
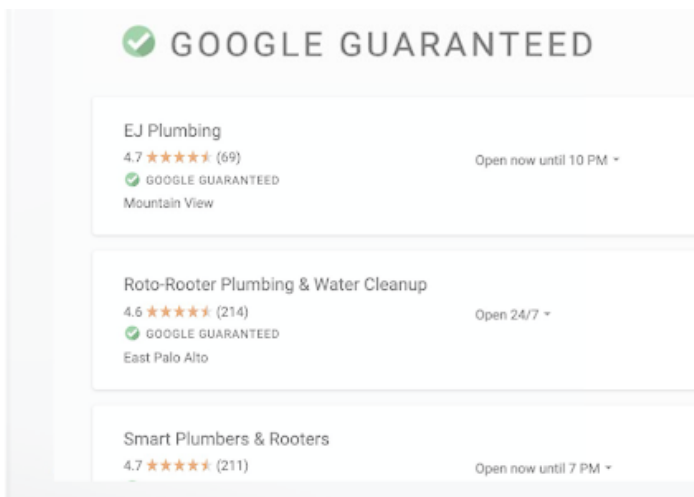


Google Local Services & Google Guaranteed

The Google Guaranteed badge  is a great way to develop a trusted reputation with your customers as it signals to them that you have passed a rigorous Google screen and qualification.

ServiceTitan's integration with Google Local Services Ads streamlines the booking process for you to generate high-quality leads in an organic way.



BENEFITS OF LOCAL SERVICES AND GOOGLE GUARANTEE

- Show up at the top of Google search
- Book local jobs by generating high quality leads based on your location
- Pay only for the leads that are related to your business
- Have full control of your spending and pause your ad at anytime

HOW TO GET STARTED

1. Start the Google Guarantee Process

Google requires all businesses advertising on their platform to undergo various levels of screening procedures. When a business passes the screening process, they will earn a Google Guaranteed badge that appears in their Local Services ad - letting potential customers know that their services they've booked are with a qualified professional - and their satisfaction is backed by Google. [Click here to get Google Guarantee directly with Google.](#)

2. Set up the GLSA integration

Once you receive your Google Guaranteed Badge, you can set up the integration in ServiceTitan. Navigate to your Marketing Integrations settings page, connect ServiceTitan to your GLSA account, confirm details like business hours, time slots, and job types you want to offer through the instant booking integration. [Click here to connect ServiceTitan to your GLSA profile.](#)

WHAT TO EXPECT

Upon starting the process to get Google Guaranteed, the following checks and verifications can be expected in order to receive the badge.

- Background check
- Insurance check
- Advanced verification

The checks may vary depending on requirements from Google's third-party risk management partners and the vertical(s) they serve. The whole process should take approximately 30 days to complete.