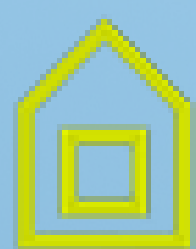




# ULTIMATE GOOGLE MY BUSINESS CHECKLIST

For Roofers



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# The Ultimate Google My Business Checklist for Roofers

By Chris Hunter, Chief Marketing Officer

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Howdy and welcome to the Ultimate Google My Business Checklist for Roofers! This actually started out as a training document for my employees to go by when setting up and optimizing GMB (Google My Business) accounts for our clients, but I decided to share it with the world since it's our core value to help grow roofing companies!

This checklist is meant to be a comprehensive and living document, meaning that we're going to update this guide at the beginning of each Quarter to keep it up to date since Google updates all the time, so be sure to keep checking back here.

Please feel free to email me directly with any questions you might have at [chris.hunter@roofingsites.com](mailto:chris.hunter@roofingsites.com)!

*P.S. - If you signed up for this, we'll send it to you as we update it. If you didn't sign up, send your email address to [chris.hunter@roofingsites.com](mailto:chris.hunter@roofingsites.com) and I'll get you on the list.*

Cheers!



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# The Ultimate Google My Business Checklist for Roofers

## Items Needed

### Business Information

- Business Name
- Business Phone (or tracking number)
- Business Address
- Operating Hours
- Business Description (170 characters. See templates below)
- Logo (250px x 250px)

### Photos

- Truck Photos
- Before & After Photos
- Office/Shop Photos
- Team Photos
- In process photos
- Photo for Cover (1080px x 608px)
- Profile Image (250px x 250px)

## Step One - (Claim & Verify Listing)

### Claim Listing (one of these)

- Create New Listing
- Claim an Existing Listing
- Request Ownership of a Listing

### Verify Listing

- By Postcard (longest wait time)
- By Text Message
- By Phone Message

## Step Two - Optimize GMB Listing

### Info Tab

#### Basic Information

- Add Business Name (try to get main keyword + city in it if possible)
- Add Business Category – “Roofing Contractor”
- Add Business Address
- Add Service Area (add all locations you’re willing to drive to)
- Business Hours (typically M-F 8am – 5pm)

#### Phone Numbers & Call Tracking

- Add Phone Number (call tracking number if you have it)

#### Profile Short Name

- Add your short name to claim it (tip – try to add your main city in just like in business name)

#### Website & Appointment URLs

##### *Properly Format URLs*

- Go to Existing Website and Copy URL

##### *Website URL*

- Paste Website URL (make sure if you’re site has https:// that it’s pasted into this area)

##### *Appointment URL*

- Add Contact Page or Get a Quote URL (same as above, copy and pasted it)

#### Business Attributes

##### *Amenities*

- Online scheduling (if it applies)

##### *Highlights*

- Whatever applies (typically Veteran-Led, Woman-Led, etc.)

#### Business Description

- Add your business description (up to 750 characters. Refer to templates)

#### Opened Date

- Add opened date

Photos (Add a few photos to start) – Tip, drive around town and take these photos with your phone.

Google picks up on meta data your phone embeds that includes locations.

- Truck Photo
- Before & After Photos
- Office/Shop Photos
- Team Photos
- In process photos

#### Advanced Information

##### *Store Code*

- Add your main City as store code

## The Ultimate Guide to Google My Business for Roofers

### Labels

- Add your main City as Label

### Google Ads Location Extensions Phone

- Add tracking number here if you have it. (Will only show on Google Ads)

### Services Tab

#### Roofing Contractor (add all that apply)

- Gutter Repair
- Gutter Installation
- Roof Installation
- Skylight Installation
- Roof Repair
- Attic Venting
- Roof Inspection
- Roof Damage Repair
- Skylight Repair

#### Add Custom Service

- Commercial Roof Repair
- Durolast Installation
- Residential Roofing
- Shingle Repair

### Photos Tab

Make sure you upload at least one of each of the following photos:

- Logo
- Cover (typically a nice picture of a house or one of your trucks)
- Video
- 360
- Interior
- Exterior
- At work
- Team

### Bookings Tab (GMB must be verified to complete this)

- Sign up with booking provider
- Choose booking provider (booking button appears a few days in listing)

### Messaging Tab (GMB must be verified to complete this)

- Install Google My Business app on your phone
- Turn on messaging inside of app (messaging button appears shortly)

## Website Tab

This will create a rudimentary website. There's not a lot of editing capabilities, but it's our thoughts to take up as many spaces a possible when a search is done for your service or company, so go ahead and fill this section out.

### Set up Website

- Click on Website Tab (GMB will create a shell website)

### Themes

- Choose Theme (something that matches company styling)

### Edit

- Header photo – add same cover photo as above
- Description – make main keyword + city
- Summary header – change to “About” + Business Name
- Summary Body – paste same description from Business description

### Photos

- Upload photos (same as above except logo and cover image)
- 

### Publish

- Click Publish button

## Users Tab

- Add employees as Site manager so they can help reply to messages on their phone. This is perfect for receptionist (admin staff) and/or sales staff.

## Reviews Tab (reply to all reviews, good or bad)

- Good reviews – see Good Review Templates. Be sure to mix them up.
- Bad reviews – see Bad Review Templates. Be sure to mix them up and try to be genuine.

## Step 3 – (Ongoing Work)

### Posts

#### *Standard (blog posts)*

- Add blog posts to your website blog and share them here on monthly basis. We suggest 1-4 blogs per month.

#### *Event (typically for home shows)*

#### *Offer (once per month)*

### Reviews

#### *Get more Reviews*

- Ask for them via In Person
- Ask for them via Email
- Ask for them via Text Message

#### *Respond to all reviews*

- Respond to Good or Bad Reviews within 24 hours (sooner the better). Use templates below.

## The Ultimate Guide to Google My Business for Roofers

### Q&A

- Add 4 Questions and Answers per month. Use Q&A templates below.

### Insights

- Check insights monthly. Look for trends in