

CLOPAY DEVELOPS ANSWERS FOR GOOGLE GUARANTEE QUESTIONS

New Google programs generate many dealer questions

Editor's note: After Google introduced the Google Guarantee program and made Advanced Verification a requirement for all garage door companies that run ads, Clopay moved quickly to develop answers to the flood of dealer questions. We thank Clopay for sharing these Q&As with us.

Is the background check for the Google Guarantee the same as the Advanced Verification for AdWords?

The background checks performed for Google Guarantee and Advanced Verification are different. The Google Guarantee background check, which is performed by Pinkerton, is a much more complex and in-depth check that looks at the business, owner/manager, and all field workers. The Advanced Verification background check, on the other hand, is performed by Google and is a simple check of proper ownership and proper up-to-date licenses.

What is the difference between Google Guarantee and Advanced Verification?

Advanced Verification is an approval process for any garage door dealer using Google AdWords. This process confirms the legitimacy of the business and is an effort by Google to remove fraudulent businesses that are using AdWords. Google Guarantee, on the other hand, is a new lead-generation service from Google, like Angie's List and HomeAdvisor.

Is there a company that can do the Google Guarantee process for us?

Google is asking each dealer to complete the process on its own. This way, Google has a direct and honest line of communication with each dealer.

Can consumers see the background check and results?

No, consumers are not able to see the results of any background checks. The background check information stays private between the dealer and Pinkerton.

What should be my budget for Google Guarantee?

This depends on your market, competition level, and work capacity. However, start with a budget of \$500 to \$1,000 a month or \$125 to \$250 a week and see how successful that is. Then, adjust the spend from there.

Do consumers have to pay or opt into Google Guarantee?

No, consumers do not have to pay or opt into this service. They are automatically supplied with it in any applicable search, just as they are with organic or paid search results.

If there are multiple Clopay dealers in my market, and we are all approved for Google Guarantee, who will show up first?

As with AdWords and PPC, listings in the Local Service Ads with Google Guarantee will take a carousel approach. Listings will rotate and change based on several different factors. No one business will show up first every single time.

How do you show first or in the top three for Google Guarantee?

It works similarly to PPC, where you aren't going to show up first all the time, but your position will cycle. The Google Guarantee listing factors include available budget, Google reviews (both quality and quantity), and continuing with the high level of customer service that Google Guarantee expects.

Who should I contact if I get disapproved for Google Guarantee?

Contact Pinkerton directly and work with them on the results.

Who should I contact if I get disapproved for Advanced Verification?

Contact Google directly and follow the instructions they give you. ■

WHAT'S THE DIFFERENCE?

GOOGLE GUARANTEE

- New local service ads feature
- Comparable to Angie's List and Home Advisor
- Pay to play (weekly budgets)
- Only pay for leads

VS

ADVANCED VERIFICATION

- For Google AdWords
- Process to continue using AdWords

Should we move our pay-per-click (PPC) spend into Google Guarantee?

Even with the introduction of Google Guarantee, PPC is still going to play an important role in your marketing efforts. The best course of action is to have an additional and separate budget for the Google Guarantee service once it becomes available in your market.

It is also the best course of action to continually monitor and evaluate the effectiveness of your PPC, Google Guarantee, and any marketing efforts. This way, you can continue to adjust and pivot strategies to provide the best results and ROI.

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Google responds to D+AS questions

Door + Access Systems asked Google the following questions about Google Guarantee, and we received the following answers.

Does the background check (for Google Guarantee or Advanced Verification) include all field technicians (including subcontractors) or just the company owner?

All advertisers' workers as well as one authorized representative (e.g., business owner, senior manager, etc.) using Local Services ads must complete regular background checks. This policy applies to all of the advertiser's employees, contractors (including subcontractors), or other workers who provide services in customers' homes, workplaces, or other properties on behalf of the advertiser using the Local Services ads platform.

Is a door dealer required to pay the cost for the background checks?

Background checks are performed by Pinkerton Consulting and Investigations at no cost.

Is there any additional cost for a garage door company that wants to be Google Guaranteed?

When you sign up for Local Service ads, you automatically apply for the Google Guarantee at no additional cost.

In November, you said that Google Guarantee would expand to 30 cities by the end of 2017. As of Feb. 16, 2018, what is the complete list of cities that now have Google Guarantee for garage door dealers?

We have not expanded beyond the 30 cities at this time.

- | | |
|-------------------|----------------------------|
| 1. Atlanta | 16. Orlando |
| 2. Baltimore | 17. Philadelphia |
| 3. Boston | 18. Phoenix |
| 4. Charlotte | 19. Pittsburgh |
| 5. Chicago | 20. Portland, Ore. |
| 6. Cincinnati | 21. Riverside, Calif. |
| 7. Dallas | 22. Sacramento |
| 8. Denver | 23. San Antonio |
| 9. Detroit | 24. San Diego |
| 10. Houston* | 25. San Francisco Bay Area |
| 11. Las Vegas | 26. Seattle |
| 12. Los Angeles | 27. Stockton, Calif.** |
| 13. Miami | 28. St. Louis |
| 14. Minneapolis | 29. Tampa |
| 15. New York City | 30. Washington, D.C. |

*Only non-paying service providers are available in Houston.

**Only plumbers and HVAC are available in Stockton.



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