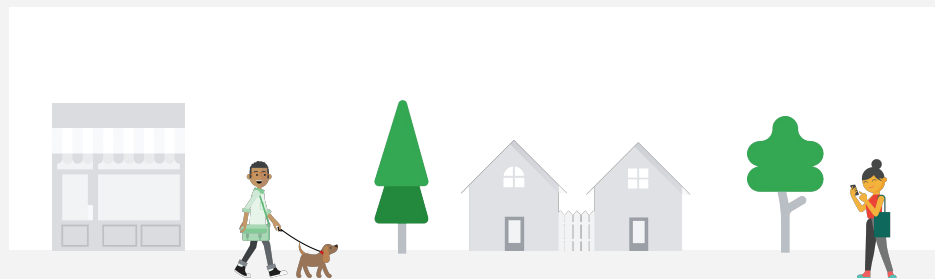
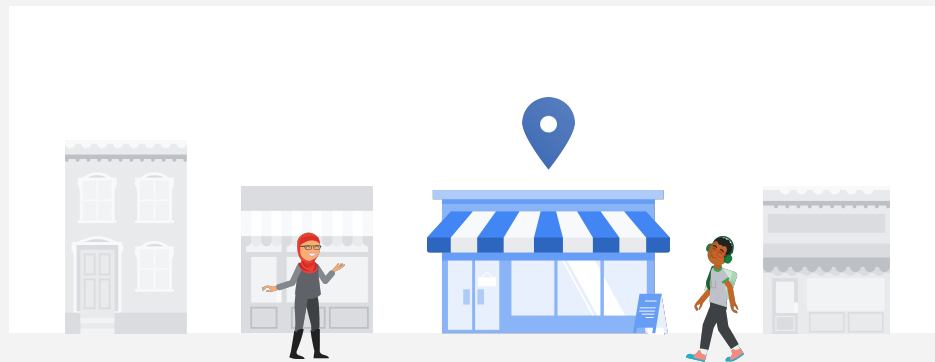
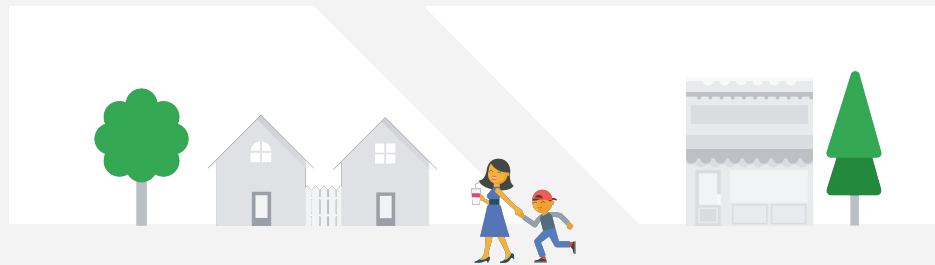




# HighLevel <> Local Services Ads & Booking



Information Session



# MEET YOUR GOOGLE PANEL

---



Elyse Goldman

Global Product Lead,  
Local Services Ads



Ariel Rosenberg

Partner Manager,  
Local Services Ads

# What you'll learn today

## ***Google's Local Services Ads:***

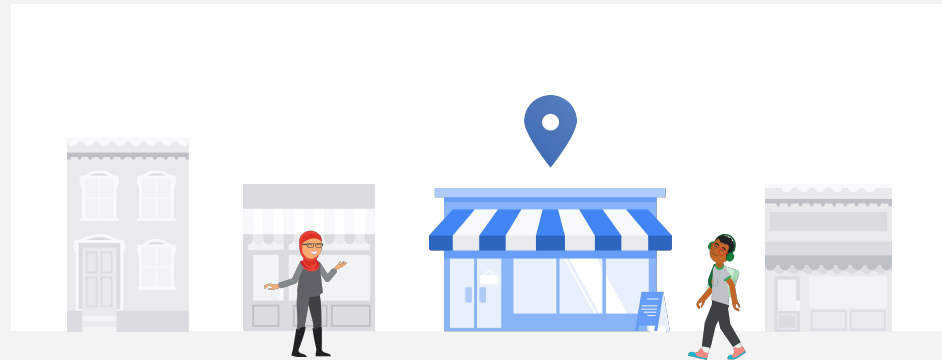
- Why Local Services Ads are important to marketing success
- Why the Google Badge matters
- How agencies can get their clients started on LSA

## ***Booking with Local Services Ads:***

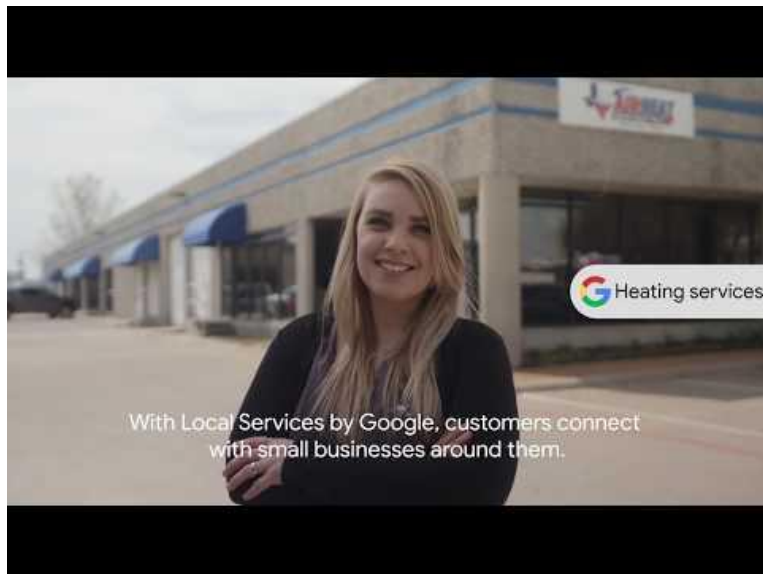
- Advantages of Booking for your customers
- How to enable Booking with HighLevel



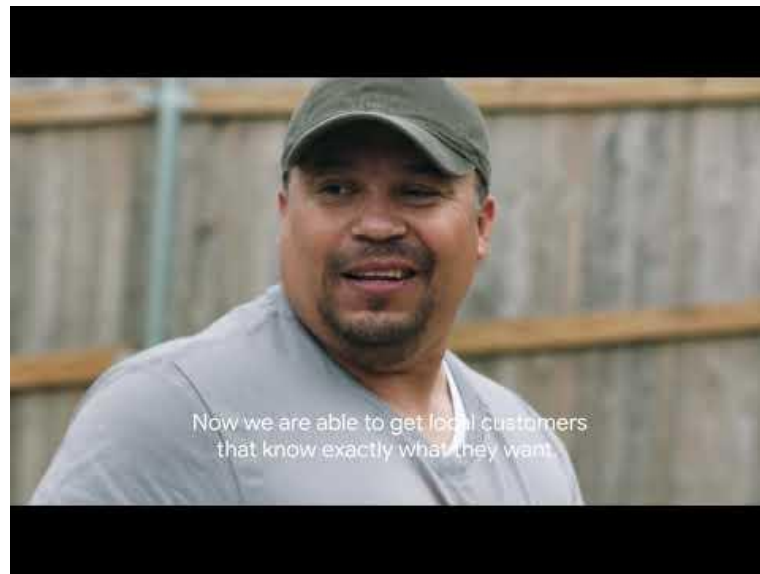
# Local Services Ads



## Gmaids & Access garage door



[Link](#)



[Link](#)

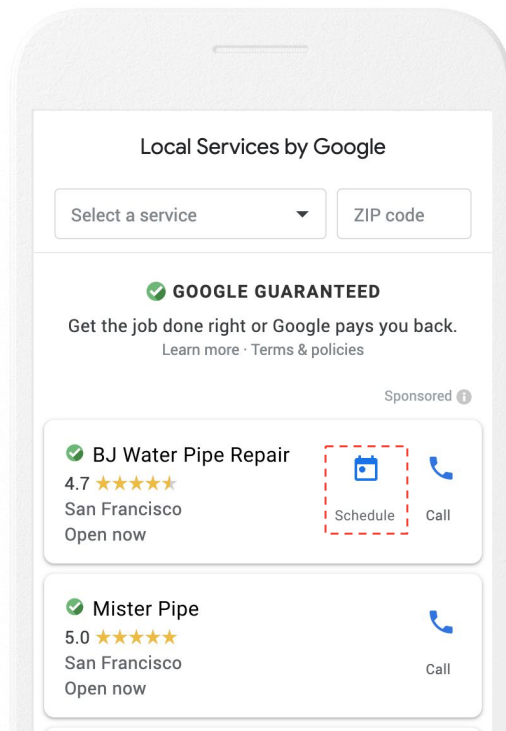
# What is Local Services Ads?

**Local Services** makes it easy for local providers to connect with people who search on Google for the services they offer.

**Local providers** can advertise their services and book jobs in areas they choose, while tracking their performance and staying in control of their bookings within the mobile app.

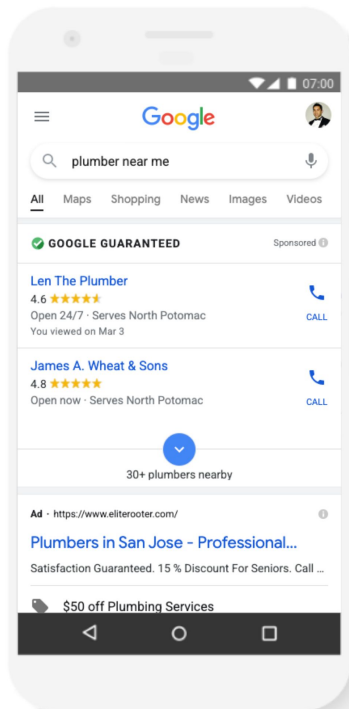
**Customers searching** will see business information, read reviews, and get in touch – all directly within the ad.

**With the Google Screened or Guaranteed badge**, customers know that the services they book are with a qualified, trusted professional



# Placement of Local Services & Ad Content

\*The ad placement features 2-3 providers on the top of Google's Search Engine Results Page.



family lawyer near me



Tools

About 1,070,000,000 results (1.24 seconds)



**GOOGLE SCREENED** | Family Lawyers nearby

Sponsored ⓘ



**James A. Wheat & Sons**  
4.8 ★★★★★  
Open now · Serves North Potomac  
You viewed on Mar 3



30+ plumbers nearby

Ad · <https://www.eliterooter.com/>

**Plumbers in San Jose - Professional...**

Satisfaction Guaranteed. 15 % Discount For Seniors. Call ...

\$50 off Plumbing Services



**Kantrowitz, Goldhamer &...**  
5.0 ★★★★★ (1)  
47 years in business

Open now until 6 PM



**Bozanian McGregor, LLC**  
4.7 ★★★★★ (6)  
2 years in business

Open now until 5 PM



**Arons & Solomon, P.A.**  
5.0 ★★★★★ (7)  
28 years in business

Open now until 5 PM



[More Family Lawyers](#)

Your ad can contain the following information: Business name, phone number, location, reviews, business hours, google guarantee, or google screened badge, photos, & business bio, [and more](#).

# Who are we talking to?

## Home Services

- Locksmiths
- Movers
- Pest control services
- Plumbers
- Roofers
- Water damage services
- Window cleaning services
- Appliance repair services
- Carpet cleaning services
- House cleaning services
- Electricians
- Garage door services
- HVAC (heating, ventilation, and air conditioning)
- Lawn care services
- Tree services
- Carpenter
- Foundations
- Landscaper
- Counter top
- Fencing
- Siding
- Flooring
- Pool Cleaner
- Pool Contractor
- Sewage Pro
- Home Inspector
- Home Theatre
- Home Security
- Snow Removal
- General Contractor
- Handyman

## Professional Services\*

- Lawyers
- Financial planners
- Tax specialist
- Real estate agents

## People Care\*

- Childcare
- Funeral Home

## Pet care\*

- Pet Adoption
- Pet Training
- Pet Grooming
- Pet Boarding
- Animal Rescue
- Veterinarian

## Wellness\*

- Personal Trainer
- Yoga Studio
- Weight Loss Center
- First Aid Training
- Acupuncturist

## Education\*

- Preschool
- Language Instructor
- Dance Instructor
- Beauty School
- Driving Instructor
- Massage School
- Tutoring



# Benefits

Here's how Local Services Ads provides value for service providers:



## Show up on Search

Local Services Ads appear above Google Search results, so service providers' ads are more likely to stand out from the competition.



## Book local jobs

Local Services helps service providers connect with potential customers who are searching for the services they offer, giving them the leads who are most likely to book.



## Only pay for results

Service providers pay only for leads related to their businesses and the services they offer.



## Pause your ad at anytime

Service providers can pause their ads at any time, giving them full control of their workloads and spending.

# The Google Guarantee

The Google Guarantee lets potential customers book services with confidence, knowing that the service provider has been verified by Google and their satisfaction is assured by a money-back guarantee.

## Build a great reputation online

The Google Guarantee badge can be displayed alongside the service provider's business name, helping potential customers know that they're booking with a reputable business.

## Build trust

Service providers can follow up with customers and ask them to review and share their experiences, making it easy to stay on top of customer feedback.

## Resources

[Help Center \(for service providers\)](#)

[Help Center \(for customers\)](#)

[FAQ \(for customers\)](#)

## Get started with the Google Guarantee

When the service provider signs up for Local Services, they can automatically begin the screening process to qualify for the Google Guarantee.



**GOOGLE GUARANTEED**

**Get the job done right or Google pays you back.**

[Learn more](#) | [Terms](#)

# The Google Screened Badge

The Google Screened Badge lets potential customers book wellness, business, and educational services like a financial planner, tutor, preschool business or lawyer with confidence, knowing that the service provider has been verified by Google. Badge type is based on industry, not level of verification.

## Build a great reputation online

The Google Screened badge can be displayed alongside the business name, helping potential customers know that they're booking with a reputable business.

## Build trust

Businesses can follow up with customers and ask them to review and share their experiences, making it easy to stay on top of customer feedback.

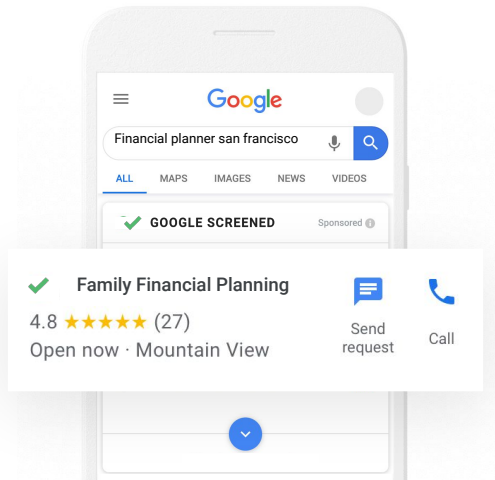
## Resources

[Help Center \(for service providers\)](#)

[Help Center \(for customers\)](#)

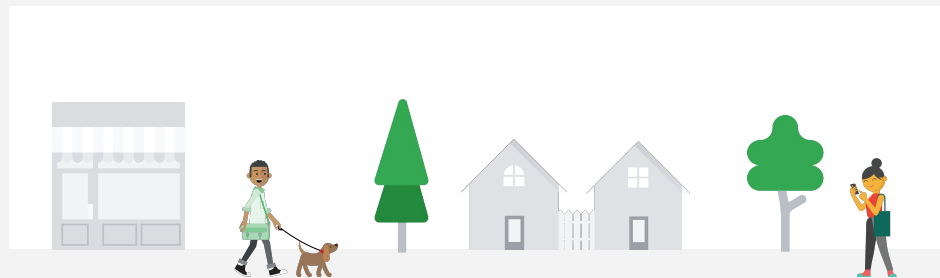
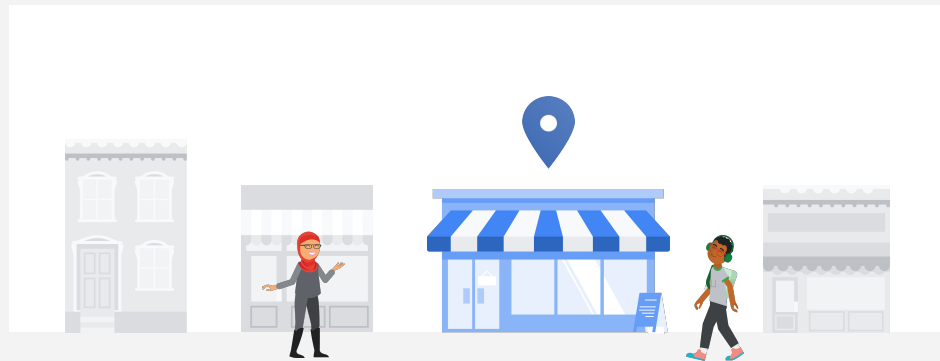
## Get started with the Google Screened Badge

When the service provider signs up for Local Services Ads, they can automatically begin the screening process to qualify for the Google Screened badge





# Local Services Ads <> Agencies



# Utilize Google Ads & LSA Together



## Complimentary

LSA and complementary products for lead gen clients

Clients looking to capitalize on all stages of the funnel should utilize both products



## Additional Real Estate

Additional real estate on the SERP (LSA at the top, followed by search, and the map pack)



## Better Efficiency

Lower **bundled cost of leads** across multiple-channel

Pay for qualified leads with LSA, while also optimizing Google Ads



## More Reach

Increasing your footprint with Google Ads.

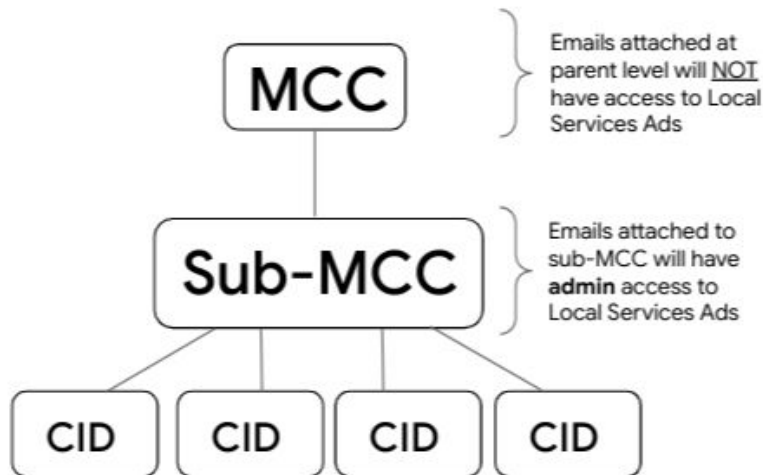
LSA alone has predefined keyword lists and inventory. Google Ads allows for increased reach on unlimited searches

## Account Set up for Agencies

If you're an agency or someone who manages multiple Google Ads accounts, we highly recommend that you create a sub-manager account (sub-MCC), so you can manage all your Local Services Accounts from a single portal & login.

**Best practice: Create a new Gmail address to be used only for Local Services.**

All agency POC's that are to manage and view the campaign must be added to the account Access section of the sub-MCC directly above the CID. All parent MCC accounts (if applicable) above the sub-MCC where Local Services campaigns are held will not have access to Local Services campaigns. To manage the campaign and view the Local Services [dashboard](#), use respective MCC credentials.



# Target by service area and job types

## Job types

Control what types of leads you want to receive. If you'd like to add or remove a category on the left, please [contact support](#).

### General Contractor

### Roofer

Accessory buildings



Bathroom remodel



Commercial projects



Decks and patio



Exterior finishing



Foundations and concrete



Home addition



Home building



Home remodel and renovation



Interior finishing



Kitchen remodel



Other



**Note:** Don't accept jobs you're not qualified or licensed to complete. You're solely responsible for maintaining compliance with applicable laws, regulations, and licensing requirements in each jurisdiction where you offer or provide services. [Learn more](#)

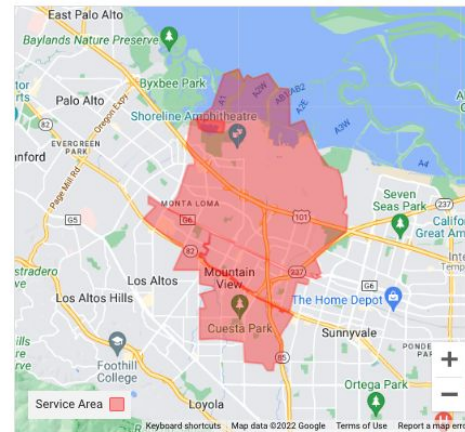
CANCEL SAVE

## Service areas

Set your service area so that your ad is shown to the right local customers. To **add an area**, search for a county, city or neighborhood. To **remove part of an area**, click on a row and de-select unwanted ZIP codes.

Search for a location

Mountain View



People who happen to be in your service areas (or narrow their search down to your areas specifically) will see your ad. [Learn more](#) Don't accept jobs you're not qualified or licensed to complete. You're solely responsible for maintaining compliance with applicable laws, regulations, and licensing requirements in each jurisdiction where you offer or provide services. [Learn more](#)

CANCEL SAVE

# Getting started with verification

To help customers feel confident when booking a provider through Local Services, businesses must pass Google's screening and qualification process for their business category. Businesses can self sign up through [g.co/localservices-st](https://g.co/localservices-st)

When a business signs up to be an advertiser on Local Services, they may undergo any or all of the following processes:



Background check



License check



Insurance check



Advanced verification



# Background check

Depending on the service industry – the business, and in some cases, the employees, vendors, and all other associates of a particular business – that advertise directly with Google may undergo background checks by third-party risk management companies that Google has partnered with.

Background checks may include:

- A civil litigation history check of the business for evidence of negligent or substandard performance of services, such as judgments and liens from federal and state courts in the US
- Identity and criminal history checks, such as cross-checks against national sex offender, terrorist, and sanctions registries in the US

Visit the [Help Center](#) for more information.



Background check



License check



Insurance check



Advanced verification

## License check

Depending on the country, Google verifies that service providers hold applicable state-, provincial-, or country-level licenses for businesses and for owners and managers. Service providers must also confirm that they hold applicable county- and city-level licenses, and that all workers are appropriately licensed.

The licenses that Google has verified for each service provider are displayed on their Local Services profile.

\*Providers in business categories where license is not a requirement will be verified using the business registration information

In some verticals, as a provider works on getting a Google badge-providers can begin to advertise without a badge after passing preliminary checks (license or equivalent).

Visit the [Help Center](#) for more information.



Background check



License check



Insurance check



Advanced verification

## Insurance check

Whenever applicable, each provider's business must carry general liability insurance coverage for work performed.

Visit the [Help Center](#) for more information.



Background check



License check



Insurance check



Advanced verification

## Advanced verification

Service providers in some business categories may need to undergo Google's advanced verification screening. This may include a review of the company's Google Ads account, publicly available data, and video interviews conducted by Google. The screening may also include inquiries into business registration validity, as well as searches for evidence of fraudulent or misleading behavior.

Visit the [Help Center](#) for more information.



Background check



License check



Insurance check



Advanced verification

## Final steps payment & billing

With Local Services ads, you only pay for leads related to your business or the services you offer. Lead prices may vary depending on your location, the job type, and the type of lead, but each lead received will count towards your budget.

### 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,
- You can dispute leads that you believe aren't valid. Which can be later credited back to you.

### Resources

[Payment & Billing](#)

[Editing your budget](#)

**Set your budget** [CHANGE BIDDING MODE](#)

☐ \$360 per week

☒ **\$432 per week\***  
\$1,877 monthly max

☐ \$504 per week

☐ Set your own budget

You could get 4-12 leads per week depending on how well your ad does.

\* Your weekly spend may vary but will never exceed your monthly max. [Learn more](#)

[CANCEL](#) [SAVE](#)

# Leads Inbox

On your Leads Inbox tab you will be able to see & manage all information pertaining to leads & listen to the call recordings.

## New

Phone calls that were missed.

## Active

Leads appear when you have had a conversation with the customer and you have not yet marked the lead as **Booked**, **Declined**, or **Disputed**.

## Booked

Once a lead is marked as an upcoming job, they will moved to the Booked category of the lead inbox.

## Completed

Leads that turned into jobs and the work was completed. Once moved to this category, you can ask the customer for a review of your service.

## Archive

All leads that are declined, disputed, or old leads where no conversation has taken place with the customer in the last 15 days.

COVID-19 · How Local Services is responding [Learn more](#)

[Add service updates to your profile](#)
[Choose a business status](#)

<b>New</b> 1	<b>Active</b> 9	<b>Booked</b> 0	<b>Completed</b> 0	<b>Archive</b> 8
-----------------	--------------------	--------------------	-----------------------	---------------------

Customer	Job type	Location	Lead type	Last activity
(702) [REDACTED]			Phone	May 20

Rows per page: 20
1-1 of 1

Potential Customer | (516) [REDACTED]

ARCHIVE

MARK BOOKED

**Lead summary**
Received on Dec 14, 2019 at 10:48 AM.

Status

Active

Lead type

Phone

Business category

water damage service provider

Customer name

Add customer name

Customer email

To enter the customer email, first mark this lead as booked.

Your notes

Add your notes here (only visible to you)

**Conversation**

P

Potential customer

Incoming call

Yesterday 10:48 AM

HIDE RECORDING

→

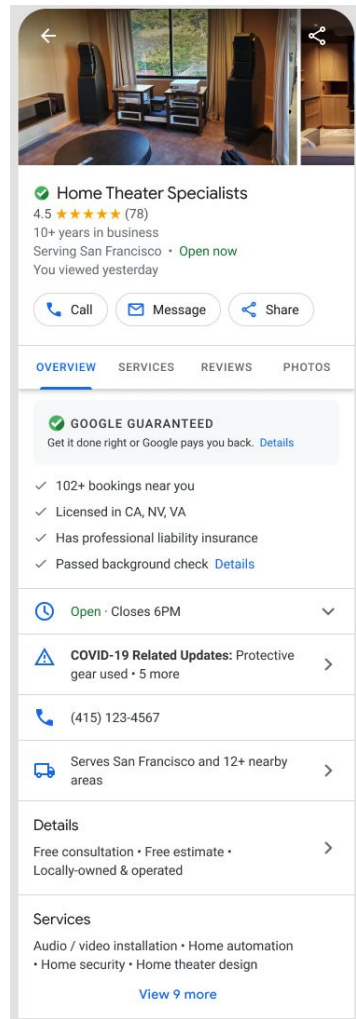
▶ 0:00 / 4:20

🔊

# Best Practices

## Things to keep in mind when setting up or making changes to your ads:

- The 3 R's: **R**adius, **R**eviews, and **R**esponsiveness...
  - **Radius:** Add in all the relevant zip codes you serve
  - **Reviews:** Ask for reviews on every job
  - **Responsiveness:** Answer as many calls as you can
- Use **maximize leads** bidding mode
- Add all relevant job types and verticals
- Highlight your **differentiators** (i.e. 'locally owned', 'BBB approved')
- Upload photos of your team & examples of jobs
- Setting and maintaining your **business hours**
- Base your **budget** on the amount of new calls you want to receive
- Enable **Booking** for eligible providers



## Our Customer's Testimonials

"I'm impressed with the power of Local Services to create demand, awareness, and grow our business by highlighting how we serve happy customers."

- **Daniel DeVille CEO Sentry Residential**

"By using Local Services, I am among the first businesses potential customers in my area see, increasing the number of calls to my office by 30%."

- **John P. Farrell, Estate Planning Attorney, The Farrell Law Firm**

"We certainly believe that individuals who know our firm is Google Screened feel assured in our firm's eminence and reliability."

- **Jeff Rhame, Managing Director, Rhame & Gorrell Wealth Management**

"The amount of calls received from being highlighted on Local Services is almost overwhelming."

-**Wade Funk, Broker/Owner, Funk Group, LLC**

"Local Services has quickly positioned my business as a trusted law firm locally, leading to more than 60% of leads converting to clients."

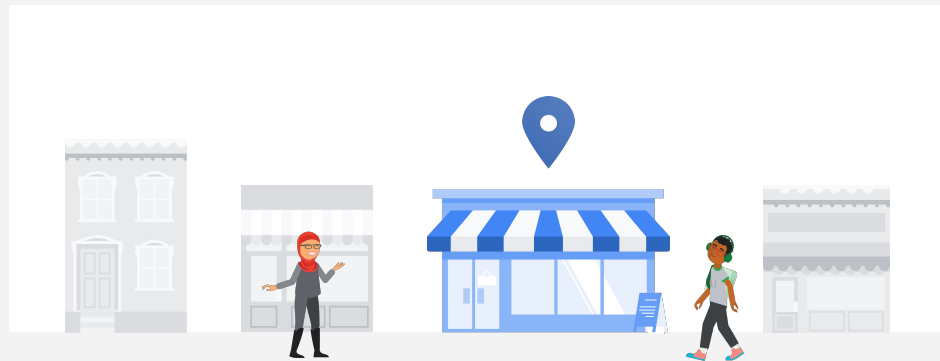
-**Matthew Odgers, Attorney, Odgers Law Group**





# Booking with Local Services Ads

---



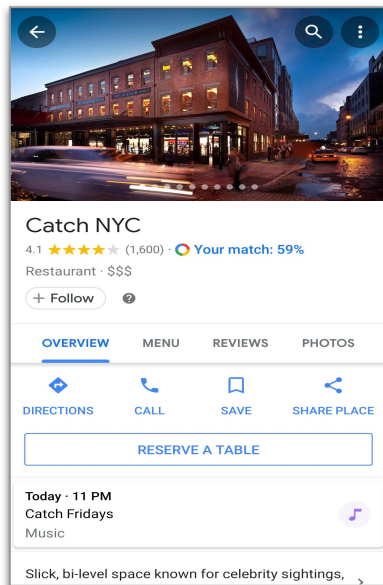
# Why Booking?

**Value for providers** - highly qualified leads, reduce operational overhead of answering calls

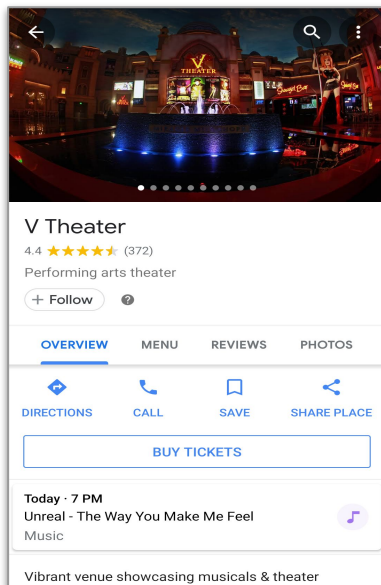
**Better experience for consumers** - users don't need to give information over the phone, easily match availability

**Aligned with Google strategy** - consistent actions across industries

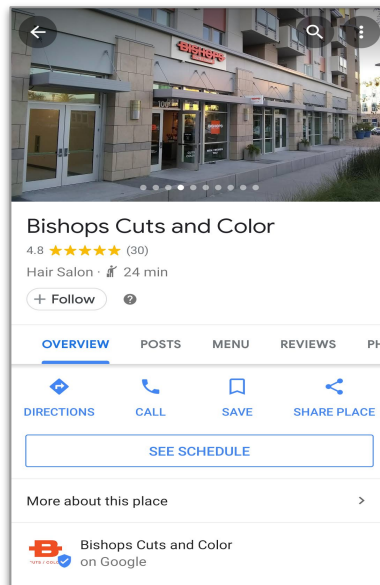
## Dining



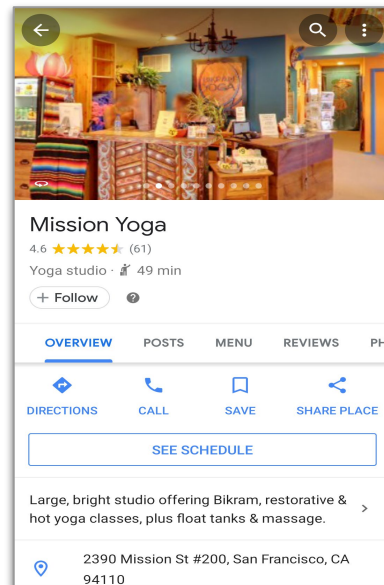
## Things to Do



## Beauty



## Fitness



# Eligible Booking Verticals

## Home Services

- Appliance repair services
- Carpet cleaning services
- Cleaning services
- Electricians
- Garage door services
- HVAC (heating, ventilation, and air conditioning)
- Lawn care services
- Locksmiths
- Movers
- Pest control services
- Plumbers
- Roofers
- Water damage services
- Window cleaning services
- Carpenter
- Foundations
- Landscaper
- Counter top
- Fencing
- Siding
- Flooring
- Pool Cleaner
- Pool Contractor
- Sewage Pro
- Home Inspector
- Home Theatre
- Home Security
- Snow Removal
- General Contractor
- Handyman

## Professional Services

- Lawyers

# What customers see

## Local Services Feed

Local Services by Google

Plumber 94070

Sponsored

**GOOGLE GUARANTEED**  
Get it done right or Google pays you back  
[Learn more](#)

**BUSINESSES SERVING MOUNTAIN VIEW**

✓ AAA Plumbing  
4.8 ★★★★★ (27)  
80+ bookings near you  
Open now  
You messaged yesterday

Book Call

✓ Teresa's Plumbing  
4.9 ★★★★★ (85)  
Open now

Call

✓ Local Rooter  
4.6 ★★★★★ (85)  
Open now

Call

✓ Save The Day Plumbers  
4.8 ★★★★★ (27)  
80+ bookings near you  
Open now  
You messaged yesterday

Call

✓ ABC Plumbing Inc  
5.0 ★★★★★ (16)  
110+ bookings near you  
Open now

Call

✓ Plumbing United  
4.9 ★★★★★ (85)  
Open now

Call

✓ Rooter 123  
4.6 ★★★★★ (85)  
Open now

Call

## Select Service Type

✕ Select a service

📍 Service location: 94116 ✎

Unclog drain

📅 Schedule

Repair faucet

📅 Schedule

Install shower

📅 Schedule

Other

📅 Schedule

## Select date & time

← Find a time 📅

**Unclog drain** **USD \$85.00**  
To get an estimate

This fee is the cost for the pro to make a visit. It may not be your total cost.

T F S S M T W

14 15 16 17

JUNE

Choose an arrival time. The pro may arrive at any time during the window you choose

**MORNING**

9:00AM - 10:00AM

10:00 - 11:00AM

11:00 - 12:00PM

**AFTERNOON**

1:00PM - 2:00PM

2:00PM - 3:00PM

3:00PM - 4:00PM

**EVENING**

6:00PM - 7:00PM

7:00PM - 8:00PM

8:00PM - 9:00PM

# What customers see

## Final Booking



Review details



Unclog drain



Monday, June 15, 2020

Between 2:00 - 3:00PM



To get an estimate

USD \$85.00

Pay in person

### From this pro

We will come out to your property during the week for a minimum trip charge of \$85. We will come out to your property the same day for a minimum trip charge of \$120. Fee will be waived if any immediate repair or installation work is performed.

### Add a note (optional)

Add any details you'd like to share with the professional about your request.

### Contact info

First name

Last name

Email

johndoe@google.com

Phone number

### Address

201 Almond Drive

Address line 2

Los Altos

CA

94022

## Confirmation



### Appointment scheduled

15

JUN

AAA Plumbing

Unclog drain (estimate)

Thurs · Between 2 - 3PM



CALL



CALENDAR

Done

# Booking and Reminder Emails

"Reserve with Google" <reserve-noreply@google.com>

Your appointment with Edwards Plumbing LLC is scheduled



## Appointment scheduled

[View details](#)

17 APR Edwards Plumbing LLC  
Appointment scheduled

Find & repair leak (estimate)  
Wed - Between 4:00 PM - 4:30 PM



CALL



CALENDAR

**Check safety requirements**  
Before you visit, make sure you're able to follow local health authority guidance for COVID-19  
[Learn more](#)

**Arrival window** : Between 4:00 PM - 4:30 PM

**Edwards Plumbing LLC**

**Find & repair leak**  
We will come out to your property during the week for a minimum trip charge of \$220. We will come out to your property the same day for a minimum trip charge of \$240. Fee will be waived if any immediate repair or installation work. <https://edwardsplumbingllc.com/>

**Pay in person**  
Fee for on-site visit: \$88.88  
This fee is what it costs for the pro to make a visit and give you an estimate. It may not be your total cost.

Modify your booking by contacting Edwards Plumbing LLC.

**Cancellation Policy**  
If you can't make it to your booking, please call Edwards Plumbing LLC at 1 480-689-1452 to inquire about their cancellation policy.

**GOOGLE GUARANTEED**

Get the job done right or Google pays you back.

[Learn more - Terms & policies](#)

24 hour reminder

"Reserve with Google" <reserve-noreply@google.com>

It's almost time for your booking at Edwards Plumbing LLC



## It's almost time

[View details](#)

17 APR Edwards Plumbing LLC  
Upcoming appointment

Find & repair leak  
Wed - Between 4:00 PM - 4:30 PM



CALL



CALENDAR

**1649 East Lafayette Avenue,  
AZ 85298, US**

[Get directions](#)

**Check safety requirements**  
Before you visit, make sure you're able to follow local health authority guidance for COVID-19  
[Learn more](#)

**Find & repair leak**  
We will come out to your property during the week for a minimum trip charge of \$220. We will come out to your property the same day for a minimum trip charge of \$240. Fee will be waived if any immediate repair or installation work. <https://edwardsplumbingllc.com/>

**Edwards Plumbing LLC**

**Arrival window** : Between 4:00 PM - 4:30 PM

**Pay on arrival**  
Fee for on-site visit: \$88.88  
This fee is what it costs for the pro to make a visit and give you an estimate. It may not be your total cost.

Modify your booking by contacting Edwards Plumbing LLC.

**Cancellation Policy**  
If you can't make it to your booking, please call Edwards Plumbing LLC at 1 480-689-1452 to inquire about their cancellation policy.

**GOOGLE GUARANTEED**

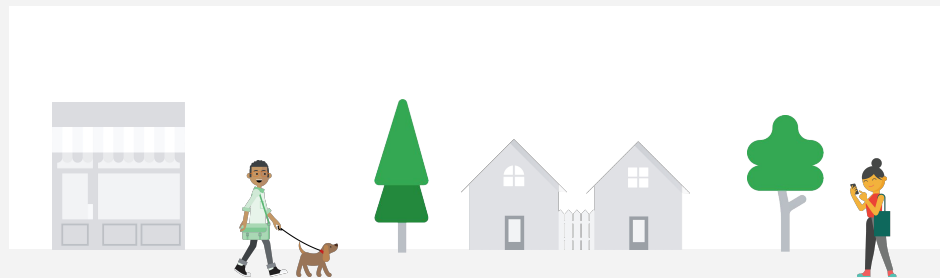
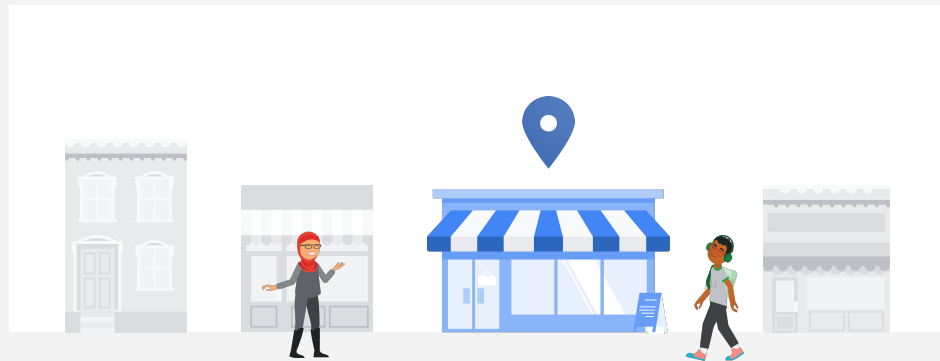
Get the job done right or Google pays you back.

[Learn more - Terms & policies](#)



# Enabling Booking on HighLevel

---




# How to Activate In 6 Steps!







# 1. In your Account go to Settings > Integrations and click "Connect" under Reserve with google

Integrations Integrations Facebook Form Fields Mapping



Connect your location's Google Account


 Sign in with Google



Reserve with Google  
(Local Services Ads account required)

Connect


Get booked directly from Google, Google maps, or google Assistant [Learn more](#)




Connect your location's Facebook Account


Connect

To use Instagram DM's, you need to connect your Instagram Account with a Facebook Page. [Learn More](#)




Connect your location's QuickBooks Account

 **Connect**



Connect your location's Clio Account


Connect



Stripe Account

*Please use Stripe Connect.*

Continue

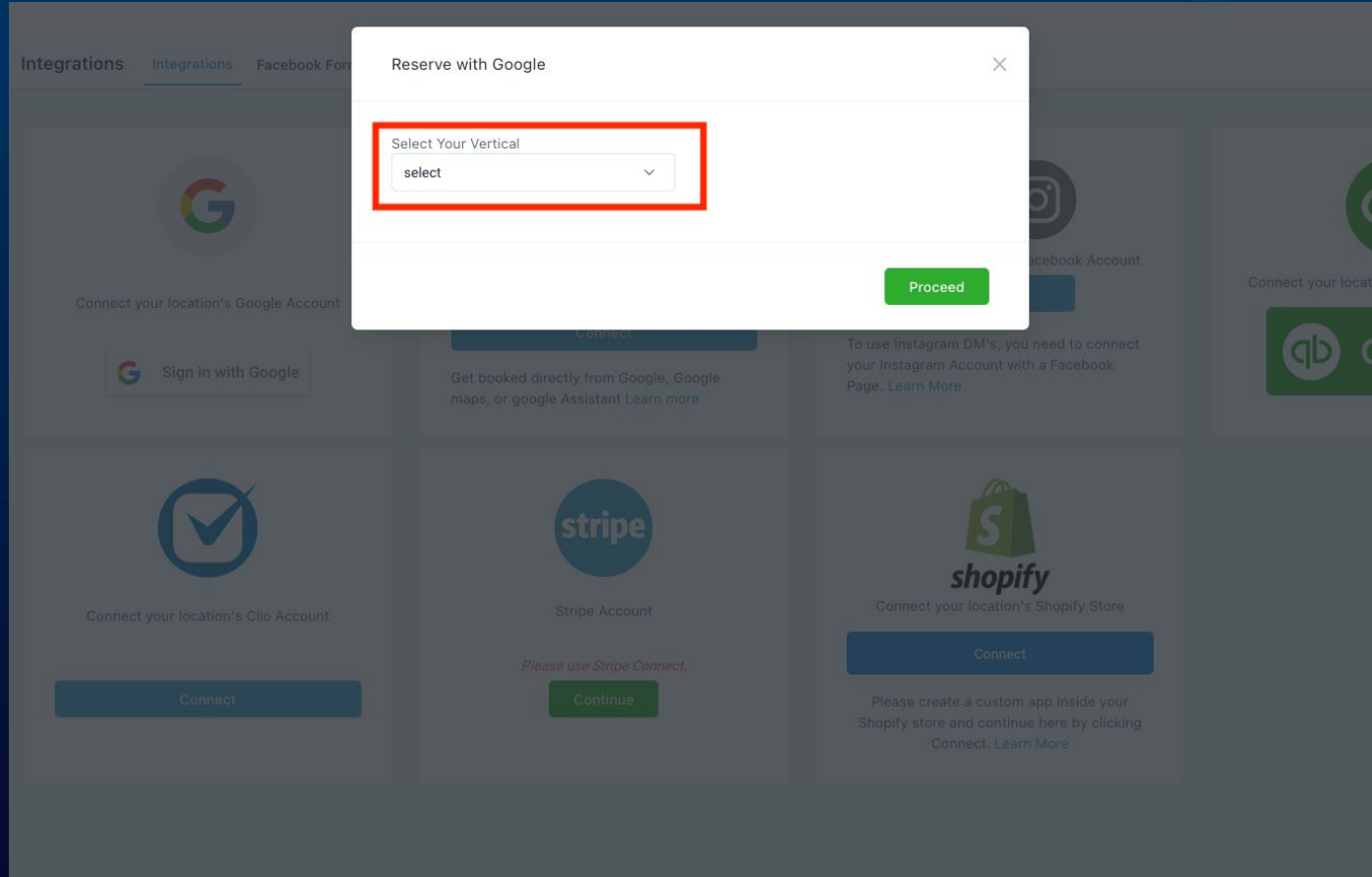


Connect your location's Shopify Store

Connect

Please create a custom app inside your Shopify store and continue here by clicking Connect. [Learn More](#)

## 2. Choose the Local service you are providing and click "Proceed" to open Google Local services Ads in a new tab



### 3. Login and link your Google Local Services Ads account (opened in a new tab)

Google



#### Link your A1 Services account to your Google business profile

When linked, appointments booked directly from your Local Services Ad will show up on A1 Services.

Business profile name	Location	Industry	Account Status	Action
A1 Carpentry Services		carpentry	Not linked	<a href="#">Link account</a>
A1 Electrical Services	Leon Valley	electrical	Not linked	<a href="#">Link account</a>

Done

## 4. Click "Configure Calendar" to navigate to Calendar Settings

The screenshot displays the 'Integrations' section of a software interface. At the top, there are tabs for 'Integrations' and 'Facebook Form Fields Mapping'. The main area contains several integration cards:

- Google Account:** Includes a 'Sign in with Google' button.
- Reserve with Google:** Requires a 'Local Services Ads account'. It features a 'Configure Calendar' button (highlighted with a red rectangle) and a 'Delete' button. A note below states: 'Please configure at least one calendar to accept booking via Reserve with Google. [Learn more](#)'.
- Facebook & Instagram:** Offers a 'Connect' button. A note mentions: 'To use Instagram DM's, you need to connect your Instagram Account with a Facebook Page. [Learn More](#)'.
- QuickBooks:** Features a green 'Connect' button.
- Clio:** Includes a 'Connect' button.
- Stripe:** Includes a 'Continue' button. A note says: 'Please use Stripe Connect.'
- Shopify:** Includes a 'Connect' button. A note says: 'Please create a custom app inside your Shopify store and continue here by clicking [Connect](#). [Learn More](#)'.

## 5. Create/Edit a calendar to configure Reserve with Google service

Calendars

<Unassigned>

test  
/PxiqgEoQA0z

### Calendar

How would you describe your calendar?

**Name**

**Description**

**Appointment Title**

It will be used while creating appointment title, you can use template parameters.

**Meeting Location**

**Event Color**

**Link to Calendar**

Select linked calendar

**Sync Option**

One way

**Connections**

☒ Reserve with Google

Service type

Estimated price (USD)

Select Service

Price

Close

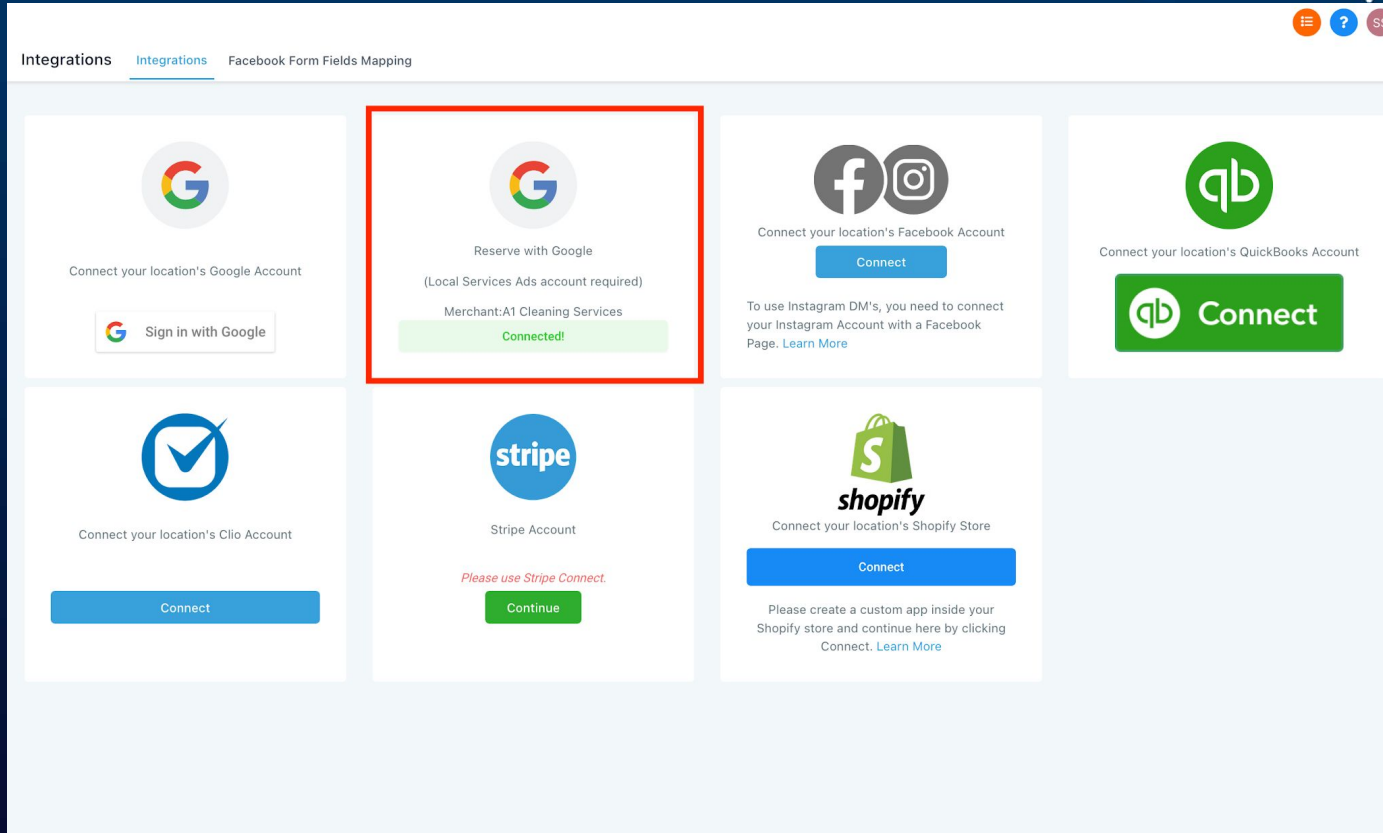
Save

## 6. Integration Status – Pending: It will take up to 48Hrs for Google to Verify the integration

The screenshot displays the 'Integrations' section of a software interface. At the top, there are tabs for 'Integrations' (selected) and 'Facebook Form Fields Mapping'. The main area contains several integration cards:

- Google Account:** 'Connect your location's Google Account' with a 'Sign in with Google' button.
- Reserve with Google:** Highlighted with a red box. It shows a Google logo, the text 'Reserve with Google (Local Services Ads account required)', a yellow 'Pending' button, and a note: 'The details provided are submitted to LSA for verification and the status is shown above' with a 'Learn more' link.
- Facebook & Instagram:** 'Connect your location's Facebook Account' with a 'Connect' button. Below it, a note states: 'To use Instagram DM's, you need to connect your Instagram Account with a Facebook Page. [Learn More](#)'.
- QuickBooks:** 'Connect your location's QuickBooks Account' with a green 'Connect' button.
- Clio:** 'Connect your location's Clio Account' with a blue 'Connect' button.
- Stripe:** 'Stripe Account' with a green 'Continue' button. A red note above the button says: 'Please use Stripe Connect.'
- Shopify:** 'Connect your location's Shopify Store' with a blue 'Connect' button. Below it, a note says: 'Please create a custom app inside your Shopify store and continue here by clicking [Connect](#). [Learn More](#)'.

## 7. Your LSA – Reserve with Google Integration is done! 🎉



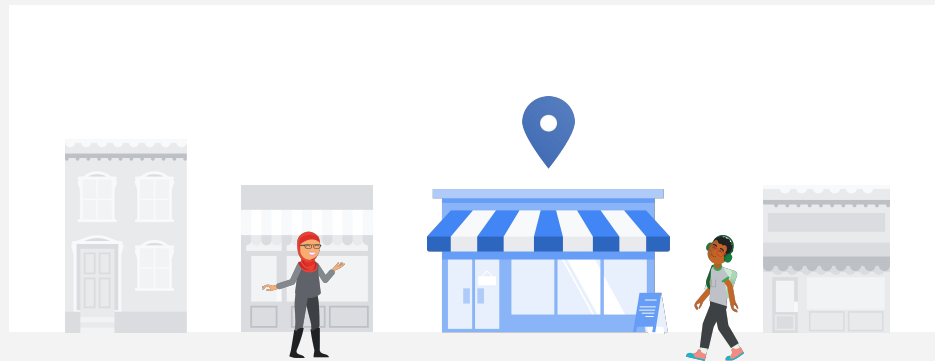
The screenshot displays the 'Integrations' section of a software interface. The top navigation bar includes 'Integrations', 'Integrations', and 'Facebook Form Fields Mapping'. The main content area is a grid of integration options:

- Google Account:** 'Connect your location's Google Account' with a 'Sign in with Google' button.
- Reserve with Google:** Highlighted with a red border. It shows 'Reserve with Google (Local Services Ads account required)' for 'Merchant: A1 Cleaning Services' with a green 'Connected!' status bar.
- Facebook and Instagram:** 'Connect your location's Facebook Account' with a 'Connect' button. A note states: 'To use Instagram DM's, you need to connect your Instagram Account with a Facebook Page. [Learn More](#)'.
- QuickBooks:** 'Connect your location's QuickBooks Account' with a green 'Connect' button.
- Clio:** 'Connect your location's Clio Account' with a blue 'Connect' button.
- Stripe:** 'Stripe Account' with a note 'Please use Stripe Connect.' and a green 'Continue' button.
- Shopify:** 'Connect your location's Shopify Store' with a blue 'Connect' button. A note states: 'Please create a custom app inside your Shopify store and continue here by clicking Connect. [Learn More](#)'.



# Thank you! Q&A

For more information, visit  
[g.co/localservices-st](https://g.co/localservices-st)





## Resources

- [Local Services Ads website - Login](#)
- [Local Services Ads Support Contact](#)
- [Local Services Ads Agency Program Nomination Form](#)
- [\*\*Help Center \(for service providers\) - Most questions can be answered here\*\*](#)
- [Help Center \(for customers\)](#)



"I'm impressed with the power of Local Services to create demand, awareness, and grow our business by highlighting how we serve happy customers."

- **Daniel DeVille CEO Sentry Residential**

"Local Services has quickly positioned my business as a trusted law firm locally, leading to more than 60% of leads converting to clients."

-**Matthew Odgers, Attorney, Odgers Law Group**

# Questions?

"We certainly believe that individuals who know our firm is Google Screened feel assured in our firm's eminence and reliability."

- **Jeff Rhame, Managing Director, Rhame & Gorrell Wealth Management**

"By using Local Services, I am among the first businesses potential customers in my area see, increasing the number of calls to my office by 30%."

- **John P. Farrell, Estate Planning Attorney, The Farrell Law Firm**