Google has implemented a national program they call “Google Home Services”. They select a few service providers such as plumbers or other home service providers in each home service category and they highlight them as a Google Guaranteed service provider. These providers must pay Google for being listed. This is at the top of each search page. Below that are listings that pay a fee through their Adwords program. By the time you scroll down past all that you get to your first organic unpaid listings. Previously Google just took a small bit of real estate at the side and top of the page for their paid listings. Now their paid listings completely dominate what you see until you scroll past the fold. This is anti-competitive for companies they don’t select. Google has a monopoly and they are acting in an anti competitive manner. Chairman Pai just announced after the repeal of Net Neutrality that the FTC is still the cop on the beat stopping anti competitive behaviors. Please take a look at Google Home Services.