



# David Brooks

- ➔ Owner, of Contractor Rhino
- ➔ We help contractors get more jobs
- ➔ Contractor Rhino has over over 25 years of experience in design &

SEO  
**ContractorRhino.com**



# What We Will Discuss Today:

---

1. Google Business Profile Overview
2. Google Business Profile Insights
3. Live Reviews
4. Summary
5. Q&A

# #1. Google Business Profile Overview:

1. Business Name
2. Business Location
3. Categories
4. Hours
5. Closed vs Open
6. Reviews
7. Services As A Ranking Factor
8. Strategies To Get Local Links
9. Citations & Local SEO
10. User Behavior & Engagement
11. On-Page FAQ's As A Ranking Factor
12. Maps

# #2. Google Business Profile Insights:

## Business Name (Part 1)

The reason you will find both real and fictitious listings with incredibly long business titles like “Plumber Near Me Plumbing Company” or “Plumbing Contractor Boise Idaho” is because Google continues to use the name of the business as [a ranking signal](#).

But don’t take this as me advising you to fill your Google Business Profile title field with unnecessary keywords because:

1. Such names are **unlikely to look trustworthy to potential customers**.
2. These names **do not build recognition of the real-world brand** you use on store signage, company vehicles, radio, and local TV spots, billboards, phone greetings, and other offline assets
3. Either **Google or potential customers will notice that your name seems suspicious**; the public can then flag the name as spam, and Google can edit it



**ContractorRhino.com**



# #2. Google Business Profile Insights:

## Business Name (Part 2)

My advice is to read and adhere to the section on naming best practices in The Guidelines for Representing Your Business on Google, but also to see whether there is an opportunity for you to benefit from this known ranking signal in one of these ways:

1. If you are **starting a brand new business**, investigate whether the name you're considering is optimized to reflect a particular top search phrase that could help you gain a competitive edge in the local results. For example, it might be better to name your new business **"Tom The Plumber"** instead of just **"Tom The Contractor."**
2. If your research has made you realize that your listing is being outranked by competitors because of the keywords in their names, you might consider legally changing your business name.

**One word of caution:** unless you have **no plans for your business to grow beyond a single location**, be **careful** about including city names in your **legal business title**.

You don't want to be **"Tampa Plumber"** if, in three years, you decide to open a new location in Orlando. This would create confusion and ranking problems.

**ContractorRhino.com**



# #2. Google Business Profile Insights:

## Business Location

We have the massive impact associated with the addresses of **service area businesses (SABs)**, like **plumbers and carpet cleaning companies** that **go to customers' locations for transactions instead of serving them at their own brick-and-mortar locations.**

**Google requires SABs to hide their addresses. Unless** there is a **physical brick and mortar location** to which **customers can physically go to.** It has been speculated for decades that complying with Google's requirement negatively impacts the rankings of these businesses.

In 2023, **Contractor Rhino** was able to capture and validate the impact of hiding the business address. We saw a massive drop in rankings when we tested hiding the business address, and the rankings "magically" re-appeared as soon as the address was restored. This is one of the **most frustrating aspects of Google's guidelines:** that they tell businesses to do things that harm their ability to rank.

The **solution** to this for **SABs is to get a staffed physical office** and meet some clients there so that the business is eligible to show its address, but the truth is, this isn't possible for every enterprise, and **Google's policy is what actually needs to change here.**



**ContractorRhino.com**



## #2. Google Business Profile Insights:

Business category

Help customers find your business by industry. [Learn more](#)

Primary category

Roofing contractor

Additional category

Contractor

Additional category

Construction company

### Categories

Be sure the **primary category of your listing represents its core offering** (the thing you most want to rank for).

Beyond that, you have **nine additional categories available to you** to create a fuller picture of what your business is.

**Use as many categories as you can.** But make sure they are **relevant to your business**.

## #2. Google Business Profile Insights:

### Hours

It's long been **speculated** in the industry that **local pack rankings appeared to alter based on whether or not local businesses were open or closed.**

Then, in late 2023, our team at Contractor Rhino were able to capture this data in a tangible way.



VS



**ContractorRhino.com**

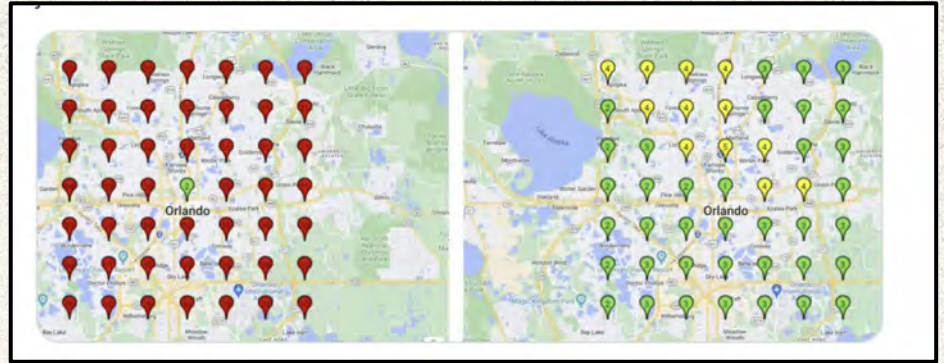


## #2. Google Business Profile Insights:

### Closed VS Open

The **ranking grid on the left** represents the **time of day at which a business was closed**.

Once it **opened for the day**, the **change in ranking position shown at right** is dramatic.



This is a **ranking factor that doesn't make a ton of horse sense in the real world**. There are two things you can do to optimize for this local ranking factor:

1. You could decide to **staff your business 24 hours a day**, but this **approach will not work for many businesses**.
2. Instead, **most businesses can do a competitive gap analysis** of the hours in which **their top nearby competitors are open**. For example, if **all the local plumbing contractors in your town are closed on Saturday**, your plumbing business could see **significant benefits by being open that day**.
3. Similarly, if all your **competitors close at 9 pm**, you could **pick up additional rankings and business by staying open until 11 pm**. Study the competition to identify opportunities of this kind.

# #2. Google Business Profile Insights:

## Reviews

- **Your overall star rating:** This is the average rating based on customer feedback, influencing how potential customers perceive your business. A higher rating improves trust and local search rankings.
- **The number of your reviews:** More reviews signal credibility and engagement, boosting visibility in Google search results. Encourage satisfied customers to leave reviews regularly.
- **Language in your reviews:** Keywords and phrases in reviews impact local SEO, helping Google understand your business. Responding to reviews with relevant terms can further enhance visibility.

4.8 ★★★★★ (324)

20+ years in business · Open

J

"... roof. Their honesty, reliability and reasonable pricing make them a standout in the industry. **The team worked diligently to flawlessly repair our roof.** I highly ..."

j

"Would recommend Elite Roofing. **They did an excellent job repairing and resurfacing my roof.** Price was very reasonable , workers were knowledgeable and professional. Will ..."

R

"... all my questions. His team were very courteous and respectful. **My new roof was installed in two days as promised, and it looks great.** They are very professional, ..."

**ContractorRhino.com**



# #2. Google Business Profile Insights:

## Services as a Ranking Factor (Part 1)

Through our rigorous ongoing testing, we concluded that, at least in **some business categories and markets, adding services has a local ranking impact**. The best practice here is to **add as many of the Google-suggested services** as are applicable to your business and to use the ability to add customer services, as well.

**Predefined services**, a new feature on GBP, allows businesses to list services specific to their category. For example, a plumber might include predefined services like faucet installation, toilet installation, etc. Utilizing these predefined options can help improve your local ranking for relevant services that attract customers.

Plumber  
Additional category

Add services you offer and get discovered by customers

+ Plumbing leak detection	+ Faucet installation	+ Garbage disposal installation	
+ Shower installation	+ Toilet installation	+ Water heater installation	
+ Plumbing leak repair	+ Pool plumbing repair	+ Faucet repair	
+ Garbage disposal repair	+ Outdoor plumbing system repair		
+ Plumbing pipe repair	+ Sewer repair	+ Shower repair	+ Toilet repair
+ Water heater repair	+ Sewer cleaning	+ Sump pump installation	
+ Sump pump repair	+ Drain cleaning	+ Water tank installation	
+ Water tank repair			

# #2. Google Business Profile Insights:

## Services as a Ranking Factor (Part 2)

- **Predefined Services** are standardized options that Google offers based on your business category. For example, if you run a general contracting business, predefined services might include "General Contractor," "Contractor," "Home Builder," and "Kitchen Remodeler."
- **Custom Services** allow you to list unique services that are specific to your business but not covered by Google's predefined options.

Plumber  
Additional category

Add services you offer and get discovered by customers

+ Plumbing leak detection	+ Faucet installation	+ Garbage disposal installation	
+ Shower installation	+ Toilet installation	+ Water heater installation	
+ Plumbing leak repair	+ Pool plumbing repair	+ Faucet repair	
+ Garbage disposal repair	+ Outdoor plumbing system repair		
+ Plumbing pipe repair	+ Sewer repair	+ Shower repair	+ Toilet repair
+ Water heater repair	+ Sewer cleaning	+ Sump pump installation	
+ Sump pump repair	+ Drain cleaning	+ Water tank installation	
+ Water tank repair			

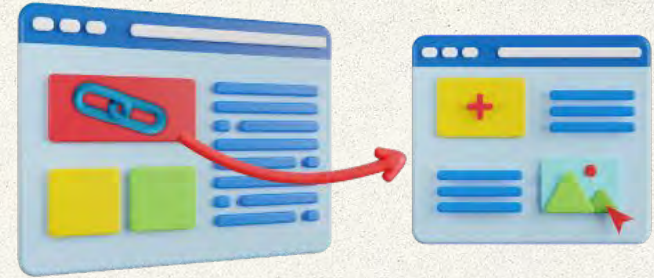
# #2. Google Business Profile Insights:

## Strategies To Get Local Links

You'll need to **expand your local connections to get companies or businesses to backlink to your website**. Reach out to people **in the area** and follow the listed points to get local links.

1. **Partner with non-profit organizations, schools, and charities to provide services, scholarships, or office space to host events.**
2. **Participate in community and other local events.**
3. **Connect with local bloggers or small businesses in the area. Choose the most relevant connections via Google business profiles and set up a link or promotion exchange program.**

Getting featured in any of the above-mentioned local resources may help you get authoritative links.



**ContractorRhino.com**

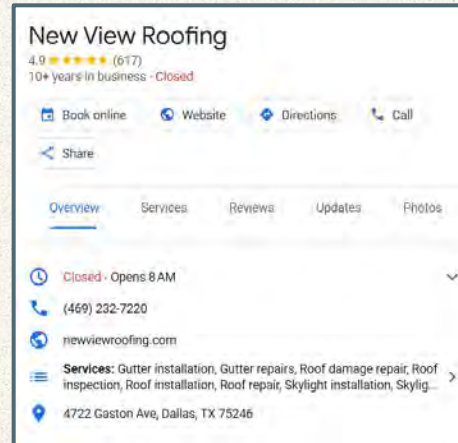


# #2. Google Business Profile Insights:

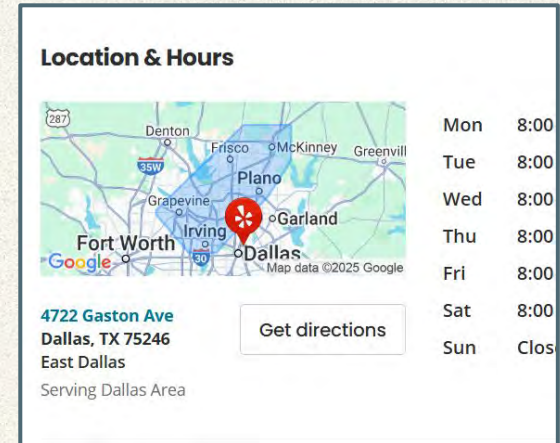
## Citations & Local SEO

- Although their importance has declined, **accurate citations remain fundamental for local SEO**—so better **make sure that your location information is consistent** across the most important online directories.
- Ensure your **business name, address, and phone number (NAP)** are identical across all platforms. Regularly update your information to avoid discrepancies that could harm your credibility.
- And if managing this data becomes **overwhelming**, consider using a listings management tool to streamline and automate the process.

### Google



### Yelp



**ContractorRhino.com**



# #2. Google Business Profile Insights:

## User Behavior & Engagement

- **Reviews, video content**, and interactions with **Google Posts** help increase time spent on a profile, which signals quality and relevance to Google.

## On-Page FAQs as a Ranking Factor

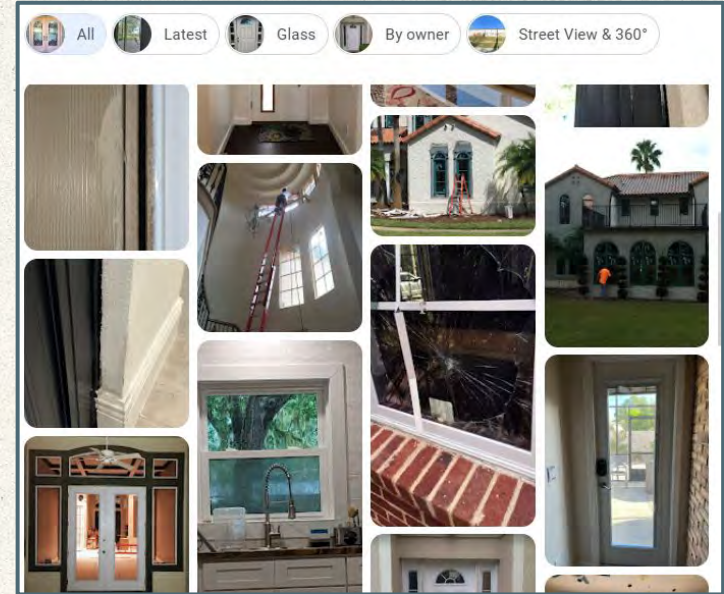
- Including frequently asked questions from your **GBP** on your website **can boost your site's visibility**. This integration ensures that vital information is easily accessible and helps search engines prioritize your content.
- We always say: **the more, the merrier with information**, as a comprehensive **FAQ section can address a wider array of customer queries and improve overall user experience**. Investing time in enhancing your on-page FAQs (with keywords) can **improve impressions, keep users engaged longer**, and ultimately **enhance your local search rankings**.

HOW LONG DOES A TYPICAL ROOF REPAIR TAKE?	+
DO YOU OFFER WARRANTIES ON YOUR ROOFING WORK?	+
HOW DO I SCHEDULE A ROOFING SERVICE WITH YOU?	+

# #2. Google Business Profile Insights:

## Images

- **Use of imagery & video:** Add as many images as possible (and definitely more than competitors). In our experience, **profiles with 50+ images tend to get a boost over profiles lacking images.** In addition, add any videos you have of your local business to your GMB profile.
- Start Taking **pictures from your job sites with your iPhone or android**, and **upload them to your GBP.** Make sure **location settings for pictures is turned on.** Google can detect the **geo-location** which will help you rank.



# #2. Google Business Profile Insights:

## You Should Have Your Map Location On Your Website



**ContractorRhino.com**



# #2. Google Business Profile Insights:

## Don't Forget About Your Website

### Local organic factors

These were ranked the most important ranking factors for Google's local pack:

- Dedicated page for each service
- Internal linking across website
- Quality and authority of inbound links to the domain name
- Geographic keyword relevance of domain content
- Keywords in Google Business Profile landing page title
- Quantity of inbound links to domain from locally relevant domains
- Topical keyword relevance across entire website
- Volume of quality content on service page

# **#3. Live Reviews**

**Let's look at some Google Business  
Profiles**

**ContractorRhino.com**





**Family Gutters**  
 4.9 ★★★★★ 1,428 Google reviews  
 Gutter service in Palm Springs, Florida

Website Directions Reviews Save  
 Share Call

Professional company installing a variety of seamless gutters and downspouts, including copper options.

**Address:** 4401 Charlotte St # A, Lake Worth Beach, FL 33461  
**Phone:** (561) 889-2038  
**Hours:** Open · Closes 5 PM  
[Suggest an edit](#) · [Own this business?](#)

**Reviews**  
 Reviews from the web

Angie's List	HomeAdvisor	Thumbtack
4.8/5	4.9/5	4.6/5
44 reviews	755 reviews	34 reviews

Google reviews ⓘ Write a review Add a photo

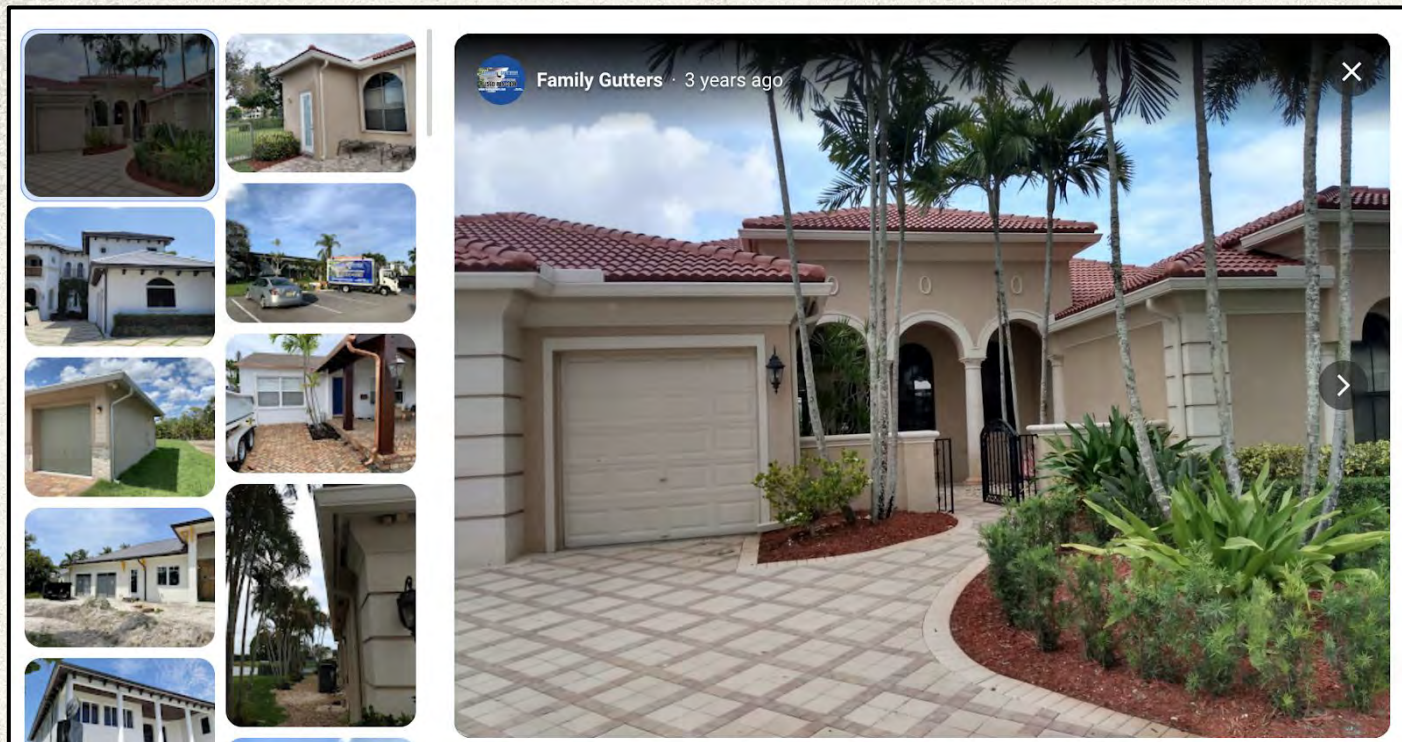
"I am so happy, they did an excellent Job/ great **price & quality service.**"  
 ★★★★★

"No pushy **salesperson** very professional and offered a **variety of options.**"  
 ★★★★★

"I gave them 2 bottles of **water** and they had the **nerve** to spit on my **walkway.**"  
 ★★★★★

[View all Google reviews](#)

**GBP #1**



**GBP #1**

**ContractorRhino.com**



**FAMILY GUTTERS**  
CUSTOM SEAMLESS GUTTERS

Services Gutter Types Company Projects 561-889-2038

#1 Gutters Installation Service in South Florida

# Family Gutters

As an expert in seamless gutter installation, commercial gutters, and gutter cleanings & repairs with over 15+ years of experience in Florida, our company offers a range of services to meet all your gutter needs.

✔ Gutter Installation ✔ Super Gutter Installation ✔ Leaf Guards

SERVICES → GET STARTED →

Schedule Your **FREE** Gutter Estimate Today!

Your Name

Your Address

Your Phone

**FREE ESTIMATE**

**GBP #1**

Description:

The page has no `<meta name="description">` tag!

Canonical link:


*Not provided*


The page doesn't have canonical link! If you use parameters in your URL such as the session IDs, sorting or filtering, the best practice is to use the `<link rel="canonical" href="...">` tag. This tells search engines which of those pages should be indexed as the original one.

**ContractorRhino.com**



# GBP #2


**Heartwood Fence**  
on Google



New White Vinyl Fence installed in Virginia Beach, Virginia!

Mar 3, 2025

[Call now](#)



Before and afters of a wooden fence we replaced in Chesapeake, Virginia! 6ft...

Jan 28, 2025

[Call now](#)

## Heartwood Fence

5.0 ★★★★★ 28 Google reviews

Fence contractor in Virginia Beach, Virginia

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

[Share](#) [Call](#)

**Address:** 4445 Corporation Ln Suite 184, Virginia Beach, VA 23462

**Phone:** (757) 204-5705

**Hours:** Open · Closes 5 PM ▾

[Suggest an edit](#)

**Appointments:** [getjobber.com](#)

[Send to your phone](#)

Providers ⓘ

[Send](#)

Your top 3 competitors have between 33 and 86 reviews and you have 28.

**GBP #2**

Reviews ⓘ

Write a review

Add a photo

M


"The **service** from Heartwood Fence was professional, quick, and very well done!"

★★★★★

M

"They did the job in 2 days and gave us a great **price**!"

★★★★★



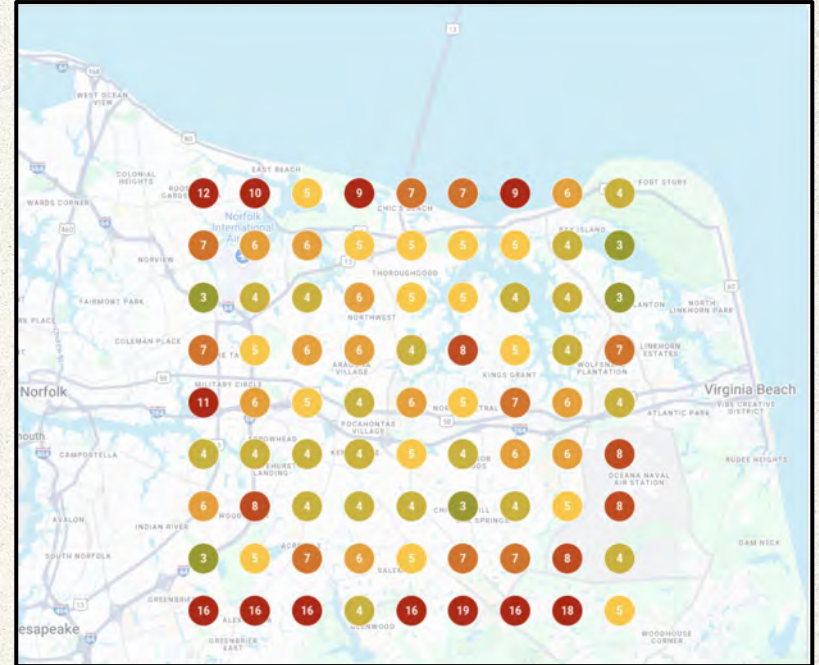
"The **work** was done quickly and professionally."

★★★★★

[View all Google reviews](#)

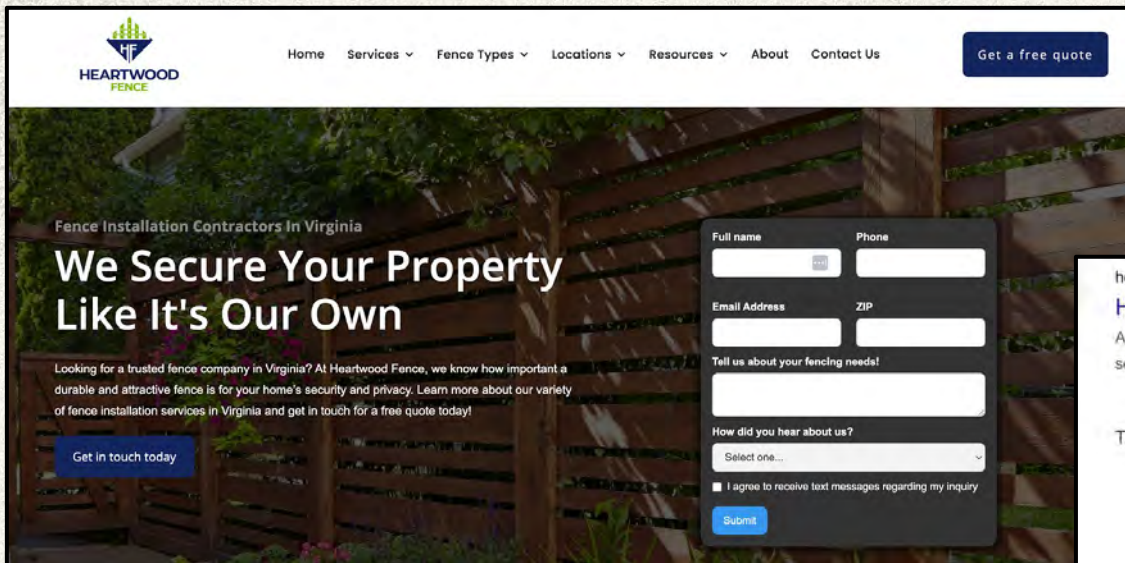
From Heartwood Fence

"At Heartwood Fence, we are committed to providing our clients with exceptional customer service and high-quality fencing solutions. We are a veteran and minority-owned business that takes pride in serving our community. With years of experience in the home services, we have the knowledge and expertise to handle any project, big or small."



**ContractorRhino.com**



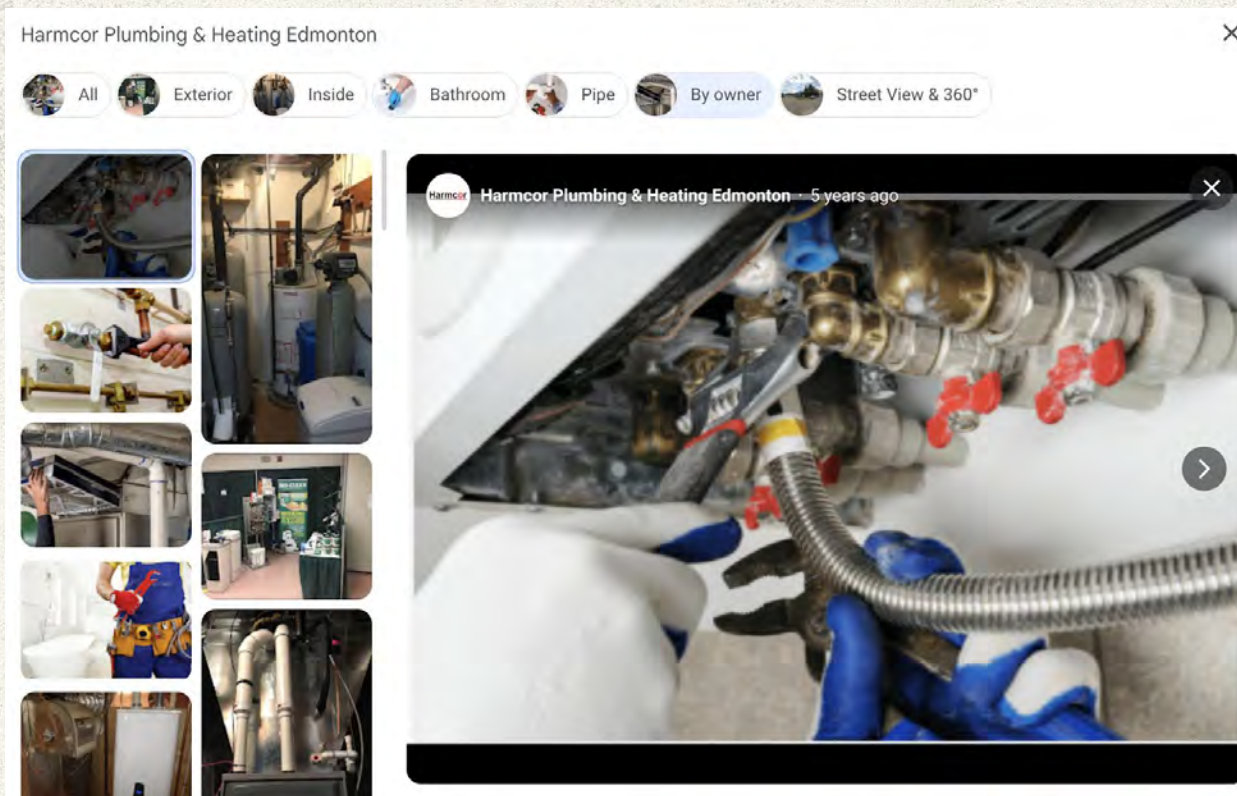


## GBP #2

heartwoodfenceva.com	
<b>Heartwood Fence - Virginia Fence Contractor</b>	
At Heartwood Fence, we know how important a durable and attractive fence is for your home's security and privacy. Learn more about our variety of fence installation servi	
Title:	Heartwood Fence - Virginia Fence Contractor
Length:	43
	Good, the title has the recommended length. It will display properly in Google SERP.
	Good, there are no <title> tag duplicates
Description:	At Heartwood Fence, we know how important a durable and attractive fence is for your home's security and privacy. Learn more about our variety of fence installation services in Virginia and get in touch for a free quote today!

ContractorRhino.com





**GBP #3**

**ContractorRhino.com**



# EDMONTON PLUMBING & HEATING EXPERTS

Sometimes doing it yourself just isn't an option. Our Edmonton plumbing and heating experts are available 24/7 to help you with any problem big or small.

[Get A Quote](#)

## GBP #3

harmcorplumbing.ca

Harmcor Plumbing & Heating - West Edmonton Plumber - 24/7 Plu...

Description is not provided.

Title:

Harmcor Plumbing & Heating - West Edmonton Plumber - 24/7  
Plumbing & Heating Services - Plumbers Near Me

Description:

The page has no `<meta name="description">` tag!

Canonical link:

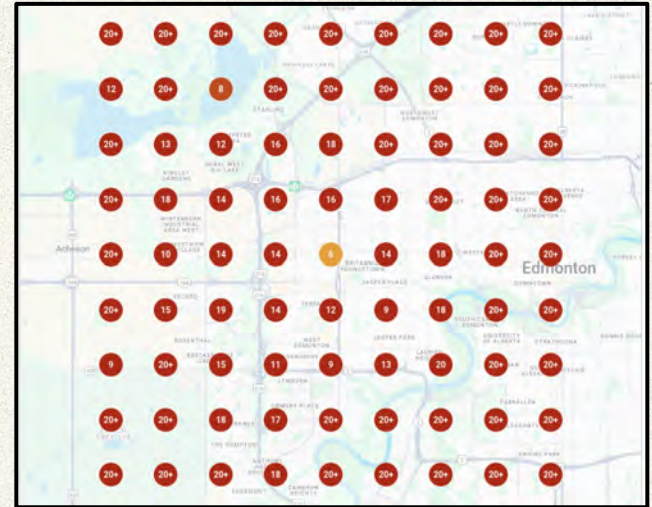
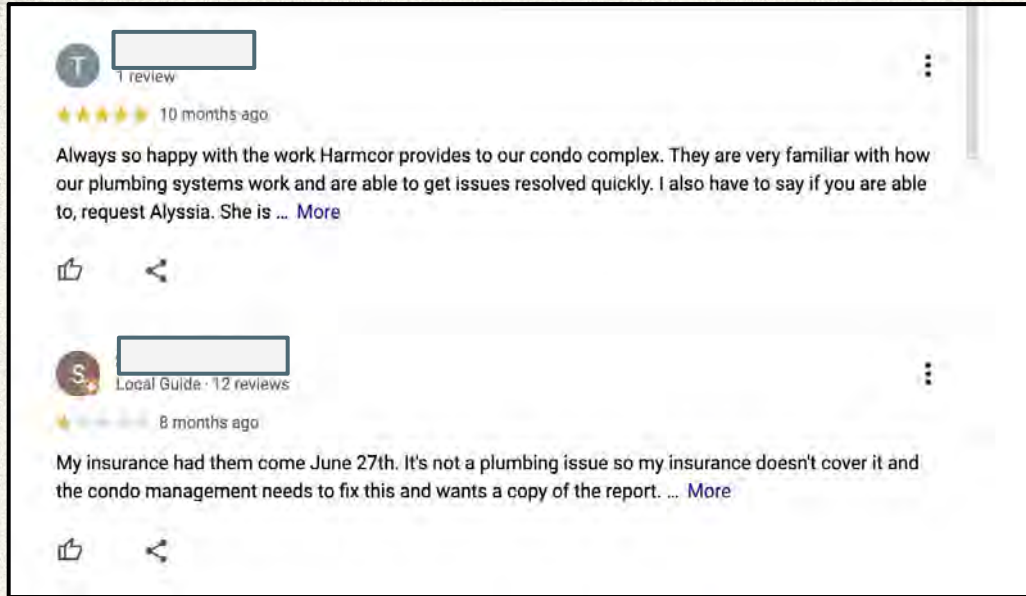
Not provided

The page doesn't have canonical link! If you use parameters in your URL such as the session IDs, sorting or filtering, the best practice is to use the `<link rel="canonical" href="...">` tag. This tells search engines which of those pages should be indexed as the original one,

# GBP #3

- Secondary Categories: Your top 3 competitors list categories you don't and rank well.
- Consider adding "hvac contractor", "air conditioning repair service", "heating contractor", "hot water system supplier", to compete.

Your top 3 competitors have star ratings from 4.7 to 4.8 while your rating trails behind at 4.1.



# #4. Summary

1. Choose a good business name
2. Choose a real address, NOT a PO Box or Virtual Address
3. Choose the right industry categories that fits your business
4. Put in the correct hours and consider a later closing time
5. Ask for reviews and ask them to describe the details
6. Choose all the services you offer. Fill it out to the max
7. Strategize getting links from local sites back to your website
8. Make sure local directory listings are accurate and consistent
9. Reviews, video content, & Google post interactions are important
10. Relevant on-page FAQ's can help local pages rank
11. Put a map to your location or service area on your site

Very Important: Create quality link building & quality content consistently



**What We Do:**

**Everything Design & Digital  
Marketing**

**Website:**

**ContractorRhino.com**

**Phone:**

**704-325-8156**

**Email:**

**david@contractorrhino.com**

**Subscribe To Our YouTube Podcast**

**Quick SEO Tips For Contractors**

**youtube.com/@ContractorRhino**