

WHAT ARE THEY?

Home Service Ads are Google’s new paid search offering that puts trustworthy local professionals in front of people who are looking to find and book quickly.

(<https://www.google.com/adwords/express/home-service-ads/>)

HSA’s show in a 3-pack and offer consumers a way to book appointments with professionals directly through Google.

The 3-Pack shows up at the top of Google’s search results when relevant searches are performed.



Google Guarantee—Google guaranteed providers are prescreened and meet relevant insurance and licensing requirements. When the consumer books an eligible Home Service provider on Google, they’re protected by the guarantee. (The Green Checkmark)

- If the consumer is not satisfied with the work quality, Google will cover claims up to the job invoice amount, with a lifetime cap of \$2,000. The job must be booked through Home Services. Add-on or future projects, damages to property, dissatisfaction with price or provider responsiveness, and cancellations aren’t covered.

- Claims must be submitted within 30 days of the job completion date.
- Consumers can identify an eligible pro because they have the Google guaranteed symbol by their name and on their profile page.

HOW DO YOU QUALIFY?

In order to qualify for these ads, providers must go through extensive screening to help ensure a trustworthy level of service.

(<https://support.google.com/ads/answer/6230381>)

Providers will have to undergo a series of screening procedures to qualify. Those procedures include:

- ☒ Background checks by a third-party risk management and security company
- ☐ License and insurance checks
- ☐ Online reputation audits
- ☐ Interviews

Process takes about 30 days



**Google
Trusted Store**

Google states, “Appearing in the Home Service unit is a badge of trust—only providers who have met Google’s qualifying criteria will be featured in the unit.”

Google HSA’s are currently invite-only, but you can proactively reach out to Google to show interest by filling out a form here:

<https://www.google.com/adwords/express/home-service-ads/contact/>

WHAT ARE THE BENEFITS OF HOME SERVICE ADS?

- Prime real estate at the top of the search results
- Receive Google’s blessing
- Access to a web interface
- Access to an app that lets them manage their ads, leads, job schedule and direct communication with potential clients

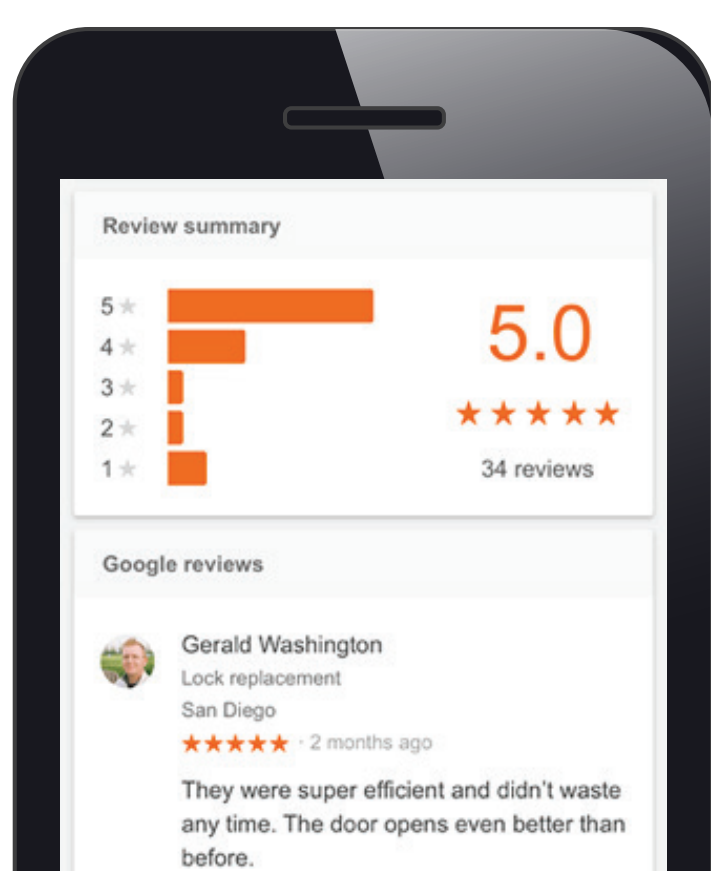
WHAT CAN YOU DO TO PREPARE FOR THESE?

Ensure your Google My Business profile is claimed at <https://www.google.com/business/>



Work to make sure your online reviews are positive, especially on Google.

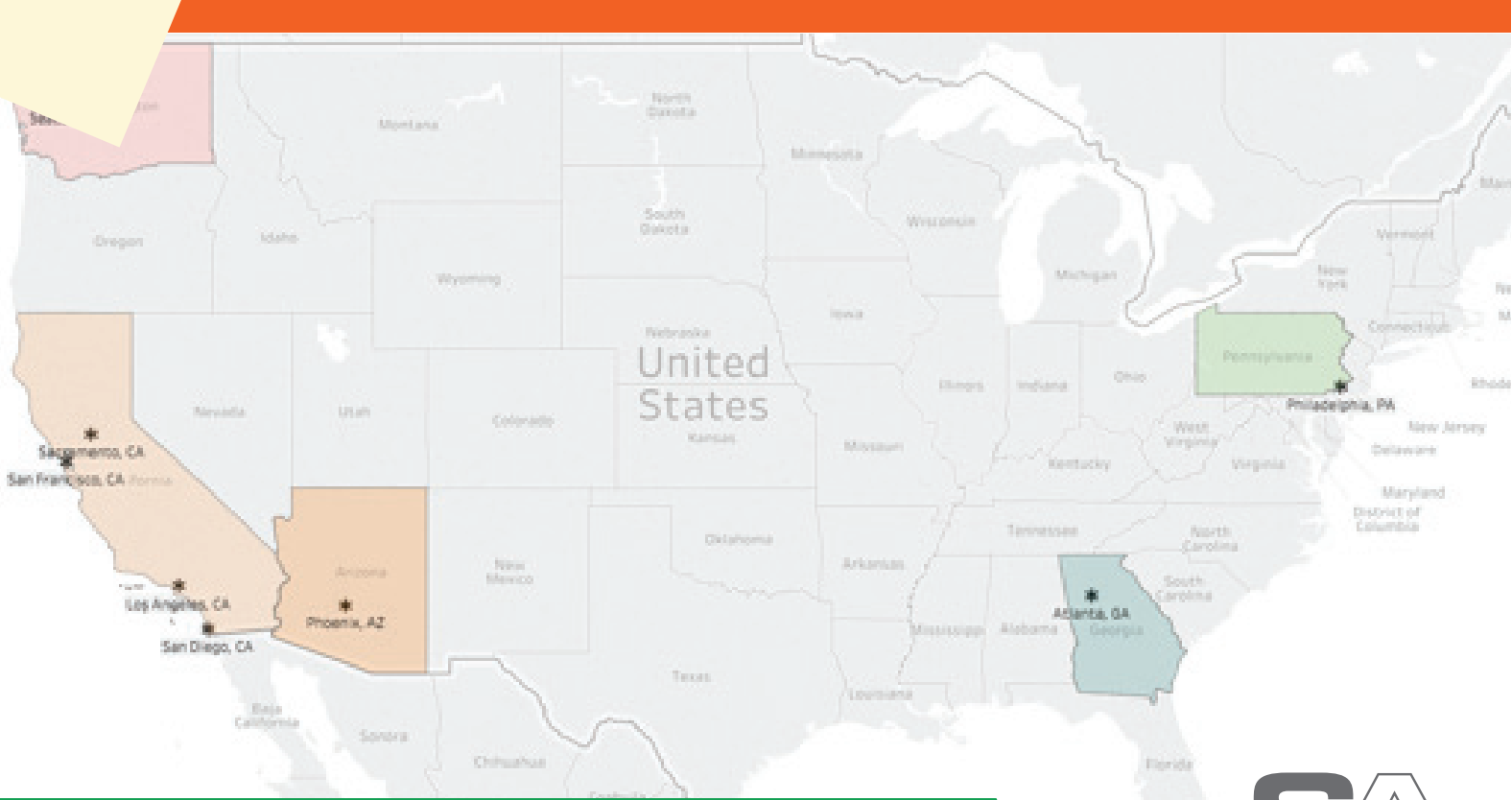
Current HSA participants not only have high star ratings, but a lot of them. Encourage your customers to review your business by sending them a link to your Google profile. If a customer has reviewed your business, good or bad, be sure to follow up with them on the review.



Prepare your offline compliances including:

- ★ **insurance**
- ★ **licenses**
- ★ **other factors that qualify your business as trustworthy**

Google has previously stated that they want to roll HSAs out across the United States. They are currently targeting mostly the west coast, but have rolled out to other large metros throughout the United States.



For more information or questions, please call your Strategic America account representative.