

SIGNAL PEAK DIGITAL

The Contractor Marketing Playbook

Everything you need to market your contracting business online.
From SEO to ads to reviews — the complete guide.

Introduction

You're great at what you do. Roofing, HVAC, plumbing, electrical, landscaping, painting — whatever your trade, you've built real skills through years of hard work. But being the best doesn't matter if nobody can find you.

This playbook is the complete guide to marketing your contracting business online. It covers everything from Google Business Profile optimization to SEO, paid ads, review generation, website best practices, and social media — all written specifically for contractors and home service businesses.

You don't need a marketing degree to use this. Each chapter gives you clear, actionable steps you can implement yourself or hand to a marketing partner to execute for you.

Chapter 1: Your Online Foundation

Before you spend a dollar on marketing, you need three things in place:

1. A Google Business Profile (fully optimized)

Your GBP is your most important digital asset as a contractor. When someone searches 'plumber near me,' Google shows the Map Pack first — three local businesses with ratings, hours, and contact info. If you're not in that pack, you're invisible to nearly half of all local searches. Download our GBP Optimization Checklist for the full step-by-step process.

2. A professional website

Your website is your 24/7 salesperson. It needs to load fast (under 3 seconds), work perfectly on phones, clearly explain your services, show your service area, display reviews, and make it dead simple to call or fill out a form. Every page should have a clear call-to-action.

3. Consistent NAP data

NAP stands for Name, Address, Phone. Your business name, address, and phone number must be identical everywhere online — your website, GBP, Yelp, Facebook, Yellow Pages, Angi, and every directory listing. Inconsistencies confuse Google and hurt your rankings.

Chapter 2: Local SEO for Contractors

Local SEO is how you get your business to show up when people search for your services in your area. It's the single most cost-effective marketing channel for contractors because it targets people who are actively looking for what you offer.

Keyword strategy

Focus on 'service + location' keywords. Examples: 'HVAC repair Dallas,' 'roof replacement Phoenix,' 'plumber near me.' These are high-intent keywords — people searching them are ready to hire. Use tools like Google Keyword Planner (free) or Ubersuggest to find volume estimates.

On-page SEO

Every service page on your website should target a specific keyword. Include it in the page title, the H1 heading, the first paragraph, at least one H2 subheading, and the meta description. Don't stuff it — write naturally, but be intentional about placement.

Service area pages

Create individual pages for each city or area you serve. A roofing company in the Dallas metro should have pages for Dallas, Fort Worth, Plano, Frisco, Arlington, etc. Each page should have unique content about that specific market — not just the city name swapped out.

Citations and directories

Submit your business to 50+ local directories with consistent NAP data. Key directories: Google, Bing Places, Yelp, Facebook, BBB, Angi, HomeAdvisor, Thumbtack, Nextdoor, Apple Maps, Yellow Pages, and industry-specific directories for your trade.

Link building

Links from other websites to yours are like votes of confidence in Google's eyes. Get links from local business associations, chambers of commerce, supplier directories, and local news sites. Sponsor a local event or charity and get a link from their website.

Chapter 3: Google Ads for Contractors

SEO takes 3-6 months. Google Ads gets you in front of customers today. For contractors, Google Ads is especially powerful because you're targeting people who are actively searching for your services right now.

Google Local Service Ads (LSAs)

LSAs appear at the very top of Google, above regular ads and organic results. They show your business name, rating, and a 'Google Guaranteed' badge. You only pay when someone contacts you through the ad. If you qualify, this should be your first paid channel.

Search Ads

Target high-intent keywords like 'emergency plumber [city]' or 'AC repair near me.' Start with a small daily budget (\$20-50/day), run for 2 weeks, measure cost per lead, and scale what works. Always send ad traffic to a dedicated landing page — not your homepage.

Budget guidelines

Most contractors should start with \$500-\$1,500/month in ad spend (separate from management fees). Track cost per lead religiously. If a lead costs \$30 and you close 30% at \$3,000 average job value, each \$30 in ad spend generates \$900 in revenue. That math works.

Chapter 4: Reviews — Your Most Powerful Sales Tool

88% of consumers trust online reviews as much as personal recommendations. For contractors, reviews aren't just nice to have — they're the deciding factor for most customers choosing between you and a competitor.

How to get more reviews

Ask at the right time — immediately after completing a job when the customer is happiest. Send a text or email with a direct link to your Google review page. Make it effortless. The easier you make it, the more reviews you'll get.

Handling negative reviews

Never argue. Always respond professionally within 24-48 hours. Acknowledge the concern, apologize for the experience, offer to make it right, and take the conversation offline. Future customers judge you more by how you handle complaints than by the complaint itself.

Review response template (positive)

'Thank you [Name] for the kind review! It was a pleasure handling your [service] in [city]. We take pride in [specific thing they mentioned] and appreciate you trusting us with your home. Looking forward to helping you again in the future!'

Chapter 5: Social Media for Contractors

Social media for contractors isn't about going viral. It's about building trust, showcasing your work, and staying top-of-mind with potential customers in your area.

What to post

Before-and-after photos of your work (most engaging content type for contractors), behind-the-scenes of your team working, customer testimonials, educational tips ('How to know when your roof needs replacing'), seasonal reminders ('Schedule your AC tune-up before summer'), and community involvement.

Which platforms matter

Facebook is #1 for contractors — it's where homeowners are. Instagram is great for visual trades (roofing, landscaping, painting). Nextdoor is underutilized gold — local recommendations drive serious leads. LinkedIn matters if you do commercial work.

How often to post

3-5 times per week on Facebook and Instagram. Quality over quantity — one great before-and-after post beats five generic 'Happy Monday' posts. Batch your content creation: take photos on every job site and build a library.

Chapter 6: Putting It All Together

Here's your action plan, broken into 90-day phases:

Days 1–30: Foundation

- Claim and fully optimize your Google Business Profile
- Build or update your website (mobile-friendly, fast, clear CTAs)
- Clean up NAP consistency across all directories
- Set up Google Analytics and call tracking
- Start asking every customer for a Google review

Days 31–60: Growth

- Begin local SEO work (on-page optimization, service area pages)
- Submit to 50+ business directories
- Start posting on social media 3x per week
- Launch Google Local Service Ads (if eligible)
- Publish your first 2 blog posts

Days 61–90: Acceleration

- Launch Google Search Ads with a test budget
- Build 5+ quality backlinks
- Publish 2 more blog posts targeting key terms
- Review and optimize all campaigns based on data
- Collect 5+ new Google reviews
- Evaluate results and scale what's working

Ready for expert help?

Signal Peak Digital specializes in marketing for contractors and home service businesses nationwide. Get a free audit and strategy session — we'll show you exactly where you stand and how to outrank your competitors.

getsignalpeak.com | (385) 288-1939
info@getsignalpeak.com