

MCC Bulk Creation - User Guide

Please use the guide below to help you populate information for your new MCC accounts. Here, you will find information about acceptable inputs for each field in the upload CSV file. **Please note** that accounts will only be created for rows where all required fields are complete, and your input is successfully validated. Please follow the in-product guide for further information and step-by-step guides.

Account ID

Input an Account ID (Google Ads Account Number) that will be linked to the newly created Local Services Ads profile. Please note that this requires at least 'Edit' access to the given Google Ads account. **If left blank**, a new Account ID (CID) will be created. The Account ID can be included, if one exists. If an Account ID is specified here, it must be linked to the manager account.

Accepted Input Examples:

111-222-333
111222333

Unaccepted Input Examples:

Special Characters
Invalid Account IDs
Account IDs which are not directly linked to the manager account

Business Name

The business name, as it will appear across Local Services by Google. **If left blank**, this account will not be created.

Accepted Input Examples:

Gerald's Plumbing Services
Sand Hill Attorneys

Unaccepted Input Examples:

Special Characters
(blank)

Business Phone

The business phone number, as it will appear across Local Services by Google. The phone number is encouraged to be in E.164 format but does not need to be. The business phone number should be owned by the business, instead of a call-center number or partner allocated tracking number. If left blank, this account will not be created.

Accepted Input Examples:

+19876543210
+34810123456
+441312345678
(987) 654-3210
9876543210

Unaccepted Input Examples:

Special Characters
(*blank*)

Business Website

The business website, as it will appear across Local Services by Google. If left blank, no website will be listed.

Accepted Input Examples:

www.yourwebsite.com
<https://yourwebsite.com>
<https://www.yourwebsite.com>
<https://www.yourwebsite.com/page>

Unaccepted Input Examples:

Invalid web addresses
(*blank*)

Invite User to Account

The email address of the professional being added to the account. This user must also be opted into marketing (see corresponding field, below), to receive additional communications and account alerts pertaining to Local Services by Google. If a user email address is listed here,

they will need to check their email address and accept the account invitation in order to receive notifications. **If left blank**, no additional user will be invited to this account at this time.

Accepted Input Examples:

Valid email address
(*blank*)

Unaccepted Input Examples:

Invalid email addresses

Primary Contact First Name

The first name of the business' primary contact/Business Owner, as it will appear across Local Services by Google. **If left blank**, this account will not be created.

Accepted Input Examples:

Adrian
Zuri

Unaccepted Input Examples:

Special Characters
(*blank*)

Primary Contact Last Name

The last name of the business' primary contact/Business Owner, as it will appear across Local Services by Google. **If left blank**, this account will not be created.

Accepted Input Examples:

Anderson
Zhuk

Unaccepted Input Examples:

Special Characters
(*blank*)

Business Categories

The category or categories in which this business operates. Multiple categories may be listed, separated by semicolons. Categories must be listed in the format of Category ID, not plain text. A comprehensive list of Category IDs can be found [here](#). **If left blank**, this account will not be created.

Accepted Input Examples:

plumber
plumber;electrician
immigration_lawyer

Unaccepted Input Examples:

Immigration Lawyer
Plumber, Electrician
Invalid Category IDs
Plain text inputs
Special Characters
Comma separated input
(*blank*)

Founding Year

The year this business was founded, or the year since when this professional has been in business in this business category. **If left blank**, this account will not be created.

Accepted Input Examples:

1990
2005

Unaccepted Input Examples:

Non-numerical values
Invalid year numbers
(*blank*)

Languages Spoken

The names of all languages in which this professional is comfortable conducting business. Multiple languages may be listed, separated by semicolons. **If left blank**, English will be

defaulted. Languages must be listed in ISO 639-1 language code (lowercase, 2-letter language code). A comprehensive list of ISO 639-1 language codes can be found [here](#).

Accepted Input Examples:

en
en;sp
(*blank*)

Unaccepted Input Examples:

Comma separated input
Invalid language names

Street Address

The street address for this business. **If left blank**, this account will not be created.

Accepted Input Examples:

202 Main St.
333 Bush St. Suite 1700

Unaccepted Input Examples:

(*blank*)

City

The city in which the business address above exists. **If left blank**, this account will not be created.

Accepted Input Examples:

San Jose
Seattle

Unaccepted Input Examples:

Invalid city names
Localized city names

Region

The state, region, province, or territory (where applicable) in which the business address above exists. **If left blank**, this account will not be created.

Accepted Input Examples:

California
British Columbia

Unaccepted Input Examples:

Invalid state/province/territory names
Localized state/province/territory names

Postal Code

The postal code (where applicable) in which the business address above exists. **If left blank**, no postal code will be saved into the business address.

Accepted Input Examples:

94043
M1R 0E9

Unaccepted Input Examples:

Invalid postal codes
00000

Country

The country in which the business address above exists. The country code must be listed in ISO 3166 format (upper case, 2-letter). A comprehensive list of ISO 3166 country codes can be found [here](#). **If left blank**, this account will not be created.

Accepted Input Examples:

US
IT

Unaccepted Input Examples:

Invalid country names

Plain text country names
Localized country names

Physical Location

Does this business have a physical location? If so, list 'TRUE'. If not, list 'FALSE'. **If left blank**, this account will not be created.

Accepted Input Examples:

TRUE
FALSE

Unaccepted Input Examples:

All other inputs

Service Areas

All areas in which this business provides services. This input must be provided in the form of Criteria ID. For a comprehensive list of Criteria ID, please visit [here](#). Multiple inputs may be entered, separated by semicolons. The max number of Criteria ID for Services Areas that you can enter on the sheet is 20. We encourage professionals to target their applicable counties. **If left blank**, this will be defaulted to the Criteria ID of the region in which this business is located.

Accepted Input Examples:

1000025
1000025;1000027
(blank)

Unaccepted Input Examples:

Country level targeting
Plain text locations
Invalid Criteria ID

Service Types

The service or services which this business provides. For each Business Category, specify Service Types. Multiple service types may be listed, separated by semicolons. Each service type must be formatted as *BusinessCategoryID:ServiceTypeID*. All service types must be listed

by their corresponding ID, not plain text. A comprehensive list of service types can be found [here](#). **If left blank**, this account will not be created.

Accepted Input Examples:

plumber:repair_faucet;plumber:plumbing_other
plumber:repair_faucet;electrician:electrical_wiring;
Immigration_lawyer:green_card;immigration_lawyer:citizenship

Unaccepted Input Examples:

Immigration Lawyer
Repair Faucet, Electrical Wiring
Invalid Category IDs
Plain text inputs
Special Characters
Comma separated input
Missing Category IDs per Service Type

Business Hours

The daily hours of operation for this business. Hours must be listed in 24 hour format, per day of operation, separated by semicolons. Each day's hours must be in the format *DAY:0000-2359*. Hours of operation should only be listed for days on which the business operates. Multiple time intervals per day is not yet supported. **If left blank**, this account will not be created.

Accepted Input Examples:

MONDAY:0800-1700;TUESDAY:0800-1700;WEDNESDAY:0800-1700;THURSDAY:0800-1700;FRIDAY:0800-1500

Unaccepted Input Examples:

M:8am-5pm;Tu:8am-5pm;
SATURDAY:0000-0000;SUNDAY:0000-0000;
Monday:0800-1700;Tuesday:0800-1700;
MONDAY:0800-1000;MONDAY:1100-1700;

Marketing Opt In

Opt in for communications to all additional users of this account. This field must be 'TRUE' in order for "invited users" to receive additional communications and account alerts pertaining to Local Services by Google. **If left blank**, users will be automatically opted in to marketing messages pertaining to Local Services.

Accepted Input Examples:

TRUE

FALSE

(blank)

Unaccepted Input Examples:

All other inputs