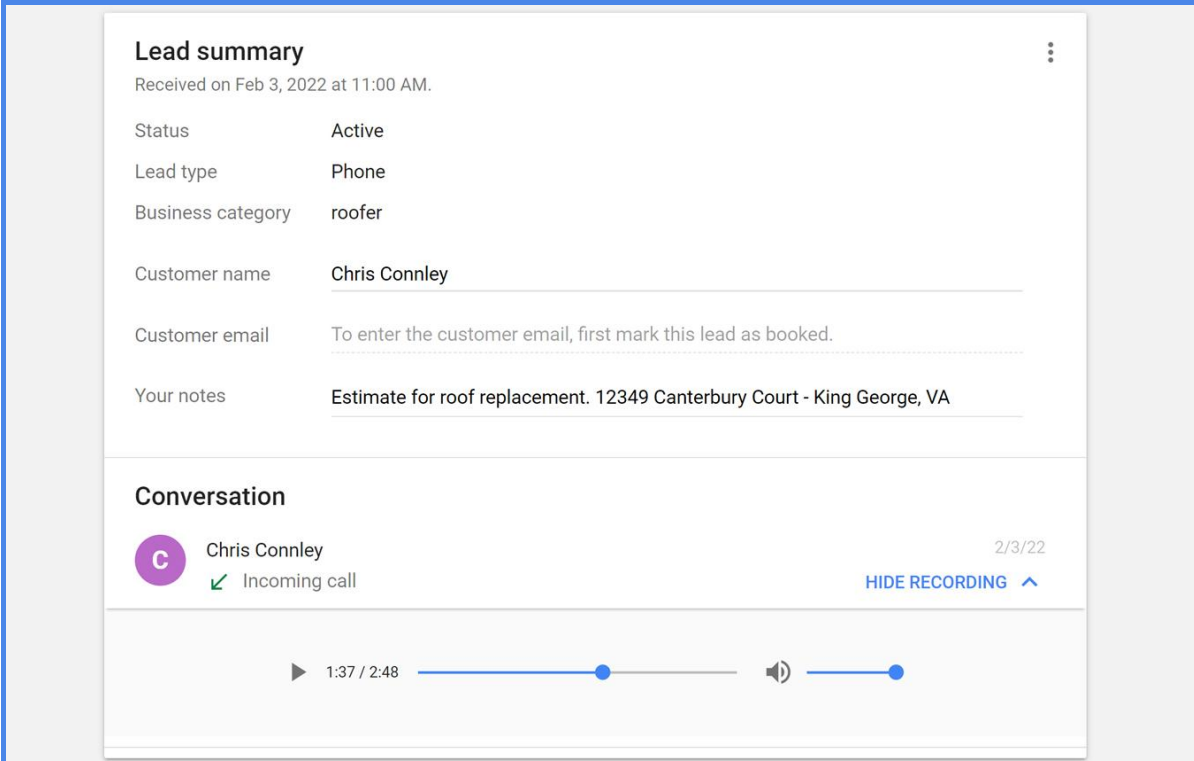


HOW TO MANAGE YOUR COMPANY'S GOOGLE LOCAL SERVICE ADS ACCOUNT

1. MANAGE LEAD



The screenshot shows a lead summary card with the following details:

- Lead summary**: Received on Feb 3, 2022 at 11:00 AM.
- Status**: Active
- Lead type**: Phone
- Business category**: roofer
- Customer name**: Chris Connley
- Customer email**: To enter the customer email, first mark this lead as booked.
- Your notes**: Estimate for roof replacement. 12349 Canterbury Court - King George, VA

Below the summary is a **Conversation** section showing an incoming call from Chris Connley on 2/3/22. A play button and progress bar indicate the call recording is 1:37 / 2:48 long. A "HIDE RECORDING" button is visible.

1.a - When leads come through your dashboard, open the call (**by clicking the phone number**)

1.b - Listen to the call recording

1.c - Add the potential customer's name

If a potential customer booked an inspection / estimate...

1.d - Add notes about type of job needed, address & anything else into "Your Notes"

1.f - Click on the "**MARK BOOKED**" button if they scheduled an inspection / estimate.

or - Click on the "**ARCHIVE**" button if the lead did not work out.

Chris Connley | (240) 229-4

ARCHIVE

MARK BOOKED

2. MARK BOOKED → Add details of booking

The screenshot shows a mobile application interface for marking a lead as booked. The form is titled "Mark your lead booked" and includes a sub-header: "Marking leads helps you track your bookings and get customer reviews".

When is the appointment?

- Already completed
- Upcoming

Feb 9, 2022 11:00 AM EST

Details and confirmation (recommended)

- Add customer email address ?
Email address
ccon [REDACTED]
- I confirm the customer agreed to receive this email
- Add details for tracking (only visible to you) ?
Chris Connley Roof inspection
- 12 [REDACTED] Canterbury Ct, King George, VA 22 [REDACTED] \$ Price estimate

BACK SAVE

2.a - Add the date & time of the appointment

2.b - Add the customer's email address

2.c - Check the "I confirm the customer agreed to receive this email"

2.d - Enable "Add details for tracking (only visible to you)"

→ Add name

→ Select "Roof Inspection" or type of service

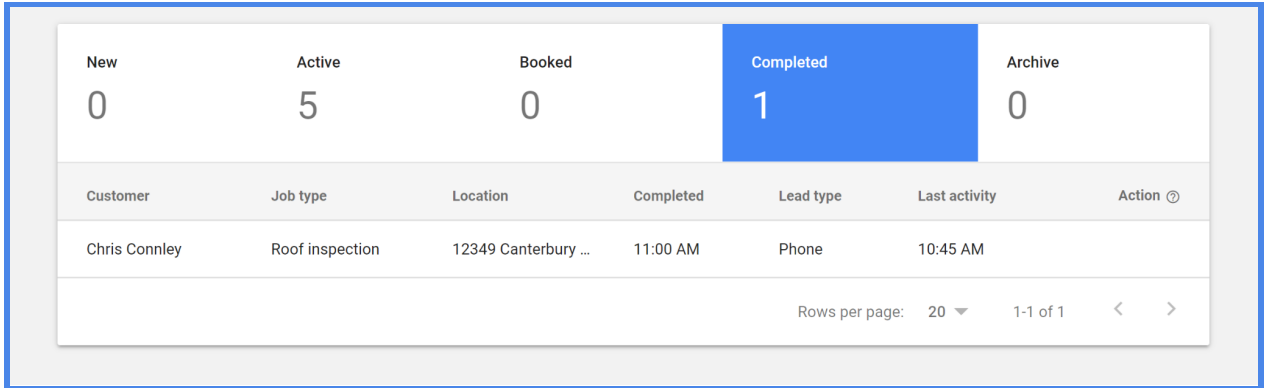
→ Add address

→ Add Price Estimate (if applicable)

→ Click the **SAVE** link

3. JOB “COMPLETED” → Get a review

3.a - Click on **COMPLETED** Tab → Click on the Customer’s Name that job is complete



The screenshot shows a dashboard with five tabs: New (0), Active (5), Booked (0), Completed (1), and Archive (0). The 'Completed' tab is selected. Below the tabs is a table with the following data:

Customer	Job type	Location	Completed	Lead type	Last activity	Action
Chris Connley	Roof inspection	12349 Canterbury ...	11:00 AM	Phone	10:45 AM	

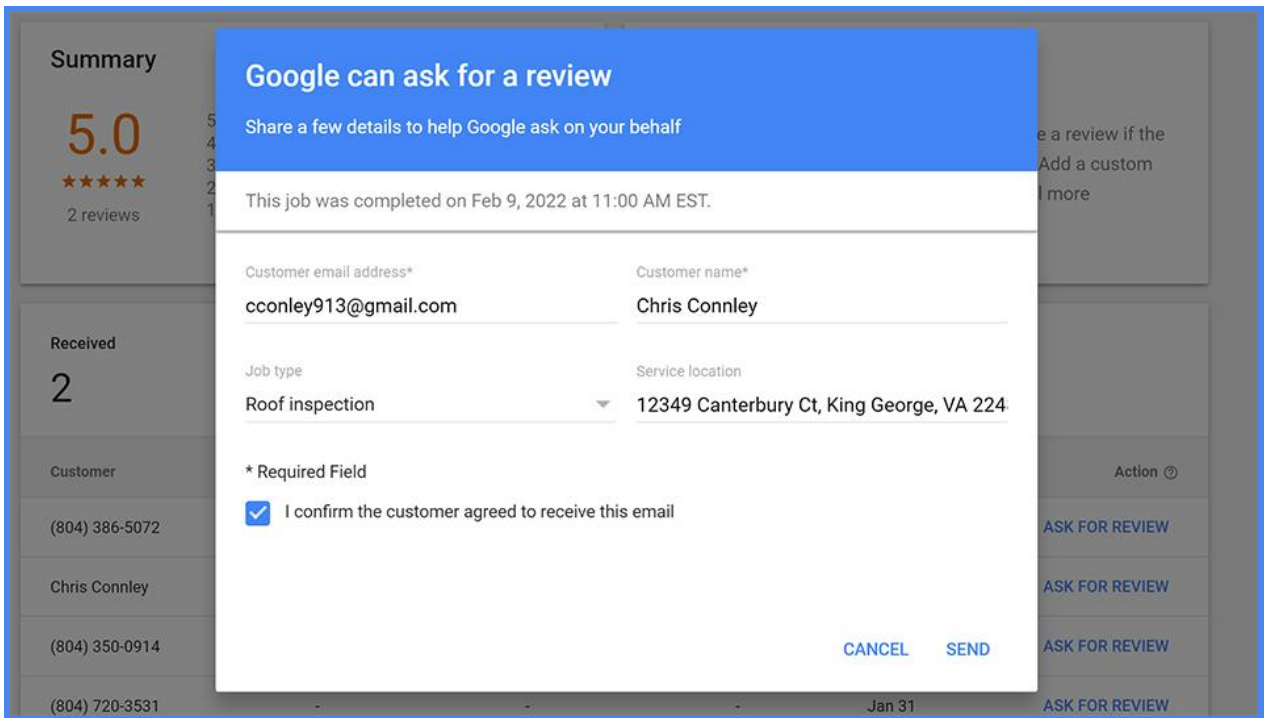
At the bottom right, there is a pagination control: Rows per page: 20, 1-1 of 1, and navigation arrows.

3.b - Click on the “ASK FOR REVIEW” button



The screenshot shows a customer profile card for Chris Connley with the phone number (240) 229-2872. There is an EDIT button and an ASK FOR REVIEW button.

3.c - Confirm “Email Address” “Customer name” “Job type” & “Service Location” is correct
→ Check the “I confirm the customer agreed to receive this email” box



The screenshot shows a 'Google can ask for a review' form. The form is pre-filled with the following information:

- Customer email address*: cconley913@gmail.com
- Customer name*: Chris Connley
- Job type: Roof inspection
- Service location: 12349 Canterbury Ct, King George, VA 224

There is a checkbox labeled "I confirm the customer agreed to receive this email" which is checked. At the bottom right, there are CANCEL and SEND buttons.

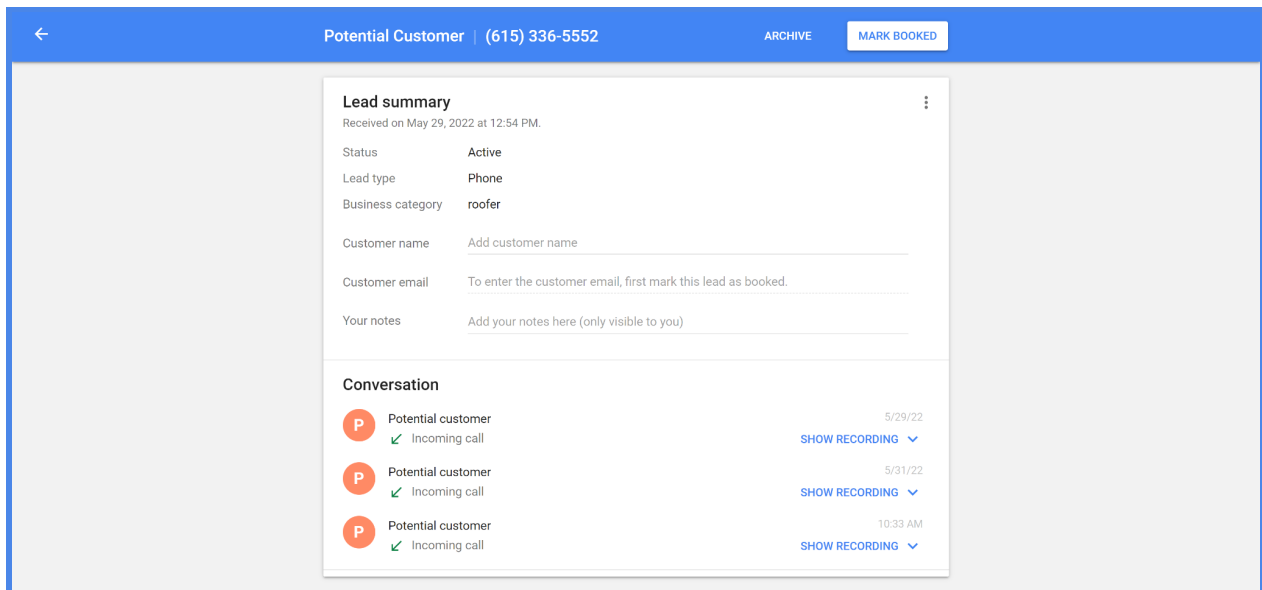
→ Click the **SEND** link.

*. **DISPUTE LEAD** → If lead is bad quality.

If the lead is not a true potential customer contacting your business for services, you are able to dispute the charge with Google.

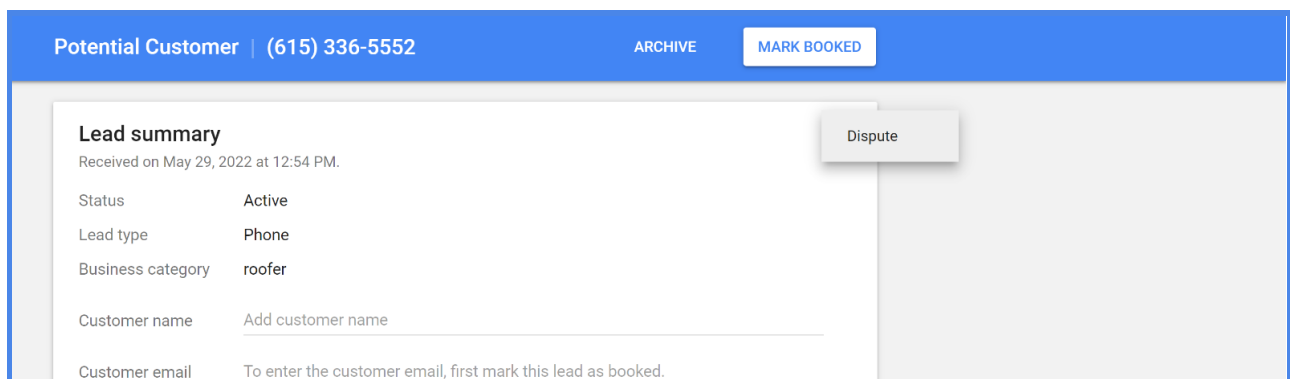
To do so:

1) Click on the **(3 Dot) icon** at the top right corner of the potential customer info page.



The screenshot shows a web interface for a potential customer. At the top, there is a blue header with a back arrow, the text "Potential Customer | (615) 336-5552", and two buttons: "ARCHIVE" and "MARK BOOKED". Below the header is a white card with a "Lead summary" section. The summary includes: "Received on May 29, 2022 at 12:54 PM.", "Status: Active", "Lead type: Phone", "Business category: roofer", "Customer name: Add customer name", "Customer email: To enter the customer email, first mark this lead as booked.", and "Your notes: Add your notes here (only visible to you)". Below the summary is a "Conversation" section with three entries, each starting with a red circle containing a white 'P' and followed by "Potential customer", "Incoming call", and a date/time stamp. Each entry has a "SHOW RECORDING" link with a dropdown arrow. A three-dot menu icon is visible in the top right corner of the lead summary card.

2) Click on the **“Dispute”** link



This screenshot is similar to the previous one, showing the same potential customer info page. However, a grey button labeled "Dispute" is overlaid on the right side of the lead summary card, positioned over the three-dot menu icon.

3) Select the reason why → Click on the **SUBMIT** link.

The screenshot displays a CRM interface for a 'Potential Customer' with the phone number '(615) 336-5552'. The interface includes a top navigation bar with 'ARCHIVE' and 'MARK BOOKED' buttons. The main content area is divided into 'Lead summary' and 'Conversation' sections. A modal dialog titled 'Explain why this lead should be credited' is open, allowing the user to select a reason for crediting the lead. The reasons listed are: 'Job not served (not on your profile)', 'Location not served (zip code or city)', 'Wrong number or sales call (not a customer)', and 'Spam or bot (not a human)'. The 'Spam or bot (not a human)' option is selected. The dialog also includes a 'Learn more' link and 'CANCEL' and 'SUBMIT' buttons.

Potential Customer | (615) 336-5552

ARCHIVE MARK BOOKED

Lead summary

Received on May 29, 2022 at 12:54 PM.

Status **Active**

Lead type

Business category

Customer name

Customer email

Your notes

Conversation

P Potential customer 5/29/22
✓ Incoming call SHOW RECORDING

P Potential customer 5/31/22
✓ Incoming call SHOW RECORDING

P Potential customer 10:33 AM
✓ Incoming call SHOW RECORDING

Explain why this lead should be credited

You can only receive credit for the following reasons. [Learn more](#)

- Job not served (not on your profile)
- Location not served (zip code or city)
- Wrong number or sales call (not a customer)
- Spam or bot (not a human)

CANCEL SUBMIT