

## Why has Google created the Google Local Services Program (GLS)?

- Google wants to ensure that only trusted and reliable contractors are allowed to advertise at the top of Google.

## Who is eligible for the GLS program?


- Contractors in 100+ North American cities are eligible. Contact us to confirm if Google Local Services is available in your city.

## What do I need to do to be approved for the Google Guarantee Program?

- Business owners must complete the Google Local Services application.
- Interested business owners need to submit their license, insurance, and provide a valid credit card.
- Business owners and all field technicians must submit a background check to Pinkerton Security.

*Note: A conviction record will not automatically bar someone from approval*

## What does it mean to be Google Guaranteed?

- Google Guaranteed providers are background-checked and meet relevant insurance and licensing requirements.
- You can identify an eligible pro because they have the  Google Guaranteed symbol beside their name in search results and on their profile page.

## What is the cost for Google Local Service Ads?

- GLS is a pay-per-lead program where you are only charged when a potential customer calls you for a specific service that you provide.
- Lead price differs by city.

## What support will SearchKings provide?

- Free account setup and management.
- Dealers are eligible for a **15% discount** off the lead price if the account is managed SearchKings (*limited time offer*).

## What do I need to get started?

- Business owners need to upload a copy of their license and insurance.

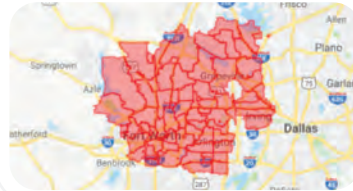
## CUSTOMIZE YOUR SETTINGS

### AD SCHEDULING

Your ad is on   
You will receive leads during the times you scheduled.

Same-day service   
Show customers that you have availability today.

### GEO-TARGETING



### SET YOUR JOB TYPES

AC maintenance

Install heating system

Clean ducts & vents

Install thermostat

### SHOW UP WHEN AVAILABLE

Monday	8:00 AM - 6:00 PM
Tuesday	8:00 AM - 6:00 PM
Wednesday	8:00 AM - 6:00 PM
Thursday	8:00 AM - 6:00 PM
Friday	8:00 AM - 6:00 PM
Saturday	Closed
Sunday	Closed

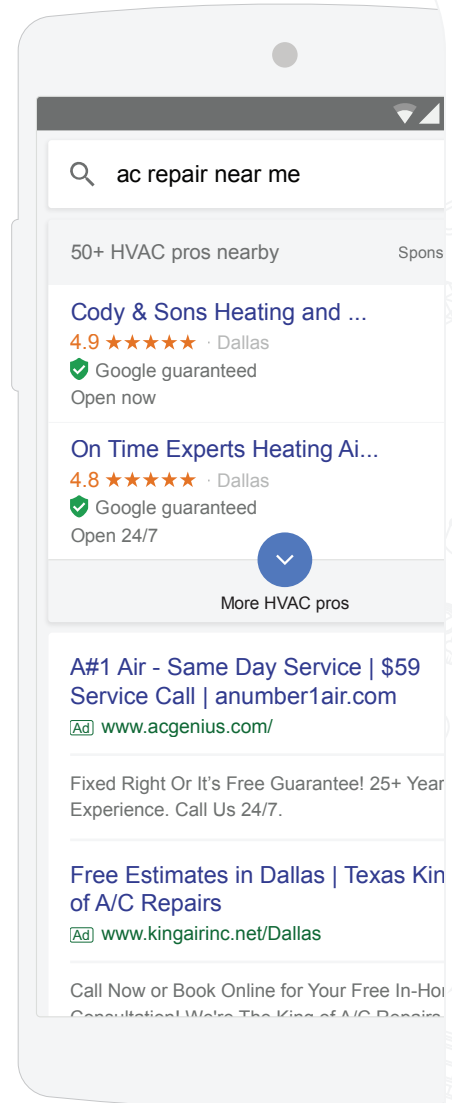
### SET YOUR WEEKLY BUDGET

Spent this month through October 1 \$51.00

Average weekly budget \$1,000.00

### SHOW UP WITH A BADGE

**Cody & Sons Heating and ...**  
4.9 ★★★★★ · See reviews  
✓ Google guaranteed  
Dallas  
(214) 339-3401  
Open Now



To start your Google Local Services application, please visit [searchkings.com/lisa](https://searchkings.com/lisa) or call us at 1 (888) 335-4647 x 3

**SearchKings**

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