Apex Media Solutions Launches New Advertising Tracks to Better Support Local Business: Google Ads and Local Service Ads

STUART, FL, UNITED STATES, September 17, 2026 /EINPresswire.com/ -- Apex Media Solutions is expanding their services to include Google Ads and Google Local Service Ads (LSA). New managed ad services give small businesses more authority in customizing their online visibility and generate higher quality leads.

> We believe small businesses are the backbone of the country...we want to make sure we support the small businessperson to do more than just work in the business, but work on the business."
>
> *Steve Majeski, Senior Advertising Strategist at Apex Media Solutions*

Key Facts:
• Apex Media Solutions (apexmediasol.com), a digital marketing agency services small businesses across the US and Canada, is launching new managed ad services
• New services include Google Ads, a pay-per-click model, and Local Service Ads, a pay-per-lead model
• Managed ad services work alongside Apex Media Solution's existing, fully managed local SEO, Google Business Profile, and directory sync services

Why is Apex Media Solutions expanding their services?

Small and mid-sized businesses increasingly compete for a shrinking amount of attention on the search results page, where paid placements, map results, and organic listings all compete for the same click. Apex's new managed ad service introduces a new competitive edge, bringing their clients directly to the top of the search engine results (SERP) page. The position of a result in the SERP is considered the most important factor in determining click-through rate (CTR), in fact the first search result receives 2.5 times more clicks than the second or third result listed.

What do these new services look like?

Dedicated Apex ad specialists work with small businesses to develop hand-crafted keyword and creative strategies, easing the stress of complicated campaign research and development from small, local teams.
Supported by combined decades of experience, our team manages budget recommendations and continuously track ROI analytics to optimize client's ad spend and maximize leads.

What's the difference between the new services?

Google Ads charges a business for every click an ad receives, regardless of whether that click turns into a customer. In exchange, businesses get significantly more control over keyword and creative strategy as well as full visibility into ad spend and ROI. Apex ad specialists guide businesses through which campaign strategy will work best for their unique circumstance:

• Performance Max campaigns broadly distribute content across all of Google's services
• Smart campaigns allow the highest level of keyword and creative flexibility to target specific audiences
• Search campaigns place business directly at the top of the search page based on competitive bidding

Google LSAs place business at the very top of the SERP, before organic and sponsored search results, and are labeled with "Google Guaranteed" badge. LSAs function on a pay-per-lead model, only charging businesses when a qualified customer actually calls. Price per call is based on industry and the local market, rather than a bidding system. Apex ad specialists continuously manage LSA accounts to verify clients are only being charged for qualified leads.

How is Apex Media Solutions Supporting Small Businesses Beyond Ad Services?

Ads that are not supported with organic content means that leads are rented, not owned. Apex ad specialists work to understand client's needs holistically, ensuring effective strategy alignment every step of the way. Paid ad services capture immediate leads, while Apex's organic optimization services build visibility over time. Neither can replace the other. Local and paid services work in tandem to ensure businesses see a steady, continued stream of new and returning clients. .

About Apex Media Solutions

Apex Media Solutions is a full-service digital marketing agency serving more than 10,000 businesses across the United States and Canada with a simple mission: make sure every business we work with has the digital visibility it deserves. Built on precision and driven by results, we are committed to building personalized strategies through strong client-specialist relationships, giving businesses the local attentiveness of a boutique agency with the reach and resources of a national one.

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