

Google Business Profile & Local SEO

Home & Repair Services

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds a Google Business Profile and local-SEO plan — profile optimisation, service areas, reviews, and ranking for near-me service searches — so households searching for a plumber/electrician/AC repair nearby find you. Use it to win local search. For paid ads use the Digital Ads Plan.

Purpose of this tool & output

Get found when people search for a service nearby

How the output is used

Use it to get found when people search for a service nearby — a Google Business Profile and local-SEO setup that brings booking calls.

Important cautions

Reviews are the single biggest driver of local search ranking and trust for home services; make review generation systematic (and genuine) — a well-reviewed GBP wins near-me searches and phone calls.

Companion documents

- Local Marketing Plan
- Aggregator Strategy (Urban Company etc.)
- Digital Ads (Google / Meta) Plan
- Social Media & Content Plan
- Society & Community Marketing
- Lead-to-Booking Conversion

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.