

GET YOUR BUSINESS GOOGLE GUARANTEED

Follow the steps of this guide to get your business listed as a Google Guaranteed Business

Let's get started...

STEP 1: CREATE A GOOGLE LOCAL SERVICE ACCOUNT & CREATE YOUR BUSINESS PROFILE



1. First, go to the Local Services by Google signup page found at the following link, and click on the blue GET STARTED button.

- https://ads.google.com/localservices/signup
 - This link will open in a new tab

1 Welcome 2	Sign up 3 Create your profile	
	Show customers your Google Guarantee Connect with local customers Badge of trust Only available through Local Services by Google OOGLE GUARANTEED You automatically apply for the Google guarantee when you sign up for Local Services ads. To earn your badge and get your ad in the Local Services ads unit, you must pass the background check and have your license and insurance details verified. Licenses may not be required for all verticals. Learn more	GOOGLE GUARANTEED

2. Click on the blue CONTINUE button on the next Welcome Page

≡ Google		
1 Welcome 2 Sig	n up ——— 3 Create your profile	
Eligibility		
United States		·
Florida	ZIP code 34479	
Job category Roofer		. /
Do you have insurance, Google will verify your licer more about requirements t	and meet all local license requirements for you see and insurance to qualify you for the Google guarant o receive the Google guarantee.	r field? ee. Learn
Yes		
0 10	СНЕС	K ELIGIBILITY

3. Choose the **COUNTY**, **STATE** & add the **ZIP CODE** for your business.

 \rightarrow Select the correct **JOB CATEGORY** for the services you provide.

 \rightarrow Then check **YES** that your business has insurance and meets all local requirements to provide services in your city.

 \rightarrow Last, click on the blue CHECK ELIGIBILITY button.

🥑 Welcome 🛛 🕑 Sign up	Create your profile
	Business details in information as your want it to appear as Business phrare Business ph

4. If your business is eligible, you will now see a Next Step: Create Your Profile prompt. Click on the blue **CREATE PROFILE** link to continue.

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nter information as you want it to appear in your or	ofile	Set up your service area	
		Set up your service types	
icala Roofing Inc.		Business hours	
		Preview your ad	
1 352-622-5235	https://ocalaroofing.com		
formation below will not be shown to customers			
wher's first name	Owner's last name		
layne	Smith		
stal oumber of fieldworkers sociuting you)	Year founded		
	2018		
Storefront address (customers visit yo	u here)		
552 NE 23rd Ct			
ny .			
icala			
	34479		
lotida			
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5. Add your business information and click on the blue NEXT button.



6. Type in your **business's service area(s)** in the city/zip box, and select the correct location to add the areas you provide services to.

 \rightarrow Then click the **NEXT** button.

Set up your service type	S	✓ Business details
Choose the services for which you wa <mark>arget your ad</mark>	nt customer leads. Check any services you offer. Learn how to	✓ Set up your service area
Select all Attic venting Gutter repair Roof damage repair Roof installation Skylight installation	 Gutter installation Other Roof inspection Roof repair Skylight repair 	Set up your service types Business hours Preview your ad
Only accept jobs you're qualified of maintaining compliance with app jurisdiction where you offer or pro	or licensed to complete. You're solely responsible for licable laws, regulations, and licensing requirements in each vide services. Learn more	

7. Select all of the **Service Types** your business provides locally, and click on the blue **<u>NEXT</u>** button.

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	Sunday	Closed	BACK NEXT	V

8. Add your business hours, and click on the blue **<u>NEXT</u>** button.

Velcome Sign up 3 Create your	profile	
Preview your ad Here's how your ad may look to To make your ad more effectiv provide. Learn more By continuing you agree to the use of binding arbitration to re	o customers searching for you Your ad on Google Search Ocala Roofing Inc. ***** - See reviews @ GOOGLE GUARANTEED Ocala (352) 622-5235 ** conboarding terms. Please review these terms carefully. They include solve disputes rather than jury trials or class actions. BACK	 Business details Set up your service area Set up your service types Business hours Preview your ad

9. You will then be presented what your Google Local Service Ad will appear like. Verify that the information is correct and click on the blue **NEXT** button.

You have now successfully created your Local Services by Google <u>Profile for your business!</u>

STEP 2: GET 1 REVIEW FOR YOUR BUSINESS USING PROVIDED LINK

≡ Status dashboard			
	Go live with a badge of trust GOOGLE GUARANTEED - To earn your badge and advertise on Google, yo verification, Learn more You can expect an update from Google within 2-3 weeks.	ou must complete the steps below and pass	
	Your next steps to go live	Why these steps ⑦	
	Create Local Services ads account	~	
	Create your profile		
	Use your review link to get at least 1 customer review	START	
	Set your budget and enter payment info	START	
	Add license and insurance details	START	
	Complete background check with Evident	START	

On the next screen, click on the blue **<u>START</u>** button to get your business's Local Services by Google profile review link...



Within the popup that appears, you will see the instructions to use your Google Review link to acquire at least 1 review by sending it to recent customers to leave a review for your business. \rightarrow **Copy this link and send** by email / text/ social message to as many recent customers kindly <u>asking them to leave a positive review</u> of their experience with your business.

<u>After copying the link to use</u>, make sure to click on the blue <u>SAVE</u> link at the bottom to activate the review link.

STEP 3: SET YOUR AD BUDGET & PROVIDE PAYMENT INFORMATION

\equiv Status dashboard		
	Go live with a badge of trust GOOGLE GUARANTEED - To earn your badge and advertise on Google, you must complete the steps below and pass verification. Learn more	
	Your next steps to go live Why these steps ⑦	
	Create Local Services ads account	
	Create your profile	
	Use your review link to get at least 1 customer review CONTINUE	
	Set your budget and enter payment info	
	Add license and insurance details	
	Complete background check with Evident	
	Verification status Why these steps 🕥	

Next, click on the blue **<u>START</u>** button to set your ad budget and enter payment information for ad payments.

Status dashboard		
Go liv	Set your budget and enter payment info You only pay for leads related to your business or the services you offer	
© 600 verificat	ENTER BUDGET SET PAYMENT INFO	
Your	○ Weekly budget Leads ss ⊘	
Θα	\$ 150.00 Average weekly 3 Target weekly budget 3 leads	
± c	\$651.43 monthly max 13 monthly estimate	
	NUE	
🚍 s	Weekly budget This is your average budget each week. Weekly spend will vary but you will never exceed your monthly T Ass. Learn more	
	Monthly max This is the most you'll spend each month. Undating your average weekly burbet mid-month will	
😯 c	automatically update your monthly max and remaining spend.	
Verific	Viou only pay for leads related to your business or the services you offer. Learn more	

 \rightarrow Within the popup, set your Weekly Ad Budget of a minimum of \$150 per week.

Then, click on the **SET PAYMENT INFO** link at the top of the popup to add your business payment information.

Status dashboard		1
Go live	Set your budget and enter payment info You only pay for leads related to your business or the services you offer	
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e c	Add credit or debit card	~
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12 U.	ZIP code	NUE
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	You'll be charged every 30 days or when you reach your billing threshold, whichever comes first. Learn more. By continuing you agree to the Local Services Additional Terms for Providers. Please review these terms	
@ c	canfully. By continuing, you agree to the Google Ads Terms . They include the use of binding arbitration to resolve disputes rather than jury trails or class actions. Hease follow the instructions in the terms below If you wish to opt out of	/⊉
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a u	SUBMIT	nding

Add your business's credit card or debit card information, then click on the blue **<u>SUBMIT</u>** button.

STEP 4: ADD YOUR LICENSE & BUSINESS INSURANCE DETAILS

Status dashboard		
	Go live with a badge of trust GOOGLE GUARANTEED - To earn your badge and advertise on Google, you must complete the steps below verification. Learn more	w and pass
	Your next steps to go live why the	rese steps ⑦
	Create Local Services ads account	~
	Create your profile	~
	Use your review link to get at least 1 customer review	CONTINUE
	Set your budget and enter payment info	START
	Add license and insurance details	START
	Complete background check with Evident	START

 \rightarrow Click on the blue **<u>START</u>** button for "Add license and insurance details" to add needed information for your business...

Go liv	with a badge of trust	
© GOI Verifica	Add insurance, license and registration details You must meet all applicable requirements to get the Google guarantee.	2015
Your		ma (?)
Θ	General liability Insurance details	~
	Insurance amount (optional) Expiration date Expiration date	1
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	Learn more about Google's loanes and insurance requirements	
	CLOSE SAVE	

First, Add your Insurance Information & upload a copy of your business's CERTIFICATE OF LIABILITY INSURANCE document.

Then, add all licenses and registrations held by your business.

Next, check the **I agree** box to confirm that your business carries all licenses required to provide services in your area.

Last, click on the blue **SAVE** link found at the very bottom of the popup.

STEP 5: COMPLETE YOUR BACKGROUND CHECKS WITH EVIDENT

Status dashboard		
	Go live with a badge of trust GOOGLE GUARANTEED - To earn your badge and advertise on Google, you must complete the steps below and verification. Learn more 	1 pass
	Your next steps to go live Why these s	teps ⊘
	O Create Local Services ads account	~
	Create your profile	~
	Use your review link to get at least 1 customer review CON	TINUE
	Set your budget and enter payment info	ART
	Add license and insurance details	ART
	Complete background check with Evident	ART

 \rightarrow Click on the blue <u>START</u> button for "Complete background check with Evident" to submit required background check information.



Within the popup, you will find the instructions of what is needed to provide background check information. Click on the **<u>GO TO EVIDENT</u>** link at the bottom to proceed.



You will be taken to EvidentID.com.

 \rightarrow Click on the **<u>SIGN IN WITH GOOGLE</u>** button.

G Sign in with Google
Choose an account to continue to evidentid.com
Ocala Roofing sales@ocalaroofing.com
② Use another account
To continue, Google will share your name, email address, language preference, and profile picture with evidentid.com.
English (United States) - Help Privacy Terms

IMPORTANT

Make sure you are signing in with <u>the same Google Account</u> that was used to set up your Local Services By Google Account.



 \rightarrow Click on the blue $\underline{\textbf{ALLOW}}$ button to create your Evident ID account using your Google Account.

🗞 evider	nt
Google is requesting information from you	sales@ocalaroofing.com -
Action required to complete your Local Services by Google f	Business Verifications
Business Address Please provide the business address	
Fieldworker Emails A fieldworker is defined as any worker, including cor workplaces in customer's homes, workplaces that do not go into homes do not need to be backgr types require worker background checks. (Learn mor representative and who is a fieldworker.)	stractors and subcontractors, who or other properties. Office workers ound checked. Not all business re about who is an authorized
Business Legal Name Please provide the registered name of your business documents	s as found on license and legal
Google User ID Google user ID is automatically retrieved from Goog no action is required	le based on your login credentials,
Service Categories Service categories are automatically retrieved from used	Google based on the credentials

 \rightarrow Provide any needed missing information, such as business address, to finish setting up your Evident ID profile.

If all needed information is provided by signing in with Google account, you will be taken to the next page.

📀 evident	
Google is requesting information from you	
Action required to complete your Background Check	
Social Security Number Please enter your social security number	
Fair Credit Reporting Act Disclosure and Authorization Please review, accept and authorize	
Residents of MN, NY, OK, OR, and WA Please review, accept and authorize	
Dispute Resolution Addendum Please review, accept and authorize	
California Disclosure Regarding Consumer Reports & Investigative Consumer Reports Please review, accept and authorize	
United States Identity Document Please provide images of your driver's license, identity card, or passport issued by United States.	
Your privacy is important to us: Often the response shared with the requesting third party will be a "tes" or "Xe" regarding the authenticity of your submission: protect your personal information. Learn more.	This is done to

 \rightarrow Provide the needed information for <u>each</u> section by clicking on the box to complete.

Evident will then provide needed information to Google to complete your verification process.

CONGRATULATIONS! YOU HAVE COMPLETED ALL STEPS TO GET YOUR BUSINESS GUARANTEED BY GOOGLE!

After completing these steps, you will receive an update from Google within 2-3 weeks on your business becoming Google Guaranteed. Your ads will then immediately begin to show after the verification has been successfully completed and approved.

You are able to see when your business has been approved by viewing the Verification Status box found at the very bottom of the Local Services By Google page. Once everything is approved, that status will change from Pending to Approved, and your ads will begin immediately showing in the Local Services Ads found in local search results.

Verification status	Why these steps ⑦
E License and insurance check	Pending
Background Check	Pending