



# GOOGLE LOCAL SERVICES

**What is Google Local Services?** An ad unit that generates calls/leads for local home service based businesses. These ads are available on desktop and mobile in select markets.

**What is the goal of Google Local Services?** Google Local Services puts trustworthy local HVAC companies and other home services providers in front of customers who are actively looking to find a credible company for immediate service or installation.

**What verticals does it cover?** HVAC / Plumbing / Electrician / Garage Door / Locksmiths / Roadside Assistance / Auto Glass / Painting / Handyman / House Cleaning/ Roofers.

**How are ads targeted?** We define the service area but ads are targeted in two ways: Estimated location of person at time of search and names of location (city they are looking for) in searches.

**How much does Google Local Service Ads Cost?** GLSA is a pay-per-lead program where you are only charged when a potential customer calls you for a specific service that you provide. For the HVAC industry, a GLSA lead can cost between \$25 and \$30 per lead (this will vary per vertical and market).

**What constitutes a lead?** Business answers a phone call and speaks with the customer. Business receives a voicemail from the customer.

**What is not a lead?** Ad clicks, profile views, impressions, calls that are not related to the business/service offered, missed calls that are not returned, and a service requested that is outside of your service area provided. Please keep in mind, depending on the circumstance, you can try to dispute a call as well.

## What is required to join Google Local Services?\*

To become Google Guaranteed, a business must complete background checks. Below is a list of information that is required to complete the background checks. The background check verification process takes around 3 to 4 weeks. Once all information has been provided, it takes about an additional two weeks and then your ad will be eligible for activation.

- Copy of Certificate of Insurance
- Copy of Contractors License
- Completion of background checks (Business Entity, Business Owner, and Field Employees)

*\*All require approval from Google*