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Google My Business The Playbook

How to make your listing stand out on Google Search & Maps.





What You'll Learn in this eBook

The big takeaway 🖱️ How to make your company listing stand out on Google so you can set more appointments from organic search.



1

Steps to create and optimize
your GMB listing

2

The secrets for your listing to show
up first in Google Search & Maps

3

How to book appointments
in seconds

1

What is your
Google Maps Listing?

... and **why** is it important?

Google Maps and Google My Business (GMB) are one in the same. By managing your company listing, you will have the best chance to show up when users search for your services locally.

The Search Engine Results Page (SERP) Structure:

1. Google guaranteed ads are at the top
2. Google search ads
3. "3-pack" Google map results
4. Organic search results

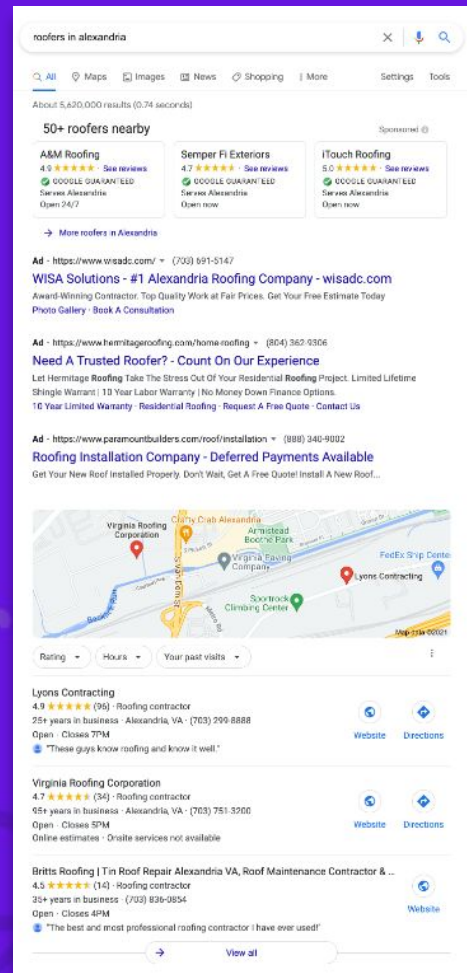
Your goal is to show in the TOP 3 results on the map.



Guaranteed Ads

Search Ads

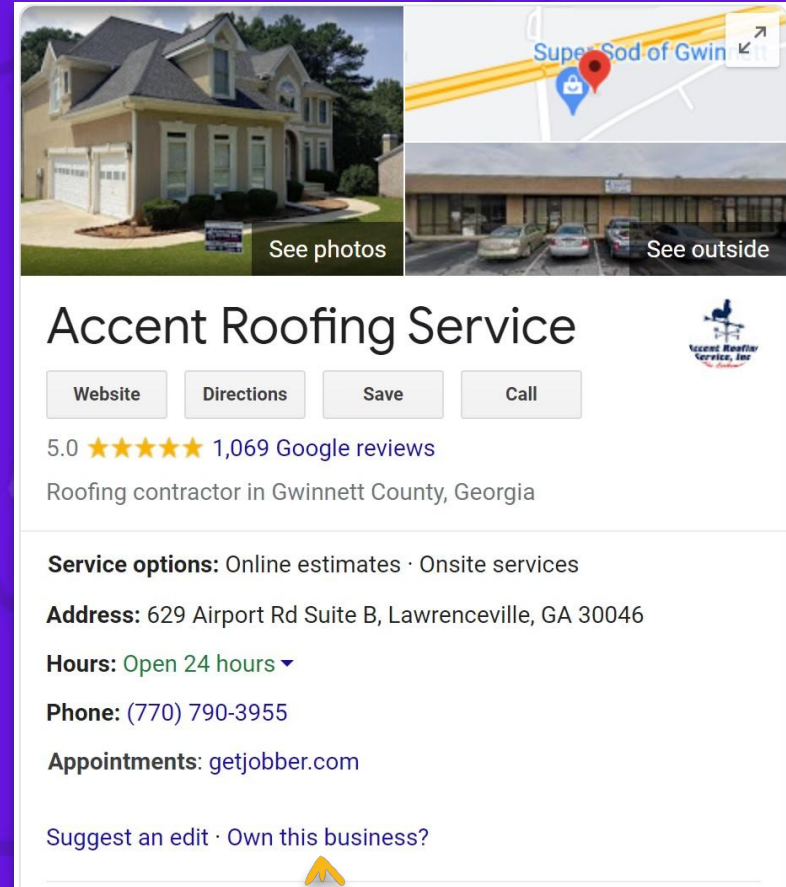
Google Map Results



How to check and claim your listing.

Here's how to check if your business is set up:

1. Try a quick google search of your company, see your listing on the right?
2. Claim it by selecting "Manage this listing" or visiting google.com/business.



2

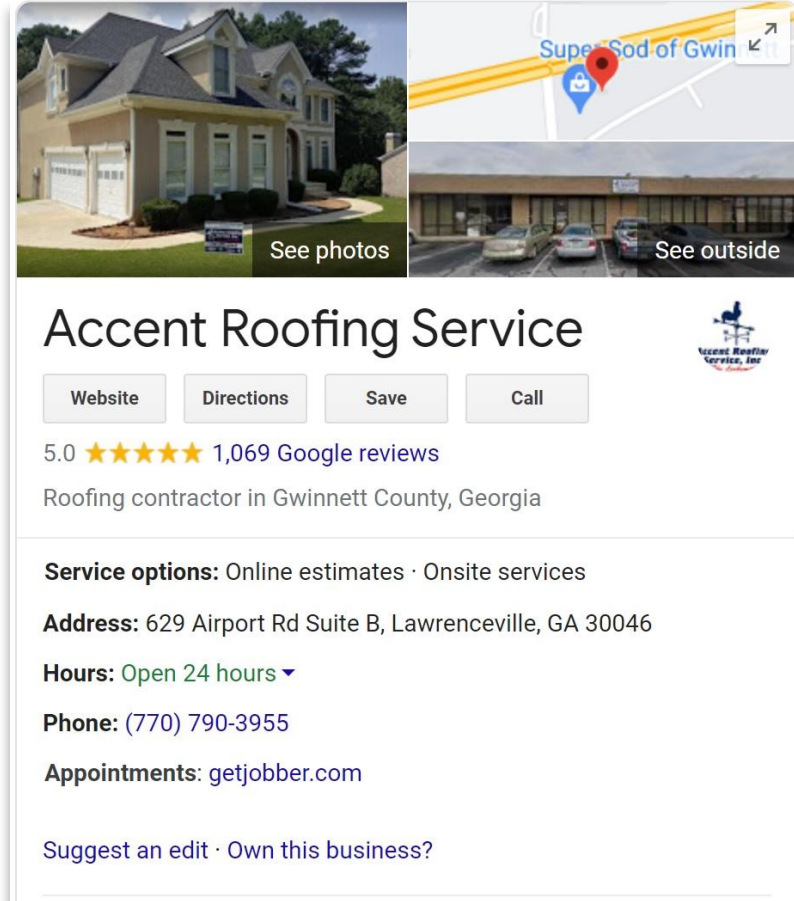
3 Factors that Help You Show Up 1st in Maps & Search

Prominence

How legit are you? Google takes over 200 ranking factors into their algorithm to determine what companies show up on local listings.

These include:

- **Web Properties** – How long have you had an online presence?
- **Social Profiles** – Be sure to link your social profiles on your website and Google listing.
- **NAP Consistency** – Consistent contact information across all locations on the web are important.
- **Reviews** – Google takes into account the quantity and quality of your reviews.



Relevance

What do you do?

Optimize your profile to tell people exactly what you do.

Be specific

Make sure you list accurate categories for your business.

Optimized GMB

Be sure to list relevant services you provide.



Proximity

Location


Make sure you include your companies main address, in the format that's listed on Google Maps.

Service Areas

You can also include areas you service for broader coverage.

Your goal is to optimize GMB so that you show up in the largest relevant area possible.





Checklist to Show Up 1st in Google Search & Maps

Set Up & Optimize

google.com/business

- 1 Pick a NAP and stick to it
- 2 Complete your Business Info
- 3 Turn on *Preview Call History*
- 4 Turn on Messaging
- 5 Link to your website's location pages
- 6 Get a NAP and/or Ranking Report



Name, Address, Phone Number (NAP)

Go with what Google says!

Consistency is important

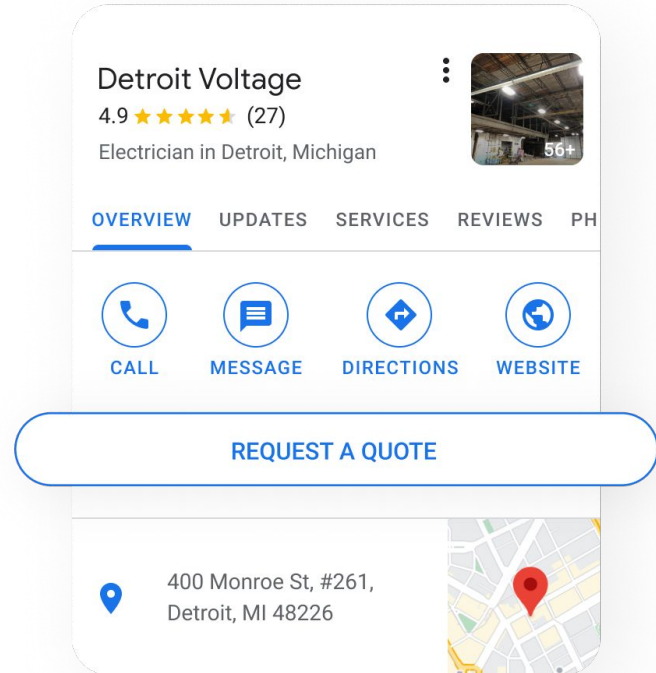
Make sure the format of your company name, address, and phone number is consistent across all of your web pages.

Textable Phone Number

A textable phone number not only helps leads get in contact with you, but they can message you directly from your Google listing.

NAP Report: Bright Local or MOZ

A NAP Report will help you check all of the places your business is listed on line in one report.





Complete Your Business Info

1. **Business Categories**

Include as many as you can (up to 10), and set the “Primary Category” as your main service, i.e. *Roofing Contractor*

2. **Services**

More detailed examples of your category, i.e. *roof replacement, roof repairs, roof cleaning.*

3. **Business Description**

4. **Hours**

Expand beyond office hours. If someone searches 9pm, Google will give preference to companies “open” then.

5. **Service Areas (up to 20)**

6. **Website**

7. **Appointment Link**

Link directly to a service calendar, quote request page, contact page, etc.

8. **Attributes**

Attributes include online estimates, online quotes, etc.

9. **Photos**

Try 10 to start, update these as often as possible.

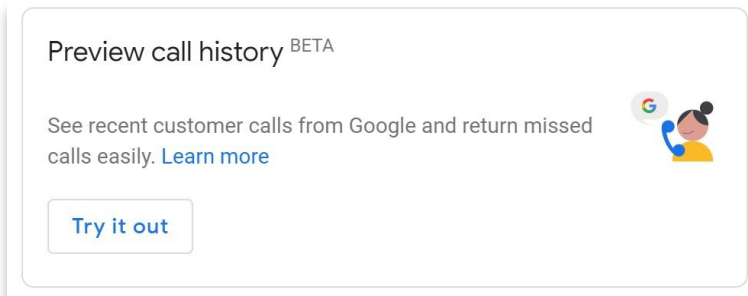




Turn On Preview Call History

From the *Home* menu in your GMB dashboard...

Your normal business phone number will show, but when people click it Google forwards the call so you can track on your dashboard or GMB app how many calls you received.



How it works



Customers calling your business from Google will be connected through a unique forwarding number.

[Learn more](#)

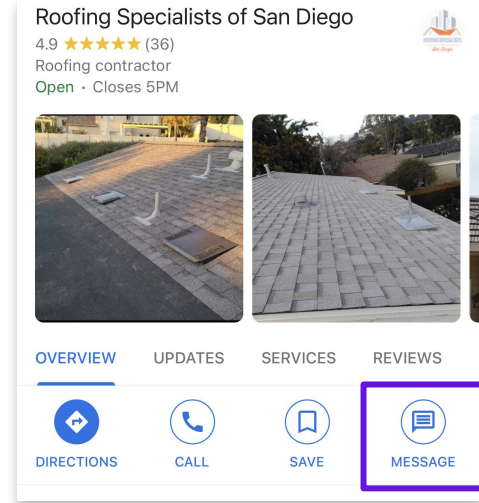
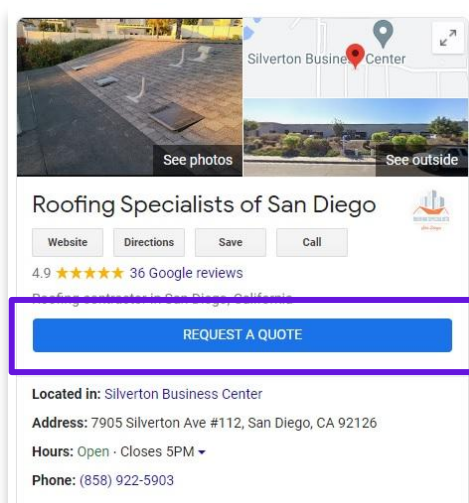
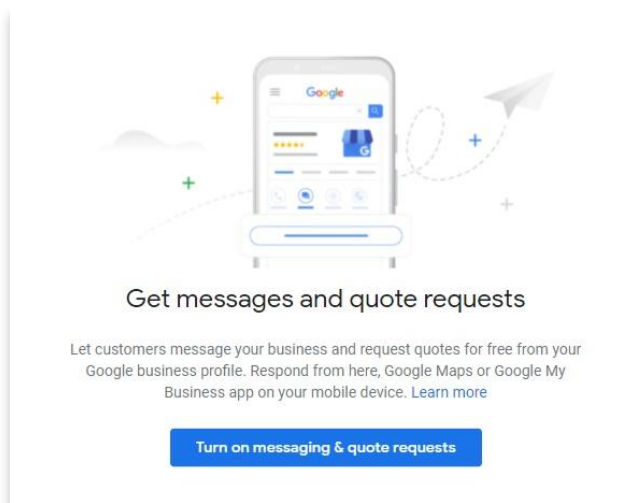
[Turn on call history](#)

[Cancel](#)



Turn On Messaging

Available on the GMB app via phone or iPad. As a company owner or admin you can review and respond to messages right in the app.



Use Reporting for Consistency

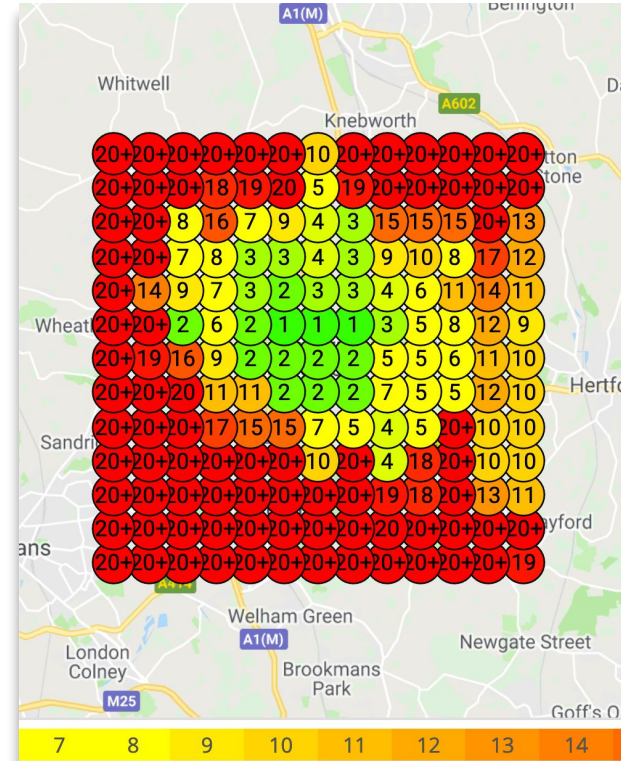
NAP Report

Use Bright Local or MOZ to compare your NAP across the web. (free trials available)



Ranking Report

Use Local Viking or Local Falcon to see where you rank in google maps. (free trials available)





Weekly Checklist

It's not “set it and forget it!” Make sure you're doing these things consistently.

- Post 2 photos per week
- Create 1 GMB post per week
- Reply to Google reviews
- Answer any questions
- Review your insights
- Review your ranking report
- Monitor and fix any NAP issues

**Schedule 1 Hour Weekly to
check in on your GMB listing.**

*Remember, this isn't an overnight
process. Chip away at every week
and consistently see improvement*



3

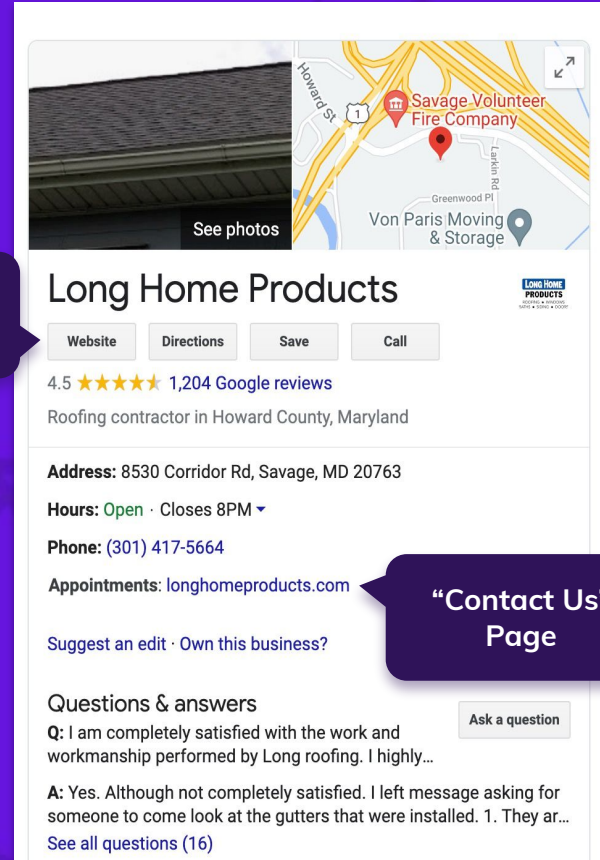
Get That
Appointment!

Direct traffic to the right page

When leads come in from top of funnel searches, i.e. “roofing in Arlington,” you can direct where they go by using custom links to your contact page.

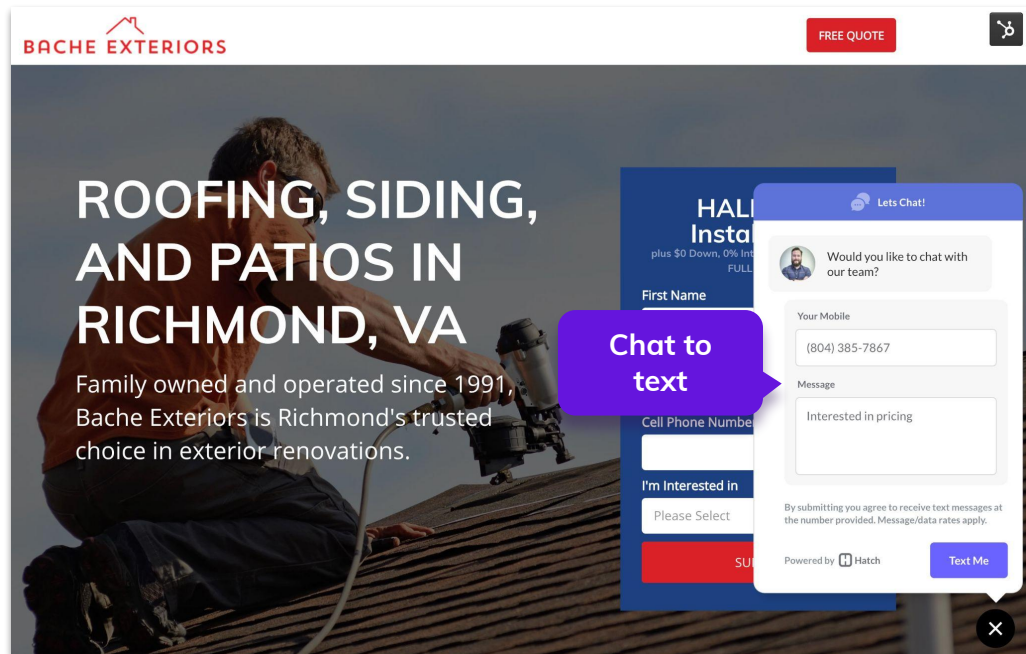


Your Home Page



“Contact Us” Page

Follow-Up!



Once you convert a lead on your website it's important to **follow up as soon as possible**. We recommend including web chat on your website as another way for clients to easily get in touch with you.

Better yet, **use a chat box that goes directly to text** so you can engage when offline, and follow-up after the user leaves your site.

Automate when possible

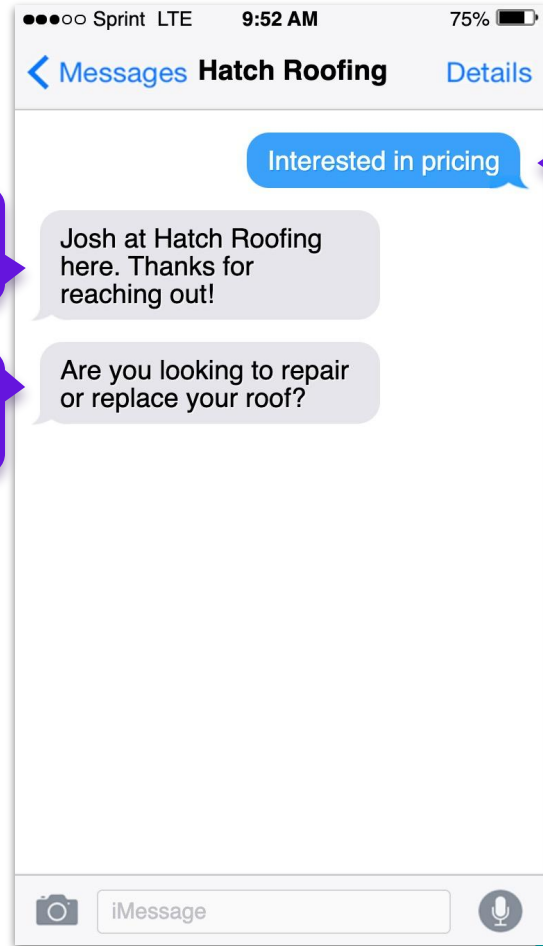
Make sure that your outreach is automated because chances are they're looking at multiple quotes. If you're the first to get to them you have a greater chance of closing.

GMB messaging allows you to set up automated replies to inbound messages.

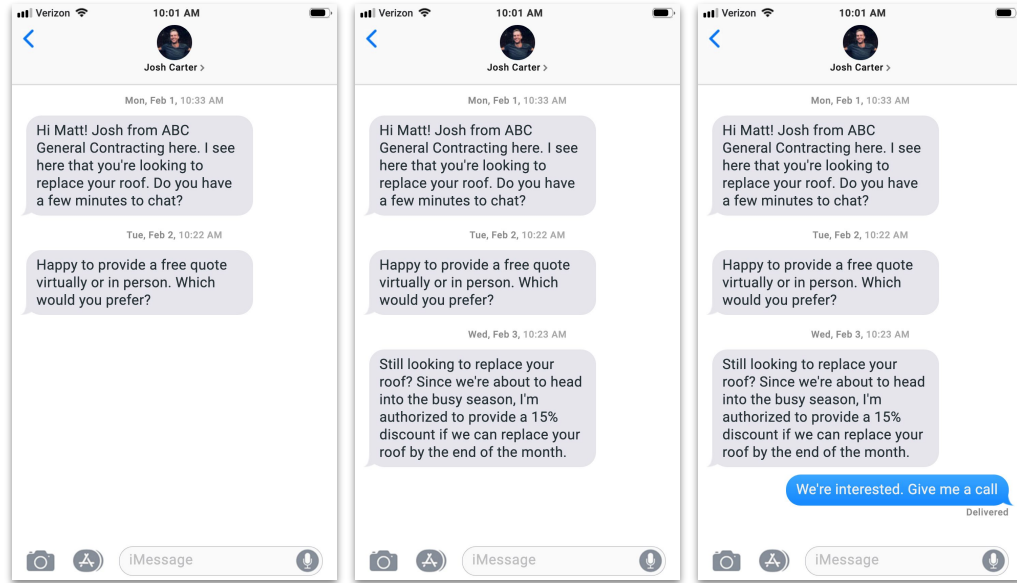
Automated response

Follow up ASAP

Inbound text from chat



Apply a Follow-Up Strategy



Often times contractors might reach out once, get no response, and it sits in the ether of their CRM. Maybe they'll reach out one more time, or send a newsletter at some point, but there's no real plan for following up.

We've found **it often takes 2-3 follow-up text messages to get a response.** It's important that if they don't respond the first time, follow up with text, email, and voicemail.

Ask direct questions to entice a response.



You are

7x more likely

to set an appointment if you
respond to a new lead in

1 hour vs 2 hours

Harvard Business Review

The Power of Texting Over Calling

97%

of consumers
ignore calls from
unknown numbers

63%

of Google
searches are on
mobile devices

95%

of texts are
read within
3 minutes

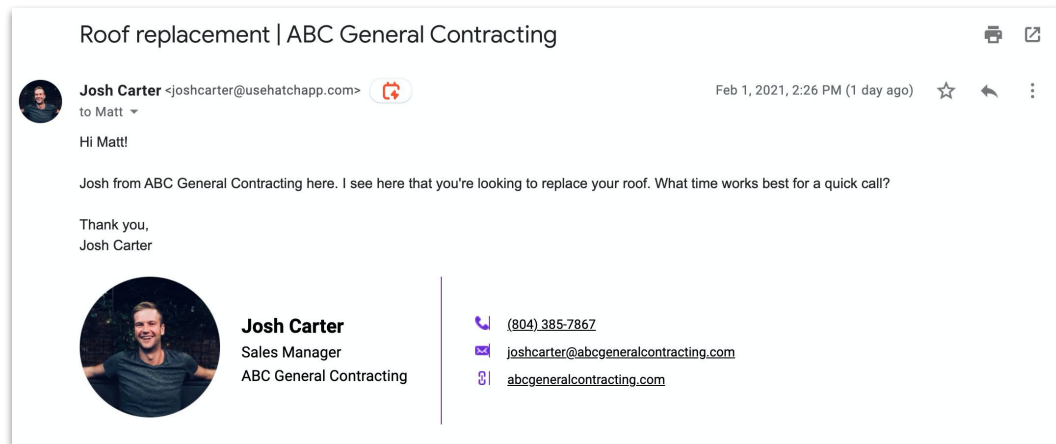
Example Follow-Up

When a user clicks on your ad and fills out the lead form, you'll want to **respond immediately** via text, email, and voicemail.

Depending how they respond, you'll know how they want to communicate moving forward!

Keep it super conversational, referencing them personally and the ad or message directly.

Most users on Facebook are using their phone, so **texting is crucial to immediate engagement**.





What if Leads Don't Respond?
**Follow-Up With
Texts, Emails, and Voicemails**

Playbook to Set 20% More Appointments

Touch 1
Day 1 - Lead Comes In

Touch 2
Day 2

Touch 3
Day 4 - Special Offer

Touch 4
Day 7 - The Breakup

Text



Email



Call or
Voicemail



The Follow-Up | It Works

1

February 13th, 2021

35

Mark Groveman 11:48 AM QUINSTREET

Weldon, it's Mark with Bath Fitter. I got your information from the form you submitted and I wanted to get you scheduled for an appointment or answer any questions you have. How can I help?

2

February 18th, 2021

35

Mark Groveman 11:15 AM QUINSTREET

Weldon, it's Mark with Bath Fitter again. I want to make sure I get you a quote - have you started your project yet? How can I help?

3

February 19th, 2021

35

Mark Groveman 9:06 AM QUINSTREET

Weldon, it's Mark with Bath Fitter - I had a note to follow up and book some time to get you a quote. Does something closer to the end of the week work?

WR

Weldon Russell 11:01 AM

...it let me know what day you can come

SY

Steve Youmans 11:04 AM

Weldon, we have a 1:00 pm available next Thursday 2/25th. How does that sound?

WR

Weldon Russell 11:05 AM

...that sounds good some come over before then call me

SY

Steve Youmans 11:06 AM

You got it Weldon. Have a great weekend.

Message Content



Send

SOLD! – \$5,800

The Follow-Up | Automate It!

The screenshot shows a marketing automation interface for a campaign titled "Website Form". On the left is a dark purple sidebar with navigation icons: a home icon, a menu icon, a user icon labeled "S2L", a document icon labeled "R", and a list icon labeled "I". Below these are icons for a grid, a document with a checkmark, and a gear. At the bottom of the sidebar is a small profile picture of a group of people.

The main content area has a header with a back arrow, the title "Website Form", and a link "Need help with your campaign?". Below the header are two tabs: "Sequence" (active) and "In Campaign". A pink circular icon with "LN" is in the top right corner.

The "Sequence" view shows a vertical timeline of days from Day 1 to Day 8. Day 1 is highlighted with a purple border and a teal speech bubble icon. Days 2, 4, and 7 have icons for email, chat, and a third message type. Days 3, 5, 6, and 8 are empty.

The detailed view for "Day 1 at Launch" shows a message bubble with a teal speech bubble icon and the text: "Hi [Contact First Name]! This is Josh from Bache Exteriors. I saw you requested a quote on our website for new [Details details:Interest In]. Do you have a few minutes to chat?". Below the message is a "Snippets" dropdown menu. At the bottom of the day view is a grey bar with three icons (teal speech bubble, purple envelope, dark purple speech bubble) and the text "Select what type of message".

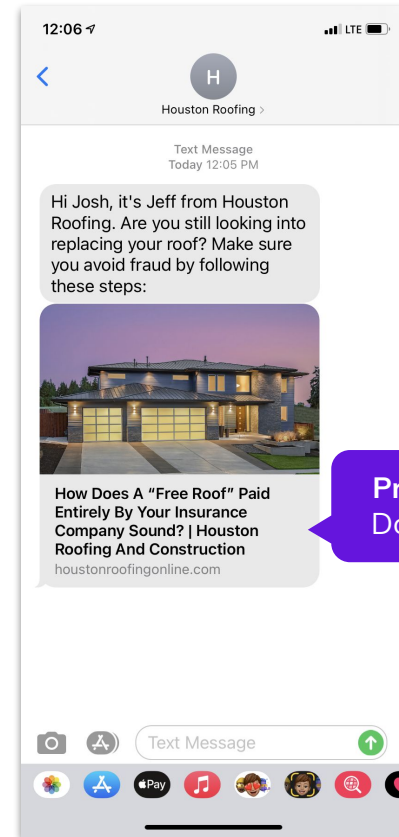
At the bottom of the interface are two toggle switches: "Send on Weekends" (set to OFF) and "Send on Holidays" (set to OFF). A purple button labeled "Update Campaign" is in the bottom right corner.

Dead Leads? Start Nurturing

Have leads that were just shopping around, in planning stage, or not ready to buy? They'll end up in your CRM. Pull all your dead leads now. **It's a gold mine, time to nurture!**

Do not push to sell them. Instead **Provide value to the homeowner, establishing trust and credibility** via useful content to keep the relationship alive.

It doesn't even have to be your content or something that takes time for you to create. It could just be a blog post or article from industry leaders.



Dead Leads? Start **Nurturing**

This is a high consideration purchase.

Stop selling! You had your presentation, resist the urge to keep selling and just remove risks.

Homeowners aren't looking to hire the best roofing contractor in their area, they just want to make a safe decision that's risk-free and not going to backfire.

One way to do that is **video testimonials**. They might not believe you, but it carries A LOT of weight when they see their neighbor talking about a great experience with your company.



Omaha Homeowners - Want to make sure you choose a roofing company that you can trust? Check out what your neighbors say about their experience working with us.



**ABC Roofing - Your Risk-Free Choice
for Exterior Renovations**

Delivering the service you deserve for over 20 years.

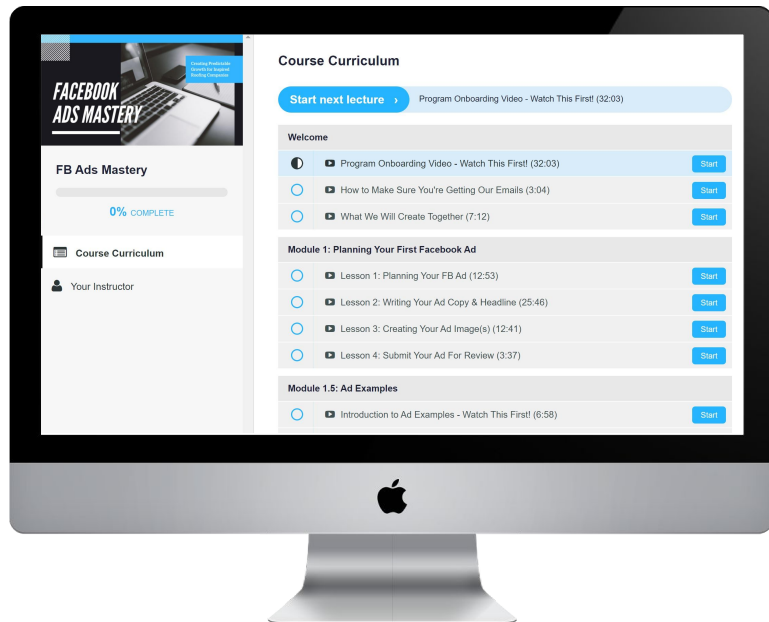
**Remove Risk
Don't Sell!**




Contractor Dynamics trains you you how to leverage digital marketing to create **predictable sales opportunities**.

- Position your company where people are searching for your services
- Deploy ads whenever you want
- Have complete control over your pipeline

contractordynamics.com/go





**Hatch helps roofing businesses
engage leads quicker and set more
appointments that result in sales with
text, email, and voice messaging.**

Check out usehatchapp.com and personally discover why roofing businesses trust us to help them achieve their business goals.





**Want to launch your very own
roofing sales follow-up
campaign from Hatch?**

[Click here to get started](#)