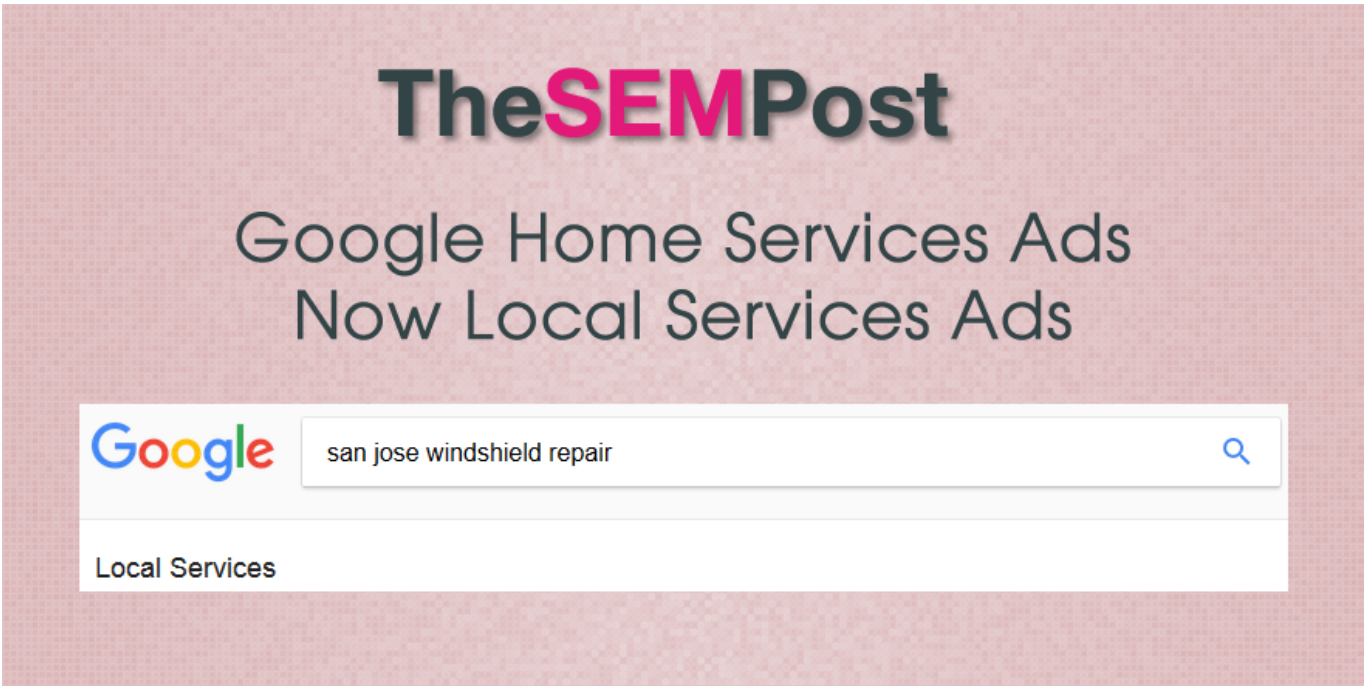
Google Home Services Ads Now Local Services Ads; Expanded Categories



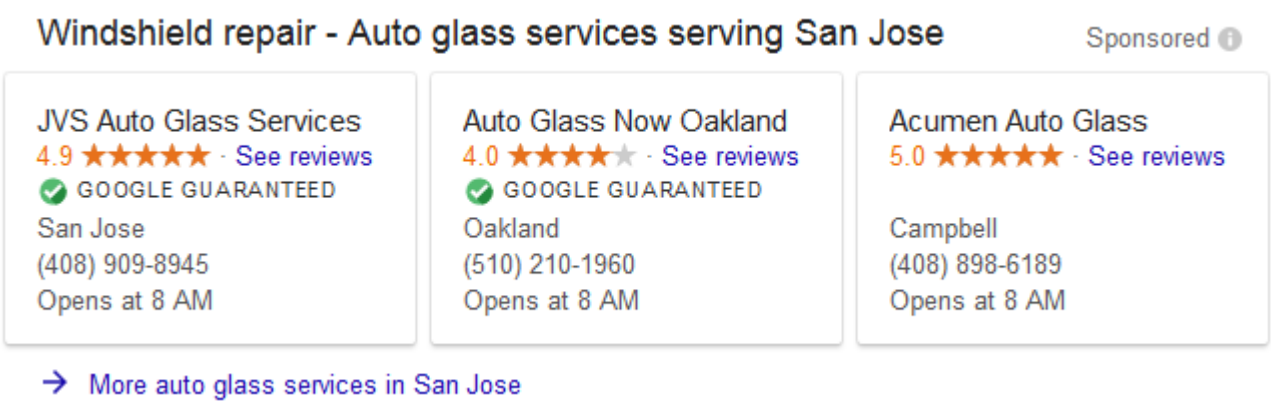
Google is changing the name of Google Home Services Ads to Google Home Local Services Ads.

At Pubcon, Nathan Johns from Google talked a bit about Home Services Ads and revealed that they were changing their name.

> *Google Home Services changing to Google Local Services, @NathanJohns #pubcon*
>
> *— Jennifer Slegg (@jenstar) November 9, 2017*

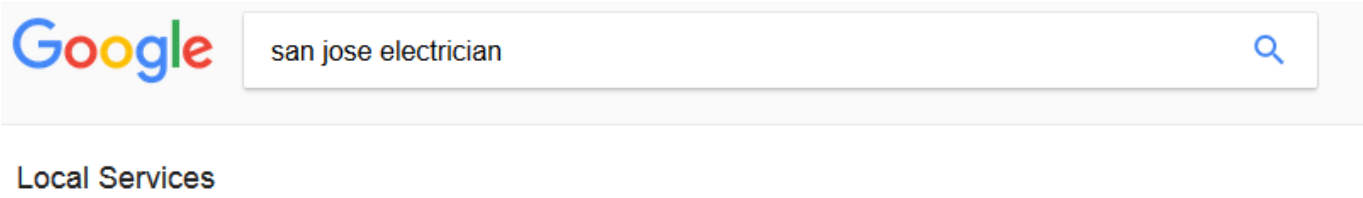
One of the reasons for the change could be that they are expanding out of services specifically for the home.

For example, windshield repair, which is definitely not a "home service" is now a category.

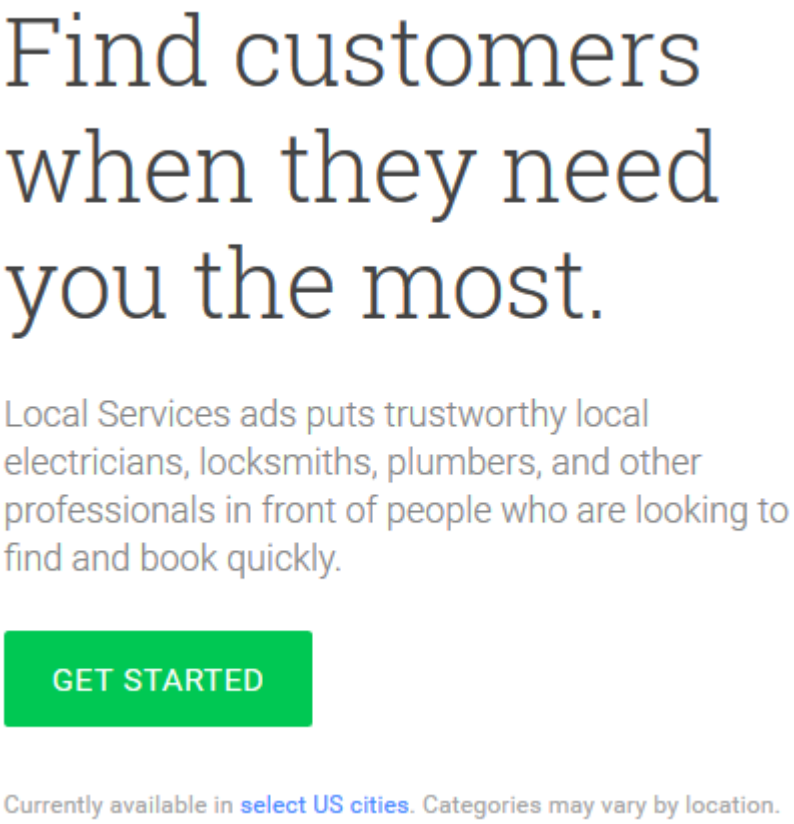


So they are expanding to businesses such as dentists, auto repair, etc that wouldn't fit under the "home services" umbrella, so the name change does make a lot of sense.

Google has already rebranded their pages to show the new Local Services name in the search results…



As well as in their support documents.



The following two tabs change content below.
Jennifer Slegg is a longtime speaker and expert in search engine marketing, working in the industry for almost 20 years. When she isn’t sitting at her desk writing and working, she can be found grabbing a latte at her local Starbucks or planning her next trip to Disneyland.She regularly speaks at Pubcon, SMX, State of Search, Brighton SEO and more, and has been presenting at conferences for over a decade.

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