

Google Local Services

FAQ

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?


- Select home service businesses across North America are eligible. To confirm if Google is live or launching in your city, contact lsa@searchkings.com

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

- Business owners must complete the Google Local Services application and complete a background check. Please apply through forms.searchkings.com/lsa.
- Interested business owners need to submit their license, insurance, and provide a valid credit card.
- For certain verticals, field technicians must submit a background check.

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 by 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. Contact us for current pricing.

What support will SearchKings provide?

- Free account set up and account management.

How do I sign up?

- To start your Google Local Services application, please complete the form below.
- Business owners need to upload a copy of their license and insurance.

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searchkings.com/LSA

EMAIL US

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CALL US

1 (888) 335-4647 x 3

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