SearchKings helps businesses leverage the power of sophisticated digital platforms

SearchKings is a digital advertising agency that focuses on lead generation campaigns for small and mid-size businesses. Our key verticals include home and professional services with a large portion operating under a franchise or a dealer network.

Established 2009
Employees 64
IR Dealers 1879
Suntech Heat and Air

4.7 ★★★★★ 139 Google reviews
Air conditioning contractor in Edmond, Oklahoma

Ted Dockrey
Local Guide · 41 reviews · 217 photos
★★★★☆ a week ago
We have been using SearchKings for almost 2 months and it has generated just over $42000 in sales. The decision to use them is possibly the single most important decision we have made in the last year and my only regret is not doing it sooner. Recommending them doesn’t quite do them justice. I would go as far as to say; it would be irresponsible to not give them a phone call to hear what they have to say. HVAC Business Owner, Midwest U.S.
The 2020 Elite Dealer Program: SearchKings Benefit ($3k = 100+ leads)

Google Local Services: Refresher and Process For Becoming Google Guaranteed

The Double Down Option ($6K Credit)

Other Eligible Services Offered By SearchKings
Homeowners find Contractors

Google Local Services - Future Proof Your Business

1990

Yellow Pages

2018

Google Local Services

72% of people have used voice search through a digital assistant in 2019

2022

Google Assistant

Hi, how can I help?

McNamara Heating and Cooling
4.8 ★★★★★ · See reviews
Pearl River
(845) 868-0263
Open 24/7

GOOGLE GUARANTEED

ASE HVAC Inc.
4.7 ★★★★☆ · See reviews
New York
(718) 504-3060
Open 24 hours

GOOGLE GUARANTEED
1. Must be Google
   Guaranteed to participate
   Separate the best from the rest

2. Flat fee per lead
   Instead of cost per click

3. Phone leads only
   (over 30 secs)

4. Google Reviews
   & Phone Responsiveness
determine ranking
   Score and Quantity

PAY PER CLICK

COST PER LEAD
Growth Program Benefits 2

Lead Generation and Online Presence by SearchKings

Receive a $3,000 SearchKings credit for Google Local Services, Google Ad Campaigns, optimized advertising, management fees, microsites, and more.

Estimated Value at $0
Using Your $3000 SearchKings Credit

Covers your annual management fee and leaves enough funds for 100+ homeowner leads in 2020
What’s included in your GLS management fee

- Google Guaranteed application assistance
- VIP onboarding and account setup
- Dashboard training
- Dedicated support line
- Early access/invitation to Google “beta” products
- Online profile optimization
- Budget recommendations
- Assistance with disputes
- Phone responsiveness monitoring
- Recertification and documents management

$35 /mo charged annually ($420/yr)

Fee can be paid out of the $3000 SearchKings credit
You Selected SearchKings - Now What?

1. Benefit Selection
2. Confirmation
3. Funding of account
4. Generating leads

Jan/2020

Existing customers / Google Guaranteed

4-6 weeks

Becoming Google Guaranteed
Thank you for registering for the Google Local Services (GLS) 2020 Customer Care benefit.

$3000 has been added to your account with SearchKings. This amount will cover the $420 annual Google Local Services account management fee.

For more details about your benefits click HERE.

The balance of your funds ($2580) will be deposited into your Google account to start generating leads, once you become Google Guaranteed.

Please note that if you have already paid the annual management fee, we will deposit the full amount of $3000 into your Google account.

We're here to help with any questions you may have.
We're available by phone from 9 am - 5 pm EST or anytime by email.

searchkings.com
lee@searchkings.com
1 (888) 335-4874 X 2
Google Local Services Onboarding

Online Questionnaire

Thank you for filling out the Google Local Services Questionnaire! In order to register your Google Local Services (GLS) account, you must go through a validation call.

You will then receive a call from Google and you are asked to provide your credit card information to activate your account.

Here's what you should do next:
Submit your credit card information. Follow the link below to begin.

Secure credit card info.

Credit Card Info

Just a few more steps. Time for background checks!

New it's time to schedule the background check intake call. Please remember the following pieces of information will be requested:

Personal Information:
- Full name
- Email/Google business address
- Date of Birth

Technical Information:
- Password and long-term email
- Tech support for mobile devices
- Tech support for desktop computers

Access to a computer or phone is required. Your background check is only accessible to Google support.

Here's what you should do next:
Schedules your background check intake call. Follow the link below to begin.
Book your background check call.

Background Check

Congratulations!
Your Google Local Services account is now live and you should stop getting leads. You can choose to set a budget at any time.

Here's what you should do next:
Schedule your dashboard training call. Follow the link below to begin.

Book your dashboard call.

Congrats Email

45 day follow-up

As part of our efforts to improve your Google Local Services account, we would like to share a few key performance indicators for your review:

Your responsive ranking for
January 2016 - February 2016

Number of Calls
+10%

Your Rating
+10%

National Response
+10%

Interested to learn more about your account's ranking?
Sign up for our demo now.

Looking For More Leads?
A customized Google Ads campaign can help you find and convert new opportunities to support your initial, service, and maintenance business.
Book a call to discuss a pay-per-click campaign for your company.

Learn More About Pay-Per-Click.
You Are Now Google Guaranteed

Congratulations!
Your are now Google Guaranteed

Here's what you should do next
Schedule your dashboard training call
Follow the link below to begin

Book your onboarding call

SearchKings

Google

hvac repair near seattle washington

About 3,930,000 results (0.94 seconds)

HVAC maintenance - 50+ HVAC pros nearby

Greenwood Heating
4.7 ⭐️⭐️⭐️⭐️⭐️ - See revie...
Google GUARANTEED
Serves Seattle
(206) 889-8874
Open 24/7

Sundance Energy Se...
4.6 ⭐️⭐️⭐️⭐️⭐️ - See revie...
Google GUARANTEED
Serves Seattle
(425) 606-2604
Open 24/7

Blue Flame
4.8 ⭐️⭐️⭐️⭐️⭐️ - See revie...
Google GUARANTEED
Serves Seattle
(206) 424-1281
Open 24/7

More HVAC pros in Seattle
Customer and TM level reporting

Email sales@searchkings.com to get access to the leads reporting app
Double Down option

The $3000 SearchKings benefit can be selected twice as part of the dealer’s benefit selection for a total of $6000 credit (i.e. “double down”)
Gold Plan Examples

Service Plan

Recommended Spend - $300-$750/month

Hiring

Recommended Spend - $500-1000/month

Branded Remarketing

Recommended Spend - $300-$750/month
More Options For Every Need And Every Budget

Choose up to 4 out of 6 options

1. Branding (search ads)
2. Branded Remarketing
3. Service / Maintenance / Finance
4. Conquest
5. Hiring

$200 - $750 / month
$35 /mo management fee

$500 - $2500 / month
$250 /mo management fee

$2500+ / month
$400 /mo management fee

- Customized search and display campaigns
- Call Tracking
- Reporting App
- Dedicated account manager
- Remarketing
- Customized display banners (additional fee)
- Optimized advertising microsite set-up (additional fee)

All Services and digital spend can be paid for with SearchKings credit.
Questions? TM Training & Setting Up Dealer Calls

searchkings.com/customercare

sales@searchkings.com

Contact us early to schedule your dealer meeting engagement
SearchKings is a Google Premier Partner that focuses on local lead generation for home services companies. Our annual fee for Google Local Services account management is $420 ($35 per month) and it includes the following benefits:

- Dedicated support team (call SearchKings with any question instead of Google).
- Assistance with onboarding for new providers.
- Document management and recertification to help you keep your Google Guaranteed status.
- Account profile optimization.
- Insights and ranking into your company performance.

**FAQ**

- Can I pay the $420 management fee with my $3000 credit? Yes. In this case, we will deposit the balance of $2600 into your Google Local Services account.
- What happens if I am already Google Guaranteed and working with another agency or I manage the account on my own? SearchKings will coordinate the details directly with your existing agency. In all cases, dealers continue to have access to their own dashboards. In case you currently manage the account on your own, SearchKings will transfer the account to your existing account.
- Am I allowed to add funds to my Google Local Services account? Yes. The dealer's credit card is used to top up the Google account balance to allow for additional funding.

**How many leads should I expect from Google Local Services?**

The average number of leads per dealer is approximately 20 per month.

- How does Google decide which companies are shown top? It's based on factors.
- How is ranking determined? It's based on factors, including click-through rate, length of time on page, and other ranking factors.

**How long does it take to become Google Guaranteed?**

On average, it takes 3 to 5 weeks.

- What information do I have to provide to become Google Guaranteed? It includes business name, address, background checks, and more.
- What is the cost of Google Guaranteed? The cost is typically set by Google.

**For what other services does SearchKings help my business?**

SearchKings also offers digital advertising services that include pay-per-click lead generation campaigns, brand awareness, and event planning campaigns, as well as lead qualification and lead nurturing campaigns. Monthly budgets start at $750 a month.

Can I use the $3000 or $4000 to pay for other SearchKings offers? Yes.

**5 Things You Need to Know About Google Local Services**

- Google Local Services is an online service directory that allows users to reach verified professionals through a phone call. The calls are sent directly to your office.
- Local Service Ads appear at the top of the Google search results page, showing three providers on desktop and two on mobile phones.
- To participate in Google Local Services, your company must pass Google’s screening requirements and become Google Guaranteed.
- Only calls over 30 seconds are charged based on flat rate pricing. This is not for direct sales. Pricing varies by region. The current average rate for HVAC leads is $25 per phone call.
- The platform allows dealers to choose HVAC services they are interested in, define geographic areas, set up ads, and schedule for when they would like to receive leads (e.g., turn ads on at 9 am and turn off at 6 pm). Leads can be turned off at any time.
Key Takeaways

1. Enroll your dealers early | Become Google Guaranteed before January 2020

2. Download the PDF from searchkings.com/customercare

3. Training - schedule your training at sales@searchkings.com
Have You Joined Our LinkedIn Group?

https://www.linkedin.com/groups/12233069/