

Welton's Wisdom

QUICK TIPS FROM DEATHCARE MARKETING
GURU WELTON HONG



Top Google with Local Service Ads

Showing up at the top of Google search results isn't what it used to be. I'm not saying it's not important; it most definitely is! What I'm actually referring to is how Local Service Ads (LSAs) now appear at the very top of Google's search results—even above traditional pay-per-click (PPC) ads and organic search results. This prime location ensures LSAs are the first thing a potential customer sees when searching for local services related to what the ads offer, aka your funeral home.

By utilizing LSAs, you can effectively target potential clients in your local area. This ensures your services are visible to those who need them most. Here's a few reasons your funeral home might want to invest in LSAs:

- **Builds Trust and Credibility:** LSAs include key information such as business hours, ratings and reviews, which help build trust with potential clients. For funeral homes, establishing trust is fundamental because of the sensitive nature of their services. Positive reviews and ratings displayed right in the ads can significantly influence a family's decision to choose one funeral home over another.
- **Cost-Effective Targeting:** With LSAs, funeral homes pay per lead, not per click. This means they only incur costs when potential customers directly contact them through the ad. This payment model is particularly cost-effective for local businesses like funeral homes, ensuring their advertising budget is spent on leads with a higher likelihood of converting into clients.
- **Enhances Local SEO:** By participating in LSAs, funeral homes also indirectly boost their local SEO efforts. Being prominently featured in local searches increases website traffic and engagement, which are positive signals to search engines and can improve overall search rankings.

LSAs offer funeral homes a targeted, cost-effective and manageable way to reach their local community. The visibility, credibility and direct lead generation capabilities are unmatched, making them an indispensable tool.

Author Bio:

Welton Hong, founder of [Ring Ring Marketing](#)®, is a leading expert in helping funeral homes convert leads from online directly to the phone line. He's the author of the book *Making Your Phone Ring with Internet Marketing for Funeral Homes* and a regular contributor to *American Funeral Director* magazine and several other publications. Welton has a graduate degree in Electrical Engineering from the University of Colorado at Boulder. Prior to starting Ring Ring Marketing, he was a senior technologist at R&D facilities for Intel, Sun Microsystems, and Oracle. He regularly speaks at conferences and other events for people in the death care industry.

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