



WHAT IS GOOGLE ADVANCED VERIFICATION?

McELLIOTT DIGITAL MARKETING

ABOUT

All questions or issues direct to advancedverification@google.com

Google wants to make sure that local business ads are relevant, useful and lead to a positive customer experience. In order to prevent fraudulent businesses from advertising on Google using false identities, AdWords and Local Services advertisers in certain verticals will be required to complete Advanced Verification.

WHAT COMPANIES DOES THIS APPLY FOR?

Google Ads and Local Services:
Garage door services: United States
Locksmith services: United States

Local Services only:
Moving services: United States

HOW LONG DOES THIS PROCESS TAKE?

Typically, verification takes around two weeks to complete. You can expedite the process by providing quick responses to any communications from the verification team.

WHAT IF I HAVE ONE OF THESE COMPANIES AND DON'T COMPLETE THE VERIFICATION?

AdWords and Local Services advertisers who are required to complete Advanced Verification will be not be eligible to have their ads appear on searches related to these services until the verification process is successfully completed.

HOW WILL GOOGLE USE MY INFORMATION I SUBMIT?

The information you provide to Google on your application is strictly confidential and solely for the purposes of Advanced Verification. When handling all verification-related information, Google is subject to its Privacy Policy.

I ALREADY WENT THROUGH A SIMILAR PROCESS FOR GOOGLE MY BUSINESS. DO I HAVE TO COMPLETE ADVANCED VERIFICATION TOO?

Yes. The verification process and policies for Google My Business are different from Advanced Verification. Therefore, you must complete the Advanced Verification process in order to advertise on Google (if it is required for your business type in your area).

MY BUSINESS DID NOT PASS THE VERIFICATION WHAT CAN I DO NOW?

If you have received notice that your business did not pass Advanced Verification, you can submit an appeal by filling out the appeal form included in the email update from the team. Upon receiving your appeal, Google will thoroughly review your business again. Please make sure that you include any information about your business that has changed since your initial application. The appeal process typically takes about 2 weeks.

MY BUSINESS WAS SUCCESSFULLY VERIFIED. HOW CAN I REMAIN IN GOOD STANDING AND MAINTAIN MY VERIFICATION STATUS.

In order to remain in good standing you must continue to comply with the Advanced Verification policies. Google may contact you for clarification if there are any inconsistencies among your account or advertising activity and the business that was approved. This doesn't happen frequently, but if you do receive an inquiry about a change to your business, respond promptly and accurately. If any of your business information changes (for example, your business name, address, or license number) please let the team know immediately by emailing advancedverification@google.com with your Customer ID and a description of the changes.

Source: <https://support.google.com/google-ads/answer/7167635?hl=en>



WHAT'S INCLUDED IN THE VERIFICATION PROCESS?

The Advanced Verification process combines a review of your Google Ads account (if applicable), publicly available data such as state registrations and professional licenses, and video interviews conducted by Google. For the business owner, the check includes inquiries into professional license validity (where applicable). At the company level, the check includes inquiries into business registration validity, evidence of fraudulent or misleading business practices, and professional license validity (where applicable).

HOW DO I VERIFY MY BUSINESS FOR ADWORDS?

- 1) Navigate to the Advanced Verification form. <https://services.google.com/fb/forms/advancedverification/>
- 2) Enter your name, email, phone number, and the associated AdWords Customer ID. Select the type of business and enter the business name, business owner name, full business address, business phone number, and website.
- 3) Enter your professional license details if you have a license. If not, leave those fields blank. Click Submit.
- 4) Fill out all of the required fields accurately to ensure we're able to review your application in a timely manner. You'll be notified by email once your application has been processed, typically within two weeks. Contact advancedverification@google.com for support if you have any questions or issues with Advanced Verification.

Best practices when filling out the application

Your Name, Your Email, Your Phone Number: These fields should include the information of the person who is filling out the application.

Primary AdWords Customer ID: This is the Customer ID for the AdWords account that requires verification.

Business owner name, Business owner's email address, Business name, Business street address: These fields should include accurate information about the business that is seeking verification.

Business website: The website for the business that's seeking verification should be functional when you submit the application so our team can review it.

AdWords account: If you're a new advertiser, please create at least one campaign in your AdWords account before requesting verification. Otherwise the verification will take longer than necessary since we'll need to ask you to create a campaign before Google can complete our review.

MY BUSINESS IS MOBILE ONLY WHAT ADDRESS DO I PUT ON THE APPLICATION?

If you are applying as a mobile-only business, please indicate the street address you use for other communications related to this business. This is typically the business owner's home or office address.

VIDEO VERIFICATION

WHAT TYPE OF DEVICE DO I NEED?

The video call is done through Google Hangouts, which has mobile apps for iOS and Android smartphones. You may also use a laptop or tablet with a Wi-Fi connection if you do not have access to a smartphone.

WHAT TYPE OF INFORMATION DO I NEED READY?

Please be at your business location during the call. If you operate your business out of a vehicle, have the vehicle nearby during the call. Be sure to have with you any official documentation related to your business (for example, a copy of your business license), as it may help you during the call.

WHAT CAN I EXPECT DURING THE VIDEO CALL?

During the call you will meet with one of the agents on the Advanced Verification team. They will ask you your name, your relationship to the business, and other straightforward questions. The questions asked will vary from business to business depending on your application and the information that needs to be verified.

WHAT IS THE PURPOSE OF THE VIDEO CALL?

The purpose of the video call is to visually confirm the existence of the business as well as its location and other details. Any information gathered during the video call will only be used for the purpose of reviewing your application for Advanced Verification.



WHAT ARE THE GOOGLE VERIFICATION POLICIES?

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ABOUT

Google's Advanced Verification policies help to reduce fraud and to ensure that local business ads are relevant, useful, and lead to a positive experience. Google Ads and Local Services advertisers who promote services in certain verticals will be required to complete Advanced Verification.

POLICIES THAT APPLY TO GOOGLE ADS AND LOCAL SERVICES

- Local and federal laws and regulations: You must comply with all applicable laws and regulations relevant to the services you provide. You also must comply with all relevant licensing or other regulatory requirements, and you are solely responsible for all compensation, licensing, regulatory fees or dues, insurance, or any other related costs and legal duties required of you as a service provider.
- Age restrictions: You and each of your customers must be 18 years of age or older.
- Employment: You can't say or imply to anyone that you're an employee of Google or its affiliates, or that you otherwise work for Google or its affiliates. At all times you must ensure that each member of your team is properly classified and paid according to the applicable employment laws of your jurisdiction.

VERIFICATION CRITERIA

Verification decisions are based on the following:

- 1 Full, complete, and accurate answers to all verification related questions.
- 2 Honest and up-to-date disclosures about government documents such as professional licenses.
- 3 Compliance with all Google Ads and Advanced Verification policies.
- 4 Confirmation of the licensing status of your business, where applicable.
- 5 No evidence that your business is engaged in practices that are fraudulent, deceptive, misleading, or otherwise harmful to consumers.

Your business also may be disqualified for any other reason consistent with the verification criteria listed above.

COOPERATION WITH THE VERIFICATION PROCESS

The Advanced Verification process is conducted by Google. When contacted by Google, you and any representatives of your business must provide honest, complete, and accurate information. You also must agree to participate in a video interview and to have that video recorded.

RE-VERIFICATION

After your business has been verified, you may be asked to comply with re-verification procedures once every 12 months. You may also be asked to re-verify your business if there are significant changes, such as moving locations or changing websites.

AUDITS

Google may conduct audits to ensure compliance with the Advanced Verification procedures. To remain in good standing, be sure to fully cooperate with all audits.

Source: <https://support.google.com/google-ads/answer/7167922>



WHAT ARE THE GOOGLE VERIFICATION DISCLOSURES?

REQUIRED DISCLOSURES

The information you provide to Google and its users must be accurate, complete, and not misleading. Requirements vary by business model, and include the following:

Accuracy of pricing information:

- Any prices that are presented to customers must be inclusive of all applicable fees, delivery charges, surcharges, and taxes. For services that vary in price, a range of typical prices must be displayed. This range should represent both the minimum and maximum total costs that customers can expect to pay.

Transparency and availability of promoted offers:

- Any coupons, discounts, or flat-rate offers mentioned on your website must have a corresponding description of what the offer includes and excludes. For example, a claim like "New garage doors installed for \$499" would need to be accompanied by details on what type of garage door is included and any limitations on the offer.

- Offers, services, or products promoted in your ads and website should be currently available.

Accuracy of business identity:

- The identity you present to customers must be the true and accurate legal name of your business, or a registered fictitious business name.

- Your business identity must be clearly displayed in places where customers can reasonably expect to see it. For example, your business name should be visible from outside of your storefront if you have one.

- Google may request documentation to verify your business identity, such as a DBA registration certificate.

Complying with requests related to the verification of your business:

- Occasionally, Google may have additional questions about your business or documents. Please be sure to respond promptly and accurately to these questions.

- Google may request documentation to verify your business's address and other details.

PROHIBITED PRACTICES

You must provide accurate information about the services you offer. You may not conceal or misstate information about your business or the services you provide in any way. Additionally, your business may not engage in any untrustworthy, misleading, or deceptive behavior. The following practices are prohibited:

Misrepresentation:

- Enticing users to part with money or information under false or unclear pretenses.

- Presenting a false or intentionally vague identity, business name, or contact information.

- Making false claims related to accreditation, organizational membership, insurance, or licensing status.

Unrealistic response times:

- Claims of rapid response times that are unlikely to always be true and cannot be guaranteed must not be included in text ads or on landing pages.

Pricing information in text ads:

- Service call fees and minimum or starting prices must not be included in any text ads.

- Discounts and coupons must not be included in text ads that promote emergency or repair services.

Warranties and guarantees:

- If your ads or website mention any warranty or guarantee related to your services, the same page must contain a link to the relevant terms, conditions, exclusions, and instructions to file a claim.

Influencing customer reviews:

- You must not alter, interfere with, or otherwise tamper with customer reviews of your services or the services of your competitors.

Unauthorized use of Google branding and trademarks:

- You can't use the Google logo or other brand elements without permission. If you wish to use any of Google's brand features on your website or other public materials, read Google's brand usage guidelines.

WHAT HAPPENS IF YOU VIOLATE OUR POLICIES

If you violate our policies, you may be subject to temporary or permanent revocation of your business's verification status which will result in a partial or complete inability to advertise on Google.

Google will notify you by email if this happens. If the violation is fixable, the email will explain the changes you'll need to make before you can resume advertising.