



DEXORA DIGITAL | GOOGLE ADS UPDATE

Google just killed the Local Services Ads dashboard.



If you run LSA for home services, this starts next month.



Export your performance history before migration.

Overview

Leads

1,248

↓ 18%

vs previous 30 days



Cost

\$2,540.00

↓ 12% vs previous 30 days



Top Services



Plumbing	38%
HVAC	24%
Electrical	18%
Other	20%

Plumbing • HVAC • Electrical • Roofing • Cleaning • Pest Control • Lawn Care



The platform changes. Data loss is the irreversible part.



What stays the same

The core product is not changing.



Pay-per-lead pricing — you still pay for real leads, not clicks



Search and Maps placements only



Keywordless targeting based on your services and service area



Your Google Guarantee or Google Screened badge



Your lead history



You still pay for leads, not clicks.



What is going away

This is the part most advertisers need to prepare for.



The standalone LSA dashboard



Manual cost-per-lead bidding



Industry-level Target CPA



BBB callouts



Historical performance reports — these do NOT transfer



Any report you do not export before migration is **gone permanently.**



Migration timeline



August 2026

Plumbers, HVAC, electricians, appliance repair, cleaning, lawn care, roofing, pest control, and moving services



Late 2026

Broader service-area businesses and custom bidding accounts



2027

All remaining categories and non-US accounts



Google sends a 14-day warning email, then a 7-day reminder.



What to do **now**



Export LSA performance history now



Review the weekly-to-daily budget conversion



Know the monthly cap: daily budget $\times$ 30.4



Watch your inbox for migration emails



Lawyers, real estate agents, and financial planners: your wave comes later



The product stays. The dashboard changes.
The data loss is irreversible.

