

WUNDERLANDMEDIA

Local SEO for Contractors

Your Printable Checklist



By Kemal | wunderlandmedia.com

Google Business Profile Optimization

GBP signals account for ~32% of your Map Pack ranking. This is the single biggest factor.

- ☐ **Set up as service-area business**
Hide your physical address. Define up to 20 service areas (be conservative). Go to the customer, not the other way around.
- ☐ **Choose your primary category carefully**
"HVAC Contractor" performs differently than "Heating Contractor." Pick the one that matches how homeowners actually search.
- ☐ **List services in homeowner language**
"Emergency AC repair," "roof leak repair," "sewer line replacement." Not industry jargon like "HVAC system commissioning."
- ☐ **Upload real jobsite photos**
Actual before-and-after shots of your work. Not stock images. Google can tell the difference, and so can homeowners.
- ☐ **Post weekly on GBP**
Project updates, seasonal tips, completed jobs. One client saw 21% increase in impressions from 3 months of weekly posts.
- ☐ **Verify all business information**
68% of consumers won't consider a business with incorrect info. Check phone, address, business name, hours right now.
- ☐ **One GBP per business focus**
Don't try to rank one profile for five different trades. Pick a clear primary focus.

Key Stat

98% of customers search online for nearby companies before hiring. If you're not in the Map Pack for your core services and cities, you're losing jobs.

Review Strategy (~20% of Map Pack Ranking)

- ☐ **Target 1 new review per week**
Steady drip, not a burst of 20 in one week (Google flags that). Consistency beats volume.
- ☐ **Ask after every completed job**
Make it easy: send a direct Google review link via text or email immediately after the job wraps up.
- ☐ **Coach for specific mentions**
"Replaced our water heater in two hours" outperforms "great service!" Google reads review content to understand your services.
- ☐ **Respond to every review**
Positive and negative. Shows engagement to Google and builds trust with potential customers reading your reviews.
- ☐ **Never buy fake reviews or do review bursts**
Google's detection is good and getting better. Getting caught means losing ALL your reviews. Not worth it.

Service Area Pages (~36% of Organic Ranking)

- ☐ **Create one page per city per core service**
"AC Repair in Springfield," "Plumbing Services in Shelbyville." Individual pages outperform generic service area listings.
- ☐ **Include real local references**
Response times for that area, customer testimonials from that city, local landmarks or neighborhoods.
- ☐ **Write unique content per page**
Don't just swap city names. Google catches thin/duplicate content and it will hurt you.
- ☐ **Match website content to GBP claims**
If your GBP claims 20 service areas but your site only has content for 2, Google notices the disconnect.

Freshness Matters

A client with 150 reviews dropped in rankings after 6 months of review inactivity. They rebounded with just 10 new reviews over 2 weeks. The recency signal is real.

Technical SEO Essentials

☐ **Get page speed under 2 seconds**

Under 2s maintains ~70% visitor retention. Over 3s on mobile and you're losing emergency callers to the next result.

☐ **Optimize for mobile first**

Majority of contractor searches happen on phones. If your site doesn't work on mobile, you're filtering out your best leads.

☐ **Add schema markup**

LocalBusiness + Service schema (JSON-LD). Helps Google categorize and display your information correctly.

☐ **Clean up NAP across 5 critical platforms**

Google, Yelp, Bing, Apple Maps, your state's business directory. Consistent Name, Address, Phone everywhere.

☐ **Build quality local backlinks**

Chamber of commerce, trade associations, local sponsorships. One quality link beats dozens of random directories.

Common Mistakes to Avoid

Mistake	Why It Hurts
Keyword stuffing	"Springfield plumber, Springfield plumbing, plumber in Springfield" crammed into one paragraph. Google is smarter than that.
Using industry jargon	You say "HVAC system commissioning." Your customer searches "AC not working." Write for how they search.
Ignoring GBP after setup	Like opening a store and never restocking. Weekly posts, regular photos, prompt review responses.
Claiming too many areas	Better to rank strongly in 5 cities than weakly in 20. Start focused, expand as you build authority.
Buying fake reviews	Google's detection is good. Getting caught = losing all your reviews. Not worth the risk.
Expecting instant results	Local SEO is compounding. Months 0-3: foundation. Months 4-6: calls start. Months 7-12: the gap widens.

NAP Consistency

68% of consumers won't consider a business with incorrect information online. Cleaning up 5 critical citations outperforms adding 50 random directories.

The 90-Day Kickstart Plan

Month 1: Foundation

- ☐ **Audit Google Business Profile**
Fix categories, service areas, services list, photos. Verify all information is correct.
- ☐ **Clean up NAP on 5 critical platforms**
Google, Yelp, Bing, Apple Maps, state business directory. Make Name, Address, Phone consistent.
- ☐ **Fix site speed issues**
Get under 3 seconds on mobile at minimum. Under 2 seconds is the goal.
- ☐ **Set up review request process**
After every job, send a direct Google review link. Make it automatic and easy.

Month 2: Content

- ☐ **Build service area pages for top 3-5 cities**
One page per city per core service. Unique content with real local references on each.
- ☐ **Start weekly GBP posts**
Project updates, seasonal tips, completed jobs. Consistency is more important than polish.
- ☐ **Maintain steady review generation**
Target 1 review per week. Respond to every review, positive and negative.

Month 3: Authority

- ☐ **Build local backlinks**
Chamber of commerce, trade associations, local event sponsorships.
- ☐ **Add schema markup**
LocalBusiness + Service schema (JSON-LD) on your website.
- ☐ **Set up tracking**
Google Search Console, GBP Insights, call tracking. You can't improve what you can't measure.

Ongoing (Every Week)

- ☐ **1 review per week**
- ☐ **1 GBP post per week**
- ☐ **Monthly performance check**
- ☐ **Quarterly content refresh**

Ranking Factor Weights: Quick Reference**36%**

On-Page Signals

32%

GBP Signals

20%

Review Signals

Key Stat	What It Means
46% of searches	Have local intent. "Plumber near me," "emergency AC repair," "[service] [city]."
78% of mobile local	Lead to an offline purchase within 24 hours. These are buyers, not browsers.
98% of customers	Search online for nearby companies before hiring a contractor.
Under 2 seconds	Page speed target. Maintains ~70% visitor retention. Over 3s = losing emergency callers.
84% of customers	Say reviews are important when choosing a contractor. 95% for the 18-34 age group.

"Local SEO isn't complicated. It's consistent. The contractors who show up every week, ask for reviews, keep their profiles updated, and build real local content are the ones who dominate their markets. Not because they have a magic formula. Because they keep showing up."

Kemal, Wunderlandmedia

Read the full guide with detailed explanations:

wunderlandmedia.com/local-seo-for-contractors

Need help getting your local SEO strategy off the ground? Let's talk.

wunderlandmedia.com