
Google Maps Local SEO Blueprint

How to rank your contracting business #1 locally for free leads

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Chapter 1: Claiming & Optimizing Your Google Maps Profile

For contractors, Google Business Profile (GBP) is the #1 source of free organic inbound leads. To rank #1 locally, follow this blueprint:

1. Claim Your Listing: Go to google.com/business and claim your profile. Set your business category to General Contractor, Roofer, Plumber, etc.
2. Business Name Optimization: Do not keyword stuff your listing. Use your real registered name. Adding location tags is against Google guidelines, but ensuring your listing matches your website title helps ranking signals.
3. Service Areas: List the exact postal codes and towns you actively bid. Do not expand beyond a 30-mile radius unless you have physical branches, otherwise Google filters you out.
4. High-Resolution Photos: Upload 15-20 geo-tagged photos of your active jobs, wrapped truck, and tools. Fresh photos tell Google your business is active.

Chapter 2: The 5-Star Review Engine

Review velocity (how many reviews you get and how quickly) is the largest ranking factor on Google Maps.

- Text Client Immediately: Once you complete a job, text this script to your client before you pack up your truck:

'Hi [Client], thank you for working with Apex! Our business thrives on local reputation. If you are happy with the renovation, could you take 30 seconds to leave us a review here? [Google Review Link] It helps other home-owners find us. Thank you!'

- Auto-Reply to Every Review: Reply to all reviews within 24 hours. Include service keywords in your reply:
'Thank you for the review, [Client]! We loved remodeling your kitchen in [City Name]!'