



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

Local Services by Google Overview How it works Cost FAQ Contact 1-833-272-1444 Sign in Get started

Book local jobs and grow your business

Local Services ads help you connect with people who search on Google for the services you offer. Your ads will show up for customers in your area, and you only pay if a customer contacts you directly through the ad.

[Get started](#)

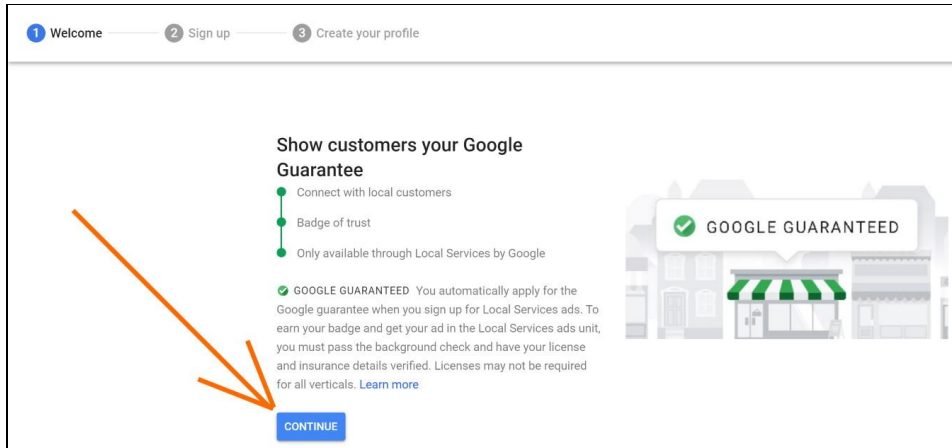
Call to get set up by a Google specialist

local house keeping
Happy Housekeeping
5.0 ★★★★★
GOOGLE GUARANTEED
Open now • Los Angeles
CALL

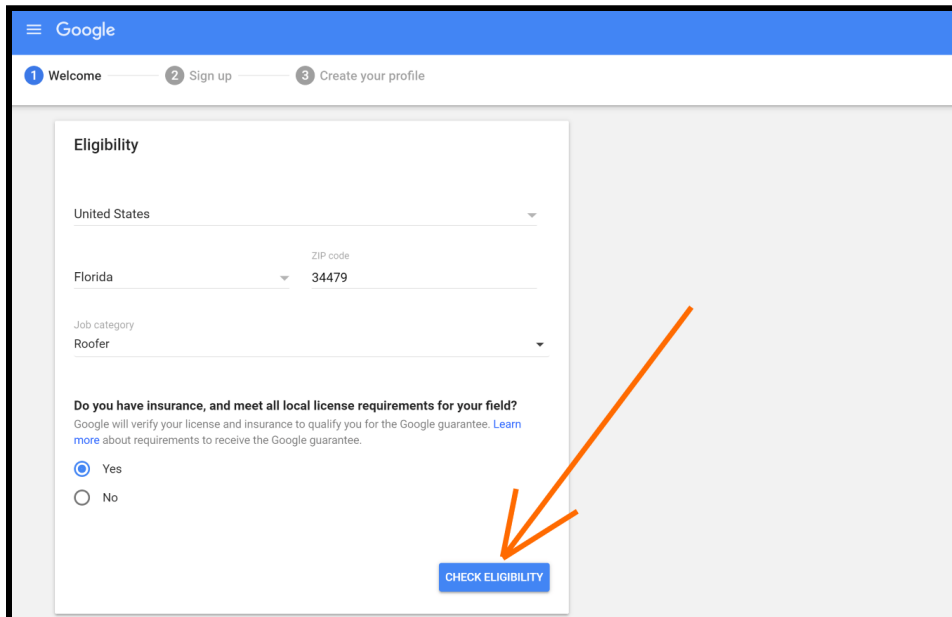
Call for sign up help

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*



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

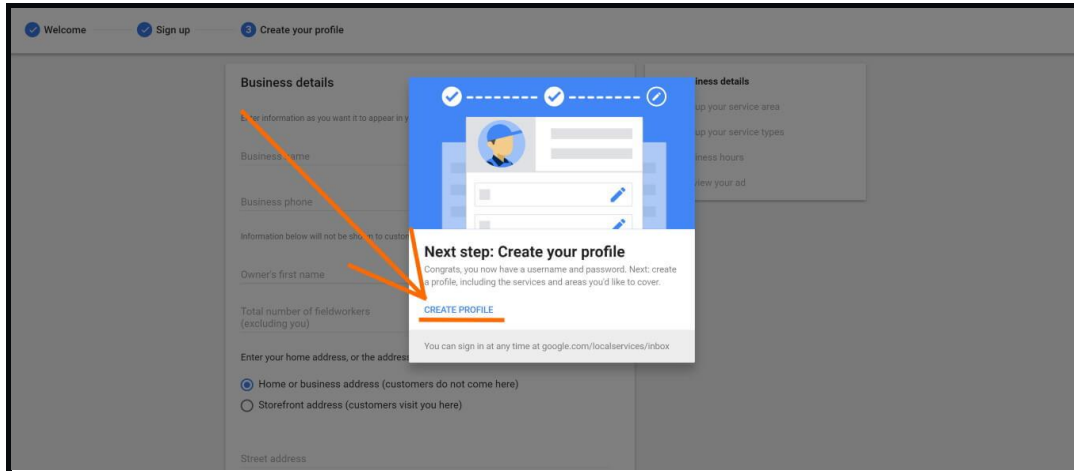


3. Choose the **COUNTY, STATE** & add the **ZIP CODE** for your business.

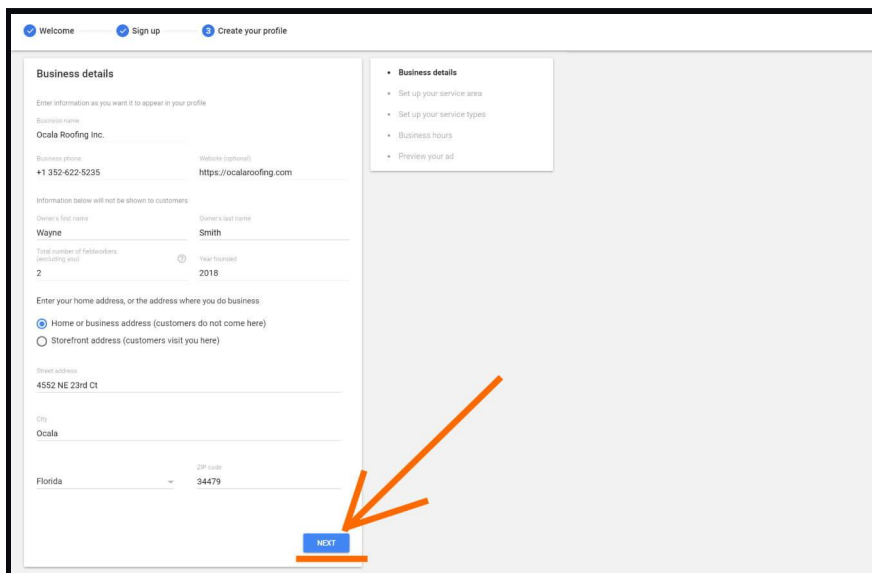
→ Select the correct **JOB CATEGORY** for the services you provide.

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

→ Last, click on the blue **CHECK ELIGIBILITY** button.



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.

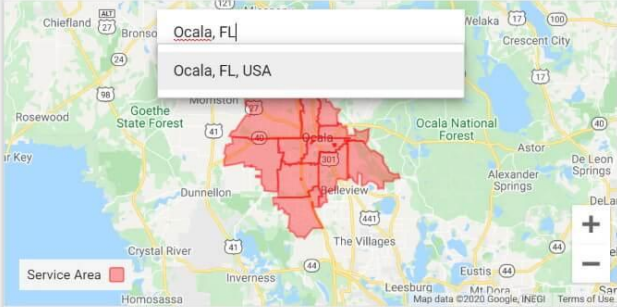


5. Add your business information and click on the blue **NEXT** button.

✓ Welcome — ✓ Sign up — 3 Create your profile

Setup your service area

Choose the areas for which you want customer leads. Uncheck any areas you don't serve. Add more areas by searching below. Your ad will be shown to users who search for, or who are estimated to be located in, areas that are within your service area. [Learn how to target your ad](#)



Service Area

1 Cities targeted
12 Total ZIP codes

Cities(1)
Ocala (12/12 ZIP codes)

ZIP codes (12/12)

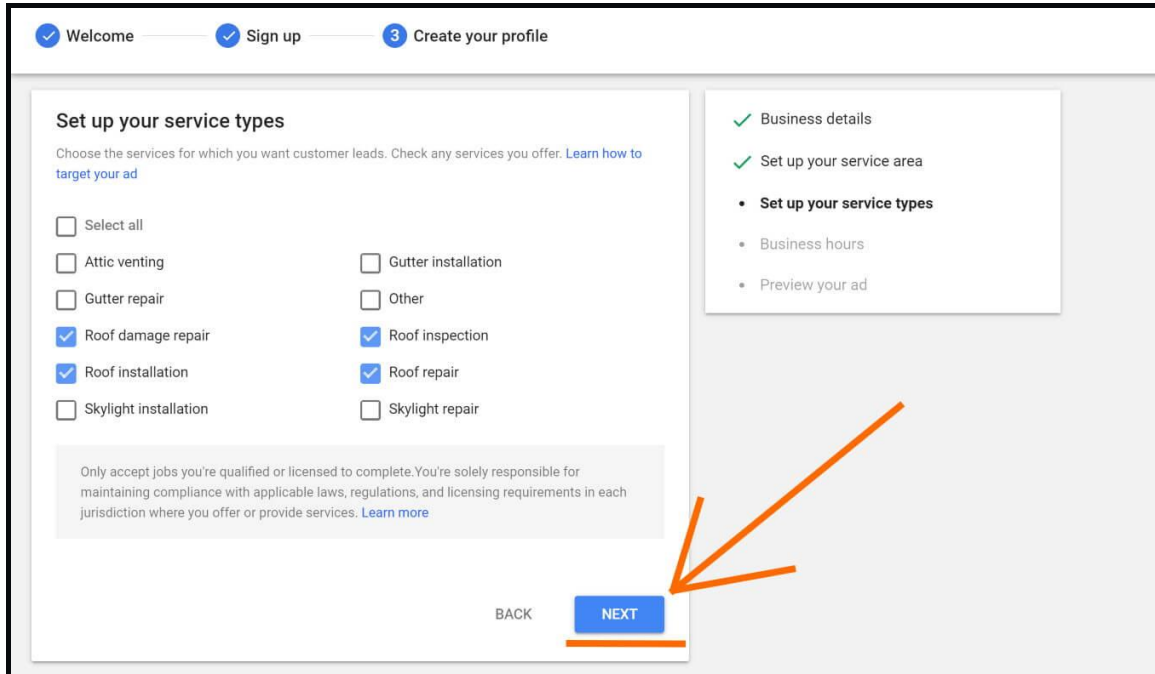
- 34470
- 34471
- 34472
- 34473
- 34474

Your ad will be shown to users who search for, or who are estimated to be in, areas that are within your service area. [Learn more](#). Don't accept jobs you're not qualified or licensed to complete. You're solely responsible for maintaining compliance with applicable laws, regulations, and licensing requirements in each jurisdiction where you offer or provide services. [Learn more](#)

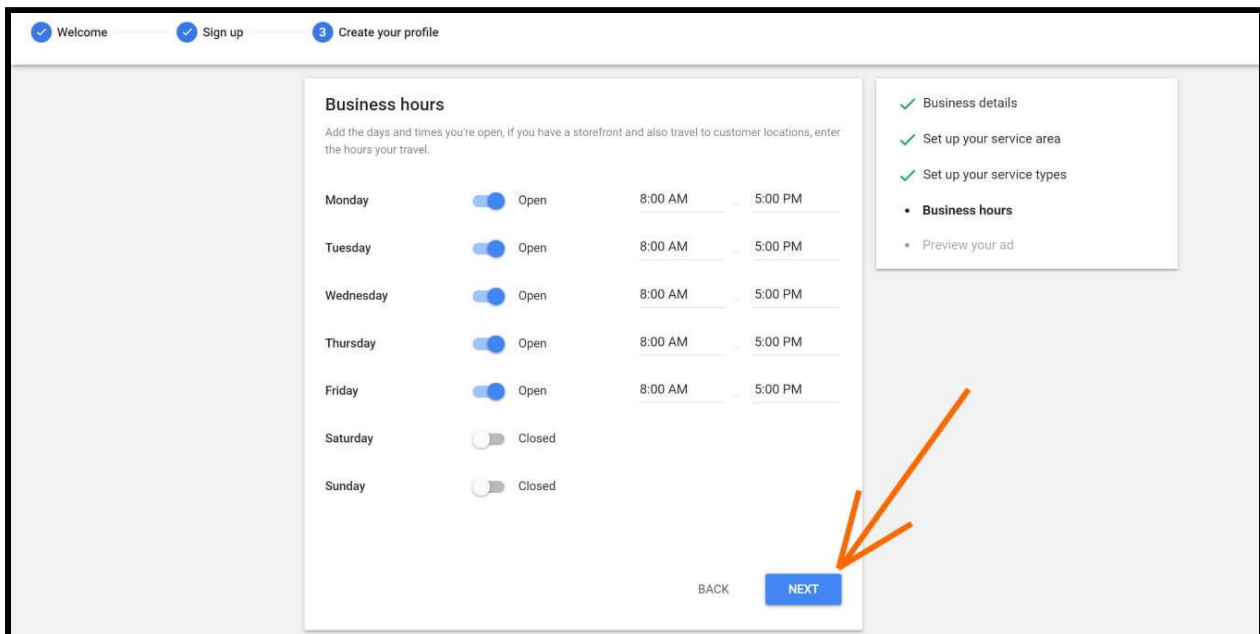
BACK **NEXT**

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.

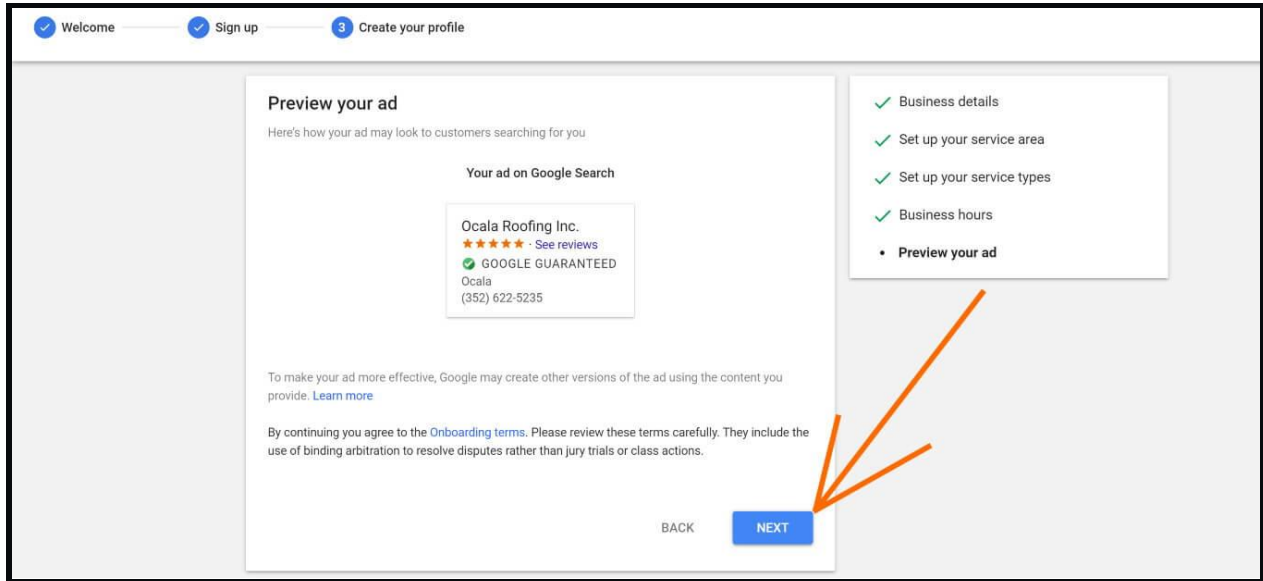
→ Then click the **NEXT** button.



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



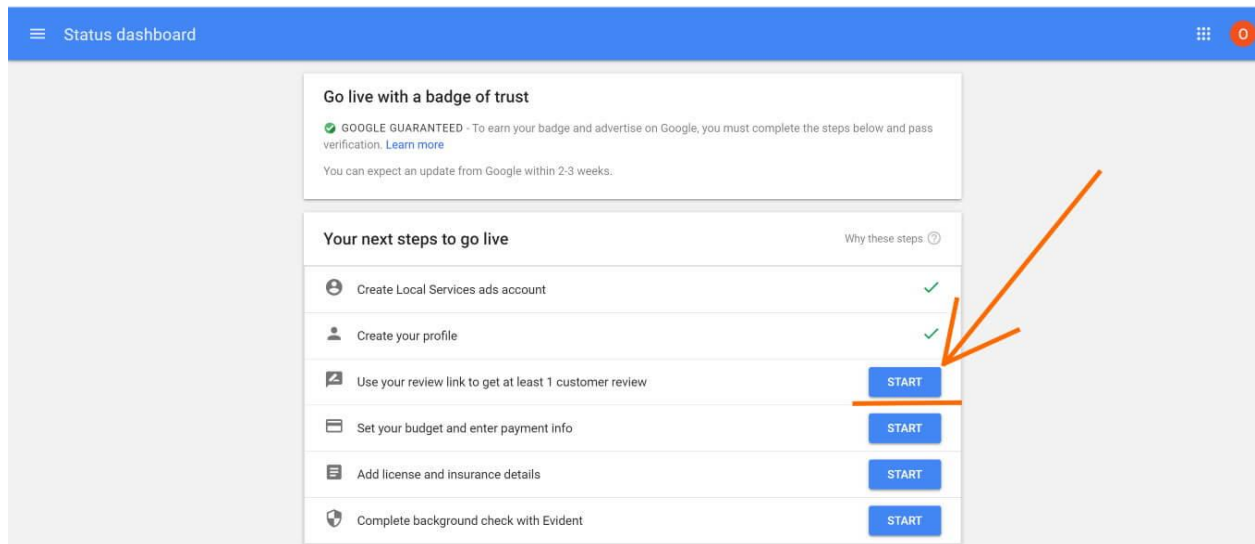
8. Add your business hours, and click on the blue **NEXT** button.



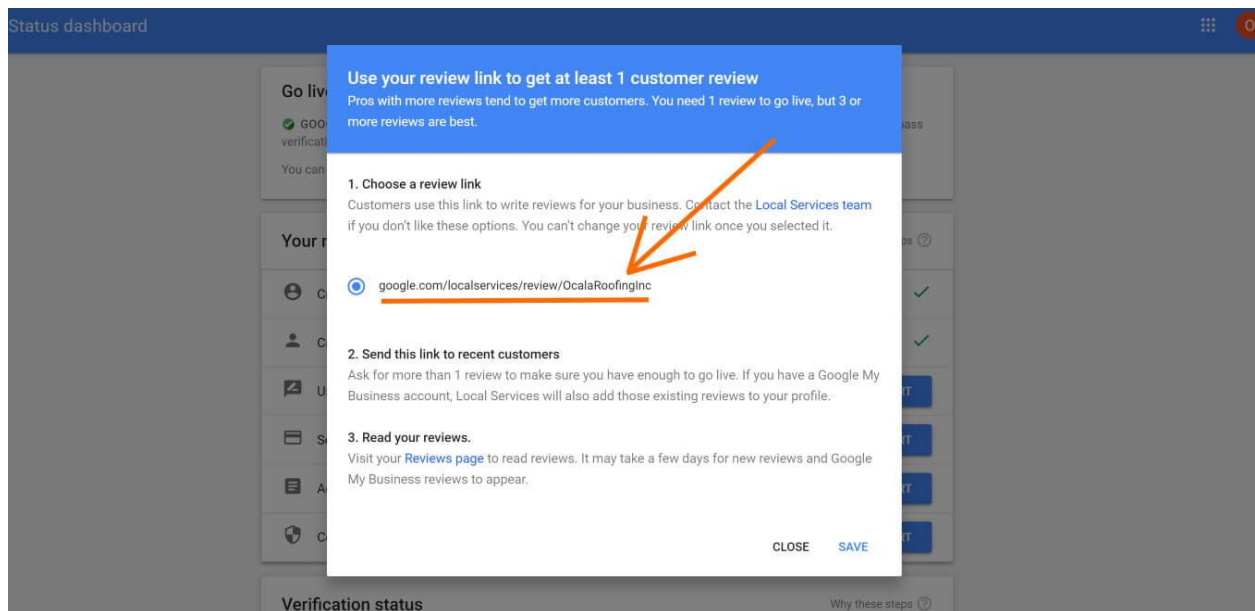
9. You will then be presented what your Google Local Service Ad will appear like. Verify that the information is correct and click on the blue **NEXT** button.

You have now successfully created your Local Services by Google Profile for your business!

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



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

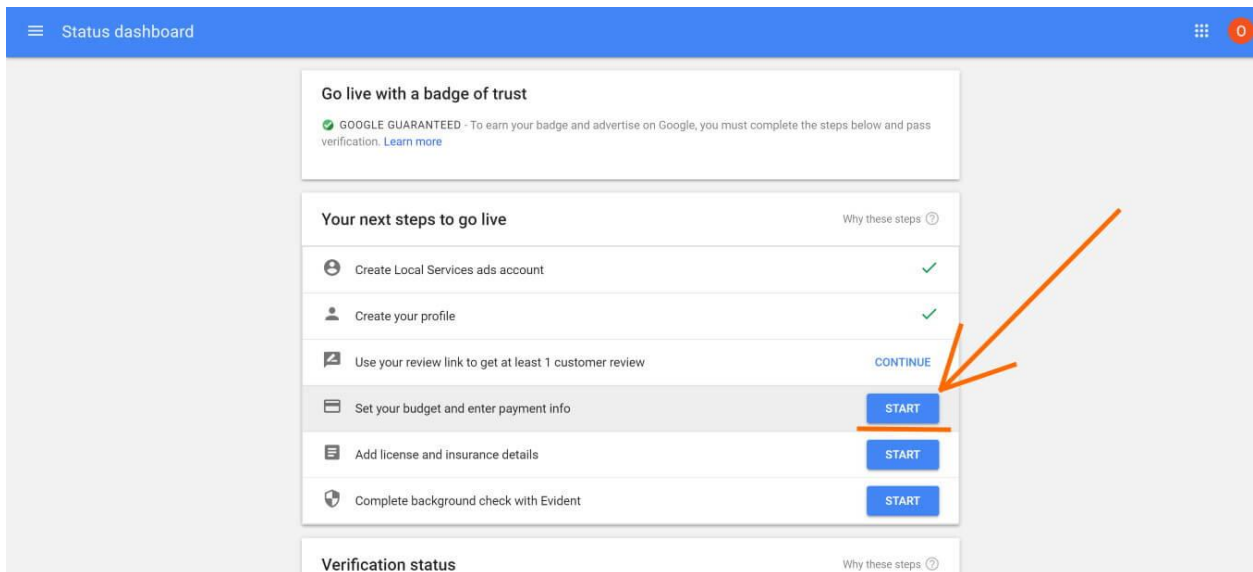


Within the popup that appears, you will see the instructions to use your Google Review link to acquire at least 1 review by sending it to recent customers to leave a review for your business.

→ **Copy this link and send** by email / text/ social message to as many recent customers kindly asking them to leave a positive review of their experience with your business.

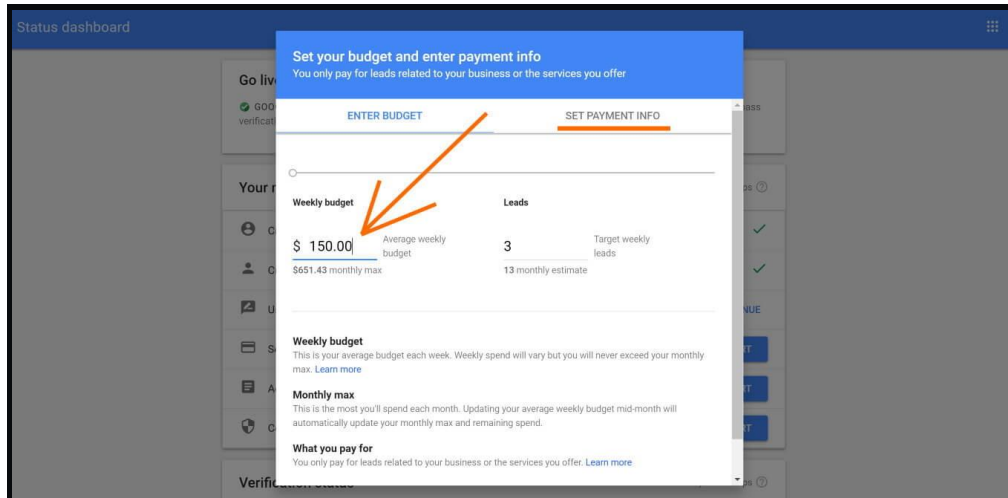
After copying the link to use, make sure to click on the blue **SAVE** link at the bottom to activate the review link.

STEP 3: SET YOUR AD BUDGET & PROVIDE PAYMENT INFORMATION



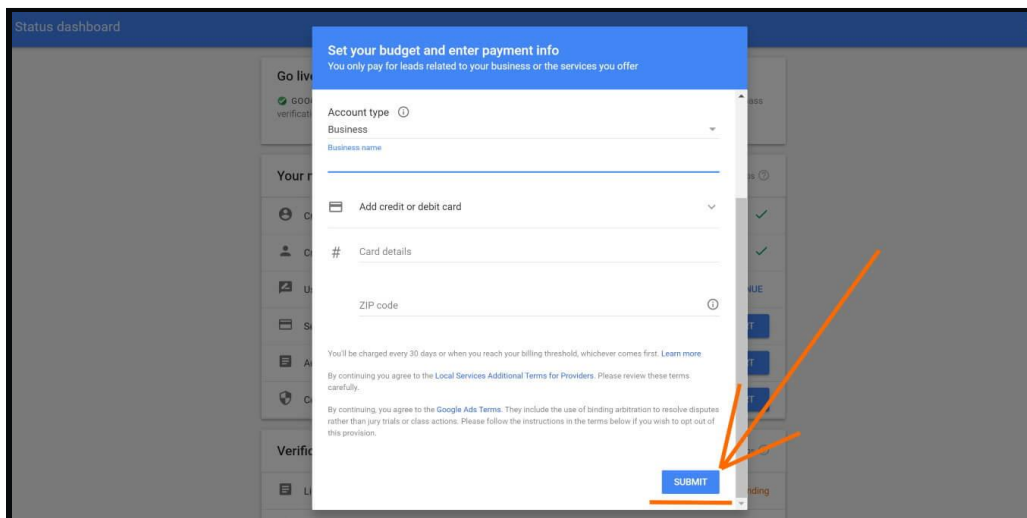
The screenshot shows the 'Status dashboard' with a blue header. Below the header, there's a section titled 'Go live with a badge of trust' with a green checkmark and the text 'GOOGLE GUARANTEED - To earn your badge and advertise on Google, you must complete the steps below and pass verification. Learn more'. Below this is a section titled 'Your next steps to go live' with a 'Why these steps' link. The steps listed are: 'Create Local Services ads account' (checked), 'Create your profile' (checked), 'Use your review link to get at least 1 customer review' (with a 'CONTINUE' button), 'Set your budget and enter payment info' (with a blue 'START' button highlighted by an orange arrow), 'Add license and insurance details' (with a blue 'START' button), and 'Complete background check with Evident' (with a blue 'START' button). At the bottom, there's a 'Verification status' section with a 'Why these steps' link.

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



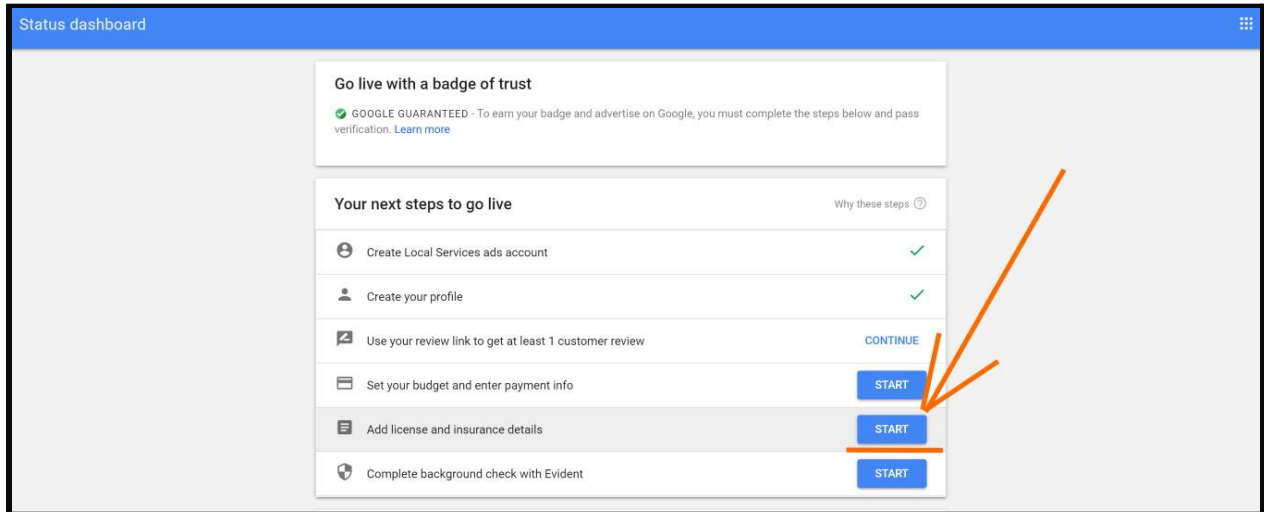
→ Within the popup, set your Weekly Ad Budget of a minimum of \$150 per week.

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

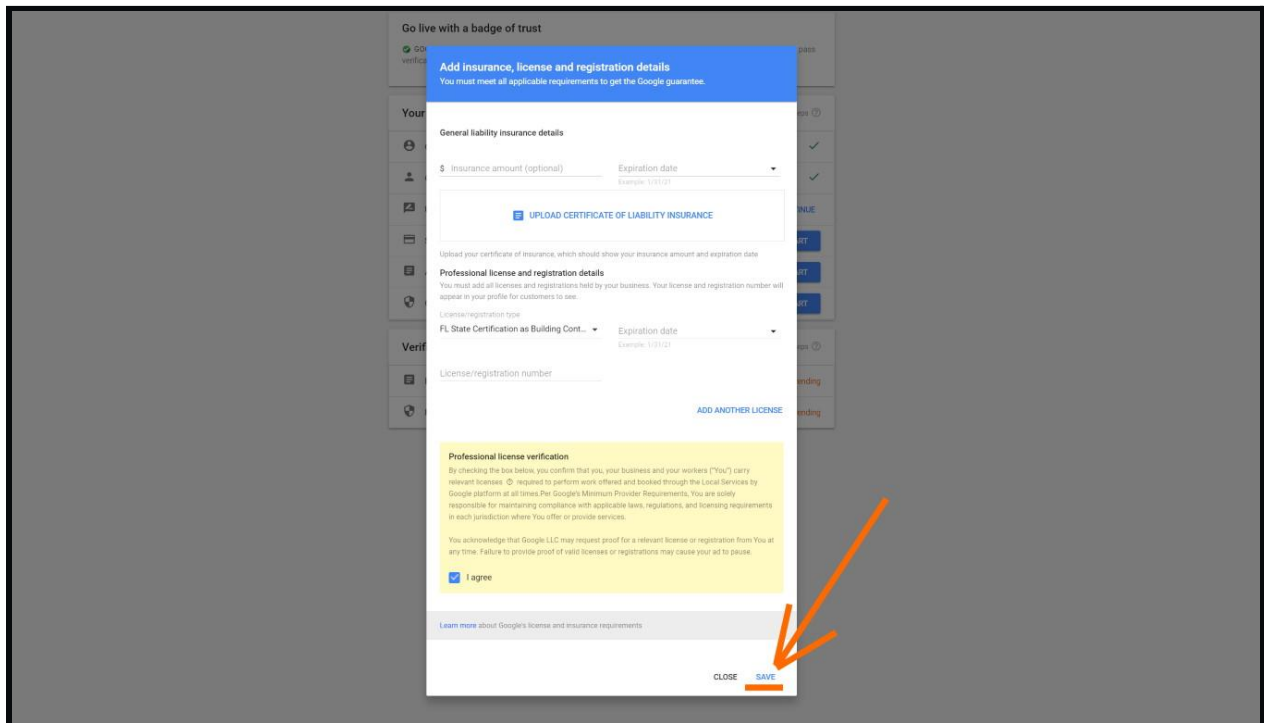


Add your business's credit card or debit card information, then click on the blue **SUBMIT** button.

STEP 4: ADD YOUR LICENSE & BUSINESS INSURANCE DETAILS



→ Click on the blue **START** button for “**Add license and insurance details**” to add needed information for your business...



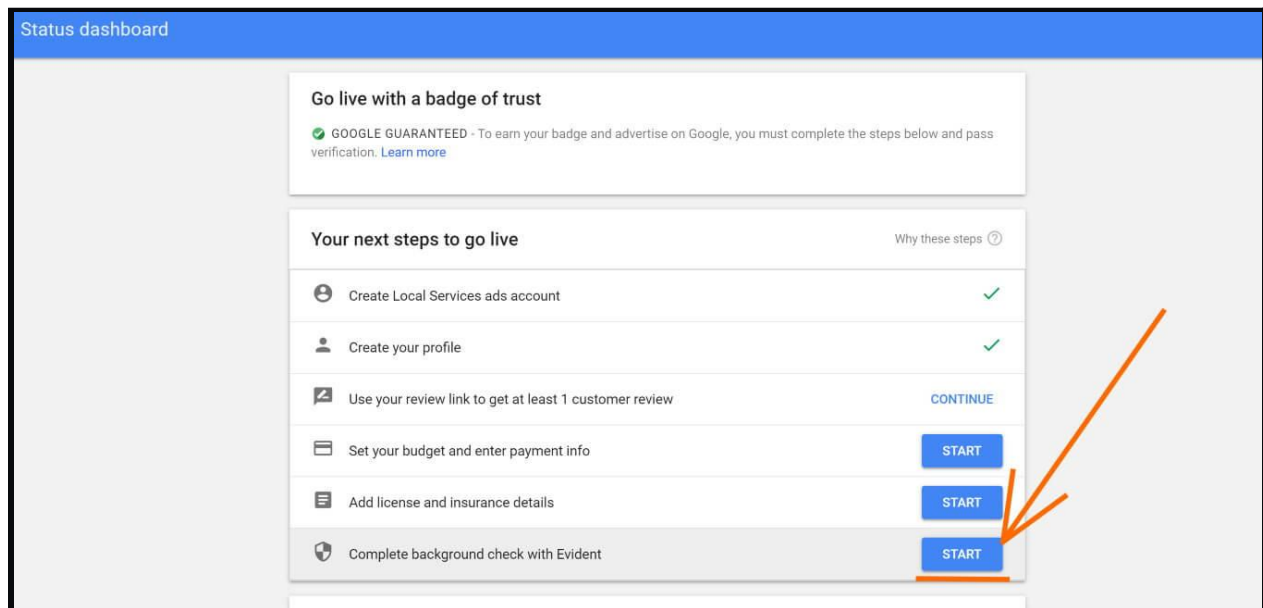
First, Add your Insurance Information & upload a copy of your business's CERTIFICATE OF LIABILITY INSURANCE document.

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

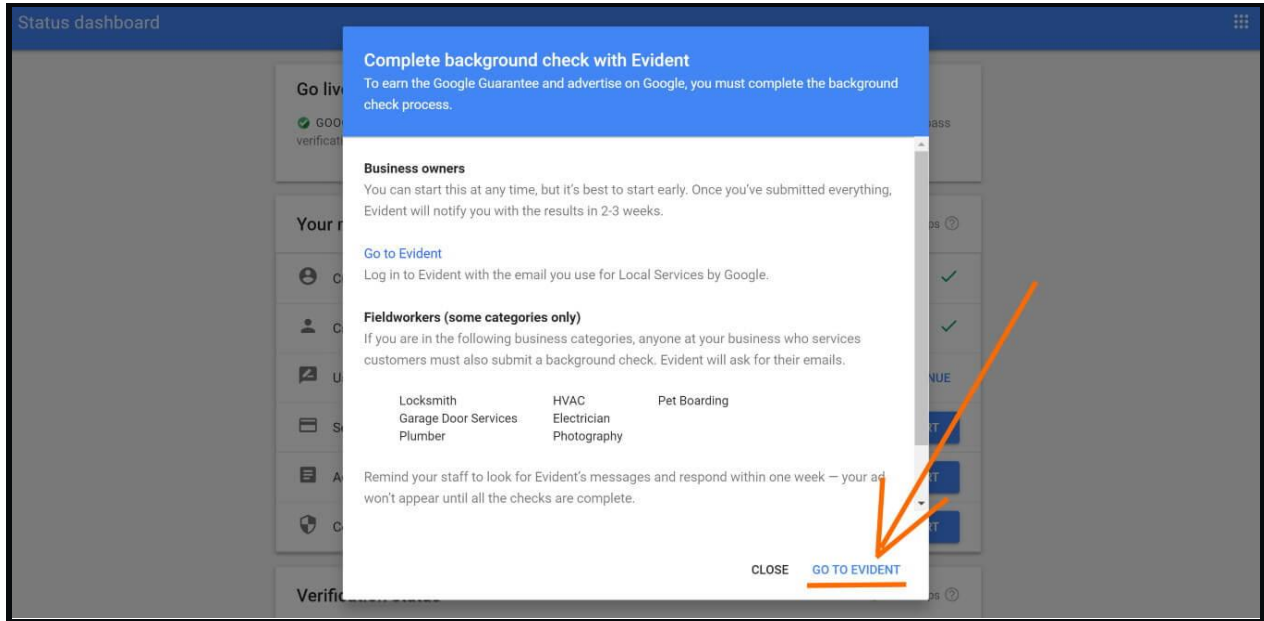
Next, check the **I agree** box to confirm that your business carries all licenses required to provide services in your area.

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

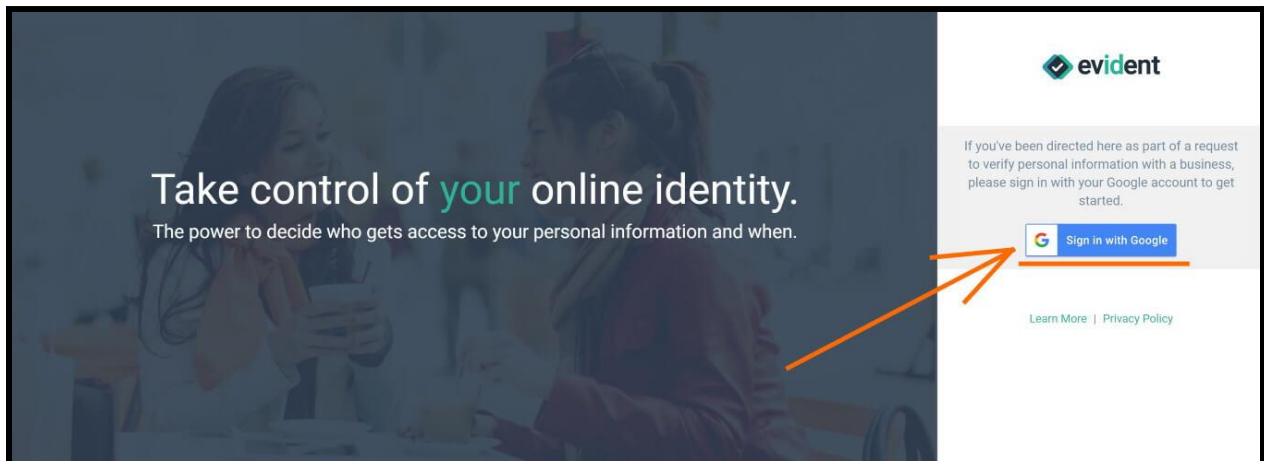
STEP 5: COMPLETE YOUR BACKGROUND CHECKS WITH EVIDENT



→ Click on the blue **START** button for “**Complete background check with Evident**” to submit required background check information.

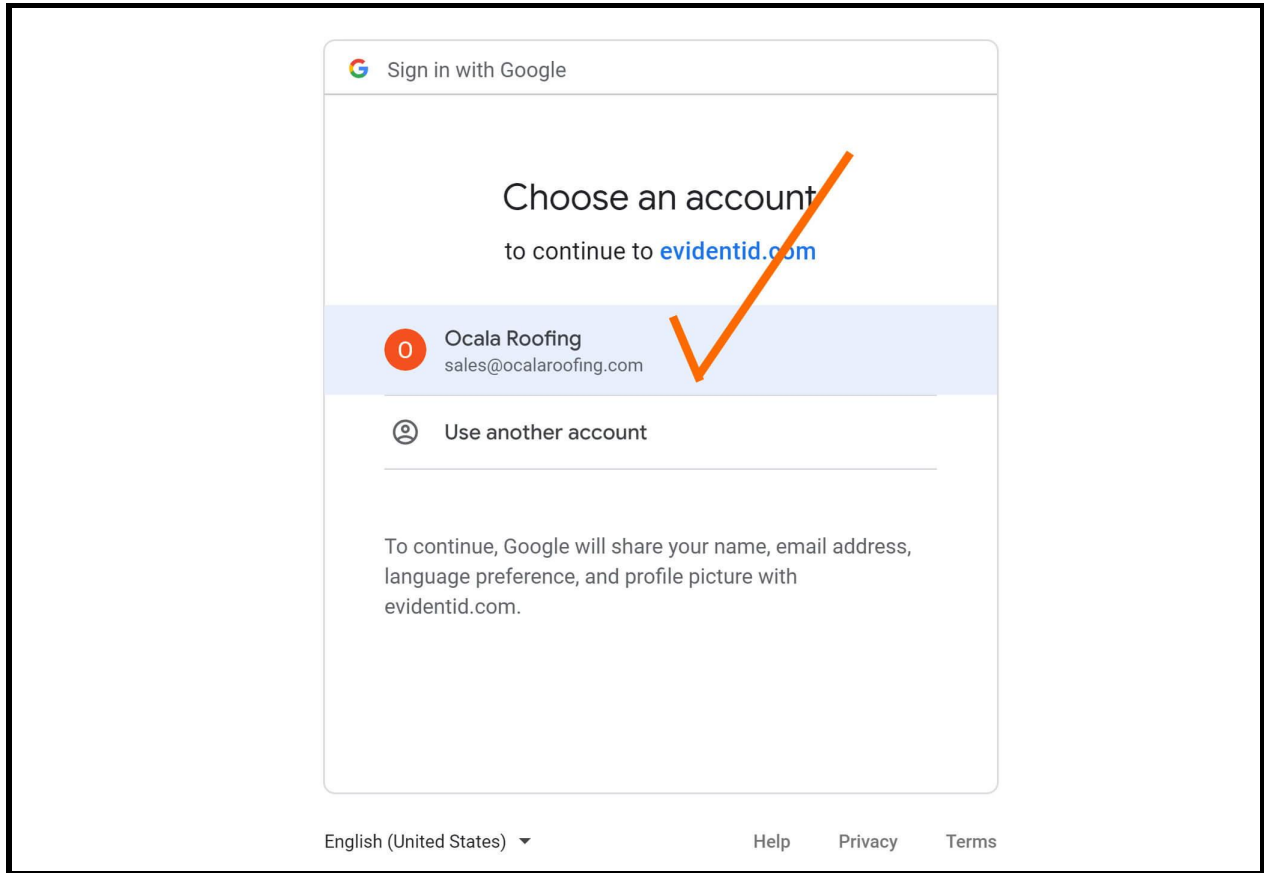


Within the popup, you will find the instructions of what is needed to provide background check information. Click on the **GO TO EVIDENT** link at the bottom to proceed.



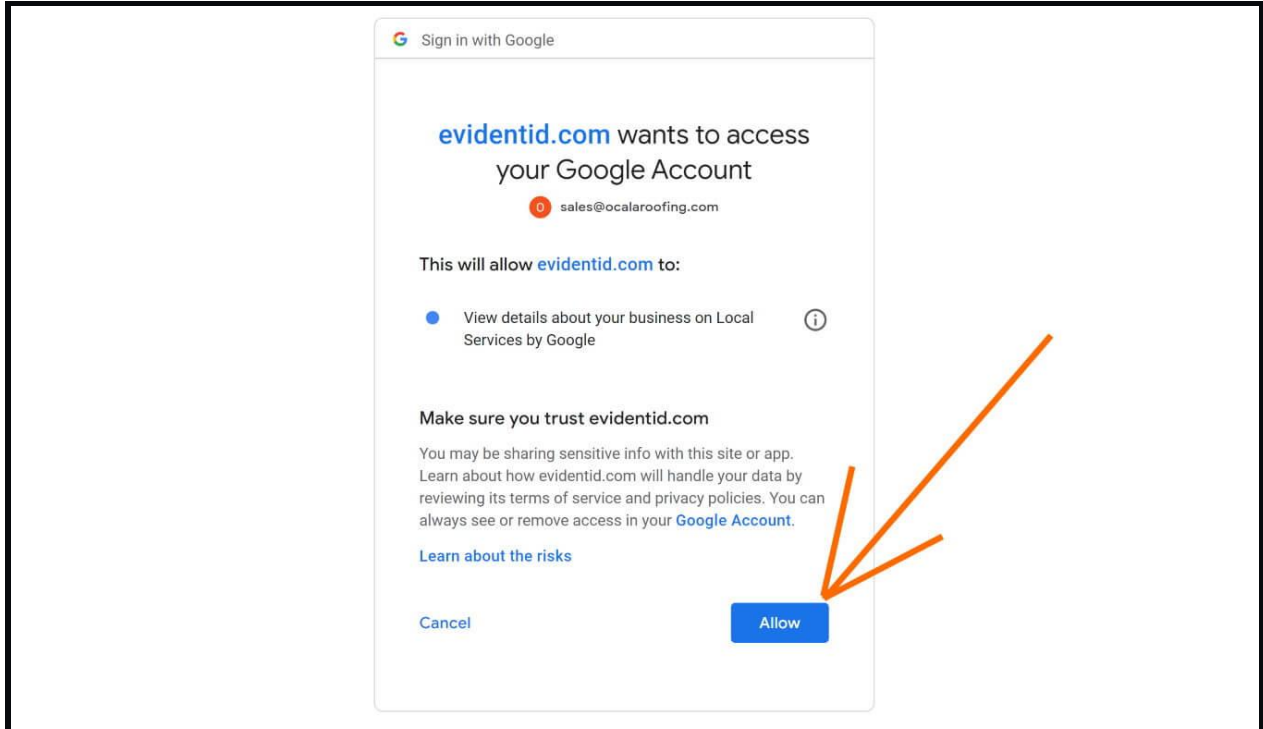
You will be taken to EvidentID.com.

→ Click on the **SIGN IN WITH GOOGLE** button.

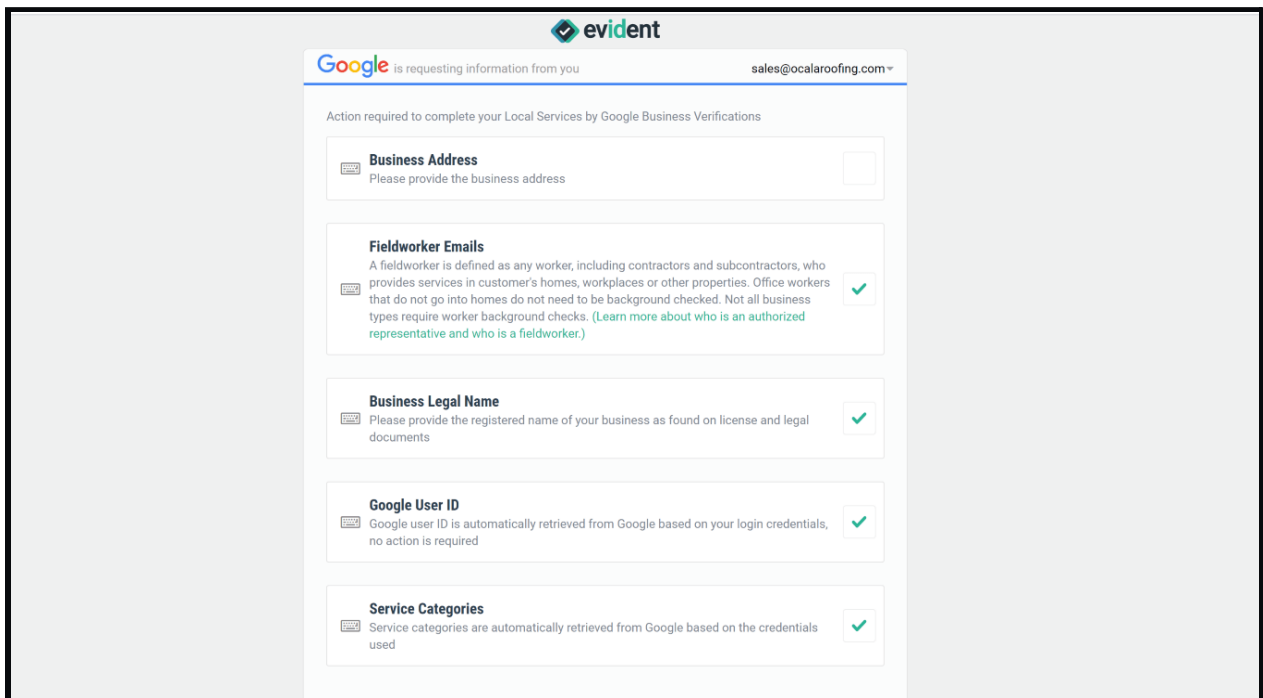


****IMPORTANT****

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



→ Click on the blue **ALLOW** button to create your Evident ID account using your Google Account.



→ 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.

The screenshot shows a web interface for completing a background check. At the top, the Evident logo is visible. Below it, a header states "Google is requesting information from you". The main content area is titled "Action required to complete your Background Check" and lists six items, each with a checkbox and a brief instruction:

- 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.

At the bottom, a privacy notice reads: "Your privacy is important to us. Often the response shared with the requesting third party will be a 'Yes' or 'No' regarding the authenticity of your submission. This is done to protect your personal information. [Learn more.](#)"

→ Provide the needed information for each 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 ?
	License and insurance check	Pending
	Background Check	Pending