



Google Business Profile (GBP)

Optimization Checklist For Home Service Contractors



Create Your GBP

Kickstart Your Online Presence

- ☐ Prior to choosing location, check market demographics and choose an area where you WANT local clients
- ☐ Use ChatGPT to do market and demographic research
- ☐ Choose Commercial, physical location, NO residential or virtual office addresses
- ☐ Choose Business Name that accurately describes your real world name
- ☐ Start process of adding listing to GBP
- ☐ Get listing verified - typically video verification
- ☐ Take pics & video of office, keep copy of lease handy and save utility bill, if needed for re-verification
- ☐ Pick the best primary category that accurately describes what your business does
 - **HVAC** - HVAC Contractor, Furnace repair service, air conditioning repair service, heating contractor, air conditioning contractor, heating equipment system supplier, air conditioning system supplier, air duct cleaning service, air filter supplier
 - **Plumbing** - plumber, drainage service, hot water system supplier, gas installation service, water softening equipment supplier, water treatment service, water filter supplier, water pump supplier, water purification company, water tank cleaning service
 - **Electrician** - electrical installation service, lighting contractor, electrical repair shop, security system installer, security system supplier, electric vehicle charging station contractor, generator shop, electrical equipment supplier

- ☐ Pick the best secondary categories that fit what you do - should be core elements to your business
- ☐ Add all relevant services from pre-filled options - match these up with your website content
- ☐ Add description to each service item
- ☐ Add Services to Products section, if available
- ☐ Add Description to Products and pricing, if applicable
- ☐ Add Business Description - do not keyword-stuff, just add an elevator pitch-style description
- ☐ Add Opening Date - when did business start
- ☐ Add tracking phone number as primary number to track calls
- ☐ Add main phone line as secondary phone number
- ☐ Add Website URL - make sure this matches primary category and is relevant to the city you're located in
- ☐ Add Appointment URL, if available - use contact us page on website or online booking link
- ☐ Add service areas - up to 20 (no ranking benefit)
- ☐ Add business hours - make sure website matches this information in the footer
- ☐ Add accessibility options - choose relevant only
- ☐ Add Amenities, if applicable
- ☐ Add Crowd, if applicable
- ☐ Add Offerings, if applicable
- ☐ Add Planning, if applicable
- ☐ Add Service Options, if applicable

Optimize Your GBP

Lay the Foundation for Success

- ☐ Add cover photo that helps sell your business - google will change this periodically, so check it once per month
- ☐ Turn on messages and quote requests, if available
- ☐ Connect to messaging platform, if applicable, to bring all messages and texts into one centralized location
- ☐ Add offers to products section, if applicable
- ☐ Add GBP posts - 1 or 2 per week will work just fine, no need to overkill (no ranking benefit)
- ☐ Add Offer posts every month - great placement on Maps and can get a snippet under listing
- ☐ Add photos regularly - minimum of 1 or 2 per week, do not treat as regular social media listing, only add photos relevant to services or offers and include interior, exterior, and team if possible
- ☐ Get reviews regularly - NEVER purchase reviews
- ☐ Respond to all reviews, positive and negative, within 72 hours
- ☐ Monitor rankings with heat mapping system (BrightLocal, Local Falcon, etc)

More GBP Optimization

Grow Your SEO

- ☐ Make sure business is listed on primary directories - Yelp, Facebook, LinkedIn, Instagram, Twitter, Nextdoor, Angi, Apple, Bing
- ☐ Once listing is live, embed GBP map to footer of website and on Contact us page
- ☐ Add Q&A - 1 or more per month - answer the questions as well
- ☐ Find questions in PAA (people also ask) section of Google
- ☐ Add schema to website with social media links to get social profiles to connect to maps listing
- ☐ Add UTM tracking parameters to Links to track conversions to website
- ☐ Monitor Performance section to see if branded and non-branded traffic is growing
- ☐ Once Primary listing has grown substantially, consider adding 2nd listing in another target city
- ☐ Repeat process