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GUIDE · SEO

LOCAL SEO: HOW TRADES GET FOUND

A practical walkthrough of Google Business Profile, citations, on-page basics and reviews for trades businesses.

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When someone searches for a plumber, an electrician or a roofer near them, Google shows a map and a short list of businesses before any website. Local SEO is the work of earning a place on that list. This guide covers the parts that matter most for a trades business.

1. CLAIM AND COMPLETE YOUR GOOGLE BUSINESS PROFILE

Your Google Business Profile is the listing that appears in the map results. Claim it, verify it and fill in every section: business name, categories, service area, hours, phone number, website, services and a short description.

- Choose the most specific primary category (for example 'Electrician' instead of 'Contractor').
- List the towns and neighbourhoods you serve.
- Add real photos of your team, vehicles and finished jobs.
- Post an update or a project photo at least twice a month.

2. KEEP YOUR NAME, ADDRESS AND PHONE CONSISTENT

Search engines compare your business details across the web. Make sure your name, address and phone number are written exactly the same way on your website, Google, Yelp, Facebook, industry directories and your local chamber of commerce listing.

If you have moved or changed numbers, update the old listings. Mismatched details make search engines less confident about your business.

3. GIVE EACH MAIN SERVICE ITS OWN PAGE

A single 'Services' page with a list is hard for search engines to match to specific searches. Create one page for each main service you want more of, such as panel upgrades, EV charger installs or furnace replacement.

On each page, explain what the service involves, who it is for, the areas you cover and how to book. Add photos of real jobs and answer the questions customers ask on the phone.

4. ASK FOR REVIEWS, EVERY TIME

Reviews influence both rankings and customers. Ask every satisfied customer, ideally the day the job is finished. Send a direct link to your review page by text or email so it takes them less than a minute.

Reply to every review, good or bad, politely and briefly. A calm reply to a bad review often reassures future customers more than another five-star rating.

5. MAKE YOUR WEBSITE EASY TO USE ON A PHONE

- Your phone number should be tappable at the top of every page.
- Pages should load quickly on mobile data.
- Every page should end with a clear next step: call, book or request a quote.

6. MEASURE WHAT MATTERS

Google Business Profile shows calls, website clicks and direction requests each month. Track those numbers alongside the jobs you book. Rankings move up and down; booked jobs are the measure that counts.

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