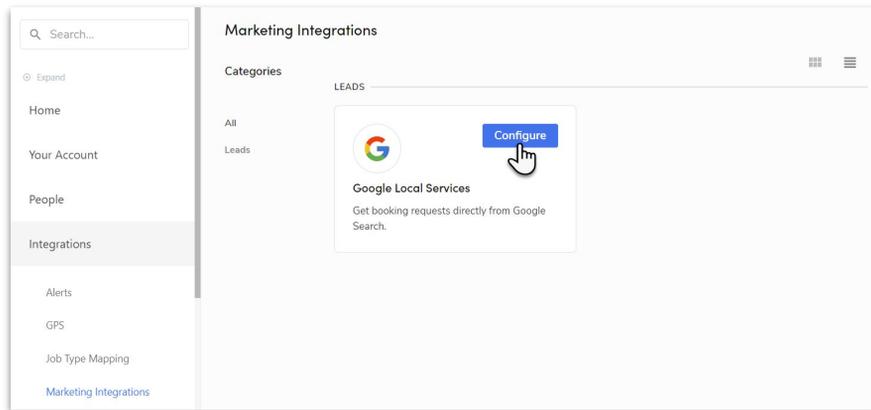# What to Expect with the GLSA Set-Up Process

Once you are Google Guaranteed, you can begin the Google Local Services Ads Set-Up Process. This checklist will provide all the information you will need to go through set-up, as well as things to watch out for. We recommend gathering this information before you begin integrating GLSA.

Step 1: Match Accounts

In order for this integration to work, you will need to match your Google Local Services Ads accounts with your ServiceTitan account. This allows for leads generated from Local Services to populate into your call booking screen to then create new jobs.

Information needed	❏ Business name and full address for the location ❏ Google Customer ID (CID) - this can be found in your Google Local Services Account
What to watch out for	➢ **Mismatched addresses** - the address added into ServiceTitan must be written identically to how it is written in your Google Local Services Account ➢ **Mismatch CID** - make sure the CID and verticals added are correct. Any mismatch can cause an error. ➢ **Adding the same address more than once** - if the same address is added multiple times, you will receive a matching error. If you have multiple verticals and CIDs associated to the same address, add those GLSA accounts to the location

Step 2: Capacity Planning

Capacity planning is how Google Local Services will share your available capacity to potential leads and book jobs with you.

Information needed	❏ Determine if your available capacity will be calculated based on business hours or Adjustable Capacity Planning (ACP).
What to watch out for	➢ If you choose ACP, <u>make sure ACP is fully set up</u> or else this can cause issues with available capacity that is seen in GLSA. ➢ Technicians are not mapped to Business Units **If you are using business hours** - any unmapped technicians will automatically be included in capacity across all job types **If you are using ACP** - any unmapped technicians will not be included in any available capacity. This may cause your availability to show as less than actual.

Step 3: Booking Widget

Setting and confirming the business hours in this step allows GLSA to know the individual time slots that should be displayed and offered to homeowners to book.

Information needed	❏ N/A
What to watch out for	➢ **Set default dispatch fees** - if you have different dispatch fees by job type, those can be set in step 4, Map Standard Job Types

Step 4: Map Standard Job Types

This is where you will map job types to your business units which will allow for GLSA to pull availability based on capacity by business unit.

Information needed	❏ N/A
What to watch out for	If you need to make any changes to how job types are mapped to business units, all business units will need to be mapped prior to any revisions. If they are not mapped, a warning signal will show up on the Job Type Mapping screen preventing you from making any changes unless all job types are initially mapped.