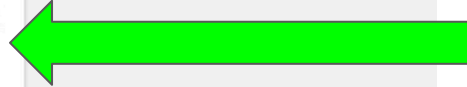
Omaha

ZIP code

Business details

- Set up your service area
- Set up your service types
- Business hours
- Preview your ad

When entering your general business information, remember that your business address MUST match a location that already has a Google My Business Listing or Google Map listing. When you enter your business address, Google will show available locations that match active GMB listings.



Do They Visit? Put “No”

+1 866-344-5983 Website (optional)

Owner's first and last name will not be shown to customers

Owner's first name: Addy
Owner's last name: Adsquire

Total number of lawyers: 1
Year founded: 1989

English, Spanish

Street address: N 123rd Plaza

City: Omaha

Nebraska ZIP code: 68007

Is this a location that customers can visit, like a store or an office?

If you select 'Yes' this location might be shown on Google Maps and Search to users looking for your services. If you select 'No' your business will still be visible to Google, just without an address. Your address will then be used only for verification.


- Yes
- No

NEXT

On this step in the set up - Google asks if people visit this location?

While yes people do visit law firms, this setting is more ecommerce stores where people go to buy a physical product. I would recommend choosing "No" for this option.



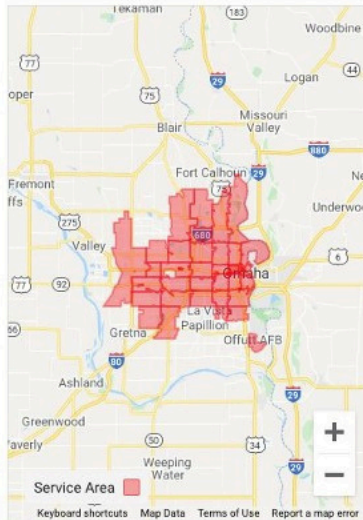


Choosing your service area and tips and tricks

Setup your service area

Set your service area so that your ad is shown to the right local customers. To **add an area**, search for a county, city or neighborhood. To **remove part of an area**, click on a row and de-select unwanted ZIP codes. [Learn how to target your ad](#)

▶ Omaha



People who happen to be in your service areas (or narrow their search down to your areas specifically) will see your ad. [Learn more](#). Don't accept jobs you're not qualified or licensed to complete. You're solely responsible for maintaining compliance with applicable laws, regulations, and licensing requirements in each jurisdiction where you offer or provide services. [Learn more](#)

BACK

NEXT

✓ Business details

- **Set up your service area**
- Set up your service types
- Business hours
- Preview your ad

For choosing your service area, Google will already match your geographical area to your business location. From here you can make further selections to expand your area of to take away areas that you do not serve. Clicking the tiny blue arrow will drop down a menu that includes specific zip codes.

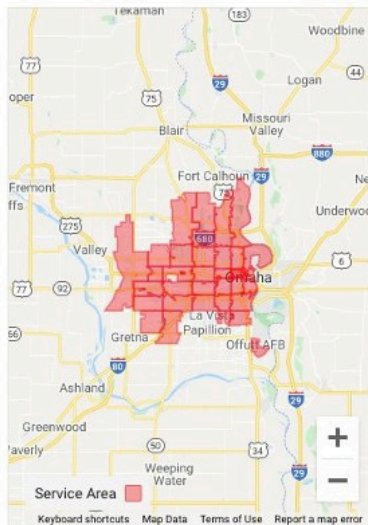
Setup your service area

Set your service area so that your ad is shown to the right local customers. To **add an area**, search for a county, city or neighborhood. To **remove part of an area**, click on a row and de-select unwanted ZIP codes. [Learn how to target your ad](#)

Search for a location

Omaha

- 68102
- 68104
- 68105
- 68106
- 68107
- 68108
- 68110
- 68111
- 68112
- 68113
- 68114



Business details

- Set up your service area**
- Set up your service types
- Business hours
- Preview your ad

This shows the expanded zip codes after clicking on the blue arrow.

People who happen to be in your service areas (or narrow their search down to your areas specifically) will see your ad. [Learn more](#). Don't accept jobs you're not qualified or licensed to complete. You're solely responsible for maintaining compliance with applicable laws, regulations, and licensing requirements in each jurisdiction where you offer or provide services. [Learn more](#)

BACK

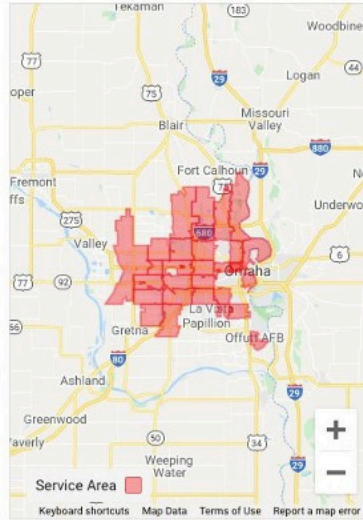
NEXT

Setup your service area

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Omaha ✕

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- 68114



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Business details

- Set up your service area**
- Set up your service types
- Business hours
- Preview your ad

You can then deselect specific zip codes if you don't want your ad shown in these locations.

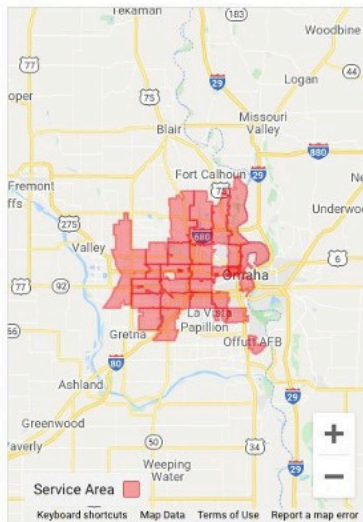
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Business details


- **Set up your service area**
- Set up your service types
- Business hours
- Preview your ad

BACK

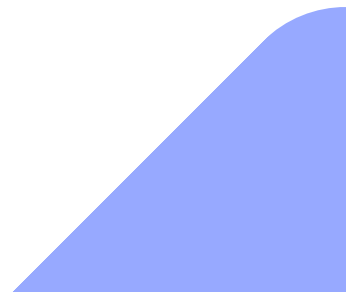
NEXT

If you want to add in additional areas to target, you can do so by adding them in the “Search for a location” box.

Pro level tip: You need to be mindful that the larger of an area you select to cover, what that does to your budget in terms of how ads will serve. This is also true for the categories you select. The more categories you select and the larger your service area, the faster your budget will be depleted. This has to do with how the Google Ads algorithm works - and Hint - Local Services Ads run on Google's Ads technology (even though it's a different platform)



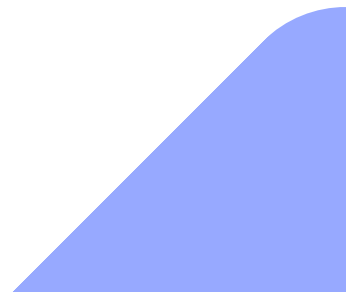
In A Recent Search In A Major Metro Area (Philly) Google is Running Local Services Ads for everything EXCEPT for the following categories of law :

- Traffic Lawyer
 - Estate Lawyer
 - IP Lawyer
 - Tax lawyer
- 



All Practice Areas and Sub categories available for Lawyers in Local Services Ads

In the next slides are screenshots of all sub categories included in each practice area of law available in Local Services Ads.



Bankruptcy Lawyer

Set up your service types

Choose the services for which you want customer leads. Check any services you offer. [Learn how to target your ad](#)

Bankruptcy Lawyer

Business Lawyer

Contract Lawyer



- Select all
- Agriculture bankruptcy
- Chapter 11 bankruptcy
- Chapter 7 bankruptcy
- Creditor harassment
- Foreclosure
- Repossession
- Other
- Bankruptcy litigation
- Chapter 13 bankruptcy
- Corporate bankruptcy
- Debt settlement
- Personal bankruptcy
- Wage garnishment

Business Lawyer

Bankruptcy Lawyer

Business Lawyer

Contract Lawyer



Select all

Banking & finance

Business litigation

Business transactions

Commercial contracts

Incorporation & restructuring

Intellectual property law

Partnership agreements

Securities law

Other

Business licenses & permits

Business taxes

Commercial bankruptcy

Employment law

Insurance law

Mergers & acquisitions

Patents, copyrights, & trademarks

Shareholder disputes

Contract Lawyer

Bankruptcy Lawyer

Business Lawyer

Contract Lawyer



Select all

Assignment of contract

Commercial contracts

Contract negotiation

Employment contracts

Mergers & acquisitions

Partnership agreements

Security agreements

Other

Business transactions

Contract dispute

Contract review

Franchise agreements

Non-disclosure agreements

Power of attorney

Warranties

Criminal Lawyer

< /er

Contract Lawyer

Criminal Lawyer

Disability Law

>

Select all

Corporate representation

Domestic violence

DUIs & reckless driving

Federal crimes

Petty crimes & misdemeanors

Sex offenses

Other

Criminal immigration defense

Drug possession

Expungement

Felonies

Restraining orders

Three-strikes law

Disability Lawyer



Contract Lawyer

Criminal Lawyer

Disability Lawyer



- Select all
- Disability hearings
- Short-term disability
- SSA claim reconsideration
- SSA disability applications
- SSA family benefits
- Supplemental security income
- Workers' compensation
- Long-term disability
- Social security disability insurance
- SSA disability appeals
- SSA disability benefits
- SSA impairment listings
- Veterans disability benefits
- Other

Estate Lawyer



Disability Lawyer

DUI Lawyer

Estate Lawyer



Select all

Charitable giving

Deeds

Guardianship

Power of attorney

Trusts

Other

Contests / litigation

Estate planning

Medical power of attorney

Probate estate lawyer

Wills

DUI Lawyer

DUI with accident



DUI with injury



DUI/DWI



Felony DUI



Invalid tests



Multiple offenses



Other



Reckless driving



Underage DUI



Family Lawyer

< Estate Lawyer **Family Lawyer** Immigration Lawyer >

Select all

<input type="checkbox"/> Adoption	<input type="checkbox"/> Child support
<input type="checkbox"/> Contested divorce	<input type="checkbox"/> Debt division
<input type="checkbox"/> Guardianship	<input type="checkbox"/> Mediation
<input type="checkbox"/> Modification of orders	<input type="checkbox"/> Parent timesharing
<input type="checkbox"/> Paternity	<input type="checkbox"/> Prenups & marital agreements
<input type="checkbox"/> Probate	<input type="checkbox"/> Property division
<input type="checkbox"/> Restraining orders	<input type="checkbox"/> Spousal support & alimony
<input type="checkbox"/> Uncontested divorce	<input type="checkbox"/> Other

Immigration lawyer

< Estate Lawyer Family Lawyer **Immigration Lawyer** >

Select all

Asylum Citizenship

Deportation Family-based immigration

Green card Investment visa

Outbound work permits Student visa

Visitor visa Work visa

Other

IP Lawyer

[<](#) [Immigration Lawyer](#) [IP Lawyer](#) [Labor Lawyer](#) [>](#)

- Select all
- Advertisements
- Export control
- International IP
- IP transactions
- Litigation
- Patents
- Trade secrets
- Other
- Copyright
- Franchises
- IP strategy
- Licensing
- Non-disclosure agreements
- Technology transfer
- Trademarks

Labor Lawyer

< IP Lawyer **Labor Lawyer** Litigation Lawyer Ma >

Select all

<input type="checkbox"/> Employment contracts	<input type="checkbox"/> Employment law
<input type="checkbox"/> Exempt employee status	<input type="checkbox"/> Labor law
<input type="checkbox"/> Labor negotiations	<input type="checkbox"/> Privacy rights
<input type="checkbox"/> Sexual harassment	<input type="checkbox"/> Unpaid overtime
<input type="checkbox"/> Whistle blowing	<input type="checkbox"/> Workers' compensation
<input type="checkbox"/> Wrongful termination	<input type="checkbox"/> Other

Litigation Lawyer

< IP Lawyer Labor Lawyer **Litigation Lawyer** Ma >

Select all

<input type="checkbox"/> Appeals	<input type="checkbox"/> Case assessment
<input type="checkbox"/> Civil litigation	<input type="checkbox"/> Commercial litigation
<input type="checkbox"/> Contracts and agreements	<input type="checkbox"/> Criminal litigation
<input type="checkbox"/> Mediation	<input type="checkbox"/> Settlements
<input type="checkbox"/> Other	

Malpractice Lawyer

< Litigation Lawyer **Malpractice Lawyer** Personal Injury Lawyer >

Select all

Consent issues

Medical negligence

Other

Diagnosis errors

Treatment errors

Personal Injury Lawyer



Litigation Lawyer

Malpractice Lawyer

Personal Injury Lawyer



Select all

Assault & battery

Bicycle accidents

Dog bites

Medical malpractice

Motorist insurance claims

Pedestrian accidents

Slip & fall

Wrongful death

Auto accidents

Catastrophic injuries

Injuries from DUI

Motorcycle accidents

Pain & suffering

Product liability

Workers' compensation

Other

Real Estate Lawyer



Personal Injury Lawyer

Real Estate Lawyer

Tax Lawyer



- Select all
- Commercial real estate
- Encroachment
- Landlord & tenant law
- Mortgage & lending law
- Property damage
- Real estate transactions
- Title services
- Other
- Easements
- Foreclosure
- Litigation
- Neighbor & HOA disputes
- Purchase agreements
- Residential real estate
- Trespassing

Tax Lawyer



Real Estate Lawyer

Tax Lawyer

Traffic Lawyer



- Select all
- Civil tax litigation
- Criminal tax litigation
- Failure to file
- International tax services
- Non-collectible status
- Tax audits
- Tax planning
- Other
- Corporate taxes
- Estate tax planning
- Innocent spouse relief
- IRS tax problems
- Offer in compromise
- Tax liens & levies
- Tax relief

Traffic lawyer




Real Estate Lawyer

Tax Lawyer

Traffic Lawyer

- Select all
- Case assessment
- DUI
- Parking ticket
- Red light ticket
- Suspended license
- Other
- CDL traffic ticket
- Fix-it ticket
- Reckless driving
- Speeding ticket
- Traffic ticket



What I would choose for car accident &
Explanation With Math!




Malpractice Lawyer

Personal Injury Lawyer

Real Estate Lawyer



- Select all
- Assault & battery
- Bicycle accidents
- Dog bites
- Medical malpractice
- Motorist insurance claims
- Pedestrian accidents
- Slip & fall
- Wrongful death
- Auto accidents
- Catastrophic injuries
- Injuries from DUI
- Motorcycle accidents
- Pain & suffering
- Product liability
- Workers' compensation
- Other



Do crossover verticals and categories for next five slides and explanations

Setting Your Hours

Business hours

Add the days and times you're open, if you have a storefront and also travel to customer locations, enter the hours your travel.

Monday Closed

Tuesday Closed

Wednesday Closed

Thursday Closed

Friday Closed

Saturday Closed

Sunday Closed

BACK

NEXT

- ✓ Business details
- ✓ Set up your service area
- ✓ Set up your service types
- **Business hours**
- Preview your ad


Uploading your headshot and how to actually get it to work

- Headshot for Your Ad
- Lawyer License [Add details](#)
- Background Check [Get started](#)
- Customer Reviews [Pending](#)
- Bidding and Budget [Set budget](#)
- Billing Information [Add details](#)
- Lawyers [Add details](#)

Headshot for your ad

Photo submitted
Upload failed. Please try again later

GOOGLE SCREENED Sponsored



ADSQUIRE
★★★★★
32 years in business
Serves Omaha

[CALL](#)

How your ad may look on Google Search
[See headshot guidelines](#)

[Replace photo](#)

Review in progress

It is recommended to use a business headshot that will best represent your business. [Learn more](#)

Need help from our experts?

+1 844-263-9884
9:00 AM - 9:00 PM EDT, Monday - Friday


[Email us](#) [Help Center](#)

- Headshot for Your Ad
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Adding Your Bar license # - set expiration date to five plus years
in the future - glitch

- Headshot for Your Ad Under review
- Lawyer License
- Background Check Get started
- Customer Reviews Pending
- Bidding and Budget Set budget
- Billing Information Add details
- Lawyers Add details

License



Add license details

License/registration Type

Active bar membership with the State Bar of Nebraska with "Active" status

First name

Last name

License number

Expiration date

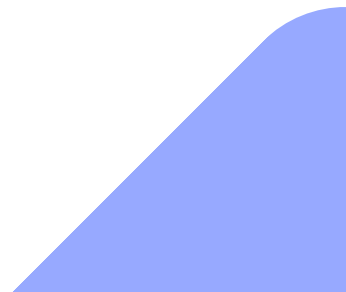

Save

Verification

Usually takes up to 2 days

Professional license verification

By checking the box below, you confirm that you, your business and your workers ("You") carry relevant licenses required to perform work offered and booked through the Local Services by Google platform at all times. Per Google's Minimum Provider Requirements, You are solely responsible for maintaining compliance with applicable laws, regulations, and licensing requirements in each jurisdiction where You offer or provide services.



Initiating the background check and the steps
to follow need to show that process -
insurance document upload - phone call
license check - email check.

- Headshot for Your Ad Under review
- Lawyer License Add details
- Background Check**
- Customer Reviews Pending
- Bidding and Budget Set budget
- Billing Information Add details
- Lawyers Add details

Background Check ✕

- Add business details on Evident**
Sign in to Evident using the email you use for Google Local Services
[Go to Evident](#)
- Owners and consumer-facing employees** ⓘ
Provide Evident with their email addresses, and tell them to look out for an email.

Google works in partnership with Evident to run background checks. Depending on how many business owners and consumer-facing employees you have, this process could take up to 3 weeks. [Learn more](#)







Need help from our experts?

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9:00 AM - 9:00 PM EDT, Monday - Friday



[Email us](#) [Help Center](#)

Google My Business Review Sync

Your reviews from google my business will link here ater details are confirmed. Usually takes a couple hours

-  **Headshot for Your Ad** Under review
-  **Lawyer License** Add details
-  **Background Check** Get started
- Customer Reviews**
-  **Bidding and Budget** Set budget
-  **Billing Information** Add details
-  **Lawyers** Add details


Customer Reviews ✕

-  **Searching for your business on Google Maps** ?
Usually takes 1-2 hours
-  **Get verified reviews**
Send previous customers a custom link to get reviews.
Reviews posted via your link will be marked as verified reviews.
[Learn more](#)


[See link options](#)

You need at least 1 review to go live with your Google Local Services ad. If you already have a business on Google Maps, previous reviews will be automatically applied to your ad. [Learn more](#)

Need help from our experts?

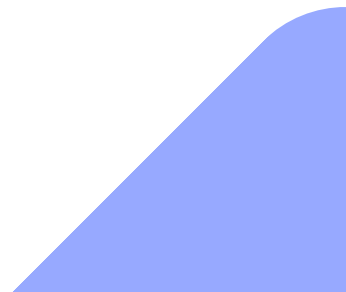
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 [Email us](#)  [Help Center](#)



Bidding and Budget and of course tips and tricks from decades of experience

More screen shots for bidding and budget and explanations taking in account factor/



- Headshot for Your Ad Under review
- Lawyer License Add details
- Background Check Get started
- Customer Reviews Pending
- Bidding and Budget**
- Billing Information Add details
- Lawyers Add details

Bidding and Budget

➔ **Choose your bidding mode**

What's a bid?


- Maximize Leads** Recommended
Choose this option to let Google set your bid and get you the most leads for your budget.
- Set Max Per Lead**
Choose this option to manually set your own bid, the maximum cost you want to pay for a lead.

Next

Set your weekly budget

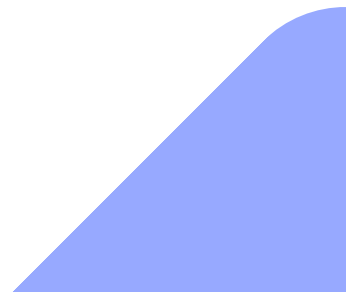
What do you pay for?

How well your ad does depends on your reviews, customer service and more. You only pay for leads related to your business or the services you offer. Weekly spend can be higher or lower based on ad performance, but you never exceed your monthly max. [Learn more](#)



Whats the min?

Generally around 450 and that will get 1-3 calls lol.



- Headshot for Your Ad Under review
- Lawyer License Add details
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- Customer Reviews Pending
- Bidding and Budget**
- Billing Information Add details
- Lawyers Add details

Bidding and Budget ✕

- Choose your bidding mode**
[Edit bidding mode](#)
- Set your weekly budget**
[What do you pay for?](#)
 - \$450 per week
 - \$1,500 per week
 - \$2,250 per week

\$ 100 per week*
The minimum budget is \$450

[Save](#)

How well your ad does depends on your reviews, customer service and more. You only pay for leads related to your business or the services you offer. Weekly spend can be higher or lower based on ad performance, but you never exceed your monthly max. [Learn more](#)

Entering in CC info

- 📷 Headshot for Your Ad
Under review
- ➔ Lawyer License
Add details
- ➔ Background Check
Get started
- ➔ Customer Reviews
Pending
- ➔ Bidding and Budget
Set budget
- Billing Information
- ➔ Lawyers
Add details

Billing information ✕

➔ **Add Billing Details**

Your Local Services ads billing and payments are powered by Google Ads. The payment information entered here can also be used for your Google Ads account and you may be occasionally directed to Google Ads to update your payment information.

Enter payment info

Account type ⓘ
 Organization ▼
Organization name

📄 Add credit or debit card ▼

Card details

ZIP code ⓘ

You'll be charged every 30 days or when you reach your billing threshold, whichever comes first. [Learn more](#)

By continuing you agree to the [Local Services Additional Terms for Providers](#). Please review these terms carefully.

Adding in additional Layers - Tips and tricks

- Headshot for Your Ad Under review
- Lawyer License Add details
- Background Check Get started
- Customer Reviews Pending
- Bidding and Budget Set budget
- Billing Information Add details
- Lawyers**

Lawyers ✕

Number of lawyers at your business
1 lawyer [Edit](#)

Add license details (1/1)

First name Last name

Active bar membership with the State Bar of Nebraska with 'Active' status

License number


Expiration date

Feature this lawyer [?](#)

Add a headshot
[Choose file](#)

[See headshot guidelines](#)

Verification



Thats it lol - now if you want to see how to manage them - and tips and tricks on optamizing for the right calls. [Subscribe here](#) .