



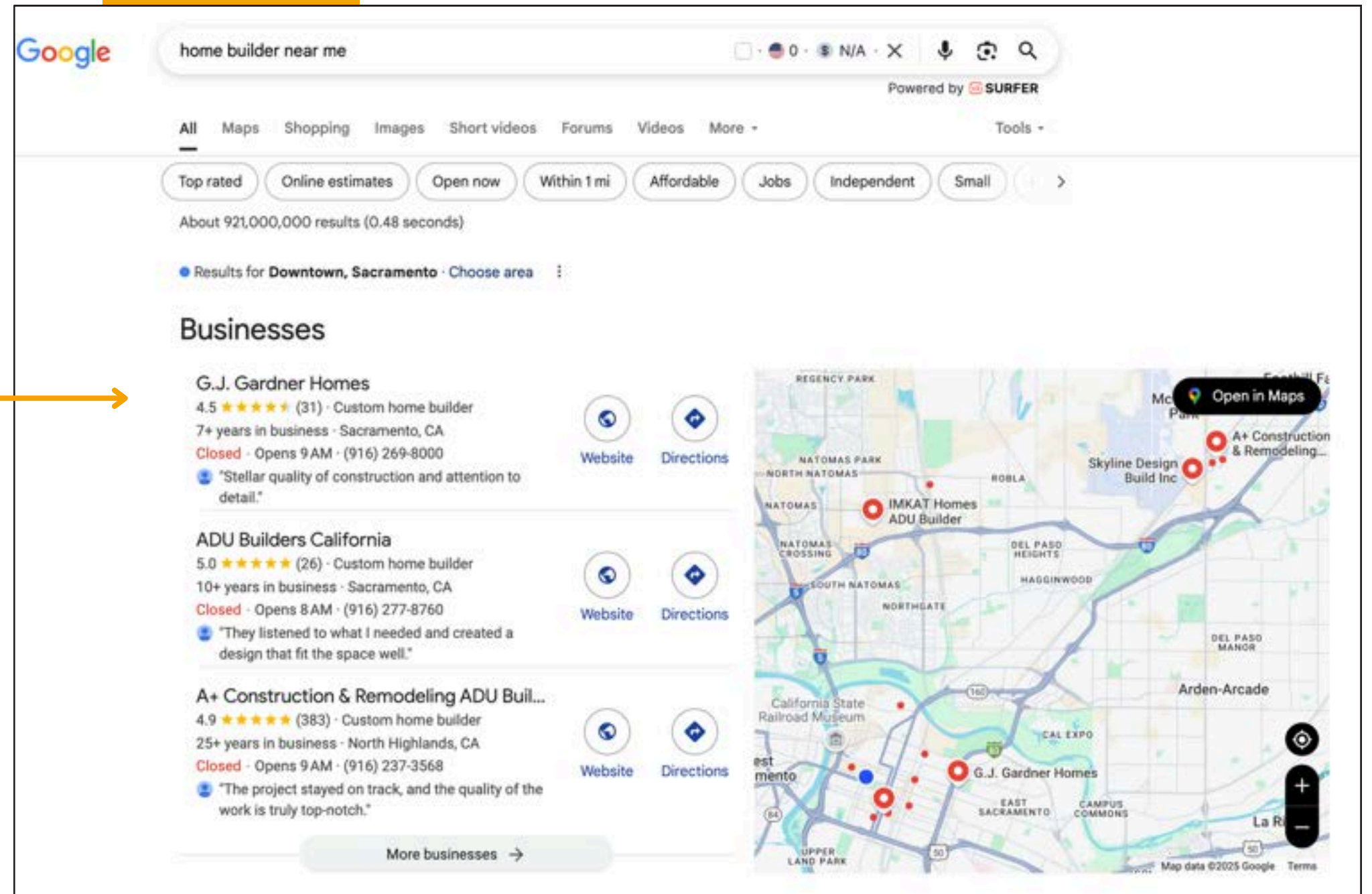
15 LOCAL SEO RANKING  
FACTORS FOR

# FOR CONSTRUCTION

If you are a home builder, renovator or contractor, follow this checklist to show up on Google higher than your competition.

# WHY IS THIS IMPORTANT?

**60-70%** of people are clicking on the **top 3 on maps**. This is directly connected to your Google Business Profile.







# 1. SET YOUR PRIMARY & SECONDARY GBP CATEGORIES

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- Choose the primary category associated with your business and be as specific as possible
- This helps Google know what you do.
- For secondary categories you can be more specific with specific services

Business category

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

Primary category

Home Renovator

Additional category

Bathroom Renovation

×

[+ Add another category](#)

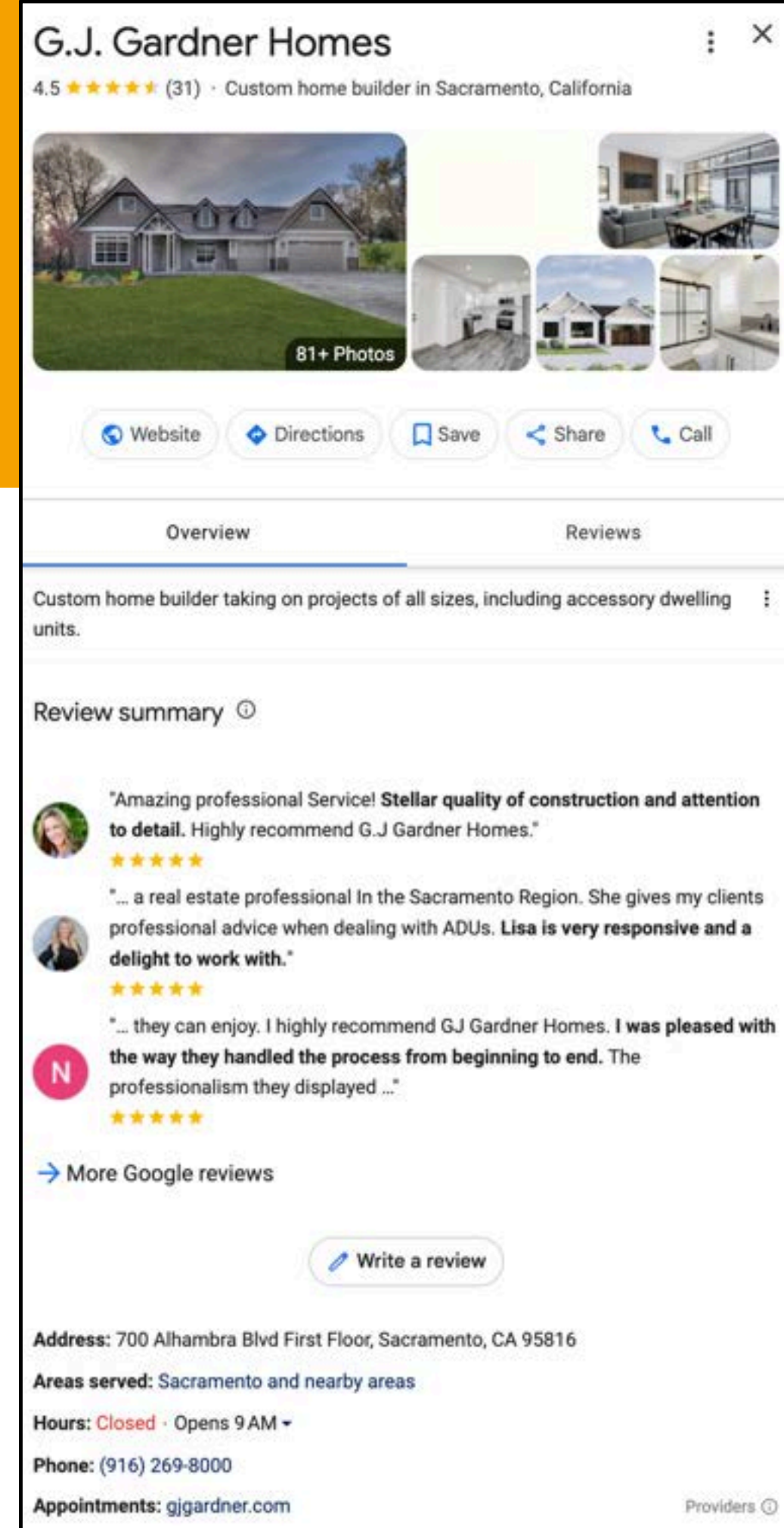
Save

Cancel



## 2. FILL IN ALL YOUR GBP DETAILS

- To look more reliable to prospects (and to Google) it's essential to fill in every part of your GBP
  - Name
  - Address
  - Phone
  - Website
  - Description
  - Photos
  - Hours of Operation





### 3. REVIEW LISTINGS OF YOUR WEBSITE FOR CONSISTENCY

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- Ensure your business Name, Address, and Phone (NAP) are exactly the same across all platforms.
  - Website
  - GBP
  - Citation Sties: Yelp, Angie's List, BBB, Apple Maps, NAHB, etc.

✓ 123 Pine Lane  
Springfield, IL 62629

✓ 123 Pine Lane  
Springfield, IL 62629

✗ 123 Pine **Ln.**  
Springfield, IL 62629

## 4. LIST YOUR BUSINESS HOURS

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- Google prioritizes businesses that align with user intent. If someone searches for a service during specific hours, GBP hours help Google match your business to those queries.

### Business hours

Hours 

Open with main hours

Sunday	Closed
Monday	9:00 AM–5:00 PM
Tuesday	9:00 AM–5:00 PM
Wednesday	9:00 AM–5:00 PM
Thursday	9:00 AM–5:00 PM
Friday	9:00 AM–5:00 PM
Saturday	Closed

## 5. LIST YOUR SERVICES

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- Getting clear on your services will help Google understand your offerings, increasing the likelihood of you appearing in relevant searches in your local area.
- If you require a quote putting a price is not necessary.
- Be as descriptive with as many relevant terms as possible.

Service

Room Additions

Price

Service price (USD)

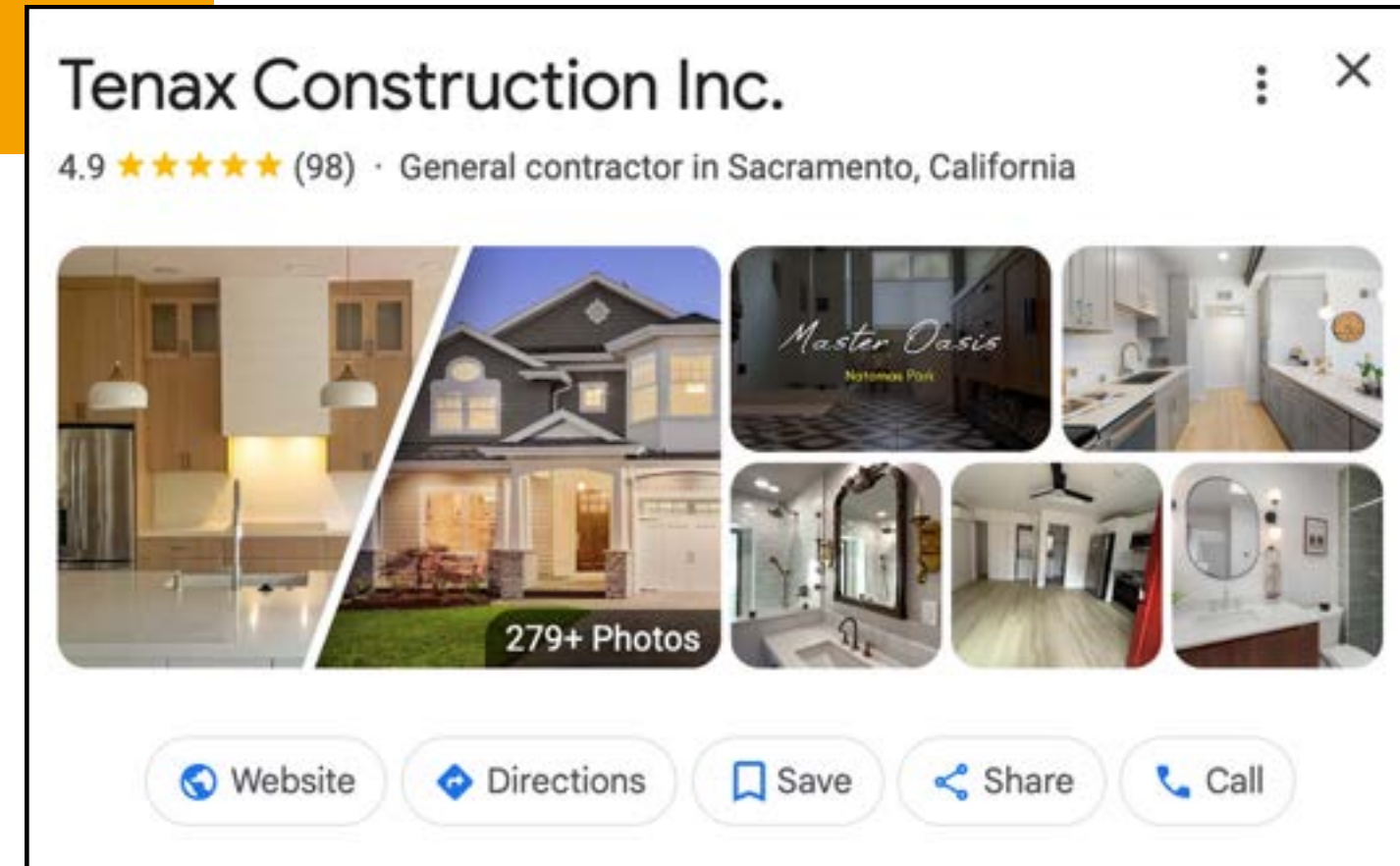
Service description

Transform your home! We specialize in building, high-quality home additions designed to your needs. From extra bedrooms to spacious living areas, or a luxurious sunroom, our team handles every step—permits, construction, and finishing—with precision and care.

## 6. POST HIGH-QUALITY PHOTOS & VIDEOS

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- People want to see your work!
- Post regularly (at least once a week)
- Don't overthink this. While photos should look great, you don't need to hire a professional photographer.
- Use your smart-phone and Geo-tag your photos to add local signals to boost your local rankings.





## 7. CREATE Q&A CONTENT

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- By listing potential questions your audience might have, Google will prioritize your profile.
- Incorporate local relevance into your answers.
- Try to answer common questions people ask when searching for services like yours.

### ← Frequently asked questions



Suggest questions people can ask your business when they start a chat. Then set up automated responses to those questions.

[+ Add a question](#)

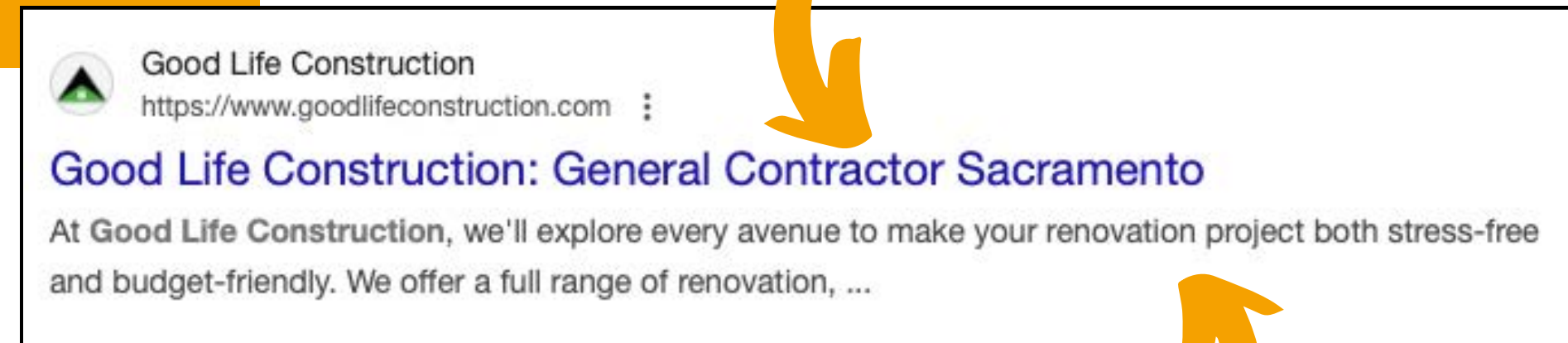
Do you offer free estimates on your home renovation projects?

Absolutely! We provide free, no-obligation estimates for all home renovation projects in Springfield, IL. Schedule yours today to discuss your ideas and budget.

## 8. OPTIMIZE WEBSITE TITLE & META DESCRIPTION

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- Google prioritizes page titles that have content that match local search queries. Be sure to include your name, what you do and your primary location.
- Create a meta description that summarizes your services and ends with a strong call-to-action.



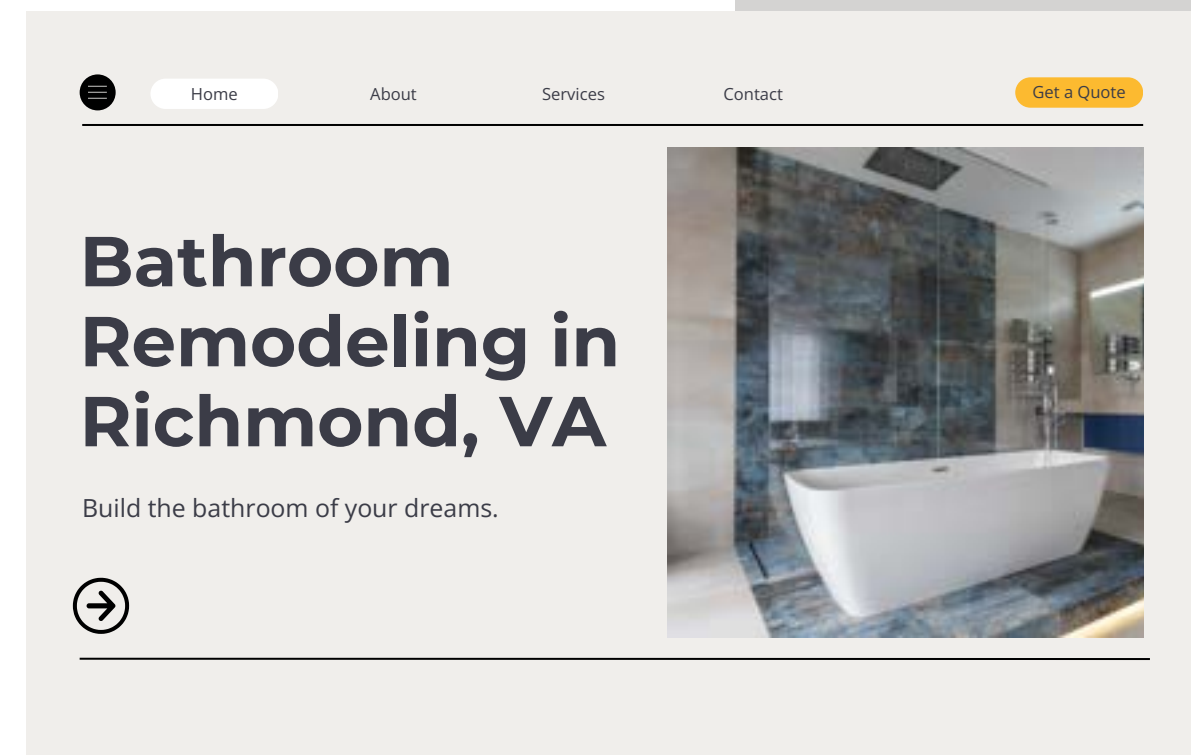
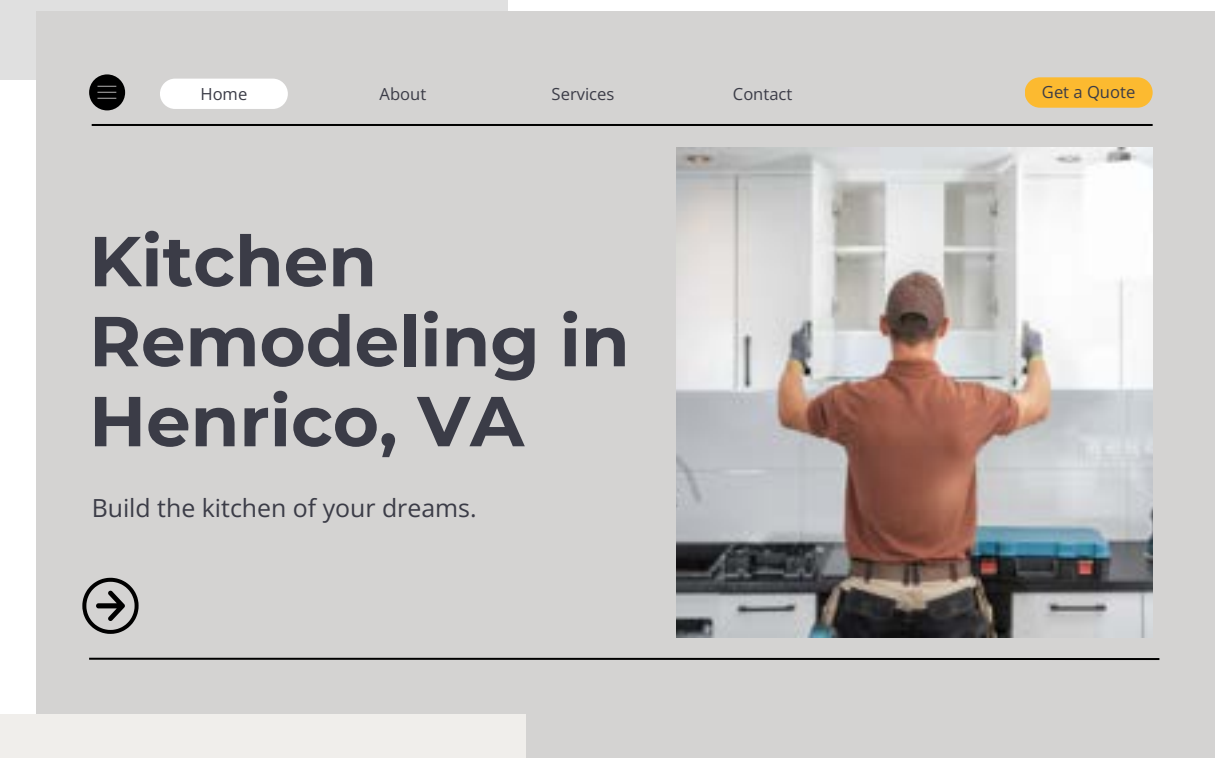
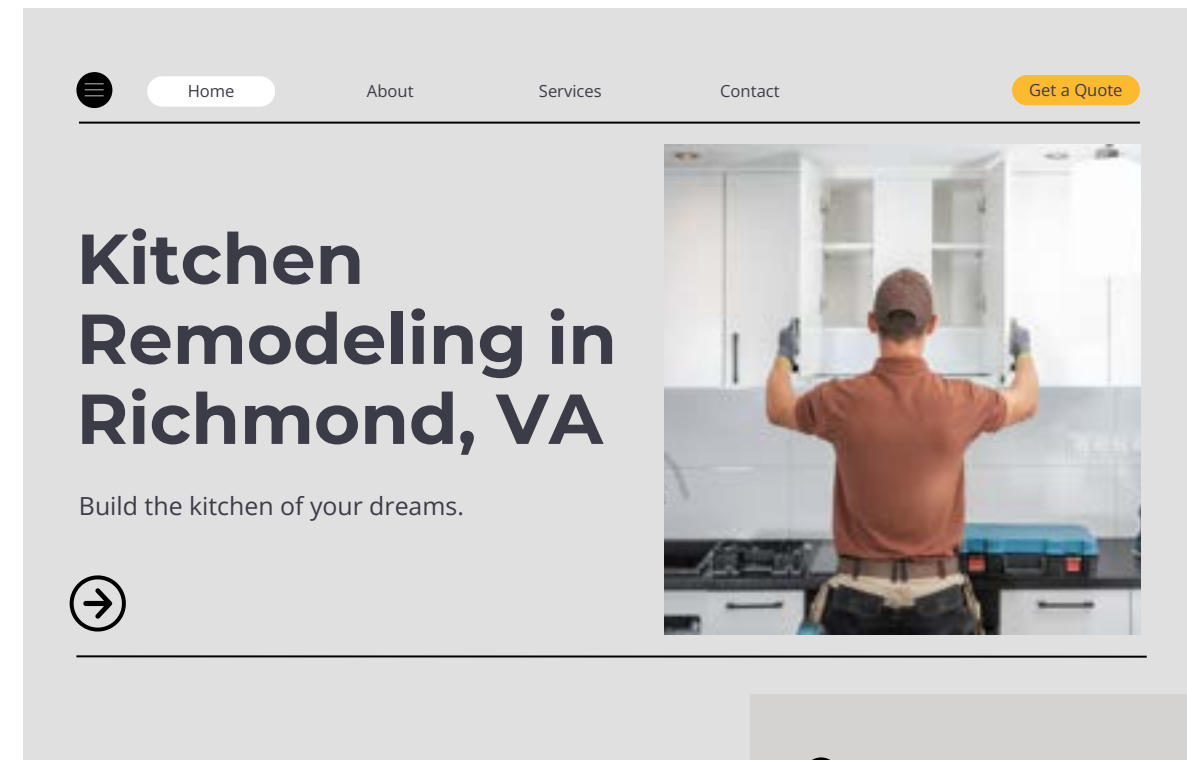
Page Title

Meta Description



## 9. CREATE DEDICATED SERVICE & LOCATION PAGES

- Create separate website pages for each main service or target area.
- This helps customers find you when searching for specific services.
- A single page with all services confuses Google's ability to match content to search intent.
- Separate pages let Google show the right content to searchers with specific needs.
- Make sure each page has unique content (besides just the headline) to Google sees each page as different



## 10. GET GOOGLE REVIEWS

- Google uses review quantity, quality (star ratings), and recency to assess your business's credibility. Higher-rated businesses with more recent reviews often rank better in local searches
- 67% of people who are hiring read reviews before contacting you.
- Create a system that regularly get's reviews (weekly if possible).
- When asking for reviews ask customers to be specific in the services you provided so Google sees those keywords.

### Good Life Construction

3720 Madison Ave Suite #250, North Highlands, CA 95660, United States


[Write a review](#)

4.9 ★★★★★ 276 reviews ⓘ

✓ All dry rot 36 estimate 29 paint 21 bid 18 +6


Sort by

✓ Most relevant Newest Highest rating Lowest rating


 **Vicky Langer**  
Local Guide · 7 reviews · 11 photos

★★★★★ a week ago **NEW**

Serge was completely awesome throughout our project which involved a leaky kitchen window that ended up being from a window leak on the second floor which required stucco removal, dry rot repairs, and window replacements. Their costs were ... [More](#)




👍 🔄

 Good Life Construction (Owner)  
a week ago

Thank you for your generous feedback, Vicky. We're pleased to hear about your positive experience with our team at Good Life Construction. Your insights as an HOA Manager are truly valued.

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 **Sarah Milchen**  
4 reviews

★★★★★ a week ago **NEW**

I had an amazing experience working with Good Life Construction. Tim and Pete were incredibly helpful throughout the entire process communicative, professional, and genuinely great to work with. They made sure I understood every step, ... [More](#)





## 11. GET LISTED ON MAJOR DIRECTORIES (CITATIONS)

- Get your business appearing on well-known listing directories.
- Make sure your name, address, phone (NAP) is consistent across directories or else this might have a negative effect.
- Citations help increase your websites domain authority driving more traffic to your business.

## Top Business Listing Sites

Citation Site	Domain Authority
Google Business Profile	100
Apple Business Connect	99
LinkedIn	99
Facebook	94
Yelp	93
Instagram	93
Bing Maps	93
Trust Pilot	92
Foursquare	91

## Top Contractor Listing Sites

Citation Site	Domain Authority
Houzz	89
Home Advisor	78
Porch	77
Build Zoom	60
Networx	58
Hipages	55
HomeStars	54
Homify	53
Guild Quality	51

## 12. REMOVE OR REPORT SPAM LISTINGS

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- Competitors or bots create fake/duplicate business profiles to manipulate rankings or mislead customers.
- Spam listings confuse customers and hurt your local search rankings.
- Search for spam on Google Maps and directories. Report fakes to Google or flag duplicates on other listing sites.





## 13. GET QUALITY BACKLINKS

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- Why It Matters: Quality backlinks from trusted sites to boost your site's authority and local SEO rankings.
- Join NAHB or NARI to gain backlinks from their member directories.
- Engage in local sponsorships, join business associations, contribute guest posts on local blogs, or ask partners to feature your website link on their site.



## 14. HAVE A PHYSICAL ADDRESS IN TARGET CITY

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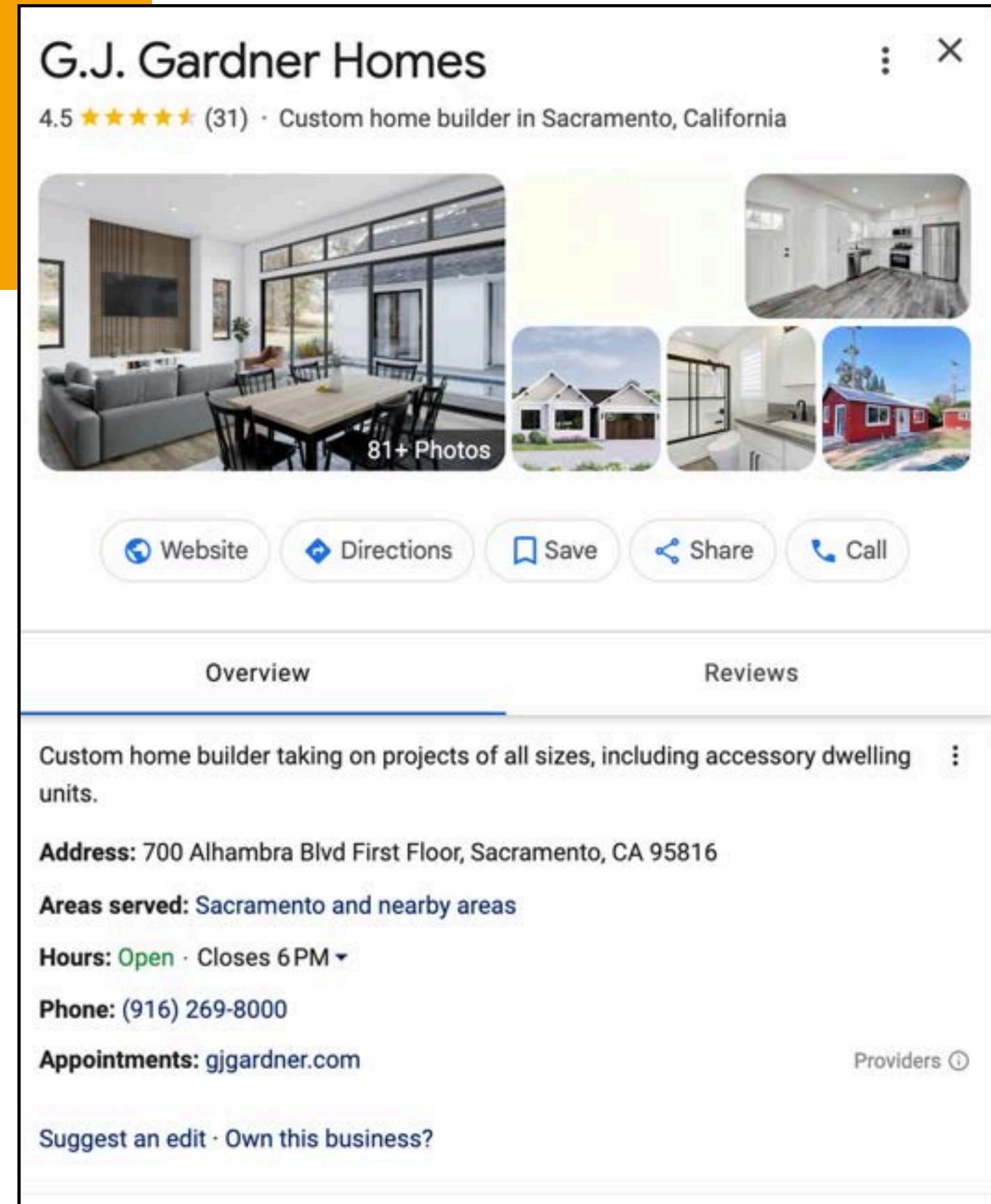
- A physical address in your target city signals to search engines that your business is local, boosting rankings in local search results.
- PO boxes don't count as they lack geographic specificity.
- Use a verifiable physical address (office, showroom, or job site) in your target city for Google Business Profile and citations.





## 15. GET A 2<sup>ND</sup> ADDRESS IF IT MAKES SENSE

- Google favors businesses near the searcher's location, as proximity signals relevance. A single Google Business Profile (GBP) may not reach distant areas.
- To target broader regions (e.g., 20-30 miles away), set up a second GBP using a legitimate physical location like a virtual office at a verifiable office address, per Google's guidelines. Create local landing pages on your website for nearby cities.





# NEED HELP RANKING #1?

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**60-70% of local search clicks go to top spots.**

Without a great setup and ongoing optimization, your builder or renovation business is losing. OneCity Digital is here to help you win.

- **Set Things Up Right:** Perfect Google Business Profile and citations to dominate local rankings.
- **Stay Ahead with Optimization:** Weekly GBP posts, reviews, and content keep you visible.
- **Outshine Competitors:** Consistent updates ensure you grab leads rivals miss.
- **We Deliver Results:** Flawless setup, engaging content, premium backlinks, and monitoring.

**CONTACT US TODAY!**

**[matt@onecity.digital](mailto:matt@onecity.digital)**

**434-610-1215**

**<https://www.onecity.digital>**





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Be #1 in Your City.**