Google Guaranteed

The Official Google Guaranteed Badge is granted to businesses that qualify Google's strict AdWords advertising standards. Customers that are dissatisfied with the work of Google Guaranteed businesses get compensation from Google.

Google Guarantee Comes to Canada

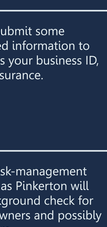
A little green checkmark next to a local listing makes it **Google Guaranteed**.

It helps local businesses in the following ways:

- Form a solid online reputation
- Cultivate trust
- Encourage customers to click on ads

Google Guarantee Coverage

Claims submitted within **30** days of the service completion date are eligible for compensation, with a lifetime cap of **CAD $2000** (or **USD $2,000**)



For Example :

If one is dissatisfied with the plumbing services of a Google Guaranteed plumber, he can file a claim and Google can refund the money.

How Do I Become a Google Guarantee Business?

01

Once you have signed up for Local Listing services, Google will send you an email to begin the screening process. You must pass various levels of screening to become a Google Guaranteed Business.

02

Then you will submit some business-related information to Google, such as your business ID, licenses and insurance.

03

A third-party risk-management company such as Pinkerton will conduct a background check for any business owners and possibly the field workers.

04

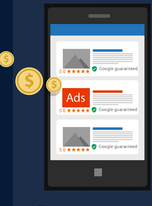
Background checks take approximately **3 TO 4 WEEKS** to complete, but **Mrkt360** can conduct & complete this process within **2 WEEKS**.

05

Lastly, Google will contact the business owner in order to start their Guaranteed listing.

Who Can Apply for Google Guarantee Business?

Local Services Ads are available for the following services:



United States:
Locksmiths, plumbers, electricians, HVAC, carpet cleaners, house cleaners, & garage door services.

Canada:
Locksmiths, plumbers, & HVAC

The current cost per lead for locksmiths is approximately **$14** CAD & **$30** for plumbers.

How Mrkt360 Can Help?

We adhere strictly to Google Guaranteed guidelines and have the necessary expertise to prevent your application from being instantly declined. **Mrkt360** works directly with the head of the Google Guaranteed program at Google to ensure a hassle-free application process for our clients.