

FREE CHEAT SHEET

LOCAL SEO CHEAT SHEET FOR CONTRACTORS

Every local ranking lever that matters for a home service business, on one sheet. Google Business Profile, on-page, citations, links, and reviews. Print it, work down it, check it off.

HOW TO USE THIS

Work top to bottom. The Google Business Profile section is worth more than the other four combined for a home service company. Do it first and keep it current.

THE CHEAT SHEET

BrightLocal's Local Consumer Review Survey: 97% of consumers read reviews for local businesses, 68% only consider businesses rated 4 stars or higher, and 47% avoid businesses with fewer than 20 reviews. Local SEO is the work of being the listing they pick.

1. GOOGLE BUSINESS PROFILE (DO THIS FIRST)

- ☐ Primary category is the exact trade: Plumber, Roofing Contractor, HVAC Contractor, Electrician
- ☐ 3 to 5 secondary categories, every one a service you want calls for
- ☐ Service areas list the cities and zips you will serve this week, not the whole state
- ☐ Address verified and shown if you serve customers there; hidden with service areas if not. Never a fake address.
- ☐ Hours current, including emergency availability
- ☐ Local phone number, not an 800 number, and the same number everywhere
- ☐ Services listed specifically: "roof replacement", "emergency roof repair", not "roofing"
- ☐ Description written for a homeowner
- ☐ 10 or more real photos: trucks, crew, finished work. Add new ones monthly.
- ☐ One Google Post a week
- ☐ Every review answered within 24 hours
- ☐ Q&A section seeded with the five questions your office hears most, and answered

2. ON-PAGE

- ☐ One page per service, not one Services page that lists everything
- ☐ Title tag: Service in City | Company Name (under 60 characters)
- ☐ H1 matches the title. H2s cover sub-services and nearby cities.

- ☐ City pages only where you have real work to show. Ten thin copies of the same page hurt more than they help.
 - ☐ Name, address, phone in the footer of every page, matching the profile exactly
 - ☐ LocalBusiness schema on the homepage, Service schema on service pages, with the same name, address, and phone
 - ☐ Mobile speed: Largest Contentful Paint under 2.5 seconds
 - ☐ Tap-to-call phone number in the header on mobile
 - ☐ Real photos with descriptive file names and alt text
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3. CITATIONS

- ☐ Name, address, phone identical everywhere. Same abbreviations, same suite number, same phone format.
 - ☐ Core directories claimed: Google, Apple Business Connect, Bing Places, Yelp, BBB, Facebook, Nextdoor
 - ☐ Trade directories: Angi, HomeAdvisor, Houzz, Thumbtack (claim for the citation, not the leads), plus your trade association
 - ☐ Manufacturer and supplier locators: GAF, Owens Corning, Carrier, Trane, Lennox, Rheem, Generac, wherever you are certified
 - ☐ Old addresses and old phone numbers found and fixed. Search your old number in quotes to find them.
 - ☐ Data aggregators checked once: Data Axle, Foursquare, Neustar Localeze
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4. LOCAL LINKS

- ☐ Chamber of commerce membership page
- ☐ City and county business directories
- ☐ Sponsorships that come with a link: youth sports, school events, charity runs
- ☐ Supplier and manufacturer "find a contractor" pages (these count twice: citation and link)
- ☐ Local press: a storm-season tip piece, a community project, a hire
- ☐ Partner trades that refer you (a roofer and a gutter company link to each other)
- ☐ Never buy links or accept "guest post" offers from unknown sites

5. REVIEWS

- ☐ Ask in person at job close-out, every job
 - ☐ Text a one-tap review link within 24 hours, email the next day if nothing lands
 - ☐ Target 3 to 5 new reviews a month, steady, not in bursts
 - ☐ Keep the rating at 4.5 or higher. Below 4.0 hurts Local Services Ads placement.
 - ☐ Reply to every review within 24 hours
 - ☐ Negative review: acknowledge, apologize where fair, offer to make it right, take it offline
 - ☐ Never pay for reviews, offer a discount for one, or filter who gets asked. All three break Google's rules.
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THE MONTHLY 30 MINUTES

TASK	MINUTES
Add photos, post once, answer any open Q&A	10
Reply to reviews, check the rating and count against last month	5
Search your business name and old phone numbers, fix anything wrong	10
Open Search Console, note which service pages gained or lost clicks	5

SOURCES

- BrightLocal, Local Consumer Review Survey (brightlocal.com/research/local-consumer-review-survey/)
- Google Business Profile help, guidelines for representing your business (support.google.com/business/answer/3038177)

THOMAS TOWN

WANT THIS BUILT FOR YOU?

Thomas Town Digital runs Google Ads, Local Services Ads, local SEO, and call tracking for home service businesses. You own every account and every asset. Book a free strategy call and we will show you where your leads are leaking and what to fix first.

[THOMASTOWNDIGITAL.COM/CONTACT](https://thomastowndigital.com/contact)

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