CHECKS 1-4

01

Primary category

Pick the exact thing people search: “Roofing contractor,” not “Contractor.” It's the heaviest single setting on the profile.

02

Services + service area

List every job you want by name, and the towns you actually drive to. Google can't rank you for work you never mention.

03

Real photos, every month

Trucks, crew, finished jobs. Fresh, real photos tell Google (and customers) you're open and working.

04

Recent reviews, answered

How recent your reviews are matters as much as the stars. Reply to every one, good or bad, in your own words.

CHECKS 5–7

05

Same name, phone, city everywhere

Google, Yelp, Facebook, your site. One spelling, one number. Mismatches make Google unsure you're the same business.

06

Link to a real page

Point the website button at a page about that service and city, with a tap-to-call. Not a dead homepage.

07

Hours, attributes, Q&A

Fill every field. Open hours, emergency service, payment types. Empty fields are lost tie-breakers.

None of this costs money. It costs an afternoon.