



The Remodeler's Guide to Google My Business

How to make your company stand out on Google Search & Maps.





What You'll Learn in this eBook

The big takeaway 🖱️ How to make your company listing stand out on Google so you can set more appointments from organic search.



1

Steps to create and optimize your GMB listing

2

The secrets for your listing to show up first in Google Search & Maps

3

How to book appointments in seconds

1

**What is your
Google Maps Listing?**

... and **why** is it important?

Google Maps and Google My Business (GMB) are one in the same. By managing your company listing, you will have the best chance to show up when users search for your services locally.

The Search Engine Results Page (SERP) Structure:

1. Google guaranteed ads are at the top
2. Google search ads
3. "3-pack" Google map results
4. Organic search results

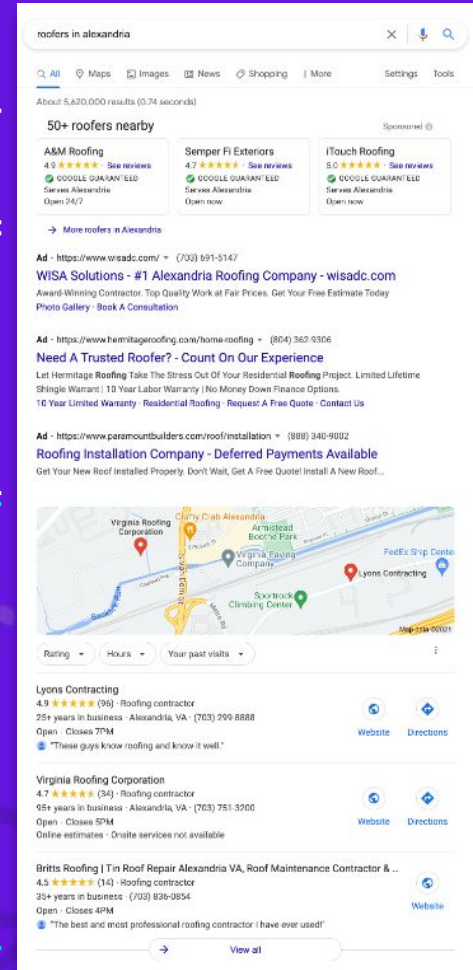
Your goal is to show in the TOP 3 results on the map.



Guaranteed Ads

Search Ads

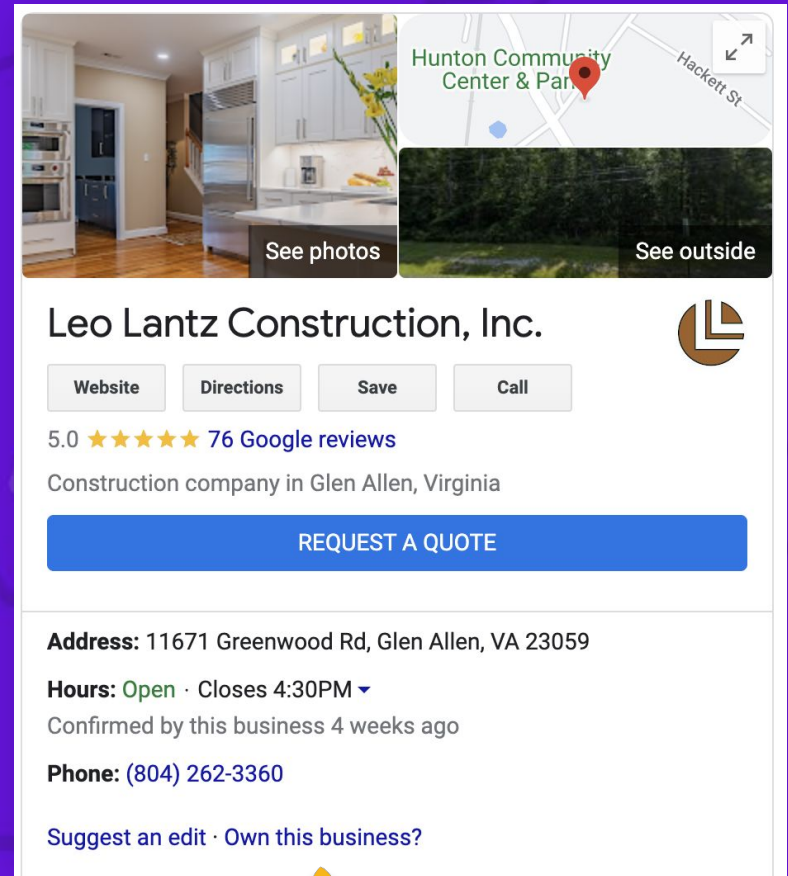
Google Map Results



How to check and claim your listing.

Here's how to check if your business is set up:

1. Try a quick google search of your company, see your listing on the right?
2. Claim it by selecting "Manage this listing" or visiting google.com/business.



The screenshot shows a Google Business listing for Leo Lantz Construction, Inc. The listing includes a header with a kitchen photo and a map showing the location at Hunton Community Center & Park. Below the header are buttons for Website, Directions, Save, and Call. The listing has a 5.0 star rating from 76 Google reviews and a blue 'REQUEST A QUOTE' button. The address is 11671 Greenwood Rd, Glen Allen, VA 23059. Hours are listed as Open, closing at 4:30 PM. The phone number is (804) 262-3360. At the bottom, there are links for 'Suggest an edit' and 'Own this business?'.

Hunton Community Center & Park
Hackett St

See photos

See outside

Leo Lantz Construction, Inc.

Website Directions Save Call

5.0 ★★★★★ 76 Google reviews

Construction company in Glen Allen, Virginia

REQUEST A QUOTE

Address: 11671 Greenwood Rd, Glen Allen, VA 23059

Hours: Open · Closes 4:30PM ▾
Confirmed by this business 4 weeks ago

Phone: (804) 262-3360

Suggest an edit · Own this business?



2

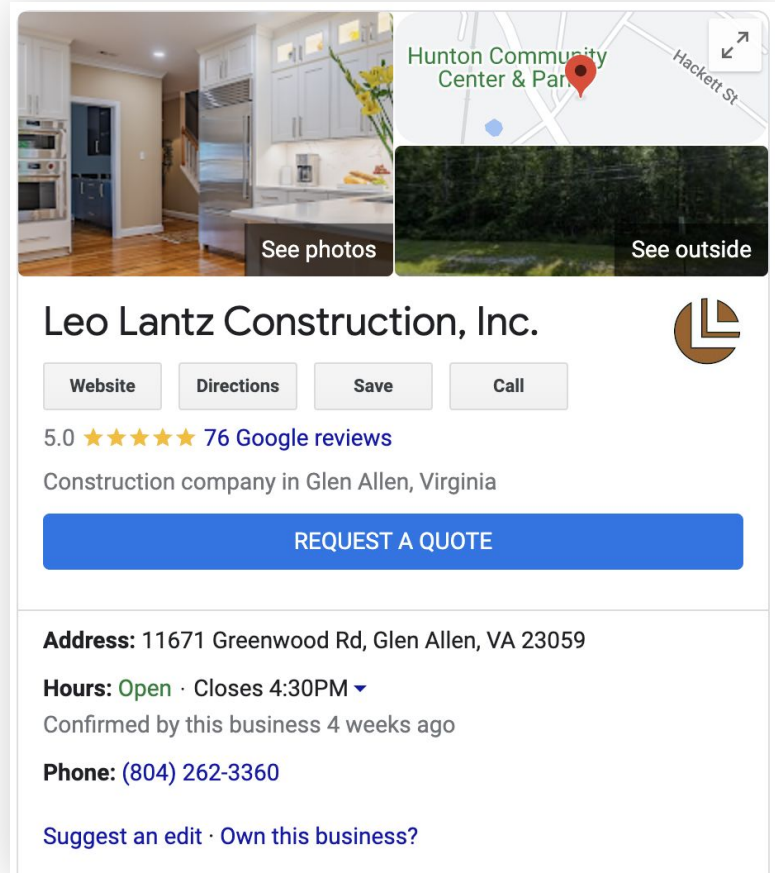
3 Factors that Help You Show Up 1st in Maps & Search

Prominence

How legit are you? Google takes over 200 ranking factors into their algorithm to determine what companies show up on local listings.

These include:

- **Web Properties** – How long have you had an online presence?
- **Social Profiles** – Be sure to link your social profiles on your website and Google listing.
- **NAP Consistency** – Consistent contact information across all locations on the web are important.
- **Reviews** – Google takes into account the quantity and quality of your reviews.



The image shows a Google Business Profile for Leo Lantz Construction, Inc. It features a header with two photos: an interior view of a kitchen and a map showing the location at Hunton Community Center & Park. Below the photos are buttons for 'See photos' and 'See outside'. The business name 'Leo Lantz Construction, Inc.' is displayed with its logo. There are buttons for 'Website', 'Directions', 'Save', and 'Call'. The profile has a 5.0 star rating from 76 Google reviews. The address is 11671 Greenwood Rd, Glen Allen, VA 23059. The hours are listed as 'Open' and 'Closes 4:30PM'. A 'REQUEST A QUOTE' button is prominently displayed. At the bottom, there are links for 'Suggest an edit' and 'Own this business?'.

Hunton Community Center & Park
Hackett St

See photos See outside

Leo Lantz Construction, Inc.

Website Directions Save Call

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Hours: Open · Closes 4:30PM ▾
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Phone: (804) 262-3360

[Suggest an edit](#) · [Own this business?](#)

Relevance

What do you do?

Optimize your profile to tell people exactly what you do.

Be specific

Make sure you list accurate categories for your business.

Optimized GMB

Be sure to list relevant services you provide.



Proximity

Location

Make sure you include your companies main address, in the format that's listed on Google Maps.

Service Areas

You can also include areas you service for broader coverage.

Your goal is to optimize GMB so that you show up in the largest relevant area possible.



Checklist to Show Up 1st in Google Search & Maps

Set Up & Optimize

google.com/business



- 1 Pick a NAP and stick to it
- 2 Complete your Business Info
- 3 Turn on *Preview Call History*
- 4 Turn on Messaging
- 5 Link to your website's location pages
- 6 Get a NAP and/or Ranking Report

Name, Address, Phone Number (NAP)

Go with what Google says!

Consistency is important

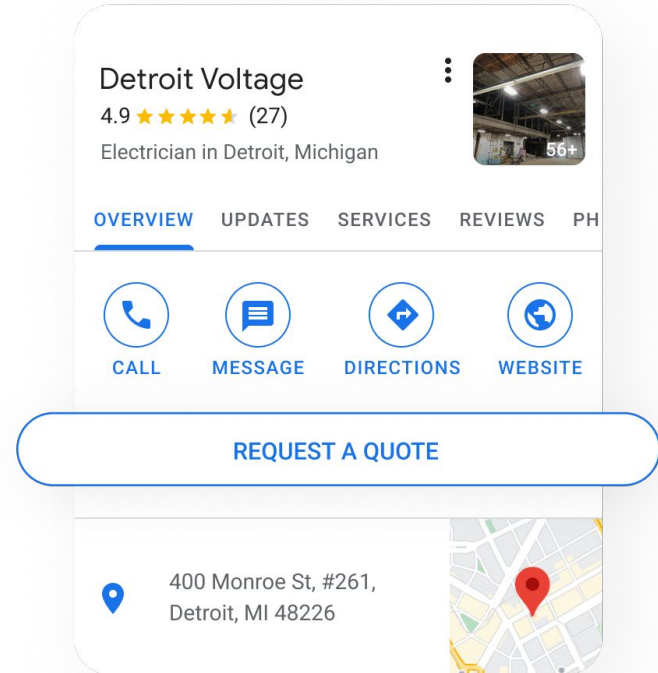
Make sure the format of your company name, address, and phone number is consistent across all of your web pages.

Textable Phone Number

A textable phone number not only helps leads get in contact with you, but they can message you directly from your Google listing.

NAP Report: Bright Local or MOZ

A NAP Report will help you check all of the places your business is listed on line in one report.





Complete Your Business Info

1. Business Categories

Include as many as you can (up to 10), and set the “Primary Category” as your main service, i.e.

Remodeling

2. Services

More detailed examples of your category, i.e. *bath remodel, additions, kitchen remodel.*

3. Business Description

4. Hours

Expand beyond office hours. If someone searches 9pm, Google will give preference to companies “open” then.

5. Service Areas (up to 20)

6. Website

7. Appointment Link

Link directly to a service calendar, quote request page, contact page, etc.

8. Attributes

Attributes include online estimates, online quotes, etc.

9. Photos

Try 10 to start, update these as often as possible.






Turn On Preview Call History

From the *Home* menu in your GMB dashboard...

Your normal business phone number will show, but when people click it Google forwards the call so you can track on your dashboard or GMB app how many calls you received.


Preview call history ^{BETA}

See recent customer calls from Google and return missed calls easily. [Learn more](#)



[Try it out](#)

How it works



Customers calling your business from Google will be connected through a unique forwarding number. [Learn more](#)

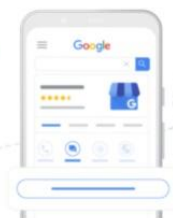
[Turn on call history](#)

[Cancel](#)



Turn On Messaging


Available on the GMB app via phone or iPad. As a company owner or admin you can review and respond to messages right in the app.



Get messages and quote requests

Let customers message your business and request quotes for free from your Google business profile. Respond from here, Google Maps or Google My Business app on your mobile device. [Learn more](#)

[Turn on messaging & quote requests](#)



Roofing Specialists of San Diego

4.9 ★★★★★ 36 Google reviews

[Website](#) [Directions](#) [Save](#) [Call](#)

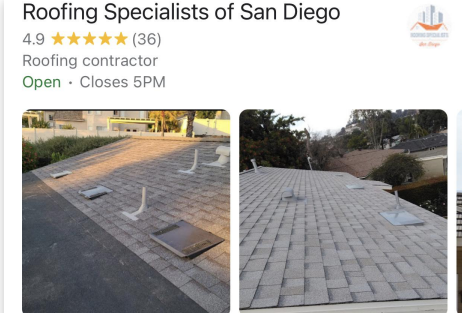
REQUEST A QUOTE

Located in: Silverton Business Center

Address: 7905 Silverton Ave #112, San Diego, CA 92126

Hours: Open · Closes 5PM ▾

Phone: (858) 922-5903



Roofing Specialists of San Diego

4.9 ★★★★★ (36)

Roofing contractor

Open · Closes 5PM

OVERVIEW UPDATES SERVICES REVIEWS

[DIRECTIONS](#) [CALL](#) [SAVE](#) **MESSAGE**





Weekly Checklist

It's not “set it and forget it!” Make sure you're doing these things consistently.

- Post 2 photos per week
- Create 1 GMB post per week
- Reply to Google reviews
- Answer any questions
- Review your insights
- Review your ranking report
- Monitor and fix any NAP issues

**Schedule 1 Hour Weekly to
check in on your GMB listing.**

*Remember, this isn't an overnight
process. Chip away at every week
and consistently see improvement*



3

**Get That
Appointment!**

Direct traffic to the right page

When leads come in from top of funnel searches, i.e. “remodelers in Arlington,” you can direct where they go by using custom links to your contact page.

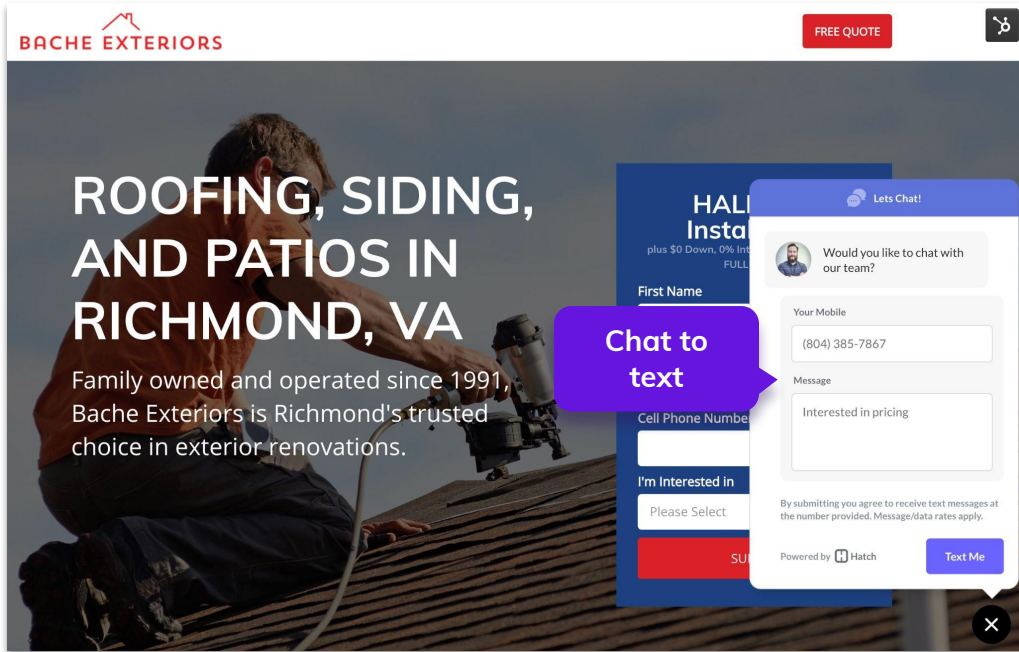


Your Home Page

The screenshot shows a Google Business Profile for 'Long Home Products'. At the top, there is a header image of a roof with a 'See photos' button. To the right is a map showing the location at the intersection of Howard St and Poynette St, with a red pin and a label for 'Savage Volunteer Fire Company'. Below the map are buttons for 'Website', 'Directions', 'Save', and 'Call'. The profile has a 4.5-star rating from 1,204 Google reviews and is identified as a 'Roofing contractor in Howard County, Maryland'. The address is 8530 Corridor Rd, Savage, MD 20763. Hours are listed as 'Open' and closing at 8PM. The phone number is (301) 417-5664 and the website is longhomeproducts.com. There is a 'Suggest an edit · Own this business?' link. The 'Questions & answers' section shows a question from a satisfied customer and an answer from the business, with a 'See all questions (16)' link. An 'Ask a question' button is also visible.

“Contact Us” Page

Follow-Up!



The image shows a screenshot of the Bache Exteriors website. The header includes the logo "BACHE EXTERIORS" and a "FREE QUOTE" button. The main content area features a large image of a worker on a roof with the text "ROOFING, SIDING, AND PATIOS IN RICHMOND, VA" and "Family owned and operated since 1991, Bache Exteriors is Richmond's trusted choice in exterior renovations." A chat box overlay is visible, titled "Lets Chat!" and containing a form with fields for "First Name", "Your Mobile" (with the number "(804) 385-7867"), and "Message" (with the text "Interested in pricing"). A purple callout bubble points to the chat box with the text "Chat to text".

Once you convert a lead on your website it's important to **follow up as soon as possible**. We recommend including web chat on your website as another way for clients to easily get in touch with you.

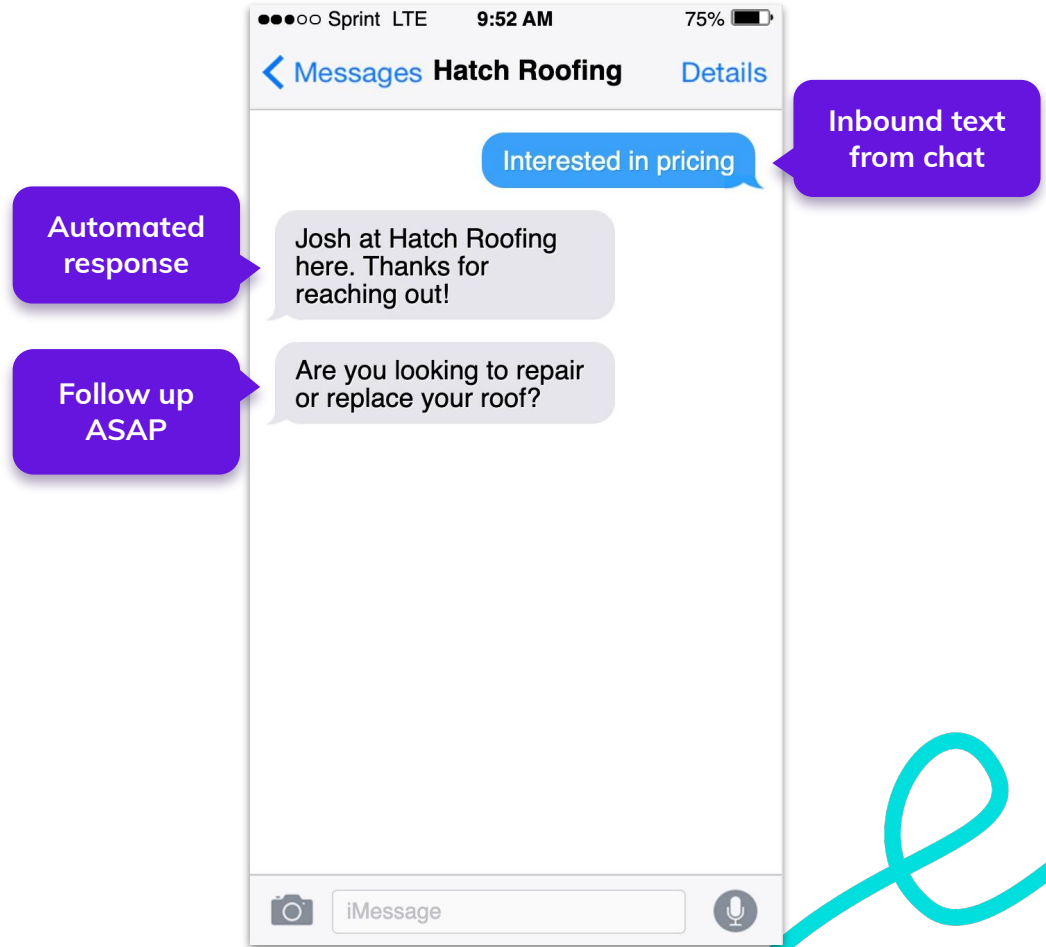
Better yet, **use a chat box that goes directly to text** so you can engage when offline, and follow-up after the user leaves your site.



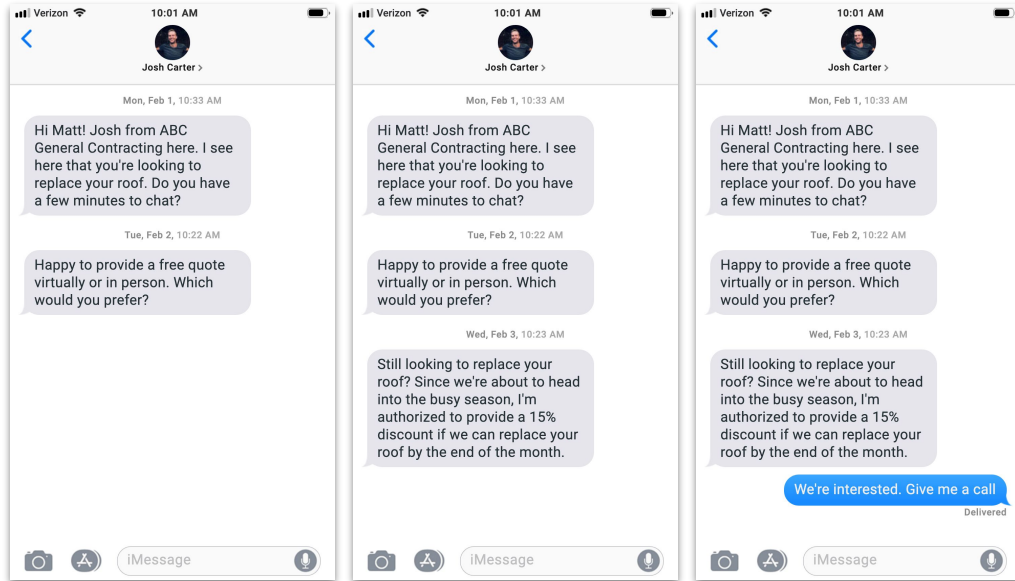
Automate when possible

Make sure that your outreach is automated because chances are they're looking at multiple quotes. If you're the first to get to them you have a greater chance of closing.

GMB messaging allows you to set up automated replies to inbound messages.



Apply a Follow-Up Strategy



Often times contractors might reach out once, get no response, and it sits in the ether of their CRM. Maybe they'll reach out one more time, or send a newsletter at some point, but there's no real plan for following up.

We've found **it often takes 2-3 follow-up text messages to get a response.** It's important that if they don't respond the first time, follow up with text, email, and voicemail.

Ask direct questions to entice a response.



You are

7x more likely

to set an appointment if you
respond to a new lead in

1 hour vs 2 hours

Harvard Business Review

The Power of Texting Over Calling

97%

of consumers
ignore calls from
unknown numbers

63%

of Google
searches are on
mobile devices

95%

of texts are
read within
3 minutes

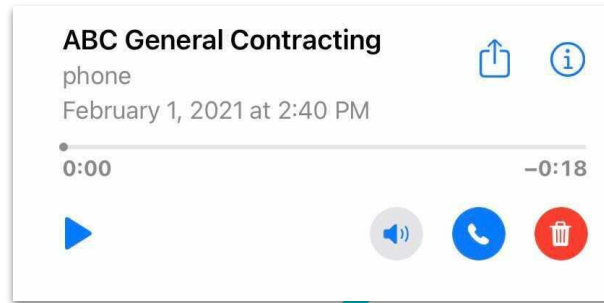
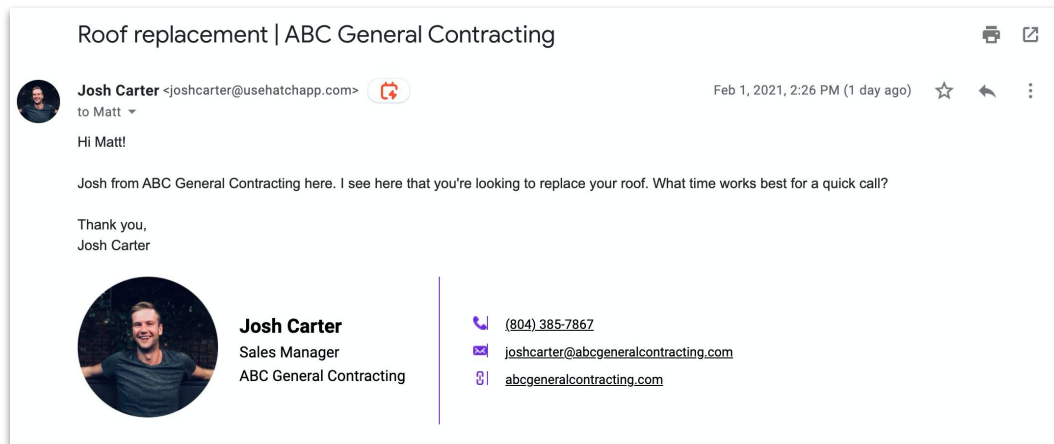
Example Follow-Up

When a user clicks on your ad and fills out the lead form, you'll want to **respond immediately** via text, email, and voicemail.

Depending how they respond, you'll know how they want to communicate moving forward!

Keep it super conversational, referencing them personally and the ad or message directly.

Most users on Facebook are using their phone, so **texting is crucial to immediate engagement.**





What if Leads Don't Respond?
**Follow-Up With
Texts, Emails, and Voicemails**

Playbook to Set 20% More Appointments

Touch 1
Day 1 - Lead Comes In

Touch 2
Day 2

Touch 3
Day 4 - Special Offer

Touch 4
Day 7 - The Breakup

Text



Email



Call or
Voicemail



The Follow-Up | It Works

1

February 13th, 2021

35

Mark Groveman 11:48 AM QUINSTREET

Weldon, it's Mark with Bath Fitter. I got your information from the form you submitted and I wanted to get you scheduled for an appointment or answer any questions you have. How can I help?

2

February 18th, 2021

35

Mark Groveman 11:15 AM QUINSTREET

Weldon, it's Mark with Bath Fitter again. I want to make sure I get you a quote - have you started your project yet? How can I help?

3

February 19th, 2021

35

Mark Groveman 9:06 AM QUINSTREET

Weldon, it's Mark with Bath Fitter - I had a note to follow up and book some time to get you a quote. Does something closer to the end of the week work?

WR

Weldon Russell 11:01 AM

...t let me know what day you can come

SY

Steve Youmans 11:04 AM

Weldon, we have a 1:00 pm available next Thursday 2/25th. How does that sound?

WR

Weldon Russell 11:05 AM

...hat sounds good some come over before then call me

SY

Steve Youmans 11:06 AM

You got it Weldon. Have a great weekend.

Message Content



Send

SOLD! – \$5,800



The Follow-Up | Automate It!

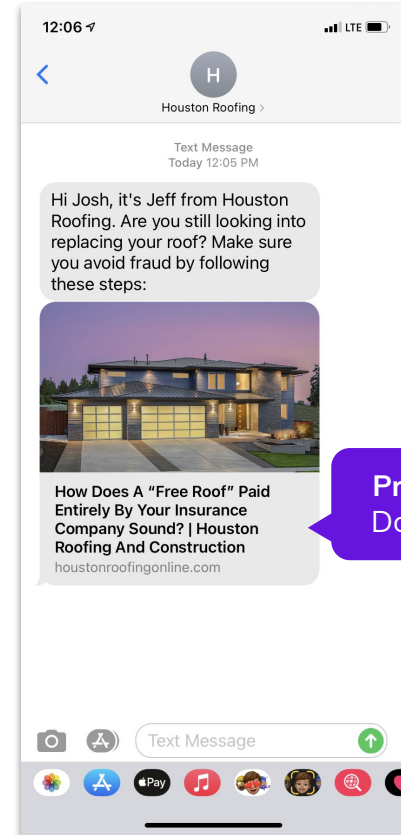
The screenshot displays the Hatch CRM interface for managing an automated email sequence. The main header shows the campaign name 'Website Form' and a help link. Below this, the 'Sequence' is viewed 'In Campaign' mode. A vertical timeline on the left lists 'Day 1' through 'Day 8', with 'Day 1' selected. The main content area shows the details for 'Day 1 at Launch', including a message preview: 'Hi [Contact First Name]! This is Josh from Bache Exteriors. I saw you requested a quote on our website for new [Details details:Interest In]. Do you have a few minutes to chat?'. Below the preview is a 'Snippets' dropdown menu and a selection bar for message types (chat, email, voicemail). At the bottom, there are toggle switches for 'Send on Weekends' and 'Send on Holidays', both currently turned off, and an 'Update Campaign' button.

Dead Leads? Start Nurturing

Have leads that were just shopping around, in planning stage, or not ready to buy? They'll end up in your CRM. Pull all your dead leads now. **It's a gold mine, time to nurture!**

Do not push to sell them. Instead **Provide value to the homeowner, establishing trust and credibility** via useful content to keep the relationship alive.

It doesn't even have to be your content or something that takes time for you to create. It could just be a blog post or article from industry leaders.



Dead Leads? Start Nurturing

This is a high consideration purchase.

Stop selling! You had your presentation, resist the urge to keep selling and just remove risks.

Homeowners aren't looking to hire the best remodeler in their area, they just want to make a safe decision that's risk-free and not going to backfire.

One way to do that is **video testimonials**. They might not believe you, but it carries A LOT of weight when they see their neighbor talking about a great experience with your company.




Omaha Homeowners - Want to make sure you choose a remodeling company that you can trust? Check out what your neighbors say about their experience working with us.



ABC Remodeling - Your Risk-Free Choice for Renovations

Delivering the service you deserve for over 20 years.

Remove Risk
Don't Sell!



**Hatch helps remodelers engage leads
quicker and set more appointments
that result in sales with text, email,
and voice messaging.**

Check out usehatchapp.com and personally discover why remodeling businesses trust us to help them achieve their business goals.



Want to launch your very own Sales
Follow-Up campaign from Hatch?

[Click here to get started](#)

