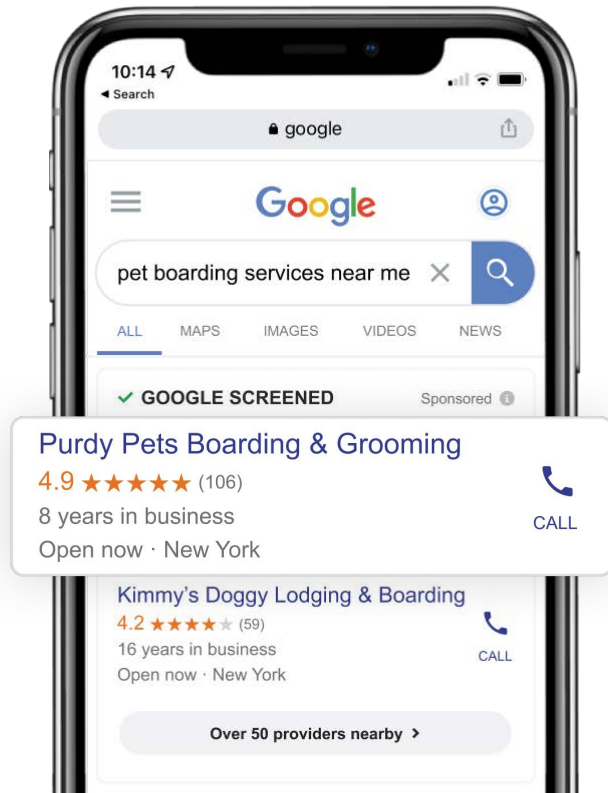


Google Local Services Ads

Local Services Ads Lead Generation Program for Professional Service Businesses

Participating companies that meet Google’s qualification criteria are given the opportunity to be listed at the top of the results page when a user is searching for a specific service.



How does Google's Local Services Ads work?



To participate in the program, advertisers must pass Google’s screening and qualification process in order to earn their **GOOGLE SCREENED** badge.



Customers who search for your type of business are shown three (two on mobile) verified listings of qualified providers at the top of their search results page.



To contact the provider, the user calls the presented phone number which connects the customer to the business.

How much does a lead/opportunity cost?

Google’s Local Services Ads is a pay per call program where you are only charged for calls over 30 seconds. This is to ensure you are only charged for legitimate leads. Clients can also receive message leads.

Brightest Way - Daycare

4.5 ★★★★★ (53)

3 years in business

Open now · New York



Early Years - Child Care Center

4.9 ★★★★★ (284)

15 years in business

Open now · New York



Early Teachings - Child Care Services

5.0 ★★★★★ (89)

9 years in business

Open now · New York

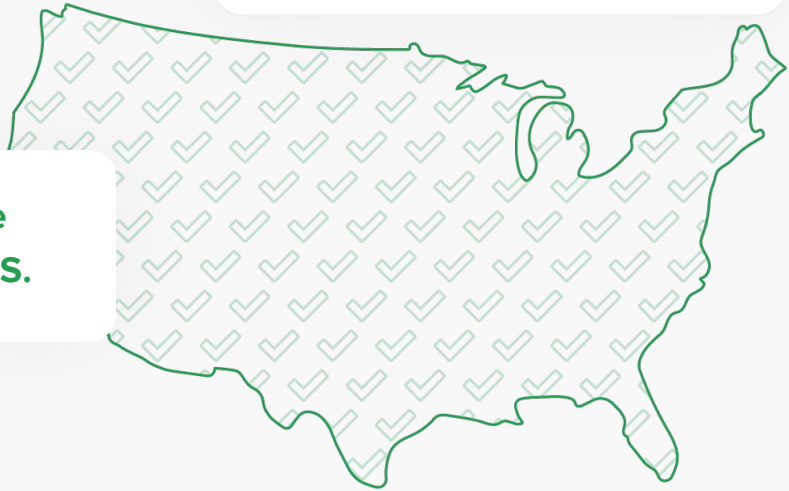


How does Google rank service providers?

This verified directory rewards providers based on their quality of service and reliability.

Service providers that demonstrate high responsiveness and receive a large number of positive customer Google reviews are ranked higher and show up at the top of the search engine results page more frequently.

The program is available nationwide across the US.



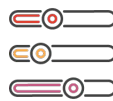
WHY SHOULD MY BUSINESS JOIN?



Earn a **✓** GOOGLE SCREENED badge and earn the trust of potential clients when searching for a provider online.



Pay only for actual leads & opportunities (not for clicks).



Take advantage of advanced settings to identify a specific set of customers you are interested in.

Get Started →

As a SearchKings customer, you get access to:

- Expedited approval process
- Dedicated account manager
- Ongoing account lead optimization