THE NEW LSA · FREE CHECKLIST

LSA → Performance Max Migration Checklist for Agencies

Run it once per client account. One row per client in your tracker, one box per item. Built from Google's help pages as of November 1, 2026.

01 Before migration

For every client that hasn't moved yet.

- ☐ **Tracker row per client:** category, storefront or service-area, migration wave, migrated yet (Y/N).
- ☐ **Know the wave.** Aug 2026: select US home and storefront service businesses (plumbing, HVAC, electrical, roofing, pest control and similar). Late 2026: service-area businesses without a storefront, and accounts with custom bidding or booking setups. 2027: non-US accounts and all remaining categories.
- ☐ **Find the account administrator.** Google emails the admin 14 days before migration, then a final reminder 7 days later. Not an inbox you watch? Get added or set up forwarding.
- ☐ **Archive performance history now.** Impressions, clicks, weekly spend and ad-level reports don't transfer (lead history does). Save 12 months by month: leads, charged vs. credited, cost per lead, spend.
- ☐ **Record current settings:** weekly budget, bid mode and max cost per lead by category, service types, service areas, hours, ad schedule.
- ☐ **Decide campaign splits.** Per-category targets merge into one campaign-level target. Clients with very different job values need separate campaigns to keep separate targets.
- ☐ **Replace the BBB callout** with at least 6 structured callouts (hours, specialties, payment methods).
- ☐ **Put account ownership in writing:** who owns the LSA account, and what happens to it if the client leaves.

02 Budgets

> **Example:** $2,100/week ÷ 7 = $300/day × 30.4 = about $9,120/month cap. Same spend, different display.

- ☐ **Convert every budget.** Weekly ÷ 7 = daily average. Monthly cap = daily × 30.4.
- ☐ **Flag clients who hit the monthly max.** Google won't charge past it that month, so leads can dry up until the month resets or the budget changes.
- ☐ **Send the budget note before the client logs in** (script in section 08).

03 Bidding

Manual bidding and max cost per lead are gone. Campaigns default to Maximize Conversions.

ACCOUNT	BIDDING CALL
Under 15 leads/month	Stay on Maximize Conversions. Manage spend with budget, not the lead price.
15+ and cost per lead is fine	Leave it. Work on the settings below.
15+ and cost per lead too high	Try Target CPA set near today's actual cost per lead. Review after 2–3 weeks before lowering it.
Very different job values	Separate campaigns, each with its own target.

- ☐ **Target CPA is an average, not a cap.** Google warns it may restrict delivery and lead volume.
- ☐ **Fix the settings that move cost more than bids:** only the service types you want, service area within 2 hours' drive, hours and schedule you can staff, message leads only if someone replies fast, Direct Business Search on or off per client.
- ☐ **Log it:** strategy, target, date set, review date.
- ☐ **New pay-per-lead campaigns** can't be created inside Google Ads yet. New clients still start at g.co/localservices, then get linked to your manager account.

04 Migration day + 14-day watch

- ☐ **Check lead volume daily** against the archived baseline. Google says to allow up to 2 weeks for the migration to finish and performance to settle.
- ☐ **Lead routing number:** now editable in Google Ads, changes in real time. Confirm it rings a person or an overflow that answers.
- ☐ **Message lead delivery** (email, text or both) goes to someone who actually watches it.
- ☐ **Reset lead alerts** under Admin › Notifications. Every account user and direct manager is opted in by default. Name one alert owner and a backup inbox, switch the rest off (one user must stay on), and send a test lead.
- ☐ **Business Profile tripwire.** Name, address and hours sync one way from the Business Profile. Changing the name, storefront address or primary category triggers a review (typically 24–48 hours) and the campaign may pause. Route those changes through one person and log them.
- ☐ **Review AI-generated callouts.** They switch on when a website is attached. Turn off asset optimization for clients who need control over wording.
- ☐ **Save Google's migration support line:** 1-844-205-0011.

05 Lead rating (weekly)

- [ ] **Check Charge Status** on the Leads page: Charged, Not charged, In review, Credited. Google reassesses leads for 30 days and credits poor, duplicate or invalid ones automatically.
- [ ] **Rate leads with the feedback survey** on the Leads page. Google uses it to send better leads and may credit poor ones you report.
- [ ] **Mark leads Booked or Completed.** Google says updating statuses helps it optimize the campaign.
- [ ] **Archive recordings weekly.** Call recordings and sensitive conversation history are kept up to 30 days. Download leads into your CRM.

06 Missed-call billing audit

> **The rule:** a missed call is a charged lead when it comes in during Business Profile hours (and inside the ad schedule, if one is set) and the caller stays on the line more than 20 seconds. Voicemail or an automated greeting counts as connected: charged after 20 seconds, message or not. Phone menus: the timer starts at the first key press. Answered calls are judged on the conversation. The same number or email isn't charged again within 15 days.

- [ ] **Pull every charged phone lead** for the last full month.
- [ ] **Flag three patterns:** recordings with no conversation (ringing or your voicemail greeting), charges at times nobody was on the phones, and repeat numbers after a 15+ day gap.
- [ ] **Match against the client's own call log.** Every charged call with no answered call on your side is a missed-call charge.
- [ ] **Record three numbers per client:** how many, what they cost, what time of day.
- [ ] **Fix in order:** Business Profile hours = staffed hours. Ad schedule = hours you can cover. Overflow at about 15 seconds to something that answers. Stop using voicemail as overflow. Block robocalls at the carrier or call-routing level.

07 Reporting changes

- [ ] **Know the silent failure.** Migrated accounts show in the Google Ads API as Performance Max with local services enabled, not as Local Services campaigns. Tools that pull the old type can show a client at zero leads.
- [ ] **Reconcile weekly:** leads in your report = leads on the Google Ads Leads page for the same dates. If not, your tool hasn't caught up.
- [ ] **Ask every reporting vendor:** "Do you handle Performance Max campaigns with local services enabled?"
- [ ] **Check integrations** that used the lead's email address. Google removed it from the Ads API in v25.
- [ ] **Mark the migration date** on every chart and compare against the archived baseline.
- [ ] **Report cost per booked job**, not just cost per lead.

08 Client communication

- [ ] **2 weeks out:** "Google is moving your Local Services Ads into Google Ads around _____. Your leads, lead history and Google Verified badge come with you. We've saved your reporting history and we'll check the account daily for the first two weeks."
- [ ] **Budget:** "Your budget now shows as a daily average. Same spend, different display."
- [ ] **Bidding:** "Google removed the manual bid. Here's what we set and why: _____."
- [ ] **Missed calls:** "Last month you were charged for _____ missed calls, mostly around _____. Here's the fix."
- [ ] **First report after:** Migration date marked, compared against the saved baseline, cost per booked job included.

Want us to run this across your roster?

Book a 30-min call. Bring your client list and we'll go through migration status, missed-call charges and lead alerts on your accounts with you.

Book a 30-min call lsacommand.com/discovery

Sources (Google, checked Nov 1, 2026; Google edits these pages often, so re-check before acting): LSA transition to Performance Max: support.google.com/google-ads/answer/17213585 · Best practices for pay-per-lead goals: support.google.com/google-ads/answer/17326561 · About goals and leads for pay-per-lead goals: support.google.com/google-ads/answer/17325352 · How leads work (missed calls): support.google.com/localservices/answer/7195435 · Google Ads API release notes (v25): developers.google.com/google-ads/api/docs/release-notes

© 2026 LSA Command. Google and Google Local Services Ads are trademarks of Google LLC. LSA Command is not affiliated with Google.

✓ Client tracker

One row per client. Tick each column as it's done; copy the columns into a sheet for a bigger roster.

Client	Wave / migrated?	Admin email we watch	History archived	Budget note sent	Split decided	6 callouts	Bidding set + logged	Alerts tested	Missed-call audit	Report reconciled