



GOOGLE PROFILE OPTIMIZATION

Checklist

By: Sawdust Digital

Is your Google Business Profile on-point? How simple is it for potential customers to find your construction business? This checklist will help you make sure your customer (and Google) has everything they need to easily find your company.

Optimizing your Google Business Profile

WHY IT MATTERS

Creating a Google Business Profile is one of the most effective ways for your construction business to be found. Google Business Profiles are incredibly effective for driving LOCAL search and exposure. In fact, your business profile can make or break your ability to compete with other local businesses. Handle it with care.

The information you add (or don't add) to your profile influences your visibility and traffic to your website and/or phone number. As such, it is important to ensure the information added is accurate and clear. Also, it is crucial to periodically check in to make sure it's always optimized for best performance. Google likes to make updates.

Give your business the best chance of being found on Google with the following checklist. Please feel to reach out to our team at hello@sawdustdigital.co with any questions.

PART 1: BUSINESS INFO

Is your business name included?

This may seem like a no-brainer, but make sure your business name is spelled correctly with proper capitalization, etc.

Do you have a brief and clear description of your business?

In your description include your specific service keywords (i.e. drywall, residential painting, vinyl fencing, etc.), credibility markers (i.e. how many years in business), and the areas you service. Google and customers will both like these specifics.

Have you categorized your business according to the nature of the construction services you offer?

This is where Google pulls your business category. You can often include more than one option, but your primary will be most important.

Are your business hours clarified?

If your personal phone number is listed on your profile, establishing business hours is especially important to maintain a good work-life balance (and a happy spouse).



Is your contact info and address listed?

One of the more important check boxes to have completed. Make sure your contact info is accurate. If you don't have a physical address or don't want customers to visit your company's office, warehouse, or yard, you don't have to list it on your profile.

Have you verified your profile to prove legitimacy?

Google wants to make sure you're a real business and a real person. They may call, email, or mail you a postcard with a verification code. When received, go back into your profile and enter it in.

Is your appointment URL included?

Usually a website contact page or a scheduling service would be included here. If you don't have either, leave it blank.

PART 2: SERVICES

Are your services listed?

List as many services you offer as Google will allow.

Are there accompanying price lists?

Pricing isn't necessary if your do custom estimates. If you have any set prices or hourly rates, you can add these.

Did you list any business attributes?

Let customers know more if your company is veteran or woman owned, if you allow online appointments, etc.

PART 3: VIDEOS AND PHOTOS

Have you added your logo?

Help customers recognize your business and brand by making sure your logo is uploaded.

Have you included photos of previous work?

Let customers see the great work you do by adding photos of your favorite past projects.

Are your photos and videos high quality and resolution?

Take a look at your images and make sure they aren't grainy or pixelated. Also, editing images to tweak lighting and crop out clutter can make a big difference in creating a professional look.

Are your photos optimized for SEO?

This is a big one. And something you should consider on your website as well. Make sure your images are named for search engines. At Sawdust Digital, we usually use the following format: Business-Name-Keyword-Identifier.jpg.

PART 4: CUSTOMER REVIEWS

Do you ask for customer reviews?

There are many ways to go about this, but make sure it's on your list of things to do when closing out jobs. Customers want to see reviews, and so does Google. Consistent, positive reviews are essential to building your business profile. And an important part of our method for helping construction companies grow.

Do you engage with customer reviews?

According to consumers, businesses that respond to reviews are seen as 1.7X more trustworthy than businesses who don't. Responding to reviews (good and bad) is necessary. When responding to negative reviews, make sure to always be professional and courteous.

Are your reviews on your website?

This one isn't necessary for optimizing your profile, but using your reviews on your website is a great way of communicating credibility to potential customers.

Unfortunately, your Google Business Profile isn't something you can update once and never look at again. Keep checking in to make sure all information is accurate and up-to-date. If you don't have a Google Business Profile, you can create one for free at google.com/business or we can create one for you if you sign on with one of our top tier packages.

Notes:

