

How to Set Up Your Google Local Service Ad

Step 1: Check Eligibility

- Visit the [Google Local Services Ads page](#).
- Please confirm your eligibility by entering your location and business type. Google Local Service Ads are available for specific industries and regions.

Step 2: Sign Up for Google Local Services

- If eligible, click “Get Started.”
- Sign in with your Google account. If you don’t have one, create a Google account first.



Step 3: Create Your Business Profile

- **Enter Business Information:** Provide details like your business name, address, and contact information. Make sure all details are accurate.
- **Select Job Types:** Choose the types of services you offer. This helps Google match your ads with relevant searches.
- **Set Your Service Area:** Define the geographic area where you offer services. This ensures your ads are shown to customers in your service area.

Step 4: Verify Your Business

- **Business License:** Upload a copy of your business license. Google uses this to verify your legitimacy.
- **Insurance:** Provide proof of insurance. This is mandatory for many home services.
- **Background Checks:** Depending on your industry, you and your employees may need to pass background checks. Google partners with a third-party provider to conduct these checks.
- **Google Guaranteed Badge:** Once verified, your business may earn the Google Guaranteed badge, which builds trust with potential customers.

Step 5: Set Your Budget

- **Determine Your Budget:** Set your weekly budget based on the number of leads you want to receive. Google will provide an estimate of how many leads you can expect.



- **Pay Per Lead:** Unlike traditional pay-per-click (PPC) ads, with Local Service Ads, you pay per lead (e.g., a phone call or message from a potential customer).

Step 6: Create Your Ad

- **Write Ad Copy:** Create a compelling ad copy that highlights your services. Google will also use your business profile information to automatically generate ads.
- **Add Photos:** Upload images that represent your business, such as your logo, team, or completed projects.

Step 7: Review and Submit

- Review all the information you've entered. Double-check your business details, service areas, and budget.
- Once satisfied, submit your ad for approval. Google will review your submission, which may take a few days.

Step 8: Manage Leads

- **Google Local Services Dashboard:** Once your ads are live, you can manage leads through the Google Local Services dashboard.
- **Respond Quickly:** It's crucial to respond to leads promptly, as this can affect your ad ranking and lead quality.

Step 9: Track Performance

- **Monitor Your Results:** Use the dashboard to track the performance of your ads. You'll see data on leads, bookings, and customer reviews.
- **Adjust Your Budget:** Based on performance, you may want to adjust your budget or service area to optimize lead generation.

Step 10: Maintain Your Profile

- Keep your business information, license, and insurance details up to date to maintain your Google Guaranteed status.
- Regularly encourage satisfied customers to leave reviews, as positive reviews can improve your ad ranking and lead quality.

By following these steps, you can set up Google Local Service Ads for your home service business, helping you reach more customers and generate quality leads.