ALCREO
SYSTEMS

CLIENT SETUP GUIDE

Google Local Services Ads: your setup guide

What Google asks for, how to create your account, and how to give our team access so we can manage it for you. Included with the Alcreo Systems Growth plan.

Time to complete About 30 minutes, plus Google's screening	**Screening** Usually about 3–4 weeks after documents are in	**Cost from Alcreo** No setup fee. Management included in Growth

START HERE

How Local Services Ads work

Local Services Ads appear at the very top of many local Google searches, above regular ads, with a Google Verified badge. Instead of paying per click, you pay per lead: a call, message or booking request from a customer who found your ad.

- **You pay Google directly** for leads. You set a weekly budget, and Google bills your card. Your monthly spend stays at roughly your weekly budget times the average weeks in a month.
- **Alcreo manages the account** on the Growth plan: profile, service areas, job types, budget pacing and lead review. There's no setup fee.
- **Google decides who qualifies.** Every business is screened before ads run. Results and lead volume aren't guaranteed.

What counts as a lead (and what doesn't)

• Charged: a call you answer or return, a text or email, a voicemail, a booking request, or a missed call during business hours where the caller stays on the line more than 20 seconds.

• Not charged: spam and duplicates are filtered out, and a repeat contact from the same customer within 15 days isn't charged again.

• Credits: Google may automatically credit low-quality leads within 30 days, and you can report others for review. Automatic credits aren't available in some categories, such as health care and tax services.

STEP 1

Check that you qualify

Local Services Ads are only available for certain service categories and areas. Requirements vary by category and location, and Google makes the final call.

Category type	Examples	What's usually extra
Home services	Plumbing, HVAC, electrical, cleaning, roofing, locksmiths	Urgent trades (electrician, HVAC, plumbing, locksmith, garage door) get extra screening, including checks on service professionals
Professional services	Lawyers, financial planners, real estate agents	Professional licenses, such as a state bar check for lawyers or a license check for agents
Health care	Dentists, chiropractors and other providers	Provider and practice licenses, and NPI verification for some providers
Auto, beauty, pet and more	Auto repair, salons, pet care, tutoring	Varies by category and area

Not sure? Book a call with us or check your category on Google's sign-up page. We'll tell you before you spend any time on paperwork.

STEP 2

Gather what Google will ask for

Getting these ready before you sign up is the fastest way through screening. Not every item applies to every business.

- [ ] **Verified Google Business Profile.** It must be public and verified, and the details should match your ad.
- [ ] **Legal business name and registration**, exactly as registered with your state.
- [ ] **Licenses** your trade or profession requires (state, local or per-professional).
- [ ] **Insurance certificate**, usually general liability; some categories need professional liability or specialty coverage. Need coverage? Ask us about Alcreo Insurance.
- [ ] **Owner and business details** for background checks (the owner, the business and, in some categories, field workers).
- [ ] **Service areas**: the cities or ZIP codes you want leads from.
- [ ] **Job types**: the specific services you want leads for (and the ones you don't).
- [ ] **Business hours** when someone will answer the phone.
- [ ] **A weekly budget** you're comfortable with. We'll help you pick a starting point.
- [ ] **Reviews.** Some categories need Google reviews to start, and reviews affect ranking.

STEP 3

Create your Local Services Ads account

1. Go to Google's Local Services Ads sign-up page (search "Google Local Services Ads sign up") and sign in with the Google account that manages your Business Profile.
2. Enter your business name, address and phone number, and link your Google Business Profile.
3. Choose your category, service areas and job types.
4. Set your business hours and a starting weekly budget.
5. Add your payment method. Google bills your card directly for leads.
6. Start the screening steps Google shows on your dashboard as soon as possible. We'll help with the rest.

STEP 4

Give our team access

Once your account exists, invite our team so we can manage it for you. You stay the owner, and you can remove our access anytime.

1. In your Local Services Ads account, open the **Admin** menu and choose **Access and security**.
2. Click the **plus (+)** button.
3. Choose **Administrative** access so we can manage your profile, budget and leads. (Standard access also works if you prefer.)
4. Enter **SEO@alcreomedia.com** and click **Send invitation**.
5. Let us know through a support ticket that the invite is sent. We'll accept it and confirm.

Why we ask for access

- We finish screening steps with you, upload documents and follow up with Google.
- We tune job types, service areas, hours and budget pacing.
- We rate your leads and report poor-quality ones for credit.
- Your Alcreo CRM tracks every lead, with missed-call text back and review requests after the job.

STEP 5

Get through screening

- Screening usually takes about **3–4 weeks** after your documents are submitted. Starting early saves time.
- Upload license and insurance documents exactly as requested, with your business name matching everywhere.
- Complete background checks promptly when Google sends them; each person may get their own email.
- Watch your email for requests from Google or its screening partners, and forward anything confusing to us.

AFTER YOU'RE LIVE

Get the most from your leads

Do this	Why it matters
Answer fast, during your listed hours	Missed calls over 20 seconds can be charged, and slow answers hurt your ranking. Missed-call text back and the AI receptionist help.
Rate every lead and dispute bad ones	Feedback helps Google send better leads, and poor-quality leads may be credited.
Ask every happy customer for a review	Reviews help your ranking and your conversion. Alcreo sends review requests automatically.
Keep hours, job types and areas current	Leads you can't serve waste budget. Tell us when something changes.
Check results monthly	We review lead volume, cost per lead and booked jobs with you, then adjust the budget.

Need help?

- Open a support ticket from your Alcreo account. Growth clients get priority support.
- Email SEO@alcreomedia.com for anything about your Local Services Ads account.
- See the Guides section at alcreosystems.com for help with your CRM, inbox, automations and AI agents.

Google's requirements, categories and billing rules change over time and vary by location. This guide reflects Google's published help pages as of October 2026. Google makes all eligibility decisions.