FREE GOOGLE BUSINESS PROFILE GUIDE

20

MARKETING STUFF FOR CONTRACTORS

— PRACTICAL FIELD GUIDE

GOOGLE BUSINESS PROFILE ENHANCER

— FREE. TAKE IT AND GO.

A clear, contractor-focused guide to the profile basics that make it easier for customers to find the work you actually do.

• CLAIM	• REVIEWS
• PHOTOS	• POSTS

Before You Make A New Profile, Check If You Already Have One.

access problem.

DECISION MAP · SEARCH IN GOOGLE MAPS ON A COMPUTER

START HERE

1 Search: Your Business Name + City

↓

Does The Correct Business Appear?

2 No Profile

Go to business.google.com/add. Choose Add your business to Google. Enter your real details.

3 Unclaimed Profile

Open the correct Maps listing. Select Claim this business, then Manage now. Follow verification.

4 Someone Owns It

Use Google's ownership request process. Ask the existing owner for access. Do not make a duplicate.

Have These Ready

- Real business name
- Working phone and website
- Accurate customer-facing hours
- Business-controlled Google Account
- True address and service area
- Primary trade and business records

ELIGIBILITY

In-person customer contact generally qualifies. Online-only and lead-generation firms do not.

FROM ONE CONTRACTOR TO ANOTHER

Seriously. Google might already have a listing for your business, complete with reviews. Creating another one because you can't get into the first is just making yourself a second headache.

START HERE · SEARCH GOOGLE MAPS ON A COMPUTER

1. Search your business name + city.

2. Nothing there? Go to business.google.com/add. Choose Add your business to Google and enter your real details.

3. Your business is there, but nobody's claimed it? Open the correct Maps listing. Choose Claim this business, then Manage now, and follow the verification steps.

4. Someone else controls it? Use Google's ownership-request process and ask the current owner for access. Do not create a duplicate to get around it.

HAVE THIS READY: Real business name; working phone and website;

Your Home Office Is Fine. Your Imaginary Showroom Isn't.

BUSINESS MODELS · ILLUSTRATIONS

SERVICE AREA

YOU GO TO THEM

Customers do not visit your base.

HIDE YOUR ADDRESS

STOREFRONT

THEY COME TO YOU

Staffed premises with permanent signage.

SHOW YOUR ADDRESS

HYBRID

YOU DO BOTH

Eligible premises plus travel to customers.

ADDRESS + SERVICE AREA

ILLUSTRATIVE LOCATION SETTINGS · FOLLOW THE FIVE STEPS

1. **Edit profile**
   Open your profile editor.
2. **Location**
   Choose the Location section.
3. **Service area**
   Open the service-area control.
4. **Edit**
   Add only real cities or postal areas.
5. **Save**
   Confirm the visibility choice that fits your model.

Choose Cities Or Postal Areas

Up to 20 areas. Generally within about two hours' drive of your base. Google does not use a service-area radius.

GOOGLE RULE

Use your real address when required for verification. No PO boxes or virtual offices where you do not operate. A coworking office needs your staff, signage and customer reception during business hours.

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FROM ONE CONTRACTOR TO ANOTHER

A lot of us go to the customer's property. Nobody needs to pretend the spare bedroom is a showroom with a receptionist.

SERVICE-AREA BUSINESS · YOU GO TO THEM: Customers don't visit yo base. Hide your address.

STOREFRONT · THEY COME TO YOU: An eligible, staffed location with permanent signage. Show your address.

HYBRID · YOU DO BOTH: Eligible customer-facing premises and trips to customers. Address + service area.

FOLLOW THE FIVE STEPS:

1. Open Edit profile.
2. Select Location.
3. Open Service area.
4. Select Edit and add the cities or postal areas you genuinely serve.
5. Save and make sure your address visibility matches the way you actually operate.

Google Wants Proof You're A Real Business. Fair Enough.

method offered.

Your Business Profile › Get verified › Business video

IF BUSINESS VIDEO IS OFFERED · RECORDING STORYBOARD

1 Establish Your Location

Film nearby street signs or landmarks that identify where the business operates.

STREET NAME OR LANDMARK

2 Show The Business Exists

Service-area business: show professional tools or equipment. Storefront: show permanent business signage.

TOOLS OR PERMANENT SIGNAGE

3 Show You Have Access

Unlock a branded work van or access business-only equipment. Suitable business documents can help.

VAN, EQUIPMENT OR ACCESS

Read Requirements → Record → Review → Upload Video

ONE CONTINUOUS RECORDING

At least 30 seconds, live in the mobile flow. No edits or prerecorded uploads. Keep faces, private information and sensitive numbers out.

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FROM ONE CONTRACTOR TO ANOTHER

Go to your profile and select Get verified. Google decides which verification methods you get. You don't get to pick a different one just because the offered method is annoying.

IF GOOGLE OFFERS BUSINESS VIDEO VERIFICATION:

1. Show where you operate. Film nearby street signs or landmarks that establish the location.

2. Show there's an actual business. Service-area contractor? Show real professional tools or equipment. Storefront? Show your permanent signage.

3. Show you're the person running it. Unlock a branded work vehicle or demonstrate access to business-only equipment. Suitable business documents may help.

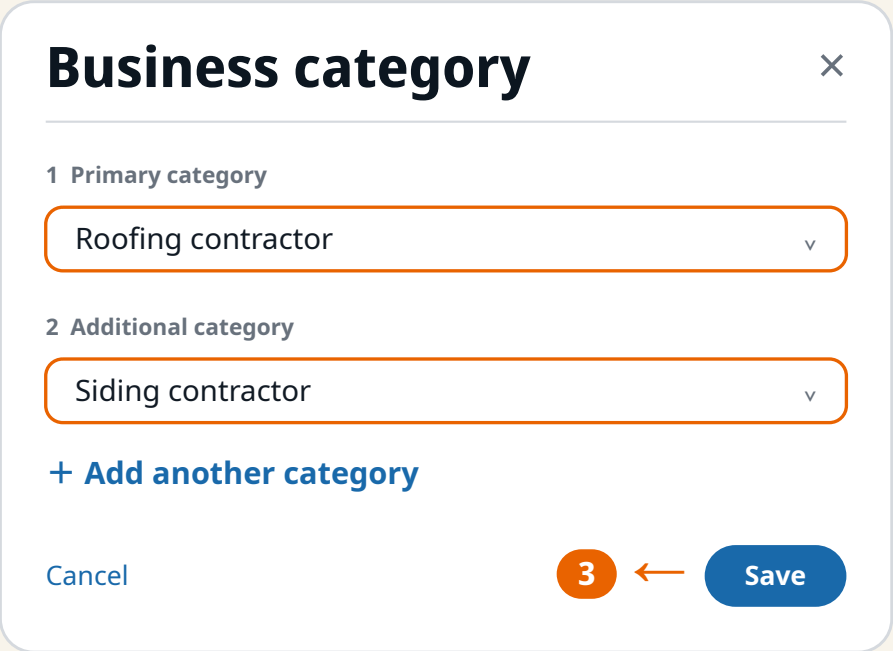
THE ORDER: Read Google's requirements · record · review · upload.

ONE CONTINUOUS VIDEO: At least 30 seconds, recorded live through th mobile verification flow. No editing or uploading a video you made earlier. Keep faces, private details, and sensitive numbers out of

Tell Google What Business You're Actually In.

Your Business Profile › Edit profile › Business category

ILLUSTRATIVE CATEGORY EDITOR



1 Pick Your Main Trade
Type, then select a category from Google's list.

2 Add Only What Fits
This company installs roofs AND siding. Both are genuine operations.

3 Save The Change
Google may ask you to verify again.

Category Or Service? Here's The Difference.

WHAT YOUR BUSINESS IS
Roofing contractor
Choose a category from Google's list.

WHAT A CUSTOMER HIRES YOU FOR
Flashing Repair
Add individual jobs under Services.

Keep It Honest. Use a few specific categories. You cannot invent one, and you do not need one for every service.

FROM ONE CONTRACTOR TO ANOTHER

Your primary category is your main trade. Not every service you've ever touched, and definitely not every category you think might bring a lead.

Your Business Profile · Edit profile · Business category

ILLUSTRATIVE CATEGORY EDITOR:

1. Primary category: Type your main trade and choose the closest actual option from Google's list. Example: Roofing contractor.

2. Additional category: Add another only if it's genuinely part of the business. Example: Siding contractor if you really install siding.

3. Save. Google might ask you to verify again.

CATEGORY OR SERVICE?

· What your business is: Roofing contractor · that's a category.

List The Actual Jobs People Can Hire You To Do.

Your Business Profile › Edit services › Add more services

ILLUSTRATIVE SERVICES WORKFLOW · OPTIONS VARY BY CATEGORY

1 ADD A SERVICE

Edit services → + Add more services

Choose an offered service

or + Add custom service

This creates a service name.

Save

2 EDIT ITS DESCRIPTION

Return to the service list. Select the service.

Hardwood Refinishing

Add or update its description

Add price only where offered and supported.

Save

VAGUE

Flooring

“Quality flooring at great prices. Call now!”

USEFUL

Hardwood Refinishing

“We assess existing wood floors, explain suitable finish options and set expectations for access and drying time.”

KEEP THE DETAILS HONEST

Use clear names. Keep phone numbers, prices and personal information out of custom service names. Write only what your company actually does. Leave unsupported pricing blank.

FROM ONE CONTRACTOR TO ANOTHER

A category tells Google you're a plumber, flooring contractor, or roofer. Services tell the customer whether you do the particular job they're calling about.

Your Business Profile · Edit services

1. ADD A SERVICE: Choose Add more services. Pick a service Google offers or use Add custom service where available. This creates the service name.

2. EXPLAIN THE SERVICE: Go back to the list, open that service, and add a useful description. Add a price only where the feature is offered and the figure is genuinely supportable. Save.

DON'T WRITE THIS: ·Quality flooring at great prices. Call now!· That tells the customer absolutely nothing.

WRITE SOMETHING USEFUL: ·We assess existing hardwood floors, explain finish options, and tell you what to expect with access and drying time.·

Same Trade. Three Completely Different Customers.

ILLUSTRATIVE CUSTOMER SEARCHES · READ IT IN ORDER

Problem → Urgency → Location → What does this person need next?

water heater leaking near me

↓

Needs Help Soon

Show whether you handle leaks, your coverage and a working call route.

hardwood refinishing Plano

↓

Considering A Service

Show suitable floors, preparation, finish options and how to arrange an estimate.

how to install a toilet myself

↓

Wants DIY Instructions

Useful topic for advice, but do not treat this as the same intent as hiring a plumber.

Try It With Your Own Work

Customer's words: _____

Best service page: _____

USE CUSTOMER LANGUAGE

Use customer language naturally in services, descriptions and pages. Skip the repeated city lists.

FROM ONE CONTRACTOR TO ANOTHER

Don't just spot a keyword and assume everybody wants the same thing. Read the whole search. The problem, urgency, and location tell you what that person is likely looking for.

·water heater leaking near me· · This person may need help fast. Make it clear whether you handle leaks, where you work, and how to reach you.

·hardwood refinishing Plano· · They're looking at a service. Show the kinds of floors you handle, your process, real photos, and how to request an estimate.

·how to install a toilet myself· · That person wants instructions. Fine, but don't treat a DIY search like somebody ready to hire a plumber.

TRY IT: Write down one real phrase customers use when they call you. Which page on your website actually answers it?

THE POINT: Talk like your customers talk. Use their words naturally

Tell Customers What You Do. Without The Fluff.

Plain.

Explain the work, the area and a useful detail about your process. “Unmatched excellence” can have the day off.

Edit profile › Description › Save

ILLUSTRATIVE DESCRIPTION EDITOR · FICTIONAL BUSINESS COPY

Business Description

Plumbing Example

We help homeowners in Plano and Richardson with plumbing repairs, water heater replacement and fixture installation. We explain the proposed work and provide the scope before starting. Contact us with the problem and location so we can confirm the next step.

750 characters maximum

Save

1 The Work
Plumbing repairs, water heaters and fixtures.

2 The Area
Plano and Richardson. Real coverage, not a city collection.

3 The Process
Explains the scope. A specific promise the company must keep.

Flooring Example

We install hardwood and luxury vinyl flooring in the local area. Our estimates explain preparation and installation. We discuss furniture, access and return-to-use expectations before work begins.

GOOGLE RULE

FROM ONE CONTRACTOR TO ANOTHER

You have 750 characters. Please don't waste half of them telling people you're committed to ·unmatched excellence.· Everybody says that. Nobody learns a damn thing from it.

Edit profile · Description · Save

THE THREE THINGS TO COVER:

1. The work: What jobs do you actually do?

2. The area: Where do you genuinely work?

3. The process: What's one useful thing customers can expect?

ILLUSTRATIVE PLUMBING DESCRIPTION:

·We help homeowners in Plano and Richardson with plumbing repairs, water heater replacement, and fixture installation. We explain the proposed work and provide the scope before starting. Tell us the problem and location so we can confirm the next step.·

Want More Reviews? Make It Easy To Leave One.

Make it easy for customers to describe their experience. Let them choose the rating and the words.

Your Business Profile › Read reviews › Get more reviews

ILLUSTRATIVE REVIEW-LINK WORKFLOW

Get More Reviews

Your Google review link

Copy your review link

1 →

MESSAGE TO CUSTOMER

Thanks for choosing us for your project.

If you would like to share your experience, here is our Google review link: [link]. Honest feedback is welcome.

KEEP THE REQUEST NEUTRAL

No gifts or discounts. No “happy customers only” filter. No requested keywords or staff names. No pressure to post while you watch.

NEUTRAL / DELAYED ARRIVAL

“The repair went well, but the arrival time moved.”

“Thanks for the feedback. I’m glad the repair

WHEN A CONCERN IS UNRESOLVED

Before replying, first figure out what actually happened. Use the three response paths on page 10: do not argue from memory

FROM ONE CONTRACTOR TO ANOTHER

Customers have jobs, families, and approximately 400 other things to do. If you want a review, give them the link instead of making them hunt for your listing.

Your Business Profile · Read reviews · Get more reviews · Copy your review link

A MESSAGE YOU CAN ACTUALLY SEND:

·Thanks for choosing us for your project. If you'd like to share your experience, here's our Google review link: [link]. Honest feedback is welcome.·

That's it. No speech. No bribery. No begging for five stars.

KEEP IT STRAIGHT: No gifts or discounts for reviews. Don't ask only happy customers. Don't tell people which keywords or staff names to mention. Don't hover over them while they type.

WHAT ABOUT A MIXED REVIEW? ·The repair went well, but the arrival

Bad Review? Good Thing You Kept The Receipts.

something else.

Your Business Profile › Read reviews › Reply

COPY-PASTE

"Thanks! We appreciate your business!"

Polite. Could belong under any review.

RESPOND TO THE DETAIL

Thanks, Jamie. Glad the preparation and room-use updates helped. Enjoy the new floor!

1 → Reply

NEGATIVE REVIEW? FIRST, FIGURE OUT WHAT ACTUALLY HAPPENED.

IF YOU SCREWED UP, OWN IT.

Acknowledge the mistake and explain how you're putting it right. Follow through. Don't make excuses or blame the customer.

IF FACTS ARE DISPUTED, INVESTIGATE.

Don't admit something you haven't established, and don't dismiss a legitimate concern. Explain what has been checked, what remains unresolved, and the next reasonable step.

IF THE ACCUSATION IS FALSE, CORRECT THE RECORD.

You don't have to apologize for something you didn't do. Use specific facts you can support without exposing private customer information.

EXAMPLE — DOCUMENTED FACTS / FICTIONAL

"This review says we never returned calls. Our dated call log shows attempts on August 4, 6, 9 and 12. We're happy to review any specific concern. The dates speak for themselves.·

FROM ONE CONTRACTOR TO ANOTHER

Reply to the actual review. Not some canned ·We appreciate your valuable feedback· nonsense you could paste under a review for a dentist, plumber, or dog groomer.

Your Business Profile · Read reviews · Reply

FIVE-STAR REVIEW: ·The floor looks great. They explained the preparation and kept us updated.·

GENERIC REPLY: ·Thanks! We appreciate your business!·

BETTER: ·Thanks, Jamie. Glad the preparation and room-use updates helped. Enjoy the new floor!·

NOW, THE ONE-STAR STUFF. THREE POSSIBILITIES:

1. YOU SCREWED UP. It happens. Admit it, explain how you'll put it right, and actually follow through. Don't turn a legitimate complaint into a courtroom drama.

Let The Work Do The Talking.

viewpoint helps.

SUPPLIED PHOTOGRAPH · NO CONTRACTOR ATTRIBUTION



1 ← Similar Viewpoint
Use a similar viewpoint for before and after.

2 ← Useful Details
Show enclosure, tile and useful storage details.

3 BEFORE THE FINAL SHOT
Remove blue tape. Clear tools, packaging and loose supplies out of frame. Wipe visible smudges. Then take the clean final photo.

Framing Examples

× **POOR:** dark, leaning verticals

1. **BETTER:**
bright, straight framing

KEEP IT GENUINE
Get permission. Remove private details. Avoid heavy filters. Use clean individual photos in the gallery.
UPLOAD: Your profile → Photos → Add photos → choose files. Check for Live status.
JPG/PNG: 10 KB–5 MB. Gallery videos: up to 30 seconds, 75 MB, 720p or higher.

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FROM ONE CONTRACTOR TO ANOTHER

People want to see what you actually do. Not a stock photo of a smiling guy in a hard hat pointing at absolutely nothing.

Take before, during, and after photos. Try to stand in roughly the same place for the before and after. The Colleyville shower example shows why that makes the transformation easier to understand.

WHAT TO LOOK FOR:

1. Same viewpoint: Don't make customers play detective trying to compare two different angles.

2. Useful details: Show the tile, enclosure, niche, workmanship, and features that matter.

3. Final shot means FINAL: Remove blue tape, tools, packaging, and loose supplies. Wipe visible smudges. Then take the picture. Yes, that blue tape in the example needs to go.

BAD PHOTO: Dark, crooked, clutter everywhere.

One Useful Post. One Clear Next Step.

right page.

Your Business Profile › Posts › Add post › Update

ILLUSTRATIVE POST EDITOR & PUBLIC CARD · EXAMPLE COPY

Add post

Update Offer Event

PHOTO



1 ←

DESCRIPTION

Planning a shower remodel? Compare the enclosure, tile and storage. Bring photos of your current shower and tell us what you want to change.

1. Button: Learn more
Link: your shower-remodeling page

2 ←

3 → Post

WHAT THE CUSTOMER SEES

Your Remodeling Business
Illustrative Update



Planning a shower remodel? Compare the enclosure, tile and storage. Bring photos of your current shower and tell us what you want to change.

Learn more →

Make The Click Make Sense

POST ABOUT A SHOWER
Learn more

→

YOUR WEBSITE / SHOWER REMODELING
Examples + Process + Enquiry

BEFORE YOU CLICK POST
Check the facts, photo permission and destination. After publishing, confirm the status is Live. Weekly is a useful routine, not a ranking guarantee.

FROM ONE CONTRACTOR TO ANOTHER

You don't need to post motivational quotes about hard work. You're a contractor. You've got actual work to show.

Use a completed job or a question customers keep asking. Explain one useful thing, add a relevant photo, and link to the page that helps them take the next step.

Your Business Profile · Posts · Add post · Update

ILLUSTRATIVE SHOWER POST:

·Planning a shower remodel? Compare the enclosure, tile, and storage. Bring photos of your current shower and tell us what you'd like to change.·

BUTTON: Learn more.

DESTINATION: Your actual shower-remodeling page, not a generic homepage that makes people start searching all over again.

Show The Problem. Show What You Did. Explain Why It Matters.

with facts from your own job.

ILLUSTRATIVE POST CARDS · FICTIONAL JOBS, NOT REPORTS OF ACTUAL WORK

PLUMBING / EXAMPLE UPDATE — A Failed Water Heater

The old tank was leaking at its base. After confirming the source, we replaced the water heater and checked the new connections before putting it back into service. A new unit is only part of the job; the connections and checks matter too.

Learn more → See what our water heater replacement service includes.

FICTIONAL DIAGRAM — NOT A CUSTOMER PHOTO

WHAT TO PHOTOGRAPH

BEFORE	AFTER
OLD TANK	NEW TANK
• Leak at base	• Check connections

Photograph the tank and the connection points.
Destination: Water heater replacement page.

FICTIONAL DIAGRAM — NOT A CUSTOMER PHOTO

WHAT TO PHOTOGRAPH

SUBFLOOR PREP	FINISHED FLOOR
／ uneven area	▤ installed planks
Preparation before planks	Final surface

Show preparation beside the finished floor.
Destination: Luxury vinyl installation page.

FLOORING / EXAMPLE UPDATE — Preparation Before New Planks

The old flooring was out, but the subfloor still needed attention. We addressed the uneven areas before installing the new luxury vinyl planks. That preparation helps the floor meet the product's installation requirements. See how we plan preparation and installation.

Learn more →

FROM ONE CONTRACTOR TO ANOTHER

Nobody needs a paragraph about how passionate you are about craftsmanship. Show the actual job and tell them what happened.

FICTIONAL PLUMBING EXAMPLE · LEAKING WATER HEATER

·The old water heater was leaking at the base. After confirming where the water was coming from, we replaced the tank and checked the new connections before putting it back into service. The new tank is only part of the job. Those connections matter too.·

PHOTOS TO TAKE: Old tank and leak area · new tank and connections.

BUTTON DESTINATION: Water heater replacement page.

FICTIONAL FLOORING EXAMPLE · PREP BEFORE THE PLANKS

·The old floor came out, but the subfloor wasn't ready for new planks. We addressed the uneven areas before installing the luxury vinyl. It's the part most customers never see, but preparation matters if you want the installation to meet the product

More Real Work. Less Marketing Fluff.

with facts from your own job.

ILLUSTRATIVE POST CARDS · FICTIONAL JOBS, NOT REPORTS OF ACTUAL WORK

FICTIONAL DIAGRAM — PHOTO PLAN

WHAT TO PHOTOGRAPH

ROOF PENETRATION

→ close detail: flashing
→ wider view: where it sits on the roof

Use safe, clear views of the actual damage and repair.
Destination: Roof leak repair page.

ROOFING / EXAMPLE UPDATE — A Leak Around The Flashing

The customer had a recurring leak near a roof penetration. After inspecting the area, we repaired the damaged flashing and checked the surrounding roof materials. Finding the entry point matters more than covering the nearest stain. Read about our roof inspection and repair process.

Learn more →

BATHROOM REMODELING / EXAMPLE UPDATE — A Shower With Useful Storage

The old shower had little storage and an awkward enclosure. We replaced the enclosure and added a recessed niche as part of the remodel. Those changes make the space easier to use every day. See our shower remodeling process and the details we discuss before work starts.

Learn more →

FICTIONAL DIAGRAM — PHOTO PLAN

WHAT TO PHOTOGRAPH

SHOWER VIEW

→ enclosure
→ recessed niche

Frame the enclosure and useful storage in one view.
Destination: Shower remodeling page.

FROM ONE CONTRACTOR TO ANOTHER

Two more examples. They're fictional, so use the structure·not the claims·when writing about your own projects.

FICTIONAL ROOFING EXAMPLE · FLASHING LEAK

·The customer had a recurring leak near a roof penetration. We inspected the area, repaired the damaged flashing, and checked the surrounding materials. Finding where water is getting in beats covering up the nearest stain and hoping for the best.·

PHOTOS TO TAKE: Close-up of flashing and damage · wider view showing where the repair sits on the roof. Take photos safely.

BUTTON DESTINATION: Roof leak repair page.

FICTIONAL BATHROOM EXAMPLE · A SHOWER THAT WORKS BETTER

·The old shower was short on storage and had an awkward enclosure. We replaced the enclosure and added a recessed niche. Nothing magical. Just changes that make the shower easier to use every day.·

Fifteen Minutes Of Useful Beats An Hour Of Nonsense.

PRACTICAL PUBLISHING WORKFLOW · NOT A GOOGLE RANKING REQUIREMENT

1 Pick A Topic

Completed job, customer question or timely problem.

2 Build The Post

Confirm facts. Choose the photo. Write one useful point.

3 Check And Publish

Test the link. Check privacy. Publish or schedule if available.

4 Look At The Result

Confirm Live status. Pending and Not approved are not public.

Four Weeks Of Useful Content

01 A Completed Job
Show the problem and result. Link to that service.

02 A Common Question
Answer what customers ask before hiring.

03 A Seasonal Concern
Use a real local issue. Do not invent storm damage.

04 Your Process
Explain preparation, access or cleanup using real facts.

Keep A Topic Bank

Next topic: _____ Photo: _____

Destination: _____ Owner / publish date: _____

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FROM ONE CONTRACTOR TO ANOTHER

Set aside a little time each week. If you have a real job, useful tip, or customer question, post it. If you've got nothing worth saying, don't manufacture something just to fill a calendar.

YOUR FOUR-STEP ROUTINE:

1. Pick something real. A completed job, common question, or timely problem.

2. Put it together. Check the facts, choose the photo, and explain one useful point.

3. Check and publish. Test the link, check privacy, and publish or schedule if the option exists.

4. Make sure it actually went live. Pending and Not approved aren't public posts.

FOUR WEEKS OF IDEAS:

· Week 1 · Completed job: Show the problem and result.

· Week 2 · Common question: Answer something customers ask before hiring.

· Week 3 · Seasonal issue: Talk about a real local concern. Don't invent storm damage.

Don't Make People Hunt For The Page They Just Clicked To See.

next step obvious.

ILLUSTRATIVE CUSTOMER JOURNEY · SIMPLIFIED WEBSITE

YOUR PROFILE POST

Refining Worn Wood

Show preparation, finish choices and what the customer should expect.

Learn more

→

Hardwood Refinishing

REAL PROJECT PHOTOS

Before / During / After

- Which floors are suitable?
- Preparation and finish choices
- Access and return-to-use time

Request An Estimate

Put The Right Link In The Right Place

Profile Website

Your main business or relevant location page. Edit profile → website field → Save.

Post Button

A relevant service page that delivers what the post promises.

Booking Link

Use an actual booking destination only when Google offers that link type.

TEST THE COMPLETE JOURNEY

Test the complete journey on a phone. A broken form wastes a perfectly good click. Keep your name, phone, services and hours consistent. Put other resources on your site; a profile is not an unlimited link directory.

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FROM ONE CONTRACTOR TO ANOTHER

If your post is about hardwood refinishing, send them to your hardwood refinishing page. Not your homepage, where they have to start the whole treasure hunt again.

EXAMPLE CUSTOMER JOURNEY:

PROFILE POST: ·Refinishing Worn Wood· · explain preparation, finish choices, and what customers can expect.

LEARN MORE · HARDWOOD REFINISHING PAGE: Real project photos; w floors are suitable; preparation and finish options; access and return-to-use expectations; a clear Request an Estimate button.

WHICH LINK GOES WHERE?

· Profile website field: Your main business website or a suitable location page.

· Post button: The service page that actually delivers what the post promised.

41 Website Clicks. Great. How Many Turned Into Jobs?

Check a consistent date range each month. Then compare profile activity with your own enquiry and job records.

Your Business Profile › 1 Performance › 2 Time period › 3 Apply

ILLUSTRATIVE METRIC PANELS · EXAMPLE NUMBERS, NOT BUSINESS RESULTS

24

Calls

Call Button Clicks

Not answered calls or booked jobs. Check missed calls separately.

41

Website Clicks

Website Visits

Clicks to the site, not completed enquiries. Test the page and form.

8

Directions

Route Requests

Useful for a customer-facing location. Not proof of a visit or purchase.

Your Monthly Check

Period: _____

Calls / site clicks: _____

Qualified enquiries: _____

Jobs won / revenue: _____

Next improvement: _____

READ THE REPORT CAREFULLY

Only supported metrics appear. Reports can include organic and paid activity. Search terms update monthly and may take up to five days to appear.

FROM ONE CONTRACTOR TO ANOTHER

Google can tell you how many people clicked a button. It cannot magically tell you how much money went into your bank account from those clicks. That's your job to track.

Your Business Profile · Performance · Time period · Apply

ILLUSTRATIVE NUMBERS · NOT ACTUAL BUSINESS RESULTS:

24 Calls: Call-button clicks. Not 24 answered calls, and definitely not 24 booked jobs. Check your missed calls.

41 Website Clicks: Clicks to the website. Not 41 enquiries. Test your landing page and form.

8 Directions: Requests for directions. Useful for a customer-facing location, but not proof somebody visited or bought anything.

YOUR MONTHLY CHECK: Period _____ · Calls/site clicks _____ · Qualified enquiries _____ · Jobs won/revenue _____ · One thing to improve _____

Fix The Basics Before You Go Chasing Google Tricks.

PRACTICAL CORRECTIONS · GOOGLE POLICY AND RANKING GUIDANCE

× Extra Keywords In The Business Name

Use the real-world business name customers know.

× A Mailing Address Posing As An Office

Use an eligible location. Hide a service-area business address.

× Fake, Rewarded Or Filtered Reviews

Request honest feedback neutrally from genuine customers.

× Weekly Posts Promising “Top Rankings”

Post for customers. No guaranteed ranking boost from a schedule.

SUSPENDED? CORRECT THE CAUSE FIRST.

Read the reason. Correct inaccurate details. Gather legitimate business evidence, then use Google’s appeals process. Do not create a replacement profile to get around the suspension.

What Google Actually Says

Local results mainly depend on relevance, distance and prominence. Complete information and genuine reviews can help. Keyword-heavy replies, photo schedules and geotags have no guaranteed ranking benefit.

FROM ONE CONTRACTOR TO ANOTHER

There's always somebody online selling a ·secret ranking hack.· Before you pay them, make sure your profile isn't full of mistakes you could fix yourself.

STOP DOING THESE:

Stuffing keywords into your business name. Use the real-world name people actually know. Your business isn't called ·Best Emergency Roofer Near Me Cheap Dallas.·

Pretending a mailing address is an office. Use an eligible location. If customers don't visit your service-area base, hide the address.

Buying, rewarding, or filtering reviews. Ask genuine customers for honest feedback. That's the whole deal.

Treating weekly posts like a ranking guarantee. Post because it's useful to customers, not because somebody promised you the number-on spot by Friday.

One Month. A Profile That Actually Helps Customers.

later week.

Owner: _____ Backup: _____

01 Get The Basics Right

- ☐ Find or claim the correct profile
- ☐ Check address and eligibility
- ☐ Complete offered verification
- ☐ Test phone, website and hours

02 Explain The Business

- ☐ Choose accurate categories
- ☐ Add useful services
- ☐ Write a factual description
- ☐ Match services to website pages

03 Show Real Evidence

- ☐ Collect approved project photos
- ☐ Upload clean individual photos
- ☐ Start neutral review requests
- ☐ Reply to reviews thoughtfully

04 Make It Repeatable

- ☐ Publish a useful post
- ☐ Prepare three more topics
- ☐ Record the monthly baseline
- ☐ Assign weekly upkeep

AFTER DAY THIRTY

Weekly: reviews, fresh evidence, useful posts and profile edits.

Monthly: performance, enquiry outcomes, website links and one worthwhile improvement.

CONTENTS SOURCES Source directory: page 20 19

FROM ONE CONTRACTOR TO ANOTHER

You don't need to spend the next six months ·optimizing your digital presence.· Print this, put someone's name on it, and work through the basics. Verification might take longer; that's fine.

OWNER: _____ BACKUP: _____

WEEK 1 · GET THE BASICS RIGHT

· Find or claim the correct profile

· Check address and eligibility

· Complete the verification method Google offers

· Test phone, website, and hours

WEEK 2 · EXPLAIN WHAT YOU DO

· Choose accurate categories

· Add real services

· Write a description without the fluff

· Match services to useful website pages

WEEK 3 · SHOW THE WORK

· Gather approved job photos

· Upload clean individual photos

· Start asking customers for honest reviews

· Reply to reviews using the actual facts

WEEK 4 · MAKE IT A HABIT

Don't Take My Word For Google's Rules. Here They Are.

current guidance.

SOURCE DIRECTORY · NUMBERS MATCH THE PAGE FOOTERS

[1] Local Ranking
[2] Add Or Claim
[3] Ownership
[4] Eligibility
[5] Owners And Managers
[6] Business Representation
[7] Service Areas
[8] Verification
[9] Video Verification
[10] Categories
[11] Services
[12] Profile And Description
[13] Review Requests
[14] Maps Content Policy
[15] Performance
[16] Review Replies
[17] Report Reviews
[18] Photos And Videos
[19] Photo Guidance
[20] Posts
[21] Post Content Policy
[22] Website And Booking Links
[23] Business Hours
[24] Suspension Appeals
[25] Review Request Link

A FEW THINGS TO KEEP IN MIND

Illustrative interfaces simplify documented workflows. Features, category names and controls vary by account, location and device. Use Google’s linked help when your screen differs.

The routines and writing examples are practical recommendations, not Google requirements.

Independent publication by Marketing Stuff For Contractors.

FROM ONE CONTRACTOR TO ANOTHER

I can tell you what works for a contractor. Google gets to decide what its own platform allows. These are the official references behind the instructions and illustrations in this guide. Click a source if Google's buttons have moved or you want the full policy.

SOURCE DIRECTORY · KEEP ALL EXISTING 25 CLICKABLE DESTINATI NUMBERING UNCHANGED

Local Ranking · Add Or Claim · Ownership · Eligibility · Owners And Managers · Business Representation · Service Areas · Verification · Video Verification · Categories · Services · Profile And Description · Review Requests · Maps Content Policy · Performance · Review Replies · Report Reviews · Photos And Videos · Photo Guidance · Posts · Post Content Policy · Website And Booking Links · Business Hours · Suspension Appeals · Review Request Link

A COUPLE OF THINGS BEFORE YOU GO: The diagrams are simplified examples. Features and buttons vary by account, location, and device. The posting routines and example copy are my practical suggestions, not Google requirements. Check the linked Google instructions when something changes.

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No subscription. No follow-up sales pitch. Go put it to work.
