The Software Society

The Plumber's Google Checklist

Everything a plumbing business should have in place to show up when someone nearby searches for a plumber, and to turn that search into a call.

Work through it top to bottom. Each line is something Google, or a homeowner deciding who to call, checks before you ever hear about it.

01 Google Business Profile

Most calls from Google start here, in the map results, not on your website.

- [ ] **Verified and owned by you.** Not by a past employee, an old agency or a family member's email.
- [ ] **Primary category is "Plumber".** Add secondary categories only for work you actually do.
- [ ] **Service area lists the towns you serve.** Name them; a wide radius alone tells Google very little.
- [ ] **Hours are right, including emergency hours.** Holiday hours set before each holiday.
- [ ] **Every service is listed with a short description.** Water heaters, drains, leaks, sewer lines, whatever you do.
- [ ] **Real photos, added every month.** Your trucks, your team, finished jobs. Never stock photos.
- [ ] **Questions answered** in the Q&A, and a short update posted every week or two.

02 Reviews

Homeowners compare stars and recent reviews before they call. So does Google.

- [ ] **Ask after every finished job.** The day of the job, while it still matters to them.
- [ ] **Make it one tap.** Send your direct review link by text, not "find us on Google".
- [ ] **Reply to every review within two days,** good and bad, in plain words.
- [ ] **Never buy reviews or only ask happy customers.** Google removes them and can suspend the profile.

03 Name, address and phone, everywhere

Google cross-checks your business across the web. Mismatches make it less sure you are real.

- [ ] **The exact same name, address and phone** on your website, Google, Facebook, Yelp and every directory listing you have.
- [ ] **Old numbers and old addresses fixed** wherever they still appear.
- [ ] **Duplicate listings merged or removed.**
- [ ] **Listed on the directories your customers actually use,** with the same details and the same description.

04 Your website

The map gets you seen. The website decides whether they call you or the next plumber.

- [ ] **A page for every service you offer.** One page about "plumbing services" cannot rank for twenty different jobs.
- [ ] **A page for every town you serve,** written about that town. Copies with the city name swapped can be treated as spam.
- [ ] **Tap-to-call at the top of every page** and a short booking form people can see without scrolling.
- [ ] **Loads in about three seconds on a phone.** Most of your visitors are on one.
- [ ] **The search phrase in the right places:** page title, main heading, web address, image file names and image descriptions.
- [ ] **License and insurance shown,** along with real reviews and real photos.
- [ ] **Questions answered on the page** in plain words: cost factors, timing, what happens in an emergency.
- [ ] **Business details marked up for search engines** (structured data for your business, services and FAQs).

05 Pages people search for

Homeowners search their problem before they search for a plumber.

- [ ] **Answers to common problems:** a water heater with no hot water, a slow drain, a running toilet, a frozen pipe.
- [ ] **What affects the cost** of your main jobs, explained honestly.
- [ ] **Seasonal pages** before the season starts: frozen pipes, sump pumps, outdoor faucets.
- [ ] **Clear, direct answers near the top** of each page. AI search tools quote pages that answer plainly.

06 Know what is working

- [ ] **Calls tracked by where they came from:** Google Maps, your website, ads, referrals.
- [ ] **Google Analytics and Search Console** connected and checked every month.
- [ ] **Your map ranking checked across your whole area,** not just from your shop's address.
- [ ] **Every month:** new pages, new photos, new reviews, broken links fixed.

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