



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*