

The No Bulls**t Guide to Google Local Service Ads for Restoration Contractors



Google
Guaranteed
★★★★★

☰ Google Local Services Ads

WHAT WE WILL COVER:

- 1) About Us
- 2) What are Google Local Services Ads?
- 3) How To Set Up
- 4) Optimization and Management

ABOUT US:

Benjamin Ricciardi:

Benjamin Ricciardi is the founder and CEO of Ironclad Restoration Marketing, a digital marketing agency based in South Florida that specializes in digital marketing for the Restoration industry since 2015.

Benjamin is the author of “The No Bulls**t Guide to Internet Marketing for Restoration Contractors”. He is a regular contributor to multiple industry publications including hosting a video series with R&R Magazine, and hosts “The Restoration Rundown” Podcast, a podcast that is focused on everything related to owning a Restoration Business.

John “JC” Cariaso:

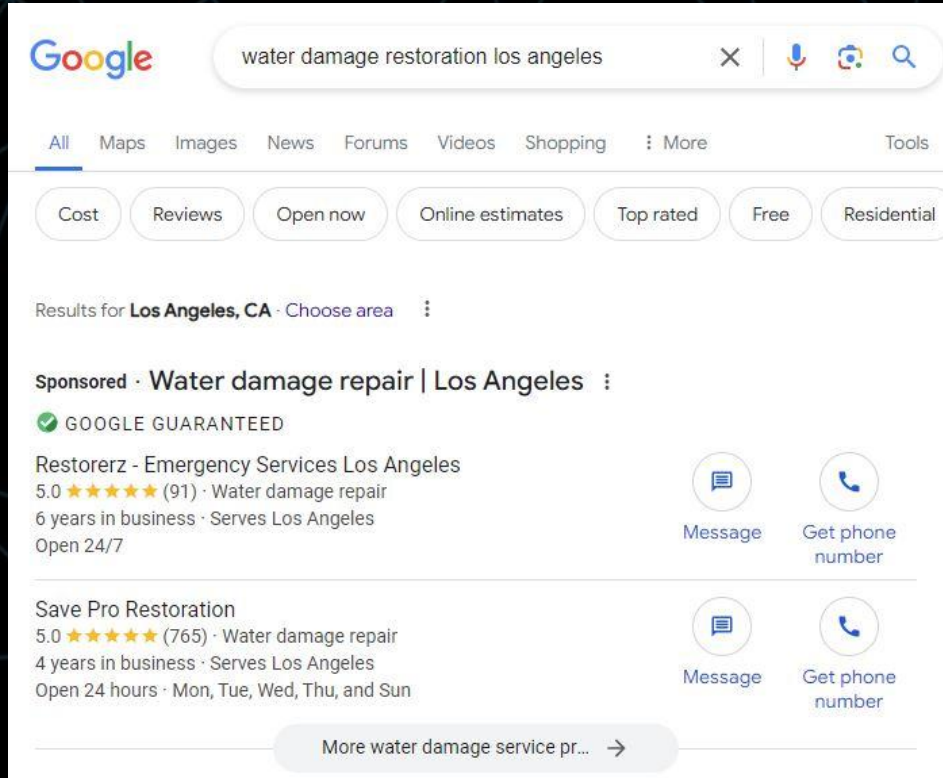
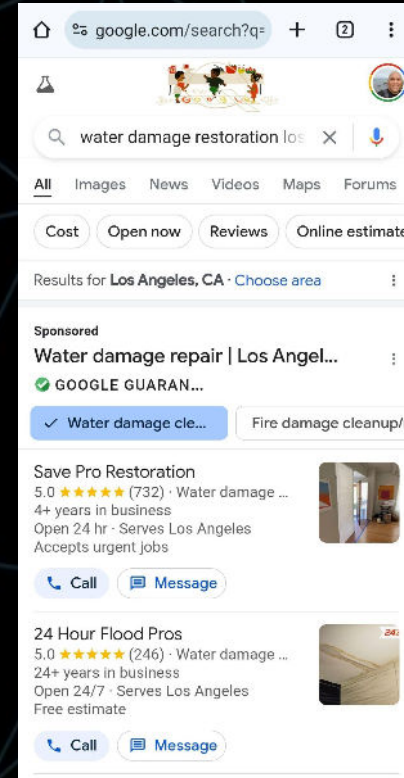
With over 20 years of experience in digital marketing, JC has worked with some of the biggest brands in the world including Ferrari, Puma, Columbia Sportswear, Sony Music to name a few.

As Chief Operating Officer of Ironclad Restoration Marketing, JC oversees the daily operations of all of our departments including sales, business development, account management, project management and production. He has over 10 years of experience working with the restoration industry from franchises to independent companies across the United States.

Yasmin Raygada:

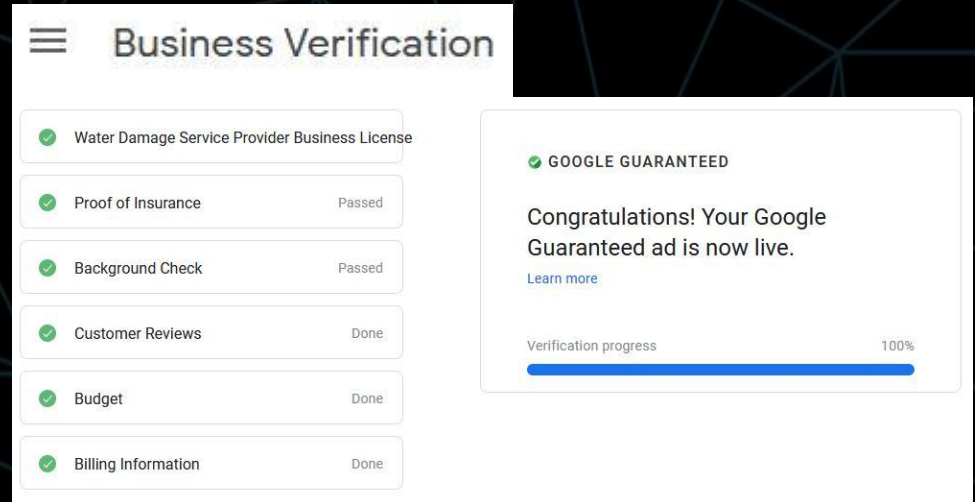
Senior Project and Account Manager with over 10 years of experience planning, organizing, and managing projects. Expertise in proactive operations management of both inside and outside teams and skilled in efficient expense control. Additionally, she has over 20 years of experience as a Senior Bilingual Sales Expert with Spanish as my native language.

What are Google Local Services Ads?

A desktop screenshot of a Google search for 'water damage restoration los angeles'. The search bar is at the top with the Google logo on the left and search icons on the right. Below the search bar are tabs for 'All', 'Maps', 'Images', 'News', 'Forums', 'Videos', 'Shopping', and 'More'. A filter bar contains buttons for 'Cost', 'Reviews', 'Open now', 'Online estimates', 'Top rated', 'Free', and 'Residential'. The results are for 'Los Angeles, CA'. A sponsored result is shown for 'Water damage repair | Los Angeles' with a 'GOOGLE GUARANTEED' badge. Below this are two organic results: 'Restorerz - Emergency Services Los Angeles' and 'Save Pro Restoration', each with a 5.0 star rating and contact options for 'Message' and 'Get phone number'. A 'More water damage service pr...' button is at the bottom.A mobile screenshot of a Google search for 'water damage restoration los angeles'. The search bar is at the top with the Google logo on the left and search icons on the right. Below the search bar are tabs for 'All', 'Images', 'News', 'Videos', 'Maps', and 'Forums'. A filter bar contains buttons for 'Cost', 'Open now', 'Reviews', and 'Online estimates'. The results are for 'Los Angeles, CA'. A sponsored result is shown for 'Water damage repair | Los Angeles' with a 'GOOGLE GUARANTEE' badge and a 'Water damage cle...' button. Below this are two organic results: 'Save Pro Restoration' and '24 Hour Flood Pros', each with a 5.0 star rating and contact options for 'Call' and 'Message'. A 'More water damage service pr...' button is at the bottom.






SET UP:

- Business License: IICRC Certification
- Proof of Insurance
- Background Check with your state
- Google Reviews
- Budget & Bidding
- Job Types (Services)
- Photos
- Service Area
- Business Hours




A screenshot of a 'Business Verification' progress screen. The title is 'Business Verification'. It shows a list of verification steps, each with a green checkmark and a status: 'Water Damage Service Provider Business License' (no status), 'Proof of Insurance' (Passed), 'Background Check' (Passed), 'Customer Reviews' (Done), 'Budget' (Done), and 'Billing Information' (Done). To the right, a 'GOOGLE GUARANTEED' badge is shown with the text 'Congratulations! Your Google Guaranteed ad is now live.' and a 'Learn more' link. Below this is a 'Verification progress' bar that is 100% complete.

During setup Choose GBP instead of LSA link suggestion

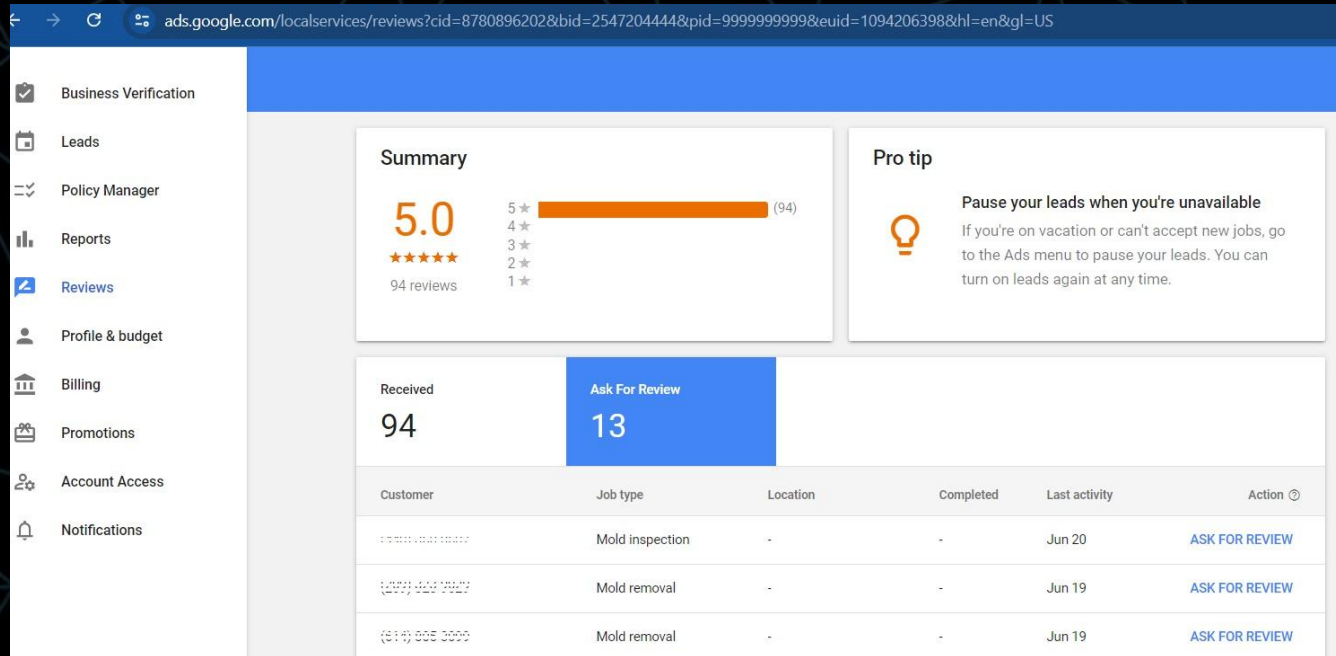
Business Verification

 Proof of Insurance	Verifying
 Background Check	Pending
 Budget	Set budget
 Billing Information	Add details
 Business License	Passed
Customer Reviews	

Customer Reviews ✕

- Business found on Google Maps ?
 - GBP** 
 - 5  (120)
 - Address & Phone
 - [Not your business?](#)
- Previous reviews applied
- Get reviews (optional)
Send previous customers a custom link to get reviews. [Learn more](#)
[See link options](#) 

After a job is done, request Reviews!



The screenshot shows the Google Ads Local Services Reviews interface. On the left is a navigation menu with options: Business Verification, Leads, Policy Manager, Reports, Reviews, Profile & budget, Billing, Promotions, Account Access, and Notifications. The main content area is divided into several sections:

- Summary:** Displays a 5.0 star rating with 94 reviews. A progress bar shows the distribution of ratings from 1 star to 5 stars.
- Pro tip:** A lightbulb icon is followed by the text: "Pause your leads when you're unavailable. If you're on vacation or can't accept new jobs, go to the Ads menu to pause your leads. You can turn on leads again at any time."
- Received vs. Ask For Review:** A bar chart shows 94 received reviews and 13 reviews requested.
- Table:** A table with columns for Customer, Job type, Location, Completed, Last activity, and Action. It lists three recent jobs, all of which are "Mold removal" and have a status of "Completed". Each row includes an "ASK FOR REVIEW" button.

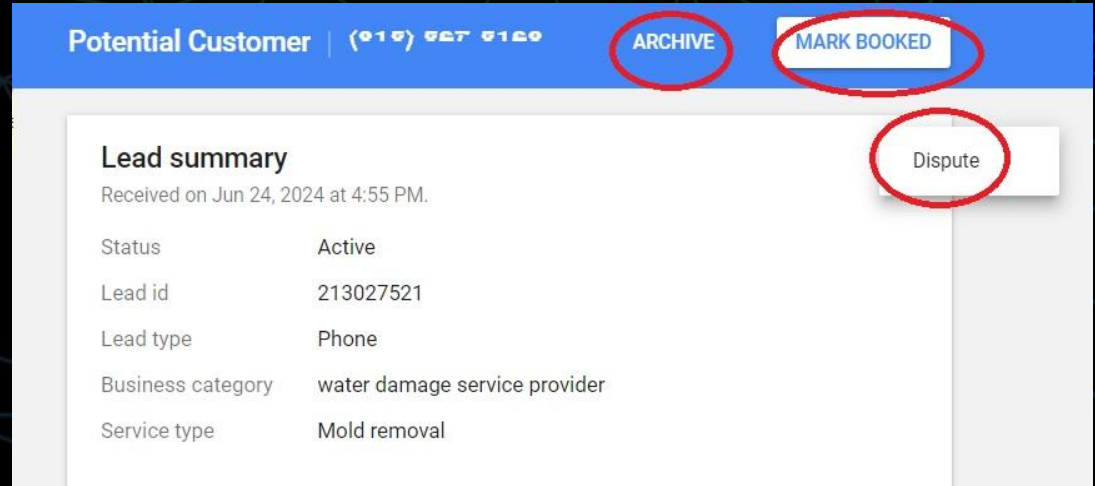
Customer	Job type	Location	Completed	Last activity	Action
(b) (6) 005 0000	Mold inspection	-	-	Jun 20	ASK FOR REVIEW
(b) (6) 005 0000	Mold removal	-	-	Jun 19	ASK FOR REVIEW
(b) (6) 005 0000	Mold removal	-	-	Jun 19	ASK FOR REVIEW

OPTIMIZATION:

- LSA Ad Rank/Competition
- Disputing bad leads
- Policy Manager: Photo violations
- Storms/Seasons (pause if needed)
- Responsiveness

Stay Active from the APP

- Archive
- Book
- Dispute
- Add notes
- Ask for Reviews

A screenshot of the IRONCLAD app interface. At the top, a blue header bar contains the text 'Potential Customer | (919) 667 9169'. To the right of this header are two buttons: 'ARCHIVE' and 'MARK BOOKED', both circled in red. Below the header is a white card titled 'Lead summary' with the text 'Received on Jun 24, 2024 at 4:55 PM.'. To the right of the card is a 'Dispute' button, also circled in red. Below the card is a table with lead details.

Status	Active
Lead id	213027521
Lead type	Phone
Business category	water damage service provider
Service type	Mold removal

IT TAKES A *Team*
TO TAKE YOUR RESTORATION
COMPANY TO THE NEXT LEVEL!

- **SEO**
- **GOOGLE BUSINESS PROFILE MANAGEMENT**
- **PAY PER CLICK MARKETING**
- **LSA**
- **WEBSITE DESIGN**

If you're ready to take your Restoration Company to the next level, then one call is all it takes!!

855-976-3759

