



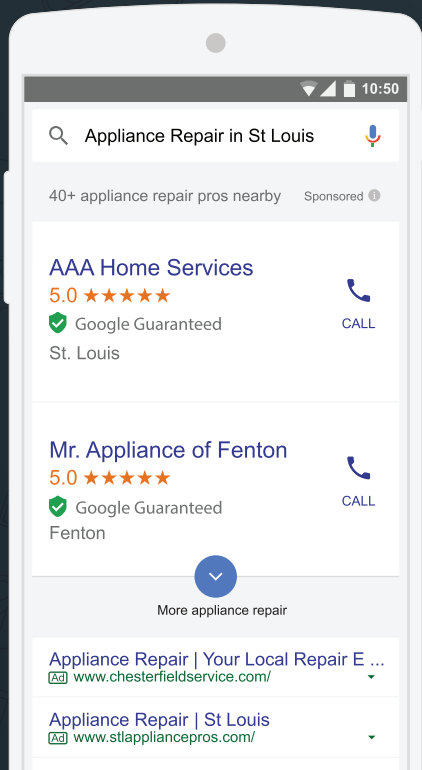
Exclusive Offer for MSA Members

Google Local Services SETUP & ACCOUNT MANAGEMENT SUPPORT



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THINGS YOU NEED TO KNOW ABOUT Google Local Services



- Google Local Services is an online services directory that allows users to reach verified providers through a phone call. The calls are sent directly to your office.
- Local Service Ads appear at the top of the Google search results page showing three providers on desktop and two on mobile phones.
- To participate in Google Local Services, your company must pass Google's screening requirements and become Google Guaranteed.
- Only calls over 30 seconds are charged based on flat-rate pricing (i.e. you pay only for leads, not for clicks). Pricing varies by region. The current average rate for leads is \$20 per phone call.
- The platform allows appliance repair professionals to choose services they are interested in, define geographic areas they wish to target, and adjust the schedule for when they would like to receive leads (eg. turn ads on at 8 am and turn off at 6 pm). Leads can be turned off at any time.



About SearchKings Services + Fees

SearchKings is a Google Premier Partner that focuses on local lead generation for home services companies.

Our annual fee for Google Local Services management includes the following benefits:

- Dedicated support team (call SearchKings with any question instead of Google).
- Assistance with onboarding for new providers.
- Document management and recertification to help you keep your Google Guaranteed status.
- Account profile optimization.
- Insights and ranking into your company performance.

FAQ

- **How many leads should I expect from Google Local Services?**
The average number of leads per dealer is approximately 20 per month.
- **How does Google decide which companies are shown top?** i.e. How ranking is determined?
Responsiveness to incoming calls, location, budget and Google reviews/ratings are the primary ranking factors.
- **How long does it take to become Google Guaranteed?**
On average 3 weeks.
- **What information do I have to provide to become Google Guaranteed?**
Business license, insurance, background checks for owner completed by Google's approved provider (Pinkerton or Evident). The cost of the background checks is covered by Google.
- **Who handles the information I provide throughout the process?**
Google's 3rd party provider maintains strict confidentiality and will not share any personal information with Google and/or SearchKings.
- **What are other services can SearchKings help me with for my digital advertising?**
SearchKings offers digital advertising services that include pay-per-click lead generation campaigns, branding campaigns, maintenance and service contracts campaigns, technician recruitment campaigns. Monthly budgets start at \$750 a month.