

The Local Service Ads Checklist for Painting Companies

Everything a residential painter needs to get verified, get to the top of Google, and turn every lead into a booked estimate. Print it, tick the boxes, and keep it by the phone.

1. Before you apply

Google checks these before it lets you run Local Service Ads. Having them ready is the difference between 2 weeks and 2 months.

☐	Business license that matches your legal business name and the state you work in <i>A mismatch between your license name and your Google account name is the most common reason verification stalls.</i>
☐	General liability insurance certificate, current, with your business name on it <i>Google asks for the certificate itself, not the policy number.</i>
☐	Owner background check completed through Google's partner <i>Free. Takes a few days. Every owner listed on the business has to do it.</i>
☐	A business phone number you actually answer, and a Google account used only for the business
☐	Your Google Business Profile claimed, with the same name, address and phone as everywhere else <i>Local Service Ads pull your reviews from it. Fewer than 5 reviews means you will rank below painters who have them.</i>
☐	Set aside a weekly lead budget you can keep for at least 8 weeks <i>Most painters spend \$30 to \$70 per lead. A budget that starts and stops confuses Google's ranking.</i>

2. Setting up the profile

What homeowners see when they tap your name. Fill in every field; empty ones cost you ranking.

☐	Service list: interior, exterior, cabinets, decks, fences, drywall repair. Turn off anything you do not want calls for <i>Every service you leave on is a service you pay for leads on.</i>
☐	Service area: the zip codes you will actually drive to, not the whole metro <i>Leads outside your real area still cost money and rarely close.</i>
☐	Business hours set to when a person can answer, plus weekends if you want weekend calls <i>Google shows your hours. A call during listed hours that goes unanswered counts against you.</i>
☐	5 to 10 real job photos, before and after, no stock images
☐	A short business bio that says who you serve and how long you have been painting
☐	Message leads turned on, with someone assigned to answer them within 15 minutes <i>About a third of leads come as messages, not calls. Slow replies kill them.</i>

3. Handling every lead

Ranking is mostly about response. Google watches how fast you answer and how many leads you mark as booked.

	Answer the phone live, every time, during listed hours <i>A missed call usually means the homeowner calls the next painter in the list. If you cannot cover the phone, use an answering service built for Local Service Ads.</i>
	Call back any missed call within 5 minutes, text within 2 minutes
	Book the estimate on the first call. Offer two times, not an open question
	Mark every lead in the Google dashboard: booked, not booked, or disputed, within 24 hours <i>Google uses this to decide who ranks. Unmarked leads look like ignored leads.</i>
	Dispute leads that are not real jobs: spam, wrong service, outside your area, duplicate callers <i>Disputed leads are refunded when they qualify. Most painters leave hundreds of dollars a month unclaimed.</i>
	Ask every finished job for a Google review while you are still at the house <i>Your rating and review count are the biggest ranking factors you control.</i>

4. Weekly review (10 minutes)

	Leads this week, cost per lead, and how many you booked
	Any lead that went unanswered and why
	Disputes filed and refunds received
	Your position when you search your service in your own zip code <i>Check from your phone, not your office computer, for a truer view.</i>
	Budget: raise it if you are booking more than half of your leads and want more work

Want someone to do all of this for you?

Painter Promotions runs Google Local Service Ads for residential painting companies across the US. We handle verification, setup and ranking, and our AI answering service picks up every lead so none of them go to the next painter. Month to month, no lock-in, and your leads are never shared with another painter. Most of our clients see 5 to 15 calls a month.

Book a free strategy session at painterpromotions.com/book or call us at **385-412-9827**. Want to hear the AI first? Tap **Give our AI a call** on painterpromotions.com and ask it for an estimate.

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