

FREE GUIDE FOR HOME SERVICES BUSINESSES

Invisible No More

The 7 Local SEO Signals Most Home Services
Businesses Miss — And How to Fix Them

Why great work and a Google listing aren't enough to rank on page one —
and the hidden signals your competitors don't know about.

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BEFORE WE START

Why Your Google Listing Alone Won't Cut It

You set up your Google Business Profile. You put in your hours, your photos, your services. You asked a few customers for reviews. And yet — you're on page two, or worse, invisible entirely. Your competitor with half the experience is showing up above you. What is going on?

The answer is that Google does not rank businesses based on their Google listing alone. It uses a web of signals from across the entire internet to decide who deserves to be shown first. This guide covers the 7 most important signals that most home services businesses never address — and shows you exactly how to fix each one.

46%

of all Google searches
have local intent

76%

of local searches result
in a business visit or call

TOP 3

map pack positions capture
75% of all local clicks

★ The core insight

Google is trying to answer one question: "Which business in this area is the most credible, consistent, and relevant for this search?" Every signal in this guide is evidence you submit to Google to answer that question in your favor.

1

NAP Consistency — Your Business Identity Online

NAP stands for Name, Address, and Phone number. Every time your business is listed anywhere online — a directory, a review site, a local blog, a chamber of commerce page — Google crawls that listing and compares it to what it already knows about you.

If your name is "South FL Pool Pros" on Google but "South Florida Pool Professionals LLC" on Yelp, and your address is missing a suite number on Angi, and your phone number changed six months ago and half the directories still show the old one — Google sees inconsistency. Inconsistency reads as unreliability. Unreliability kills ranking.

The NAP rule: exact match, everywhere

Your business name, address, and phone number must be letter-for-letter, character-for-character identical across every listing on the internet. "St." vs "Street", "Suite 4" vs "Ste. 4", (305) 555-1234 vs 305-555-1234 — these all create mismatches that quietly hurt your rank.

The 20 directories every home services business must be listed on:

Google Business Profile	Yelp	Facebook Business	Bing Places
Apple Maps	Angi (formerly Angie's List)	HomeAdvisor	Houzz
BBB (Better Business Bureau)	Thumbtack	Nextdoor	Chamber of Commerce
Yellow Pages (YP.com)	Superpages	Manta	Foursquare
Citysearch	MapQuest	Judy's Book	Local.com

★ Free tool: Whitespark or BrightLocal

Run a free citation audit at whitespark.ca or brightlocal.com to see every place your business is listed and flag any inconsistencies. This is your starting point before fixing anything.

2

Third-Party Review Sites as Trust Signals

Most business owners think Yelp, Angi, BBB, and HomeAdvisor are just for getting extra leads. They are — but they are also trust signals that Google weighs when deciding whether to rank you.

When Google sees your business consistently mentioned and reviewed across authoritative third-party sites, it interprets that as real-world evidence that you are a legitimate, active business. The more credible sites reference you, the more Google trusts you.

PLATFORM	WHY IT MATTERS TO GOOGLE	PRIORIT Y
Yelp	High domain authority; Google often surfaces Yelp results directly	High
BBB	Accreditation signals legitimacy and longevity to search algorithms	High
Angi / HomeAdvisor	Industry-specific authority; strong local SEO weight for home services	High
Houzz	Niche authority for remodeling, landscaping, interior trades	Medium
Nextdoor	Hyper-local trust signal; neighbor recommendations carry strong geo weight	Medium
Thumbtack	Active marketplace; reviews and completions feed local ranking signals	Medium

3

Local Link Building — Earning Neighborhood Authority

A "link" is when another website links to yours. In Google's eyes, every link is a vote of confidence. Local links — from websites in your city or region — carry extra weight for local ranking.

Local chamber of commerce: Most chambers list member businesses with a website link. Membership is often under \$300/year.

City and neighborhood blogs: Local news sites, HOA newsletters, and community blogs frequently feature local businesses.

Supplier and vendor pages: If you use a specific brand of equipment or materials, many manufacturers have "find a contractor" directories.

Sponsor local events: Sponsoring a youth sports team, school event, or neighborhood festival almost always earns a web mention and link.

Local charities and nonprofits: Donating services or sponsoring a fundraiser gets you listed on their donor pages.

4

Schema Markup — Speaking Google's Language

Schema markup is a small piece of code added to your website that tells Google exactly what your business is, what services you offer, where you are located, and what your hours are. Without it, Google has to guess. With it, Google knows — and businesses that help Google understand them rank better.

You do not need to know how to code to implement basic schema. Most website platforms (WordPress, Wix, Squarespace) have plugins or built-in tools that handle it. What matters is knowing what to include.

SCHEMA TYPE	WHAT IT TELLS GOOGLE	REQUIRED?
LocalBusiness	Your name, address, phone, hours, and business category	YES
Service	Each specific service you offer (e.g. "AC Repair", "Drain Cleaning")	YES
Review / AggregateRating	Your star rating and review count pulled directly from your site	Recommended
FAQPage	Common questions about your services; can appear directly in search results	Recommended
GeoCoordinates	Precise latitude/longitude of your service location	Helpful

Test your schema for free

Go to search.google.com/test/rich-results and paste your website URL. Google will show you exactly what schema it detects — and flag anything that is missing or broken.

5

Mobile Speed — The Ranking Signal Nobody Talks About

Over 70% of local service searches happen on a mobile phone. Google knows this — and it uses your website's mobile loading speed as a direct ranking factor. A site that takes more than 3 seconds to load on mobile is losing both visitors and ranking position simultaneously.

LOAD TIME	USER BEHAVIOR	RANKING IMPACT
Under 2 seconds	User stays, engagement high	Positive
2-3 seconds	Some bounce, most stay	Neutral
3-5 seconds	40%+ of visitors leave before page loads	Negative
5+ seconds	Nearly 3 of 4 visitors abandon immediately	Significant drop

★ Check your speed free

Go to pagespeed.web.dev and enter your website URL. Google will score your site and tell you exactly what is slowing it down — with specific fixes listed in order of impact.

6

Keyword Placement in Your Website Content

Google cannot rank you for searches it does not understand you are relevant for. If your website never says the words "pool cleaning Doral" or "HVAC repair Coral Gables" — how would Google know to show you when someone searches for exactly that?

Local keyword placement is not about stuffing your site with repetitive phrases. It is about strategically placing the right words in the right spots so search engines clearly understand your services and your location.

PAGE ELEMENT	WHAT TO INCLUDE	EXAMPLE
Page title tag	Primary service + city	"AC Repair Miami FL Arctic Air HVAC"
H1 heading	Service + location naturally worded	"AC Repair & Installation in Miami-Dade"
First paragraph	Service + city within first 100 words	"Serving Miami, Hialeah, and Doral since 2019"
Service pages	One page per service, each targeting a keyword	"/pool-cleaning-miami", "/pool-repair-hialeah"
Image alt text	Describe the image with service + location	"plumber fixing pipe in Boca Raton home"

7

Behavioral Signals — What Happens After They Find You

Google watches what users do after finding your business in search results. If someone clicks your listing and immediately hits the back button, Google interprets that as a negative signal. If they stay, call, or visit your site for several minutes, that is a strong positive signal.

Click-through rate (CTR): If your listing title and description are compelling, more people click. Higher CTR = stronger ranking signal.

Dwell time: How long a visitor stays on your site after clicking. Useful content, clear navigation, and fast load times all increase dwell time.

Direct searches: People searching your business name directly tells Google you are a known, trusted brand in the area.

Calls and direction requests: Clicks on your phone number and "get directions" in Google Maps are powerful local ranking signals.

Photo engagement: Listings with more photos — especially photos that get views — rank higher. Add new photos monthly.

Write for humans, optimized for Google

The best way to improve behavioral signals is to make your website and listing genuinely useful. Clear service descriptions, real photos of your work, obvious phone number placement, and fast loading all improve both user experience and ranking simultaneously.

BONUS TOOL

Your Citation Audit Template

Use this template to audit your top 20 directory listings. For each one, check whether your listing exists, verify that your NAP is exact-match accurate, and note any corrections needed. Aim to complete this audit within the next two weeks.

DIRECTORY	LISTED?	NAME CORRECT?	ADDRESS CORRECT?	PHONE CORRECT?	CORRECTIONS NEEDED
Google Business Profile	☐ Yes ☐ No	☐	☐	☐	
Yelp	☐ Yes ☐ No	☐	☐	☐	
Facebook Business	☐ Yes ☐ No	☐	☐	☐	
Bing Places	☐ Yes ☐ No	☐	☐	☐	
Apple Maps	☐ Yes ☐ No	☐	☐	☐	
Angi	☐ Yes ☐ No	☐	☐	☐	
HomeAdvisor	☐ Yes ☐ No	☐	☐	☐	
Houzz	☐ Yes ☐ No	☐	☐	☐	
BBB	☐ Yes ☐ No	☐	☐	☐	
Thumbtack	☐ Yes ☐ No	☐	☐	☐	
Nextdoor	☐ Yes ☐ No	☐	☐	☐	
Yellow Pages (YP.com)	☐ Yes ☐ No	☐	☐	☐	
Superpages	☐ Yes ☐ No	☐	☐	☐	
Manta	☐ Yes ☐ No	☐	☐	☐	

Foursquare	☐ Yes ☐ No	☐	☐	☐	
Citysearch	☐ Yes ☐ No	☐	☐	☐	
MapQuest	☐ Yes ☐ No	☐	☐	☐	
Chamber of Commerce	☐ Yes ☐ No	☐	☐	☐	
Judy's Book	☐ Yes ☐ No	☐	☐	☐	
Local.com	☐ Yes ☐ No	☐	☐	☐	

YOUR ACTION PLAN

Fix Your 7 Signals in 30 Days

You do not need to fix everything at once. Work through this checklist over the next 30 days and you will have a stronger local SEO foundation than 90% of your competitors.

Week 1 — NAP & Listings

- Run a citation audit using Whitespark or BrightLocal (free tools)
- Correct your NAP on your top 5 directories: Google, Yelp, Facebook, Bing, Apple Maps
- Create any missing listings on Angi, HomeAdvisor, Houzz, Thumbtack, and BBB
- Fill out the Citation Audit Template on the previous page completely

Week 2 — Website & Schema

- Run your site through Google's PageSpeed Insights and note the top 3 issues
- Add or verify LocalBusiness schema markup on your homepage
- Create or update individual service pages with city + service keywords in titles and H1s
- Update all image alt text to include your service type and city

Week 3 — Links & Reviews

- Join your local chamber of commerce and request a directory listing with your website link
- Identify 3 local community sites, events, or nonprofits where you could earn a mention
- Ensure you have an active, complete profile on Yelp, Angi, and BBB with recent reviews
- Add your business to Nextdoor and ask satisfied customers in your area to recommend you

Ongoing

- Add 2-3 new photos to your Google Business Profile every month
 - Respond to every Google, Yelp, and Angi review within 48 hours
 - Re-run a citation audit every 6 months to catch new inconsistencies
 - Monitor your Google Search Console for keyword ranking changes
-

A professional, SEO-ready website is often the starting point for a successful online presence. It helps create consistency across your business listings, directories, social media profiles, and Google Business Profile while providing customers with a central place to learn about your business and services.

Curious what your business could look like online? Request your FREE custom homepage mockup through our contact form today. [Just click here to request it.](#) There's no pressure, no obligation, no commitment. Simply review it and decide if it's a good fit for your business and we'll take it from there.