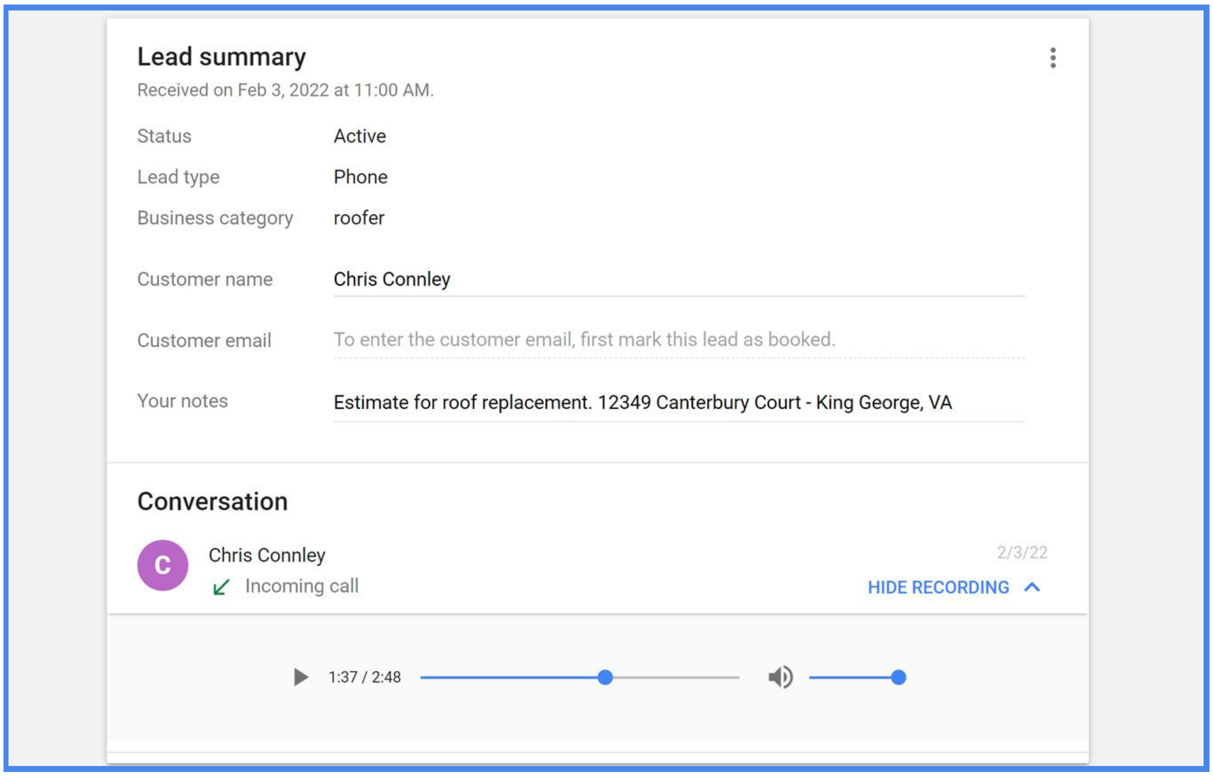
-Guide-

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

1. MANAGE LEAD

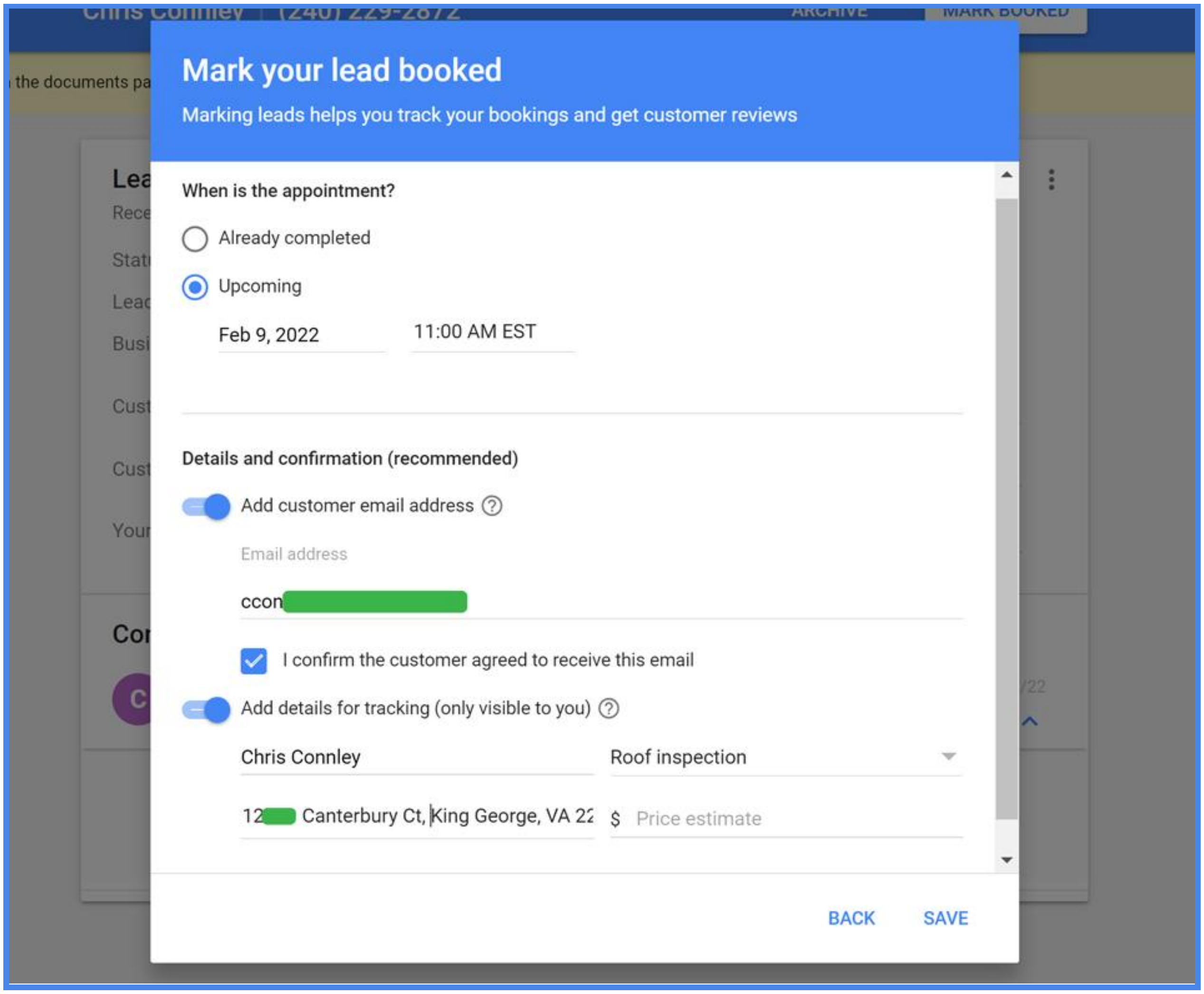


1.a - When leads come through your dashboard, open the call **(by clicking the phone number)**
1.b - Listen to the call recording
1.c - Add the potential customer's name

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.

2. MARK BOOKED → Add details of booking

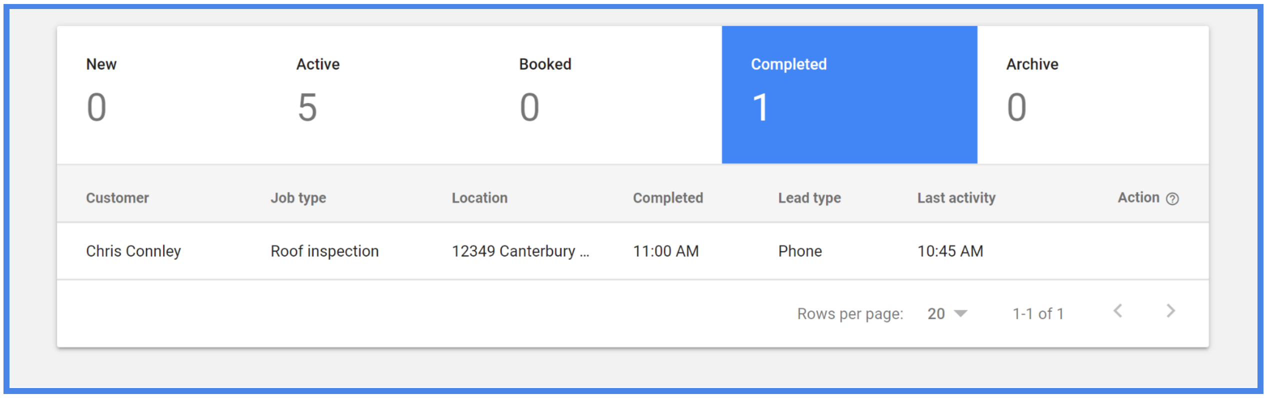


2.a - Add the date & time of the appointment
2.b - Add the customer’s email address
2.c - Check the “I confirm the customer agreed to receive this email”
2.d - Enable “Add details for tracking (only visible to you)
→ Add name
→ Select “Roof Inspection” or type of service
→ Add address
→ Add Price Estimate (if applicable)

→ Click the **SAVE** link

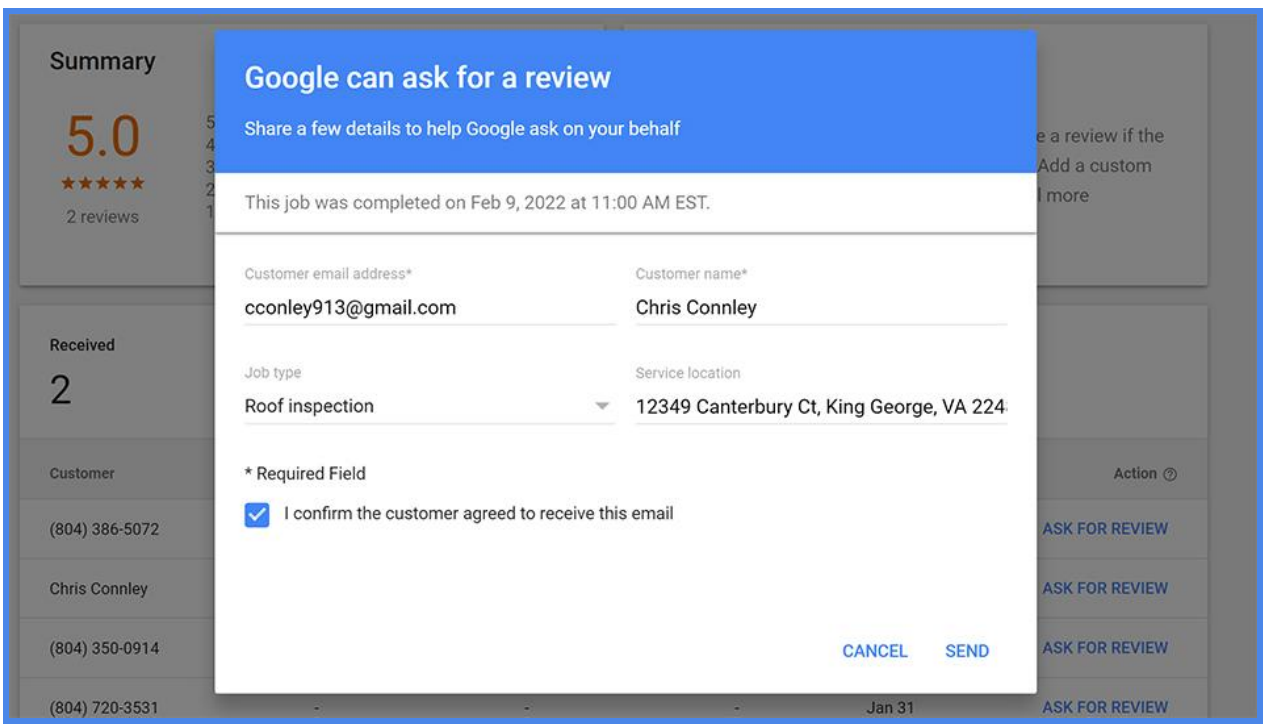
3. JOB "COMPLETED" → Get a review

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



3.b - Click on the "**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



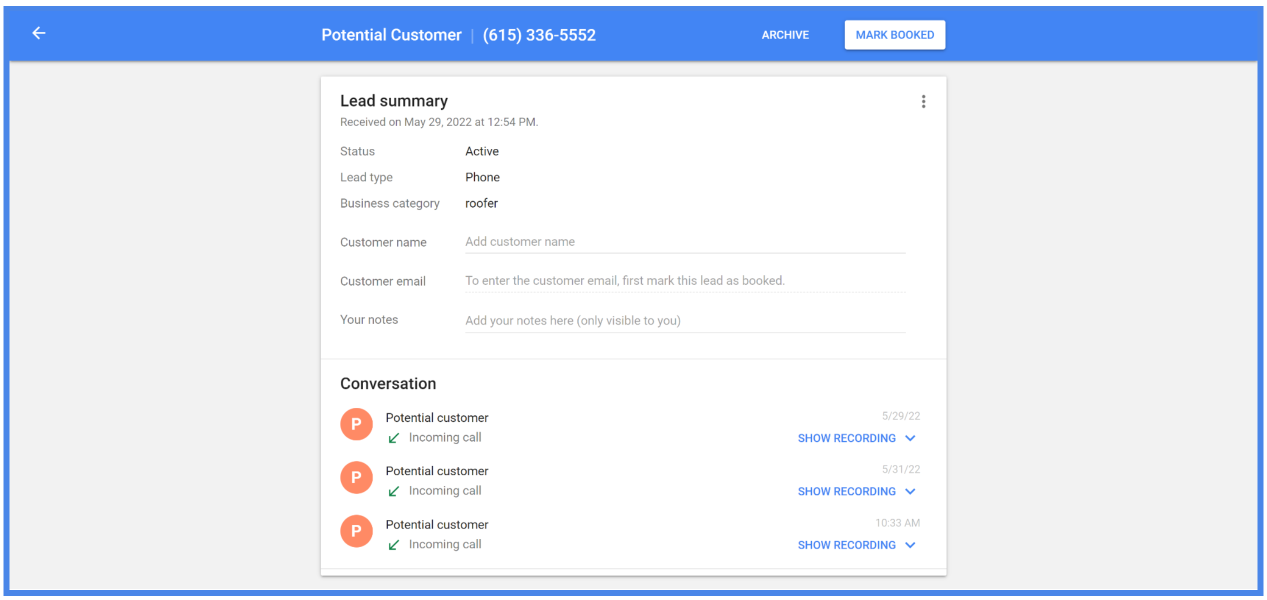
→ Click the **SEND** link.

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

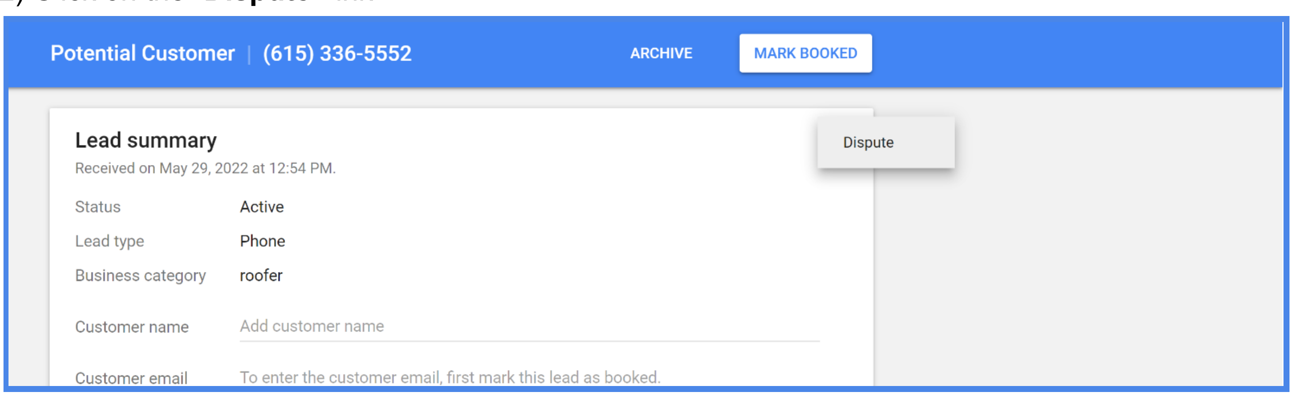
If the lead is not a true potential customer contacting your business for services, you are able to dispute the charge with Google.

To do so:

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



2) Click on the “**Dispute**” link



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