



Google Local Services FAQ

- 1. I'm interested in GLS but my company has very few reviews online. What should I do?** SearchKings can set up your company on AdWords and start generating leads right away. As part of the process, we will also coach your company on how to get reviews online to help your company start leveraging GLS once there is more online activity.
- 2. My company is located in an area where Google Local Services is not yet available. What do you suggest?**

We can start the dealer on AdWords while working on adding your company to GLS so you are ready to start when the service becomes available in your area.
- 3. How can I find out the number of reviews and average rating of HVAC contractors in my area?**
 - Google "AC install in <your city or zip code>" or "Furnace repair in <your city or zip>"
 - Click on the map and reviews the companies listed
 - The list of companies in the area will be presented with their average rating and their number of Google reviews in brackets.
- 4. My company is already on Google Local Services. If I move the account under SearchKings, will my company be eligible for the 15% discount right away?**

Yes.
- 5. Does a dealer have to sign a contract with SearchKings?**

No. SearchKings does not ask their customers to sign any contract. Dealers can terminate their engagement with us at any time if we don't perform.
- 6. I heard that getting leads through Google Local Services is cheaper. In areas where GLS is available, why do dealers still use AdWords?**

At this point, GLS can generate only a limited number of leads so we are using AdWords to generate more leads. Our job at SearchKings is to achieve the lowest average cost per lead using both platforms.
- 7. Is there a SearchKings' management fee for Google Local Services?**

No. There is no management fee and Google covers the background check cost conducted by a 3rd party.
- 8. Is there a SearchKings' management fee for AdWords?**

Yes, there is. It is a \$400-\$500 per month flat fee independent of the spend. The **AdWords** management fee will be waived for the first month.

9. **What is the best question to ask to determine if my company would get the ROI we are looking for from the digital marketing?**

There are a few basic questions we usually cover right away but our favorite one is: **"What was your average cost per lead from digital marketing last month?"** If a dealer is unsure or the number is over \$75 per actual a non-branded lead, we would love to talk to you.

10. **What is the cost per HVAC lead for Google Local Services in my area?**

The cost per leads for Google Local Services is around \$24 to \$35 (before the 15% SearchKings discount). Rates vary by region. **We will be happy to provide you with the rate for your region.** Please email us at lsa@searchkings.com.

11. **Are the rates published by Google include the 15% discount offered by SearchKings?**

No. The rates published by Google do not include the 15% discount for accounts that are set up under SearchKings.

12. **How can my company become Google Guaranteed?**

Visit <https://searchkings.ca/trane/> and click **SIGN UP NOW** at the bottom of the page. SearchKings will get in touch with the owner and walk him or her through the process. We recommend you reach out to SearchKings and we will walk you through the signup process and background checks.

13. **How long does it take to become a Google Guaranteed?**

The boarding process depends on your company's situation and most importantly your company's response time to Google's 3rd party requests for information. The average is around 3 to 5 weeks. If your company participated in a retail program of IR (Lowe's or JCP for example), we can expedite the process. **Remember that AdWords can be used while your company is waiting for their Google Guaranteed status.**

14. **I have more questions, where do I go?**

Email lsa@searchkings.com or call our office at 888-335-4647 and choose option 3.