



EVERYTHING
YOU NEED TO KNOW ABOUT
GOOGLE LOCAL SERVICES
FOR INTERIOR DESIGNERS &
HOME REMODELERS

**EVERYTHING YOU NEED TO KNOW ABOUT
GOOGLE LOCAL SERVICES
FOR INTERIOR DESIGNERS & HOME REMODELERS**

WHAT'S INSIDE?

- **What are Google Local Service Ads?**
- **How do Google Local Service Ads Work?**
- **How is your ad rank determined?**
- **What do Google Local Service Ads Look Like?**
- **What Information Is Included in the Ads?**
- **Where Are They Available?**
- **How Do They Work?**
- **Onboarding Process**
- **Background Checks**
- **Insurance Checks**
- **License Checks**
- **Current Requirements**
- **Budgets, Billing & Leads**
- **How You Will be Charged**
- **What's a Valid Lead?**
- **F.A.Q's**



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WHAT ARE GOOGLE LOCAL SERVICE ADS?

Google Local Service ads allow you to advertise your business at the very top of Google Search - above all paid search, maps and organic listings. These leads are received in the form of phone calls or messages sent via your Local Service ads. It is a pay-per-lead service much like HomeAdvisor, for example, where there is a set cost for all leads depending on your service area (average is \$25 - 50).

HOW DO GOOGLE LOCAL SERVICE ADS WORK?

The Local Services unit is shown at the top of Google Search results when people search for the services you offer in your area. Potential customers can either call you or send you a message request by clicking on your ad. When they do, you'll get an email and notification from the Local Services ads app. From this point on, the lead is yours to turn into a customer.

To ensure you continue to receive messages, respond to as many of them as you can (even if you decline to provide the requested service). If you regularly fail to respond to messages or have repeated delays in your responses, the option for customers to send message requests to your business may be removed or your ad ranking may be affected.

In other words, this is something that requires daily monitoring!

HOW IS YOUR AD RANK DETERMINED?

Your ranking within the Local Services unit is determined by a number of factors that help Google match service providers to consumers.

Factors that can affect your ranking within the Local Services unit include:

- Your proximity to potential customers' locations
- Your review score and the number of reviews you receive
- Your responsiveness to customer inquiries and requests
- Your business hours
- Whether or not they received serious or repeated complaints about your business

In addition to these ranking factors, Google will attempt to spread out the leads you receive over time. This is to prevent you from spending your entire budget early in the budget period. If your ad is generating leads more quickly than your budget can accommodate, you may see your ranking affected or your ad paused temporarily in order to more evenly spread out your leads.



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WHAT DO GOOGLE LOCAL SERVICES ADS LOOK LIKE?

FEATURES OF A LOCAL SERVICE AD

Reviews
These are populated from Google and help determine where and when your ads show up.

Google Guaranteed Badge
After a company passes background and insurance checks, Google insures the customer up to \$2,000.

Service Area
Ads are only shown when they are relevant to the area being searched.

Tracking Number
This enables Google to identify and track leads that come from your LSA.

Hours
Ads are likelier to be shown during your hours of operation.

3 Ads at the Top
Three LSAs show up on desktop with a clickable link to view more.

Google
Interior design Los Angeles

All Maps Shopping Images News More Settings Tools

About 176,000 results (0.51 seconds)

Interior Design Services nearby Sponsored

Harvest Interior Design
5.0 ★★★★★ · See reviews
GOOGLE GUARANTEED
Design Services Los Angeles
(310) 432-2023
Closed now

Design Interiors LLC
4.0 ★★★★★ · See reviews
GOOGLE GUARANTEED
Design Services Los Angeles
(213) 515-7203
Closed now

Homes By Tracy
4.6 ★★★★★ · See reviews
GOOGLE GUARANTEED
Design Services Los Angeles
(213) 905-6685
Closed now

More interior designers in Los Angeles

Heart Home Design | Serving The Los Angeles Metroplex

Notice that Local Service Ads appear above normal Google ads

WHAT INFORMATION IS INCLUDED IN THE ADS?

- Reviews - Your reviews include reviews from Google My Business as well as reviews collected directly through Local Services ads. Your ad will show your average star rating.
- Google Guaranteed Badge - After a company passes background and insurance checks, this badge shows customers they can trust your business.
- Service Area/Location - Ads are only shown when they are relevant to the area being searched. Your home city will be displayed. This is either the address of your business, or the city where you live or work, based on what you entered during signup.
- Tracking Number - A tracking number will be displayed. This allows you to see how many calls you received from your ad. Calls to this number will be forwarded to your business phone number.
- Hours - The hours that your business is open, based on what you entered. This does not have to match your business hours on Google My Business or your website.
- Additional Information
 - ⇒ Three (3) LSAs show up on desktop with a clickable link to view more.
 - ⇒ Local Service Ads appear above normal Google ads.

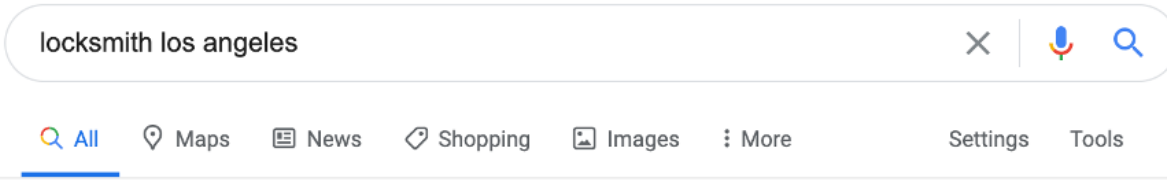
The formatting of your ad may change from time to time. Google adjusts the Local Services ad format to help you attract more leads. Alternate formats may include more or less information. For example, they may list out all the specific services you offer, or a short list of unique selling points to make your ad more appealing. Google controls this so all you can do is provide the information and keep it up to date.



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DESKTOP



About 16,400,000 results (0.52 seconds)

50+ locksmiths nearby Sponsored ⓘ

<p>Master Locksmith LA 4.9 ★★★★★ · See reviews ✓ GOOGLE GUARANTEED Serves Los Angeles (562) 656-3479 Open 24/7</p>	<p>All Keys Locksmith Ser... 4.6 ★★★★★ · See reviews ✓ GOOGLE GUARANTEED Serves Los Angeles (213) 454-7007 Open now</p>	<p>Mr. Locksmith 4.6 ★★★★★ · See reviews ✓ GOOGLE GUARANTEED Serves Los Angeles (877) 950-1231 Open now</p>
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[→ More locksmiths in Los Angeles](#)

Ad · www.24hourlocksmithcompany.net/ ▾

Los Angeles Locksmith - Available Within Minutes 24/7

Licensed & Insured. Call Our **Locksmith** Company Now for Prompt Services! Affordable rates. In business since 1984. Fast emergency services. Police-licensed. Brands: Medeco, Schlage, Kwikset.

Ad · www.locksmithwestlosangeles.net/ ▾ (424) 251-9622

24 hours Locksmith Services - Locksmith West Los Angeles

Residential, Commercial & Auto **Locksmith** Service call now for immediate Service
Car Locksmith · About Us · Listings · Contact Us · Our Clients · Lock ReKey

MOBILE

Local Service Ads
Google LSAs

Organic SEO / Paid Local
Directory Listings, Online Reviews, Website, SEO, Content



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WHERE ARE GOOGLE LOCAL SERVICE ADS AVAILABLE?

As of September 2020, Google Local Service ads are available in the following markets:

- Atlanta-Sandy Springs-Roswell, GA
- Baltimore-Columbia-Towson, MD
- Boston-Cambridge-Newton, MA-NH
- Charlotte-Concord-Gastonia, NC-SC
- Chicago-Naperville-Elgin, IL-IN-WI
- Cincinnati, OH-KY-IN
- Dallas-Fort Worth-Arlington, TX
- Denver-Aurora-Lakewood, CO
- Detroit-Warren-Dearborn, MI
- Houston-The Woodlands-Sugar Land, TX
- Las Vegas-Henderson-Paradise, NV
- Los Angeles-Long Beach-Anaheim, CA
- Miami-Fort Lauderdale-West Palm Beach, FL
- Minneapolis-St. Paul-Bloomington, MN-WI
- New York-Newark-Jersey City, NY-NJ-PA
- Orlando-Kissimmee-Sanford, FL
- Philadelphia-Camden-Wilmington, PA-NJ-DE-MD
- Phoenix-Mesa-Scottsdale, AZ
- Pittsburgh, PA
- Portland-Vancouver-Hillsboro, OR-WA
- Riverside-San Bernardino-Ontario, CA
- Sacramento--Roseville--Arden-Arcade, CA
- San Antonio-New Braunfels, TX
- San Diego-Carlsbad, CA
- San Francisco-Oakland-Hayward, CA
- Seattle-Tacoma-Bellevue, WA
- St. Louis, MO-IL
- Tampa-St. Petersburg-Clearwater, FL
- Washington-Arlington-Alexandria, DC-VA-MD-WV

** Interior design service ads are not available in all the markets above. If Google Local Service ads are not yet available in your area, make sure to submit an interest for so that you are on their list when the time comes.*

Click link to check eligibility & create an account: https://ads.google.com/intl/en_us/local-services-ads/



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HOW DO THE ADS WORK?

Your Local Services ad helps you attract customers to your business. Your ad highlights the most important information for customers to choose your business: services offered, service area, hours, and reviews.

When you sign up for Local Services ads, you'll enter some information about your business. This includes your business hours, service area, and services offered. This information will be used to generate a profile of your business.

Your ad will show a preview of your business profile. When users click on your ad, they'll see your profile. You can edit this information at any time.

ONBOARDING PROCESS

It is critical to remember that Google Local Services is still an invite-only platform. Business owners must be aware that a member of the Google Local Services team may try to reach out to them directly via a phone call or email, even if the business did not fill out the form and may be already working with an agency (including a Google Partner like Kitchen & Bath Marketing Solutions).

Many people have the mindset that Google will never call them, so any call from someone claiming to be from Google must be a scam. Numerous businesses have surely missed out on the opportunity to be one of the first participants in their market because they've refused to take a call or respond to an email from a legitimate Google Local Services representative. In such instances, business owners may want to reconsider these suspicions and feel encouraged to request additional verification before dismissing the representative.



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BACKGROUND CHECKS

Business background check

An authorized representative (business owner or manager) must complete the background check on behalf of the business. The business background check covers civil litigation history of the business.

Business owner background check

All owners of the business must complete a criminal background check. This background check involves identity and criminal history checks.

Service professional background check

Every employee, independent contractor, temporary worker, or service professional who will perform core services for the customer must complete a background check. Office managers, clerical workers, customer support representatives (or others that don't service customers directly) don't need to complete background checks. This background check involves identity and criminal history checks. The general rule of thumb is that if they enter a customer's home, they must complete a background check. There is no cost associated with completing these background checks.

Who performs the background checks?

Background checks are performed by local background check partners. Background check results for Local Services providers remain strictly confidential between the professional and background check company. The company that completes the background checks for interior design and remodeling companies is Pinkerton.

What does a background check cover?

The background check involves identity and criminal history checks (such as cross-checks against national sex offender and terrorist/sanctions registries in the US). At the company level, the process includes civil litigation history (such as judgments and liens from federal and state courts in the US).

What happens if you fail a background check?

Businesses that fail the background check process are not eligible to participate in Local Services ads. Please note that you and your workers can always contact Google's background check partners to identify any errors, inaccuracies, or otherwise respond to background check results. After receiving a final decision of disqualification (e.g., after resolving any errors or inaccuracies you may have raised), you must wait an additional thirty (30) days to reapply for admission to Local Services ads by Google. If your reapplication is also denied, you then must wait one (1) year before reapplying to the platform.



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INSURANCE CHECKS

For categories that require general liability insurance, businesses are required to submit their certificate of insurance. The minimum insurance amount required depends on the category and location.

LICENSE CHECKS

In the US, Google verifies that advertisers hold applicable state-level licenses for businesses & owners/managers. Advertisers must also confirm that they hold applicable county and city-level licenses, and that all service professionals are appropriately licensed.

CURRENT REQUIREMENTS

For Interior Designers the current requirements are as follows:

- Business check
- Owner check
- Background checks for all service professionals
- General liability insurance
- Business license on state level (if applicable by state law)
- Owner license on state level (if applicable by state law)

BUDGETS, BILLING & LEADS

With Local Services ads, you only pay for leads related to your business or the services you offer.

Here's how it works:

- You set an average weekly budget based on the average number of leads you want to receive in any given week.
- You may sometimes spend more on leads than your average weekly budget in a given week, but you'll never spend more than your monthly max, which is your average weekly budget multiplied by the average number of weeks in a month.
- You can immediately dispute leads that you believe aren't valid. Successfully disputed leads are later credited back to you.



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HOW WILL YOU BE CHARGED?

Advertisers using Local Services ads are charged for each lead received. Lead prices vary depending on your location, the job type, and the type of lead you received, but each lead received will count towards your budget. You'll never pay more for leads than your monthly max.

If you end up receiving any leads after you've reached your monthly max, these leads will be credited back to ensure that you never exceed your monthly max. You can view how much you've been charged for your leads by going to the Billing menu in your leads inbox.

WHAT'S A VALID LEAD?

Valid leads are related to your business or the services you offer, and can occur in the following situations when customers find your Local Services ad on Google:

- You receive a text message or email from the customer.
- You receive a voicemail from the customer.
- You answer a phone call and speak with the customer.
- You receive a missed call (without a voicemail), and you return the customer's message with a text message, email or call where you either speak with the customer or leave a voicemail.

When a lead isn't charged, you'll receive a note in your account saying "this lead has not been charged".

What types of charged leads are eligible for a credit?

If you receive an invalid charge — for example, you're charged for a lead that isn't related to your business or the services you offer — you can dispute the charge in your account. Here are the types of charged leads that are eligible for a credit:

- Requested job isn't listed on your profile.
- Customer's location isn't listed on your profile.
- Not a customer (for example: wrong number, sales call or other solicitation).
- Not a human (spam or bot).
- You were charged twice for the same customer lead within 15 days.
- You didn't have a conversation with a customer and you had no way to contact them. For example, you receive a message lead where the customer's email is invalid or a phone lead with no caller ID.

If you receive a lead that you believe should be credited for any reason other than those above, please contact the support team at 866-2-GOOGLE.

Although you can immediately dispute charges within your account, you have a total of 60 days to do so. Credit requests for invalid leads won't be considered after 60 days. Before crediting a lead, Google will listen to call recordings to verify that one of the approved reasons applies.



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Examples of valid leads that won't be credited

- Lead was received outside of your business hours.
- Customer asked for advice to complete a project related to a service you offer.
- Customer cancelled a booking.
- Customer was researching potential projects or prices related to a service you offer.
- Customer didn't respond to your return call or message.
- You listed a general service type on your profile, but you don't do a specific sub-type of service.
- You generally service an area or provide a service, but are temporarily unable/unwilling to provide these services (and they are still listed on your profile).

ADDITIONAL FAQs

Do owners/employees have to be drug tested as well, or just background checked?

No, drug testing is not part of the background check or onboarding process.

How are the top 3 advertisers chosen? Is it based on reviews, conversions, proximity, etc.?

Proximity is the biggest factor followed by reviews. However, if you are not on top of your dashboard and managing leads correctly and on a timely basis, you will start to show much less. If you turn away too many leads, Google will assume you can't handle the load and display your ad less.

How can we stay ahead of the expansion into new markets?

We will of course keep you informed of any expansion plans we hear of. The best thing you can do, however, is complete the interest form and make sure you're on Google's radar:

<https://adwords.google.com/localservices/signup/>

What are all the reasons why the Google Guarantee badge might not show?

Once you are verified (i.e. all background, license and insurance checks are completed), the Google Guarantee badge will show at all times unless you turn off your ads. What ends up happening is that your ad will technically still show, but you will not be charged for any calls or messages because the Google Guarantee badge is not showing.

Why do ads still show when the business is closed, or when they pause their ads?

Can we remedy this?

Unfortunately, at this time we cannot. If your business is closed or you shut off your ads, your ad may still show but without the Google Guarantee.

Will I be charged for callers who call me more than once?

No, you will only be charged once per caller.



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If Google Local Services is not available in my main location zip code, can I still sign up under zip codes that I service where it is available?

Yes, you can sign up in any of your service areas.

If you want help capitalizing on
Local Service Ads and to discover
how you can accelerate your
Lead flow via the Internet visit us at:
www.kabms.com/schedule
to schedule a Strategy Session Now.



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