Booked & Busy

A Proven Guide to Getting Steady Jobs from Your Website

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Preface

If you run a service-based business—plumbing, HVAC, electrical, or general contracting—you already know the challenge: doing great work is only half the battle. The other half is getting found and chosen by people who need your services.

This book was written to solve that problem.

After working with dozens of trades professionals and seeing how inconsistent their lead flow was, I knew there had to be a better way. I studied what the top-performing companies were doing, built systems around their success, and tested them across real businesses.

The result? A simple, no-fluff roadmap you can follow to turn your website into a lead-generating machine.

This is not theory. Every step you'll read about has been used to get real results—booked jobs, higher rankings, lower ad costs, and more calls from the right kind of customers.

My hope is that this guide becomes your go-to reference—whether you're just starting out or looking to take your business to the next level. You don't need to be tech-savvy. You don't need a huge budget. You just need a website, some effort, and a proven system.

Let's get you booked and busy.

– Ademola Adegun

Booked & Busy: A Proven Guide to Getting Steady Jobs from Your Website

Introduction: Why This Guide Exists

If you've ever sat around waiting for the phone to ring, hoping a new job will come through, you're not alone. Most HVAC techs, plumbers, electricians, and contractors are great at their work but struggle to consistently attract new business.

Maybe you've tried buying leads from third party sites, only to compete with ten other companies for the same customer. Or perhaps you've posted on social media, spent some money on ads, or even built a website yet still haven't seen steady results.

This book exists to fix that.

Booked & Busy is your no fluff, Step by Step guide to turning your website into a lead generating machine. It's based on proven digital marketing systems that have brought in hundreds even thousands of calls per month for other service businesses. Everything here is tailored for real world results, not theory.

You'll learn:

How to build a website that turns visitors into leads

How to rank on Google when people search "plumber near me" or "AC repair in [your city]"

How to use content to position yourself as the go to expert

How to run profitable Google and Facebook ads (without wasting money)

How to follow up with leads and close the job

And how to track what's working so you can keep improving

Whether you're a one man show or running a growing team, this book will help you get consistent jobs, grow your revenue, and stop relying on "hope marketing."

Let's dive in.

Step 1: Build a Website That Converts

Your website doesn't need to win design awards. It needs to do one thing well: turn visitors into paying customers.

Unfortunately, most contractor websites don't do that. They're built like online brochures—long, confusing, and full of distractions. Pretty pictures and fancy sliders might look impressive, but they don't bring in leads.

A high-converting website is like your best salesperson. It answers the questions people are already thinking:

- Who are you?
- What do you do?
- Where do you work?
- Why should I trust you?
- How do I contact you right now?

This chapter is broken into two key parts. First, we'll show you how to build your entire website to convert more visitors into leads. Then in the second part, we'll cover how to create focused landing pages for ads, local SEO, and special offers.

Let's get started.

Part 1: Build Your Website to Convert

1. Keep It Focused

Your homepage has five seconds to make a strong impression. In that short time, visitors should instantly know:

- What service you provide
- Where you provide it
- What to do next

Don't overthink it. Here's an example of a strong headline:

"24/7 Emergency Plumbing Services in Miami, FL"
[Call Now] [Schedule Online]

That's it. It's clear. It's focused. It converts.

Avoid vague headlines like "Welcome to Our Website" or "Quality You Can Trust." These say nothing. Visitors should immediately know they're in the right place.

2. Use a Clean, Simple Layout

People don't read—they scan. So structure your site with quick-hit sections:

- **Headline:** What you do + where you do it
- **Call to Action:** Bold buttons like "Call Now" or "Get a Quote"
- **Trust Signals:** Reviews, years in business, licenses, badges
- **Services:** Brief list of main offerings (with icons or bullets)
- **About You:** Short, friendly blurb with a photo if possible
- **Another Call to Action:** Don't make them scroll back up

Avoid clutter. No popups, auto-play videos, or unnecessary animations. Keep it fast, clean, and to the point.

3. Make It Mobile-Friendly

Over 70% of local service searches happen on phones. If your site isn't mobile-friendly, you're turning away customers.

Pull out your phone right now and load your website. Ask yourself:

- Can I click the "Call" button easily?
- Does it load in under 3 seconds?

- Can I read the text without zooming in?

If the answer is no to any of these, fix it fast. Mobile is no longer optional—it's essential.

4. Add Clear Calls to Action

Don't make people search for how to contact you.

Use bold, sticky buttons at the top, middle, and bottom of every page:

- **Call Now**
- **Book an Estimate**
- **Request a Free Quote**

The easier it is for someone to reach you, the more likely they will. Every page on your website should have one clear goal and one clear action.

5. Use Real Photos and Testimonials

People want to know you're real. Stock photos and vague promises don't build trust. Instead, use:

- Photos of your team, truck, or actual job sites
- Text or video testimonials from real customers
- A "Why Choose Us" section with real benefits like:
  - Licensed & Insured
  - Same-Day Service
  - Upfront Pricing
  - No Hidden Fees

The more trust you build, the more people will contact you.

6. Build for Speed and Security

Speed matters. If your site takes longer than 3 seconds to load, half your visitors will leave.

Use tools like Google PageSpeed Insights to test your load time. Compress images. Remove heavy scripts. Keep it lean.

Also, make sure your site is secure. Your URL should start with **https://**, not **http://**. This shows your site is safe—and Google rewards secure sites with better rankings.

A website is your foundation. But it's just the beginning.

To get customers, you need to send the right traffic to that website—through SEO, ads, referrals, and more. That's what the rest of this book is about.

But first, get your foundation right. Because sending traffic to a broken or confusing site is like pouring water into a leaky bucket.

Part 2: Create Focused Landing Pages for Ads & SEO

Once your main website is solid, it's time to create landing pages. These are single-purpose pages designed to convert traffic from Google Ads, local SEO searches, or specific marketing campaigns.

What Is a Landing Page?

A landing page is a focused web page built for one purpose: converting visitors into leads.

Unlike your homepage or services page, a landing page has:

- No menu bar
- No extra links
- One clear offer
- One call to action

Think of it like a digital sales rep. Its job is to guide one person to take one action—like calling you, requesting a quote, or booking a job.

Why Landing Pages Matter

Let's say you run Google Ads and send 100 people to your site. If your general service page converts at 1%, that's one lead. But a high-converting landing page can convert 10%—giving you 10 leads from the same traffic.

More conversions mean lower cost per lead—and more profit from your marketing.

Two Types of Visitors You Need to Serve

Every landing page should serve both:

1. The Impulsive Visitor
They're ready to act. They don't need much info. Just show them a headline, a few trust points, and a big call to action.

2. The Cautious Researcher
They want to know who you are. They'll scroll, read reviews, and look for proof. Give them enough info to feel comfortable.

Your page should cater to both. Put the CTA upfront for the impulsive folks, and supporting content below for the cautious ones.

Common Mistakes to Avoid

- **Too many distractions:** Menus, multiple links, or buttons that lead away from the goal.
- **Vague CTAs:** Say exactly what will happen. "Get a Free Estimate" beats "Learn More."
- **Not enough trust signals:** Add testimonials, photos, badges, and guarantees.
- Unclear next Steps: Tell people what happens after they fill out the form or call.

Key Ingredients of a High-Converting Landing Page

- **Trust Builders:** Real testimonials, reviews, before/after photos
- **Clear Offer:** What they'll get and why it matters
- **CTA Buttons:** Action-driven and specific (e.g., "Book My Estimate")
- **Minimal Distractions:** No menus, just one goal
- **Handles Objections:** Address common fears or hesitations
- **Social Proof:** Show that others have used and loved your service

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Summary: Your Website Is a Sales Tool

A high-converting website doesn't just look nice—it brings in leads.

It starts with a clean, focused structure: clear headline, trust signals, strong CTA, and fast mobile performance. Then it's powered up with focused landing pages that turn ad and SEO traffic into booked jobs.

Treat every page like a digital salesperson:

- Remove distractions
- Build trust fast
- Make it easy to take action

With a strong website in place, everything else in your marketing becomes easier—and more profitable.

Step 2: Get Found with Local SEO

If you've ever searched for something like "plumber near me" or "best HVAC company in [your city]," you've seen what Local SEO looks like in action. It's those top few businesses that show up on the map — often with reviews, hours, and contact info. Getting your business to show up in those local results isn't just about having a website; it's about sending Google the right signals and building trust across the web.

The good news is you don't have to be an expert to rank well locally. You just need to focus on the right Steps. The checklist below walks you through exactly what to do — in the order that will make the biggest difference. Each Step is labeled by difficulty so you know what to tackle first.

Local SEO Checklist

1. Choose the right primary category for your Google Business Profile — *Easy*
2. Add accurate secondary categories — *Easy*
3. Complete every field in your profile — *Easy*
4. Make sure your Name, Address, and Phone number (NAP) is consistent — *Average*
5. Set and regularly update your business hours — *Easy*
6. List all services and products clearly — *Easy*
7. Add high-quality photos and videos — *Easy*
8. Use the Q&A feature in your Google profile — *Easy*
9. Optimize your website's title and meta description — *Easy*
10. Create dedicated service/location pages — *Average*

11. Ask customers to leave Google reviews — *Average*
12. Keep your review score as high as possible — *Average*
13. Encourage keywords in reviews — *Average*
14. Add a booking or appointment link — *Easy*
15. Get listed on major directories — *Average*
16. Report spammy or fake competitors — *Average*
17. Get quality backlinks to your website — *Difficult*
18. Use a descriptive business name (if legal and possible) — *Difficult*
19. Have a physical address in your target city — *Difficult*
20. Be close to the customers you want to serve — *Difficult*

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1. Choose the right primary category for your Google Business Profile (Easy)

Your primary category is the single most important setting in your Google Business Profile (GBP). It tells Google exactly what your business is about and determines which searches you're eligible to appear in. For example, if your business focuses on HVAC repair, the primary category should be "HVAC contractor." If you're a plumber, it should be "Plumber."

To update this, log in to your Google Business Profile (via Google Search or the Google Maps app). Navigate to your business info, and under "Business Category," select the most specific and relevant option. Google provides a drop-down list of over 4,000 categories, so you won't need to type it manually. Just start typing your service and choose the most accurate fit. Don't settle for broad or generic categories like "Contractor" or "Home Services" when something more targeted like "Drainage Service" or "Furnace Repair Service" is available.

Why does this matter so much? Google uses this category to match your business with the right local searches. If you pick something too vague or unrelated, you may miss out on valuable traffic. Being specific increases your chances of showing up in the "local 3-pack" — those top three listings that appear in map results. The right category can make the difference between being buried in results or showing up right when customers need you.

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2. Add accurate secondary categories (Easy)

While your primary category defines your main service, secondary categories give Google a broader picture of what else your business offers. This helps you rank for more keywords and show up for a wider range of local searches.

Let's say your primary category is "Plumber." If you also do water heater installation, sewer line repair, or emergency plumbing, you can add these as secondary categories. Google allows you to select up to nine additional categories. You should use them wisely.

To add them, go to your GBP dashboard, find the "Business Category" section again, and click "Add another category." Choose categories that accurately represent your services — no padding, no stuffing. For example, a landscaping company that also installs lighting should include both "Landscape Designer" and "Outdoor Lighting Consultant."

Secondary categories give your listing more visibility without confusing Google or your customers. If done correctly, your business can appear in searches that are more specific, like "water heater repair in Dallas" instead of just "plumber near me." The key is relevance. Only include categories for services you actually offer and are prepared to deliver.

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3. Complete every field in your profile (Easy)

Think of your Google Business Profile like a digital storefront. The more complete it is, the more trustworthy and professional it looks. Google also prioritizes listings that are fully filled out.

What should you fill out? Everything: Business name, address, phone number, website link, business hours, services, products, a detailed business description, and photos. Even small things like accessibility information or areas served can make a difference. Each data point helps both Google and potential customers better understand your business.

Log into your GBP dashboard and go through each section one by one. Don't skip anything. Make sure the information is accurate and matches what's on your website and other platforms. For your description, aim for at least 750 characters. Clearly explain what your business does, where it operates, and why customers should trust you. Use keywords naturally — but don't stuff them.

A complete profile improves your chances of appearing in map results and local packs. It also boosts customer confidence. Think about it: If two businesses show up in search and one has full info, dozens of reviews, and nice photos, while the other just lists a name and phone number, which one are you calling?

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4. Make sure your Name, Address, and Phone number (NAP) is consistent (Average)

NAP consistency means your business name, address, and phone number are identical everywhere your business appears online. This includes your website, GBP, Facebook, Yelp, directories like Angi or HomeAdvisor, and local citation sites.

Start by auditing your listings. Search your business name on Google and take note of every place it shows up. Check that the spelling, punctuation, and formatting are the same. For example, "123 Main Street" should not be listed as "123 Main St." in some places. Your phone number should match exactly across platforms. Even minor differences can confuse Google and hurt your credibility.

Next, go into each listing and update them as needed. Focus first on major directories (Google, Facebook, Yelp, Apple Maps, Bing Places) and then move on to smaller or industry-specific ones. Tools like BrightLocal or Whitespark can help track and fix citations if you have many.

Why is this important? Google uses NAP data to verify that your business is legitimate and trustworthy. Inconsistencies can signal that you're not a real business or make it harder for Google to confidently rank you. The more consistent your information is, the stronger your local SEO signal becomes.

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5. Set and regularly update your business hours (Easy)

Accurate hours let customers know when they can reach you. More importantly, Google uses this info to decide when to show your listing in search. If your hours are missing or outdated, it can hurt your chances of appearing in results.

To update your hours, go to your Google Business Profile, click "Edit Profile," and select the "Hours" section. Set your regular hours first. Then add special hours for holidays or vacations. Google lets you schedule these ahead of time.

Keep in mind that customers rely on this info. If your listing says you're open at 5 PM and someone calls with an emergency but no one answers, it creates a bad experience. You also risk getting negative reviews for being "closed" during posted hours.

The good news is this Step is easy. Just make it a habit to review your hours every few months. If your schedule changes seasonally, set reminders to update it in advance. Not only will this help your SEO, but it also ensures a better customer experience and builds trust.

6. List all services and products clearly (Easy)

Your Google Business Profile lets you list your services and products in detail. This isn't just for user convenience—it's an essential way to improve your search visibility. Every service you add is a new chance to rank for specific keywords and attract new customers searching for exactly what you offer.

To do this, log into your Google Business Profile and find the "Services" or "Products" section. You can add a service category, name the specific service, and include a short description. If applicable, you should also include pricing or starting price estimates. Be specific and accurate. Don't just write "Plumbing Services" — break it down into "Drain Cleaning," "Pipe Installation," "Emergency Plumbing," etc. For each, add a brief, keyword-rich description like: "We offer same-day drain cleaning services across Dallas with high-pressure hydro-jetting tools."

This helps both search engines and real people. Google uses these entries to better understand what your business does, which improves your chances of showing up for long-tail searches like "toilet repair near me" or "AC replacement Plano." Plus, customers like seeing clearly defined options and pricing. It gives them confidence that you're a professional operation with transparent services.

Updating this section doesn't take much time and it's easy to maintain. Whenever you add a new service, update your profile. This simple Step can lead to a noticeable bump in leads and calls.

7. Add high-quality photos and videos (Easy)

Photos and videos play a bigger role in Local SEO than most business owners realize. Not only do they make your profile more appealing to potential customers, but they also signal trust and activity to Google. Businesses with high-quality, recent media tend to rank higher and get more engagement.

Start by uploading at least 10-15 photos to your Google Business Profile. Include exterior and interior shots of your office or storefront, team photos, service vehicles, and examples of completed work. If you're in a visual trade like landscaping, remodeling, or custom furniture, highlight your best projects. Even if you're in a less visual field, like accounting or legal services, simple headshots, workspace images, and branding photos still help establish trust.

Videos can be just as powerful. Record short clips showing your work process, customer testimonials, or even a tour of your workspace. Keep them under 60 seconds and make sure the quality is clear and steady. Use your phone if necessary — just ensure the lighting is good and the framing is neat.

Also consider adding photos regularly. A fresh photo every few weeks shows Google that your business is active. This helps keep your profile in good standing and may improve your visibility in the local pack.

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8. Use the Q&A feature in your Google profile (Easy)

The Q&A section on your Google Business Profile is often overlooked but can significantly boost your local SEO and customer experience. It allows users to ask questions directly on your listing, and more importantly, it allows you to post frequently asked questions (and answers) yourself.

Here's how to use it: Log into your profile, go to your listing on Google Maps or Search, and scroll to the Q&A section. You'll see a button that says "Ask a Question." Click it, and post a common question that customers might have — for example, "Do you offer 24/7 emergency services?" Then, once it's posted, log into your account again and answer the question with a clear, friendly response.

Do this for several common questions. Think about the top concerns people have when hiring someone in your industry: pricing, availability, turnaround time, service area, warranties, etc. Posting and answering these yourself helps control the narrative and builds credibility.

Customers can also ask their own questions. You'll receive a notification when this happens. Respond quickly and helpfully — your answer is public and could help multiple people. This also shows Google that your profile is active and helpful, which can improve your search ranking.

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9. Optimize your website's title and meta description (Easy)

Your homepage's title tag and meta description are what appear in Google's search results, just below your business name and URL. Optimizing these properly is one of the easiest and most effective ways to improve both your ranking and your click-through rate.

The title tag should be about 50-60 characters and include your main service and location. For example: "Affordable Plumbing Services in Fort Worth, TX | 5-Star Rated."

The meta description can be longer (up to 160 characters) and should summarize what your business offers while including a strong call-to-action. For example: "Need fast and reliable plumbing in Fort Worth? Call us today for drain cleaning, leak repairs, and more."

You can update these in your website's admin area or content management system (CMS). If you're using WordPress, you can do this easily with an SEO plugin like Yoast or Rank Math. Just go to your homepage, edit the SEO settings, and fill in the title and meta description fields.

Remember to include keywords naturally and avoid stuffing. Think about what a customer would type into Google when they need your service, and make sure your title and description match that intent. Also, highlight a unique benefit: same-day service, free estimates, licensed professionals, etc.

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10. Create dedicated service/location pages (Average)

If your website lists all your services on one general page, you're missing out on a powerful Local SEO strategy. Dedicated service pages (e.g. /drain-cleaning) and location pages (e.g. /hvac-repair-dallas) help you rank for more specific and valuable search terms.

To implement this, create a separate page for each major service and each city you want to rank in. For example, if you're a roofing company serving Dallas, Fort Worth, and Arlington, build pages like:

- /roof-repair-dallas
- /roof-repair-fort-worth
- /roof-repair-arlington

Each page should have:

- A unique title tag and meta description
- A headline that includes the service and location (e.g. "Dallas Roof Repair Experts")
- A few hundred words of content describing that specific service in that specific city
- Photos of work in that location (if possible)
- Internal links back to your homepage and other service pages

This strategy gives Google more content to index and improves your chances of showing up when someone searches for "[your service] in [your city]." Don't copy and paste the same content on every page — keep it unique but structured similarly.

You can write this yourself or use tools like ChatGPT to draft the content. Just provide it with the service and city details, then edit for clarity and accuracy.

11. Ask customers to leave Google reviews (Average)

Getting reviews on your Google Business Profile isn't just about looking good—it's a major ranking factor in local SEO. The more high-quality reviews you have, the more likely Google is to show your business in the local 3-pack. Reviews also build trust with potential customers and help you stand out from competitors.

The best way to collect reviews is to be proactive. After completing a job or delivering a service, follow up with your customer and kindly ask for a review. You can do this in person, by email, or via text. Make it easy by including a direct link to your Google review page. You can generate this link by searching your business name on Google, clicking "Write a review," and copying the URL that appears.

Timing matters—ask when the job is fresh in their minds. Also, ask happy customers who are most likely to give a glowing review. Avoid sending mass requests to every client at once; instead, make review collection part of your post-service routine.

Be careful not to offer incentives or ask for only positive reviews—that violates Google's guidelines. Instead, just ask for honest feedback and make the process simple. The more quality reviews you get over time, the more visibility and trust your business will earn.

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12. Keep your review score as high as possible (Average)

In addition to the number of reviews, Google heavily weighs the average star rating of your reviews. A business with hundreds of reviews but a 3.2 rating won't perform nearly as well as one with fewer reviews and a 4.8 average. That score reflects your reputation—and it's one of the first things people notice.

To keep your rating high, you must consistently deliver great service and follow up with your happiest customers. The key is to be selective when asking for reviews. Focus on clients you know are satisfied and would be willing to share a positive experience. This helps ensure your review growth trend stays positive.

If you receive a negative review, respond professionally and promptly. A polite and empathetic reply can show potential customers that you care about feedback and are committed to resolving issues. Never argue with reviewers publicly. Instead, acknowledge their concerns and offer to make things right offline.

Another tactic is to gently remind people to mention what they liked in the review. Without scripting or coaching, you can say, "If you found the service helpful, feel free to mention what stood out most." This naturally leads to more detailed, positive feedback.

High average ratings don't happen by accident. They come from consistently overdelivering and asking the right people at the right time to share their thoughts.

13. Encourage keywords in reviews (Average)

Reviews that include relevant keywords can actually improve your visibility in search results. When a customer writes something like, "They did a great job installing our new water heater in Plano," Google picks up on both the service ("water heater installation") and the location ("Plano"). That helps reinforce your relevance for those terms.

While you can't control what customers write, you can encourage keyword inclusion by how you ask for reviews. When you follow up, try saying: "If you found our [service] helpful, feel free to mention it in your review." Or: "We'd love it if you shared a few words about what we helped with." These light-touch suggestions prompt people to be specific.

You can also display example reviews on your website or in emails so customers see the level of detail others have provided. This sets the tone and subtly encourages the same behavior.

It's important not to pressure customers or ask them to copy/paste phrases. That can get flagged by Google and is considered against policy. Keep it natural.

The more your reviews include service and location keywords, the stronger your SEO signals become. It's one more way to help your business show up when people search for what you offer in your area.

14. Add a booking or appointment link (Easy)

Google Business Profile gives you the option to add a booking or appointment link. This lets potential customers take immediate action, increasing the chances they'll contact you before a competitor.

To add this, go to your Google Business Profile dashboard and look for the "Bookings" or "Appointment Links" section. Paste the URL that goes directly to your booking or scheduling

page. This could be a link to your contact form, an online scheduler (like Calendly or Square Appointments), or a page on your website where people can book.

Make sure the link takes users directly to where they can take action. Don't send them to your homepage—send them to the exact page where they can book or request a service. This improves conversion rates and reduces friction.

Having this feature also tells Google your business is organized and responsive. If users interact with your booking link regularly, it sends positive engagement signals that can improve your local ranking.

Even if you don't use online scheduling, you can create a simple landing page with a form to request an appointment or quote. Add that link to your profile, and you'll still benefit from this feature.

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15. Get listed on major directories (Average)

Getting listed on local directories—also known as citations—is an essential part of Local SEO. Each listing acts like a digital footprint that helps Google verify your business is legitimate, active, and trustworthy. The more consistent and widespread your presence, the stronger your SEO signal.

Start with the big platforms: Google, Yelp, Facebook, Apple Maps, Bing Places, and the Better Business Bureau. Then add industry-specific sites (like Angi, HomeAdvisor, Thumbtack, or Houzz) and local directories in your city or region (like your local Chamber of Commerce or small business directories).

Make sure your NAP—Name, Address, Phone—is exactly the same across every site. This means spelling, abbreviations, and punctuation should be uniform. If one listing says "123 Main St." and another says "123 Main Street," that inconsistency can hurt your rankings.

To find directories, search "business directories in [your city]" or "[your industry] directories." You can also use tools like BrightLocal or Whitespark to manage and monitor your listings.

It takes time to submit your business to all of these places, but the payoff is worth it. More listings mean more opportunities for customers to find you—and more signals to Google that your business is credible and established.

16. Report spammy or fake competitors (Average)

Some businesses try to game the system by adding keywords to their business name on their Google Business Profile, even if those words aren't part of their legal name. Others might set up multiple fake listings to dominate the map pack. These tactics go against Google's guidelines—and they're stealing visibility that could go to your legitimate business.

You can report these spammy listings directly through Google Maps. Here's how:

1. Search for your keyword and location (e.g., "Plumber Dallas").
2. Look for listings that include generic phrases in the name like "Best HVAC Repair Dallas" when that's clearly not the real business name.
3. Click on the listing, then select "Suggest an edit."
4. Choose the option that lets you report incorrect business information and submit your correction.
5. Include evidence—such as a link to the company's website showing their actual name.

You may not see changes immediately, but if you're thorough and the edit is accurate, Google often makes the correction within a few days or weeks.

Doing this regularly (once a month or so) can help clean up the map results and improve your own visibility. It's not about being petty—it's about protecting the integrity of the results and giving honest businesses a fair shot.

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17. Get quality backlinks to your website (Difficult)

Backlinks—links from other websites that point to yours—are one of the strongest ranking factors for both regular and local SEO. They act like votes of confidence: if reputable sites link to you, Google assumes your content is valuable.

Here's how to start earning quality backlinks:

- Join local business associations like the Chamber of Commerce.
- Get listed in trade or industry directories.
- Sponsor local events or charities that link to donor websites.
- Reach out to local blogs or news outlets about your business.
- Guest post on relevant websites in your field.

Each link should come from a legitimate, relevant, and preferably local source. Focus on quality over quantity—ten strong backlinks from trusted sources are better than a hundred spammy ones.

Building backlinks takes time and outreach. You may need to send emails, build relationships, or even outsource to an SEO firm that specializes in link-building. If you do outsource, make sure they focus on ethical "white hat" methods.

Backlinks improve your website's authority and also indirectly boost your visibility in Google Maps. Google often blends map and organic rankings, so improving your site's authority benefits both.

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18. Use a descriptive business name (if legal and possible) (Difficult)

Having keywords in your business name—like "John's Plumbing & Heating" instead of just "John's"—can help you rank higher in local search. Google weighs the business name field heavily, so a descriptive name improves relevance.

But there's a catch: Google only allows business names that reflect your official legal or "real-world" business name. If you try to sneak in keywords that aren't actually part of your brand (like "Best AC Repair Phoenix"), you risk being reported or penalized.

If you're just starting your business or thinking about a rebrand, consider choosing a name that naturally includes your main service. For example:

- "Precision Garage Doors"
- "Ace Electrical Services"
- "Lakeside Plumbing and HVAC"

If you already have a name that doesn't include your service, you can still include keywords elsewhere: in your descriptions, on your website, and in your reviews.

Legally changing your name is a big Step, so only do it if it fits your overall branding and strategy. But if you're setting up a new branch or business entity, using a more descriptive name can give you a Local SEO advantage from day one.

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19. Have a physical address in your target city (Difficult)

Google's map rankings are heavily influenced by proximity. If your business is located in a suburb but you're trying to rank in a major city, you'll be at a disadvantage. The businesses physically located in that city are more likely to appear in local searches.

If you truly want to compete in another city, the best long-term move is to establish a physical presence there. This could mean:

- Renting an office or commercial space
- Using a legitimate office-sharing or co-working address (with signage and staff)
- Opening a second branch with full contact details

Once you have a verified address, you'll need to:

- Create a separate Google Business Profile for that location
- List that address on your website
- Update your NAP details across all directories for the new location

This Step isn't easy—it requires real investment. But it's often necessary if you want to break into a competitive market where physical proximity to searchers plays a major role.

Note: Google generally doesn't allow virtual offices or PO Boxes. Your address must be staffed during business hours and capable of receiving mail or verifying a postcard for GBP setup.

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20. Be close to the customers you want to serve (Difficult)

Google's local algorithm gives preference to businesses located closest to the person performing a search. This means even if you're the best-rated roofer in town, someone a few miles away might not see your listing if a competitor is physically closer.

This is frustrating for service-area businesses that travel to their customers. But proximity still plays a role, especially in dense areas. To work with this system:

- Focus on dominating your immediate neighborhood or city first
- Create location-specific pages and content for surrounding areas
- Use Google Ads to reach people outside your natural map radius

Also, update your service area settings in Google Business Profile. While this doesn't directly change your visibility, it does help clarify your target locations to users.

Ultimately, you can't change where searchers are—but you can position your brand to win locally and expand strategically. Rank in your home base, build credibility, and then push into neighboring cities with location-specific SEO and maybe even satellite offices if needed.

Conclusion

Local SEO is one of the most powerful tools you have to attract new customers, but it's only effective when used strategically. Don't get overwhelmed by the full checklist. Start with the easy wins—optimize your Google Business Profile, gather reviews, and fix your NAP details. Then gradually work through the more advanced Steps, like building location pages, getting backlinks, and expanding your physical presence.

Remember, every improvement you make helps send stronger signals to Google and builds more trust with your customers. Whether you're just starting or trying to outrank long-time competitors, this checklist gives you a roadmap to becoming the go-to service provider in your area. Stick with it, stay consistent, and watch your website turn into a reliable source of steady jobs.

Step 3: Drive Traffic with Paid Ads

When your website is ready and optimized for local search, it's time to bring people to it — fast. While Local SEO and content marketing are powerful long-term strategies, sometimes you need leads now. That's where paid ads come in.

Running paid ads — especially on Google — is one of the most effective ways to generate high-quality leads quickly. When someone searches for a service like "plumber near me" or "AC repair Dallas," they're not just browsing. They're looking to solve a problem right now. Showing up at the top of those search results with a clear offer and a strong landing page can turn that search into a booked job.

But here's the key: paid ads are optional. You can still grow your business without them. If you're just starting out or have a limited budget, focus on building a strong online presence through SEO, reviews, and content. Paid ads are a great accelerator — not a requirement. Think of them as fuel on the fire, not the fire itself.

That said, if you're ready to scale up and want to see results within 48 hours, paid ads are your best bet. This chapter will show you exactly how to do it — based on proven systems that real

agencies use to generate hundreds of leads every month for plumbing, HVAC, and other home service businesses.

Why Google Ads Works So Well for Home Services

Home service businesses — like plumbers, HVAC techs, electricians, and roofers — are a perfect match for Google Ads. Why? Because your ideal customer is already on Google, typing in the exact service they need.

Someone searching "emergency plumber near me" isn't in research mode. They're in need mode. If your ad shows up at the top with the right message, they'll likely call you — sometimes within minutes. That's what makes Google Ads so powerful. It connects you with people who are ready to buy, not just browse.

Unlike social media ads that interrupt people while they're scrolling, Google Ads meets them at the perfect time — when they're actively looking for your service.

But the power of Google Ads depends on setting it up the right way. Do it wrong, and you'll waste hundreds (even thousands) of dollars on irrelevant clicks or low-quality traffic. Do it right, and you'll have a steady stream of jobs coming in every week.

Here's a simple breakdown of how to set up a high-performing Google Ads campaign for your home service business.

Choose the Right Campaign Type and Objective

When you create a new Google Ads campaign, the first thing it asks is: "What's your goal?" For a service business, always choose **Leads** as your campaign objective. This tells Google you want phone calls or form submissions — not just traffic or brand awareness.

Next, choose **Search** as your campaign type. That's because you want your ads to appear on Google's search results page — not YouTube, Gmail, or random websites. This keeps your campaign laser-focused on people searching for services like yours.

Don't bother with Smart campaigns, Display Network, or Search Partners. These usually waste money showing your ad to people who aren't serious about booking a service. Stick to Search campaigns and focus on conversions.

You'll also want to skip Google's suggested settings like "Maximize Conversions" or "Target CPA" (cost per acquisition) in the beginning. These can work later, but when you're starting out, they tend to overspend. Start with a **Manual CPC (cost-per-click)** bidding strategy and check the box to **enhance for conversions.**

This lets you control how much you're willing to spend per click, while still giving Google a little room to optimize your bids.

Step 2: Set Your Target Location

Location targeting is one of the most important Steps in setting up your campaign. By default, Google often sets your campaign to target the entire country — which is a huge waste of money for local service businesses.

Instead, you want to target people **within 10–25 miles** of your office or service area. You can choose to target by:

- City
- Zip code
- Radius around a specific location (like your office address)

For example, if you're a plumber based in Santa Monica, target a 20-mile radius around Santa Monica. That ensures only people in that area will see your ad. If you serve multiple cities, consider setting up separate campaigns for each one. This helps you manage your budget more efficiently and write ads that speak directly to each location.

Also, make sure to adjust the **location settings** under "Presence or Interest." Choose "People in or regularly in your targeted locations." This prevents your ad from showing to people outside your service area who may be searching out of curiosity.

Step 3: Do Local Keyword Research

Google Ads is powered by keywords — the exact words people type into Google when they're searching for a service. That means your ad will only show when someone types in something like "plumber near me" or "water heater installation Dallas."

You need to identify the keywords that your customers actually use. The easiest way to do this is with Google's **Keyword Planner tool.**

Here's how to use it:

1. Go to Keyword Planner inside Google Ads.
2. Click "Discover New Keywords."
3. Enter a few basic phrases like "plumber near me," "AC repair," or "water heater installation."
4. Set your location to your target area.
5. Click "Get Results."

Google will show you a list of keyword ideas along with search volume (how often people search each term) and competition level.

For a plumbing business, here are some common high-performing keywords:

- Emergency plumber near me
- Water heater repair
- Drain cleaning service
- Affordable plumbers
- Best plumber in [City]
- 24 hour plumber

You want to pick 10–20 of the most relevant keywords. Avoid broad or vague terms like just "plumbing" or "home services."

Use a combination of **phrase match** (put quotes around your keyword) and **exact match** (put brackets around your keyword) to control who sees your ad. For example:

- "plumber near me"
- [emergency plumber near me]
- "water heater repair"

This helps you avoid wasting money on searches that aren't a good fit.

Step 4: Create Winning Ads That Convert

Once your keywords are ready, it's time to write the ads that people will actually see. A Google text ad typically includes:

- 3 Headlines (30 characters each)
- 2 Descriptions (90 characters each)
- Final URL (your website or landing page)

Each headline should highlight a core benefit or hook. Don't just say "Plumbing Services." Instead, try:

- 24/7 Emergency Plumbing
- Affordable Local Experts
- Book a Plumber in Minutes
- Santa Monica's Top Plumber

In the description, reinforce your value and include a strong call-to-action. For example:

- Fast, Affordable Plumbing for Homes & Businesses. Call Now.
- Leak Repairs, Water Heaters, Drain Cleaning & More. Get a Free Quote Today.

Use the "pin" feature to control the order of your headlines, and make sure your most important message always appears first.

Make sure your Final URL links to a relevant service page — not just your homepage. If the ad mentions emergency services, link directly to your emergency plumbing page.

Step 5: Use Ad Extensions to Boost Clicks

Ad extensions are extra pieces of information that appear below your ad and give people more reasons to click. They don't cost anything extra — and they can improve your ad's performance by making it larger and more informative.

Here are the most useful ad extensions for home service businesses:

- **Call Extensions:** Add your phone number so people can click to call directly from the ad.
- **Sitelink Extensions:** Link to specific pages on your website (like "Drain Cleaning," "Water Heater Repair," or "Emergency Service").
- **Callout Extensions:** Short phrases that highlight benefits like "24/7 Service," "Free Estimates," or "Same-Day Repair."
- **Location Extensions:** Show your business address with a link to Google Maps.

You can add these in the "Ads & Extensions" section of your Google Ads dashboard. Google may automatically rotate them depending on performance, but you should provide several options to give the system more flexibility.

These extensions increase your visibility, give customers more ways to engage, and boost your chances of earning the click.

Step 6: Set Your Budget

One of the most common questions is: "How much should I spend on Google Ads?"

There's no one-size-fits-all answer, but here's a simple starting point:

- **$30/day** can generate a few leads per week
- **$50–100/day** is a good middle ground for consistent leads
- **$150+/day** is ideal if you want to scale quickly

Start small and scale up as you start seeing results. You'll enter your daily budget during campaign setup. Google will spend up to that amount per day (sometimes slightly more), so monitor your results closely during the first week.

If your average job value is $300–$1000+, then spending $50–$100/day can make sense — even if you get just one job every other day. Make sure you're tracking results (more on that below) so you can measure your return on ad spend.

Step 7: Add Negative Keywords

Negative keywords help you avoid paying for irrelevant clicks or low-quality traffic — searches from people who aren't looking to hire you.

For example, you don't want your ad to show up for:

- "plumbing career"
- "plumbing internships"
- "plumbing school"
- "how to become a plumber"

Add these to your campaign as negative keywords. Go to the "Shared Library" → "Negative Keyword Lists" and create a list called "General Negatives." Include keywords like:

- careers
- jobs
- training
- DIY
- how to

- salary
- courses
- schools

You can also add negatives based on your business. For example, if you don't offer commercial plumbing, add "commercial" as a negative keyword.

Review your search terms weekly to spot irrelevant clicks and expand your negative list. This alone can save you hundreds of dollars in wasted spend.

Step 8: Adjust Your Ad Schedule

Not every hour of the day is equally profitable. After running your campaign for a week or two, review the data to see when your best leads are coming in.

Go to the "Ad Schedule" tab inside your campaign settings. There, you'll see what days and times your ads are generating clicks and conversions.

If you notice that weekends or late nights are underperforming, reduce or pause your ads during those times. On the other hand, if you get strong leads on weekday mornings, consider increasing your bids for those time slots.

For 24/7 service providers, you may want to run ads around the clock. But if you don't answer calls outside business hours, it's better to only run ads when your team is available.

Use your schedule to stretch your budget and focus on your most profitable hours.

Step 9: Track Results and Optimize

Finally, none of this matters if you're not tracking performance. You need to know:

- How many leads are coming in
- What keywords are driving results
- How much each lead is costing

Here's how to track your Google Ads:

1. **Set up conversion tracking.** This can be phone calls, contact form submissions, or booking requests. Use Google's "Calls from Ads" and "Website Conversions" options.
2. **Use a call tracking number.** Services like CallRail let you track which ads or keywords are driving calls.
3. **Check your campaign dashboard.** Look at metrics like Cost/Conversion, CTR (click-through rate), and Quality Score.

Use that data to improve your campaign week by week. Pause low-performing keywords. Write new ad copy. Adjust your bids. This is how you go from a decent campaign to one that delivers leads like clockwork.

Final Thoughts: Ads Work Best With a Strong Foundation

Running Google Ads is one of the fastest ways to drive traffic and generate leads. But they're not magic. They work best when paired with:

- A high-converting website (Step 1)
- Solid local SEO (Step 2)
- Great customer reviews (Step 5)

If your website is slow, outdated, or confusing, you'll pay for clicks that don't convert. If your business has no reviews, people will hesitate to call. Paid ads bring traffic — but your online presence still has to do the work of converting that traffic into paying customers.

That's why we recommend treating paid ads as part of a bigger system. Use them to supplement your organic traffic, test offers, and quickly fill your calendar when needed. You don't have to run ads forever — but when you need a boost, they're an incredibly powerful tool.

Start small. Track your results. Improve weekly. And when it works — scale with confidence.

Step 4: Turn Leads Into Paying Customers

Getting leads is only half the battle. The real money is made in the follow-up.

It doesn't matter if your website ranks #1 or your ads get tons of clicks—if you don't respond to leads quickly and professionally, someone else will.

This Step is all about sales systems: how to turn website visitors, form submissions, and phone calls into booked jobs. If your business is bringing in leads but they aren't converting into customers, this is where you need to focus.

Let's break it down into simple, actionable strategies any local service business can implement immediately.

Speed is King: Call Back Within 5 Minutes

Study after study confirms the same thing: calling a lead within 5 minutes drastically increases your chances of converting them into a customer. In fact, one study showed you're 100 times more likely to make contact if you call within 5 minutes versus 30 minutes.

When someone fills out your form or calls your business, they are ready to talk right now. If they're dealing with an emergency like a leak, broken AC, or no hot water—they're looking for the first available professional who sounds competent.

If your call goes to voicemail, or you wait a few hours to respond, chances are they'll find someone else in the meantime.

Action Tips:

- Set up instant lead notifications by text or email so you know the moment someone reaches out.
- Use job management apps like Jobber, Housecall Pro, or Podium to alert your team in real time.
- If you can't pick up the phone immediately, set up an auto-response text that says: "Thanks for reaching out to Joe's HVAC. We got your message and will call you back shortly!"

It's a small touch—but it lets the customer know you're on it.

Use a Simple, Proven Booking Script

You don't need to sound like a sales pro or pressure anyone into buying. But you do need a process. A confident, helpful, and professional tone goes a long way in earning trust.

Here's a 5-Step script to keep your calls clear and efficient:

1. **Answer by name:** "Hi, this is Mike with Better Air Solutions. How can I help you today?"
2. **Listen and repeat:** Let them explain their issue. Repeat it back to show you understand. "So your water heater stopped working this morning?"
3. **Ask a qualifying question:** "Is this for your home or business?" "Is the heat completely out or working off and on?"
4. Offer a next Step: "We can get someone out today between 2–4 PM. Does that work for you?"
5. **Confirm and collect info:** "Great—can I get your name, phone number, and address to lock this in?"

That's it. Short, clear, and helpful. Customers want to know someone is in control and knows what to do.

Make It Easy to Book You

Every extra Step a customer has to take increases the chance they'll give up or go elsewhere.

Make your booking process as friction-free as possible. Offer multiple ways to schedule:

- Call
- Text
- Book online
- Request a callback form

On your website and in your ads, make sure to show availability clearly. Phrases like:

- "Same-Day Service Available"
- "Next Open Slot: Tomorrow at 10AM"

help give customers confidence they'll be taken care of quickly.

If possible, use a scheduling tool like Calendly or Jobber that lets customers pick a time slot directly. Even if it's just an estimate, it makes your business look modern and organized.

Follow Up Like a Pro

Not every lead will book right away. That doesn't mean they're not interested.

Sometimes they're waiting on a spouse, comparing quotes, or just got busy. Following up — politely and professionally — can turn those maybes into yeses.

Follow-up text example: "Hi Sarah, just following up on your request for AC repair. We still have an opening today at 3 PM. Would you like us to save the spot?"

This type of message is low-pressure and helpful. It reminds them you're still available and ready to help.

Use a CRM (Customer Relationship Management tool) or job management app to track your leads and follow-ups. Even a simple spreadsheet can help you stay organized.

Send at least two follow-ups if you don't hear back. Don't assume they're not interested—timing is everything.

Step 5: Track Results and Keep Improving

Marketing without tracking is like fixing a leak in the dark—you're just guessing.

Too many contractors launch a website, post on social media, and run paid ads… but have no idea what's actually bringing in the jobs. That's a dangerous place to be. You could be pouring money into tactics that aren't working—or missing out on profitable marketing channels because you didn't realize what was already working well.

This Step is all about building a simple, no-nonsense system for tracking your results. It doesn't require expensive software or hours of analysis. It just takes a commitment to checking the numbers and making small improvements over time.

If you want to stay booked and busy, you need to know:

- Where your leads are coming from
- Which marketing channels actually bring results
- Which service pages or keywords are converting
- Where people fall off in your process

Let's walk through how to track your marketing, make smart decisions, and grow your business with confidence.

What to Track (At a Minimum)

Start with the basics. These are the four numbers you should be checking weekly or monthly:

1. How many leads did you get?
Break this down into categories:

- Phone calls
- Contact form submissions
- Facebook or Instagram messages
- Live chats (if available)

2. Where did each lead come from?
This is your source data:

- Google Ads
- Organic search (SEO)
- Direct visits to your website
- Facebook or Instagram ads
- Referrals or review sites

3. What was your cost per lead?
If you spent $500 and got 25 leads, that's $20 per lead. Not bad. But if you spent $500 for 5 leads, something's off.

4. How many leads became paying jobs?
This is your conversion rate. If 10 people contacted you and 2 booked, that's a 20% conversion rate. If only 1 booked, ask yourself why.

Tracking just these four numbers can give you powerful insight into what's working—and what needs fixing.

Tools to Make Tracking Easy

You don't need fancy tools. Here's a simple toolkit that covers all the basics:

- **Google Analytics** – Tracks how people find and navigate your website.
- **Google Search Console** – Shows which keywords bring you traffic from search.
- **Call tracking (CallRail, WhatConverts, etc.)** – Tracks which pages, ads, or campaigns generate phone calls.
- **Jobber / Housecall Pro / ServiceTitan** – Job management tools that help track leads, bookings, follow-ups, and customer history.
- **Google Sheets or Airtable** – Use these to manually track leads if you're just getting started.

You can keep it super simple. Even a basic spreadsheet with "Name, Date, Source, Job Booked?" can be powerful.

Set a reminder to review your numbers once a week. 30 minutes of focused review could save you hundreds in wasted ad spend—or highlight an opportunity that doubles your bookings.