



Builder Brand
Marketing

Contractor

Marketing

Checklist



1

Website Essentials

Your website is your digital storefront. These are non-negotiables:

- **Clear Call-to-Action on every page**

“Request a Quote,” “Schedule an Estimate,” or “Call Now” should always be visible.

- **Mobile-friendly design**

More than half your traffic comes from phones.

- **Fast load time (under 3 seconds)**

Slow = lost leads. Test using PageSpeed Insights.

- **High-quality project photos**

Show transformations, not stock photos.

- **Service pages for each individual service**

Don't lump everything into one “Services” page. Google won't rank it.

- **Local landing pages for each city/town you serve**

(Only if you actually serve those towns — no spamming.)

- **Trust-building elements**

Reviews, certifications, warranties, financing options, insurance info.



2

Google Business Profile (GBP) Optimization

Your GBP is often the first impression homeowners see.

- **Accurate business info (name, address, phone, hours)**
- **Primary & secondary categories chosen correctly**
(This is one of the biggest ranking factors.)

- **Service list fully filled out**
- **Weekly posts added**

Project updates, tips, reviews, photos.

- **20+ high-quality photos uploaded**
Add new ones monthly.

- **Ask for reviews consistently**
And respond to every single one.

- **Turn on chat**
Homeowners expect fast communication.



3

SEO Foundations

Sustainable, long-term growth starts here.

- **Keyword research completed**

Know exactly what your ideal clients search for.

- **Every service has its own optimized page**

- **Internal linking connects all service pages & relevant content**

- **Optimize title tags and meta descriptions**

(With natural keywords, not keyword stuffing.)

- **Add helpful, expert-level content monthly with blogs**

Think “What homeowners need to know before...”

- **Track your rankings monthly**

Not daily — SEO takes time.



4

Social Media Activity

Not for going viral — for staying credible and active in Google's eyes.

- **Post at least once per week on:**

Facebook

Instagram

LinkedIn

Pinterest

Google Business Profile

- **Share project photos, FAQs, homeowner education**

- **Keep branding consistent across all platforms**

- **Make sure all profiles are fully optimized**

Bio, contact info, services, links.



5

Google Guaranteed (Local Service Ads) Setup

For most contractors, this is the fastest ROI.

- **Set up LSA profile completely**

Licensing, insurance, background checks, service areas.

- **Add project photos to your LSA profile**

Most contractors skip this. It helps conversions.

- **Respond quickly to incoming leads**

Speed = higher conversion + cheaper leads.

- **Track booked jobs from LSAs**

Turn data into smarter bidding.



6

Lead Tracking & Reporting

If you don't track it, you can't improve it.

- **Use call tracking numbers**

For website, ads, and GBP.

- **Every lead is logged**

Source + service + outcome.

- **Review monthly what's working and what's not**

- **Track form submissions and chat leads**

- **Track close rates**

Not just "calls" — actual revenue.



7

Reputation Management

Your online reputation affects every marketing channel.

- **Automate review requests**

Send them right after project completion

- **Respond to all reviews within 48 hours**

Yes — even the annoying ones.

- **Upload testimonials to your website and GBP**

- **Video testimonials (if possible)**

Huge trust builder.



8

Photo & Media Checklist

Good photos make or break conversions.

- **Always take before & after photos**
- **Capture wide, mid, & close-up shots**
(So you have more to use for content.)
- **Take photos in good lighting**
(Turn on lights — homeowners notice.)
- **Save everything in organized folders**
By date, location, and service.



9

Your Monthly Marketing Maintenance

Every month, ensure:

- **4–5 new GBP posts added**
- **1–4 new social posts added**
- **1 new blog post added**
- **5–10 new project photos uploaded**
- **Website checked for broken links or issues**
- **Ads reviewed + optimized**



10

Biggest Mistakes to Avoid

These kill your marketing faster than anything else:

- **Hiring a marketing agency that doesn't understand contractors**
Content will always be wrong.
- **Using stock photos**
Homeowners can spot them instantly.
- **Expecting overnight SEO results**
Slow and steady wins — always.
- **Ignoring LSA while chasing social media "growth"**
LSA is where the buyer intent is.
- **Not updating your Google profile**
Google rewards active businesses.



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Marketing

Want the Full Blueprint?

This checklist gives you the core basics.

But the **Builder Blueprint Strategy Session** gives you a personalized, step-by-step plan tailored to your business, services, brand, and market. Schedule a meeting with us!

👉 Ready to see how this applies to your business? Book your free Builder Blueprint Strategy Session today.