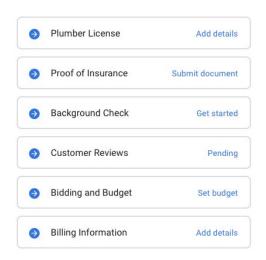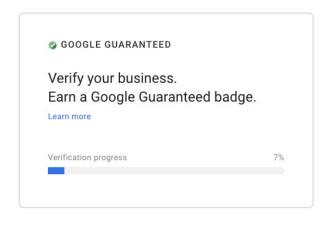# What to Expect with the Google Guarantee Process

Before you start setting up your integration in ServiceTitan, you'll need to complete the Google Guarantee process which is a verification process by Google that conducts a background check on your business and your employees. This allows Google to fully back your business and promote you within their Local Services platform.

See below for information on each of the steps involved in the Google Guarantee process:

1. **License**
   - Be sure licenses are active and valid for at least 14 days after time of submission
   - This step will also ask for employee licenses so Google can verify valid licenses to complete work.

2. **Proof of Insurance**
   - Insurance requirements will vary based on job requirements and location. Information regarding minimum requirements for your business will be listed upon submission.
   - If you are conducting business under a different business name, you will need to attach a Doing Business As (DBA_ document).
   - Insurance must be active and valid for at least 14 days after the time of submission.

3. **Background Check**
    - The following will be subject to a background check completed by a Google hired third party risk management partner
        - Business entity - completed by either the business owner or manager
        - Business owners
        - If applicable, every employee, independent contractor, temporary worker, contingent worker, vendor, or other worker (service professionals) - is an employee does not service customers directly, they do not need to complete a background check
    - Please note that background checks will include identify and criminal history checks

4. **Customer Reviews**
    - Have at least 1 review in order to have a live Local Services Ad
    - This step will search for your business and link any available reviews to your Local Services Ad.
    - You will also have the option to generate a review link and send to your customers in order to generate verified reviews directly linked to your Local Services Ads account.

5. **Bidding and Budget**
    - Your budget for LSA can be found under the main menu within the "Profile & budget" section of your LSA profile. Here you have control of setting bids, weekly budgets, and other options.
    - Budgets can be adjusted at anytime through this widget.

6. **Billing Information**
    - Prepare the billing information and credit card that will be charged for payment for LSA.