marketize

Marketing Your Home Service Business



Introduction



Running a home service business today is more competitive than ever before. Whether you're an HVAC contractor, roofer, plumber, or window and door company, marketing your business to capture high-quality leads is one of the biggest challenges you will face.

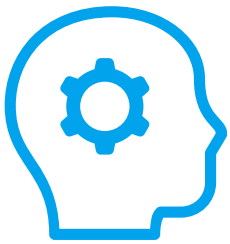
The companies that succeed are the ones that show up first, build trust, and make it easy for customers to book their services. Today, most of that happens online.

What You'll Learn

This guide is designed to give you a clear and practical roadmap to grow your business using proven digital marketing strategies. You'll learn how to:

- Use Google for lead generation
- Set up and optimize your Google Business Profile for maximum online visibility
- Get more 5-star reviews and turn them into service calls
- Run Google Ads that actually produce results and high ROI
- Build a high-converting website that turns visitors into customers
- Use SEO (search engine optimization) to create long-term and stable growth
- Leverage social media channels to build trust and stay top-of-mind
- Use Local Services Ads to generate high-quality leads

Whether you're just getting started or looking to scale your business, this guide will help you confidently build a marketing system that actually works.



The 3 Keys to Digital Marketing Success

To break it down, successful digital marketing comes down to three core principles:

01 Visibility

When someone searches for your service online, your business should appear on the first page of search results in Google. If you're not visible on Google, you're invisible to potential customers.

02 Trust

Once customers find you, they need a reason to choose you. This comes from elements such as strong reviews, professional branding and an active online presence. Often, people don't just hire the closest company. They hire the one they trust most.

03 Conversions

The main goal of obtaining traffic should be to earn potential leads and, ultimately, revenue for the business. Different assets such as your website, ads, and profiles must be built to drive calls, capture leads and book jobs.



Chapter 1: Harnessing Google to Reach Your Leads

For most home service businesses, a majority of inbound leads should come from Google. There are four core tools that make this happen:

1. Google Business Profile (GBP) – Free calls & website clicks from local searches
2. SEO – Search Engine Optimization
3. Local Services Ads (LSAs) – Pay-per-lead with trust badges
4. Google Ads – Immediate lead generation

Master these, and you control your pipeline.



Chapter 2: Google Business Profile

Your **Google Business Profile** is the foundation of your online presence. It's what shows up when people search:

- "[Your service] near me"
- Your business name
- Services in your area

It drives **calls directly from Google—without needing a website click.** It helps your business appear in Google Maps and builds trust

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Step 1: Fully Complete Your Profile

Add all of your business details to the profile, including:

- Services (be specific)
- Service areas (cities you actually want jobs in)
- Business description (clear & benefit-driven)

Step 2: Add the Right Categories

Don’t just pick one category. Having more categories means you have more visibility.

If you’re an HVAC company, you might also add:

- Furnace repair service
- Air conditioning contractor
- Heating contractor
- Ventilation contractor



If you’re a plumber:

- Drainage service
- Water heater installation
- Emergency plumber

Step 3: Service Areas & Tracking

- List all cities you serve (focus on profitable areas)
- Use tracking links to measure performance

Step 4: Photos That Build Trust

People don’t just hire companies—they hire people they trust.

Add:

- Your trucks (branded = bonus)
- Your team
- Before/after job photos
- Work in progress

This increases conversion rates significantly.



Chapter 3: Importance of Reviews

Reviews are one of the biggest ranking factors and conversion drivers. A high number of positive reviews results in top rankings, more trust and more conversions.

How to Get More Reviews

Make it easy:

- Send a direct review link
- Use a QR code after jobs
- Automate follow-ups via text/email

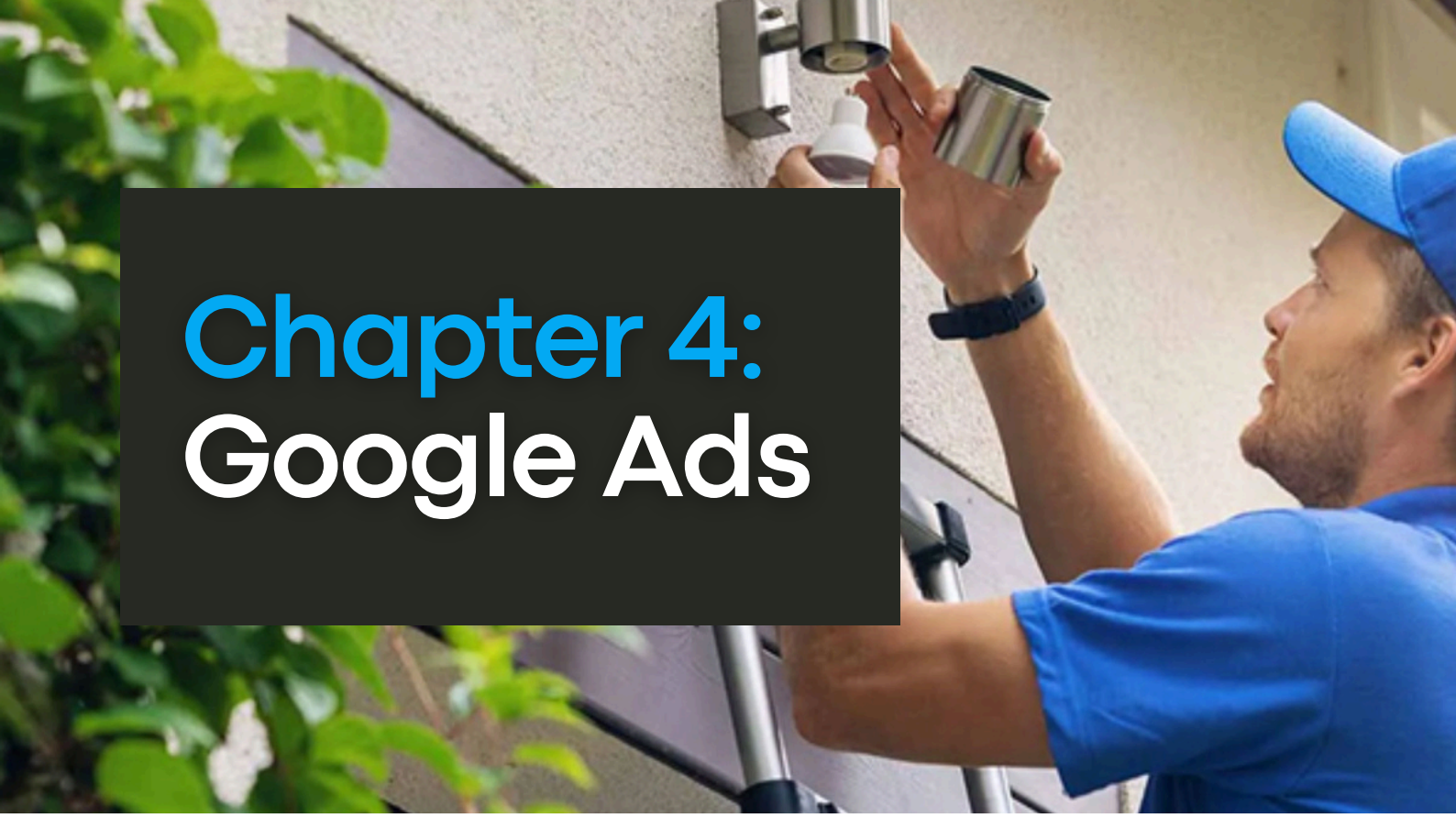
Respond to ALL reviews. Acknolwedging negative reviews shows professionalism.

When to Ask

The best time:

- Right after a successful job
- When the customer is happiest

Train your team to ask—it should be part of your process.



Chapter 4: Google Ads

If SEO is long-term, Google Ads is an instant pipeline.

Types of Ads That Work Best

- **Search Ads:** target users with the highest purchasing intent
- **Map Ads:** boosts local visibility
- **Remarketing Ads:** show your ads to past website visitors

How to Build a High-Converting Campaign

1. Target high-intent keywords, such as:

- “repair”
- “near me:
- “emergency”

2. Write simple, direct ads:

- “24/7 Emergency Plumbing – Call Now”
- “Same-Day Furnace Repair”

3. Use extensions, including:

- Call buttons
- Location
- Service highlights

Make Sure to Track the Amount of:

- Calls
- Form submissions
- Booked jobs



This helps you determine the success of your marketing efforts, as well as your return on investment.

Remarketing Makes an Easy Win

Most people don't book right away. Remarketing lets you:

- Stay top of mind
- Entices them to book your service
- Win jobs you would've lost





Chapter 5: Search Engine Optimziation (SEO)

SEO helps your website show up organically in search engine results, without paying per click. Done right, it becomes your highest ROI channel.

The 3 Pillars of SEO

1. Content

Create pages for:

- Each service (e.g., “Drain Cleaning in Toronto”)
- Each location/area you serve
- Helpful blogs that answer real customer questions)

Make sure to use real job photos instead of only stock images.

2. User Experience (UX)

Your site must:

- Load fast
- Be mobile-friendly
- Have an easy process to call or book an appointment

3. Build An Effective Linking Strategy

- Backlinks (websites that link back to yours)
- Internal links (links between your website pages)
- Local directory listings of your business

This builds authority and improves rankings.

Types of SEO You Need

On-page: Keywords, structure, content
Off-page: Links, directories outside of your website
Technical: Speed, mobile, indexing





Chapter 6: Local Service Ads

Google Local Service Ads, or LSAs, are one of the best tools for home services lead generation. They appear above Google Ads and work on a pay-per-lead basis.

Why LSAs Work So Well

- Earning a “Google Guaranteed” badge builds instant trust
- You only pay for relevant leads
- Calls come directly from the ad

Keys To Success

Assign someone on your team to:

- Review leads
- Dispute bad ones
- Improve booking rates

Not all leads are good, so managing lead quality is crucial.



Chapter 7: Optimizing Your Website for Lead Generation

Getting traffic from Google is not the only marketing objective. If your website does not deliver conversions, you're paying for clicks that never turn into revenue-generating jobs. For home service businesses, your website has one job: **to turn visitors into phone calls and booked jobs.**

What a High-Converting Website Looks Like

Your site should answer 3 questions immediately:

1. What does your business do?
2. Where do you operate?
3. How can visitors contact you right now?

If a visitor has to "figure it out," they will leave the website.

Must-Have Elements for Home Service Websites

1. Clear Headline Above the Fold

This should be visible immediately without scrolling.
Example: “24/7 Emergency Plumbing in Toronto – Call Now”

2. Strong Call-to-Action (CTA)

Every page should push users to do one of the following:

- Call now
- Request a quote
- Book service

Best practices:

- Sticky “Call Now” button (especially on mobile)
- Click-to-call phone numbers
- Simple contact forms

3. Service-Specific Pages

You need separate pages for each of the services your business provides. For example:

- Drain cleaning
- Furnace repair
- Roof replacement
- Window installation

This improves both SEO rankings and conversion rates.

4. Location Pages



If you serve multiple areas, create pages like:

- “HVAC Services in Mississauga”
- “Plumber in North York”

This helps you rank locally and capture more leads.

5. Trust Builders (Critical)

Homeowners are often cautious. You can build trust with:

- Google reviews embedded on your site
- Before/after photos
- Certifications and licenses
- Stating your “years in business”
- Real team photos

6. Speed & Mobile Optimization

Most of your traffic will be from mobile devices.
This means your website must:

- Load in under 3 seconds
- Be easy to navigate on a phone
- Have large, clickable buttons

Design for urgency, Include words such as “same-day” or “emergency”.



Chapter 8: Build Trust with Social Media

Most home service companies either ignore social media or post randomly with no strategy. However, once done right, sharing your business on platforms like Facebook and Instagram can:

- Build trust
- Reinforce your brand and expertise
- Generate inbound leads
- Support your Google efforts

The Role of Social Media for Contractors

Although social media is not your primary lead source, it can build trust and increase your visibility. After finding a business on Google, many people check their social media pages. These can influence their decision on whether they should contact that business or not.

Examples of Posts that Build Credibility

1. Before & After Jobs That Show Real Results

2. Job Site Videos

3. Team & Culture Content Helps Humanize Your Brand

4. Customer Testimonials

5. Educational Content That Demonstrates Your Expertise

Examples:

- “3 Signs Your Furnace Is About to Fail”
- “How to Prevent Frozen Pipes”

Posting Strategy (Simple & Effective)

Consistency beats perfection.

Start with:

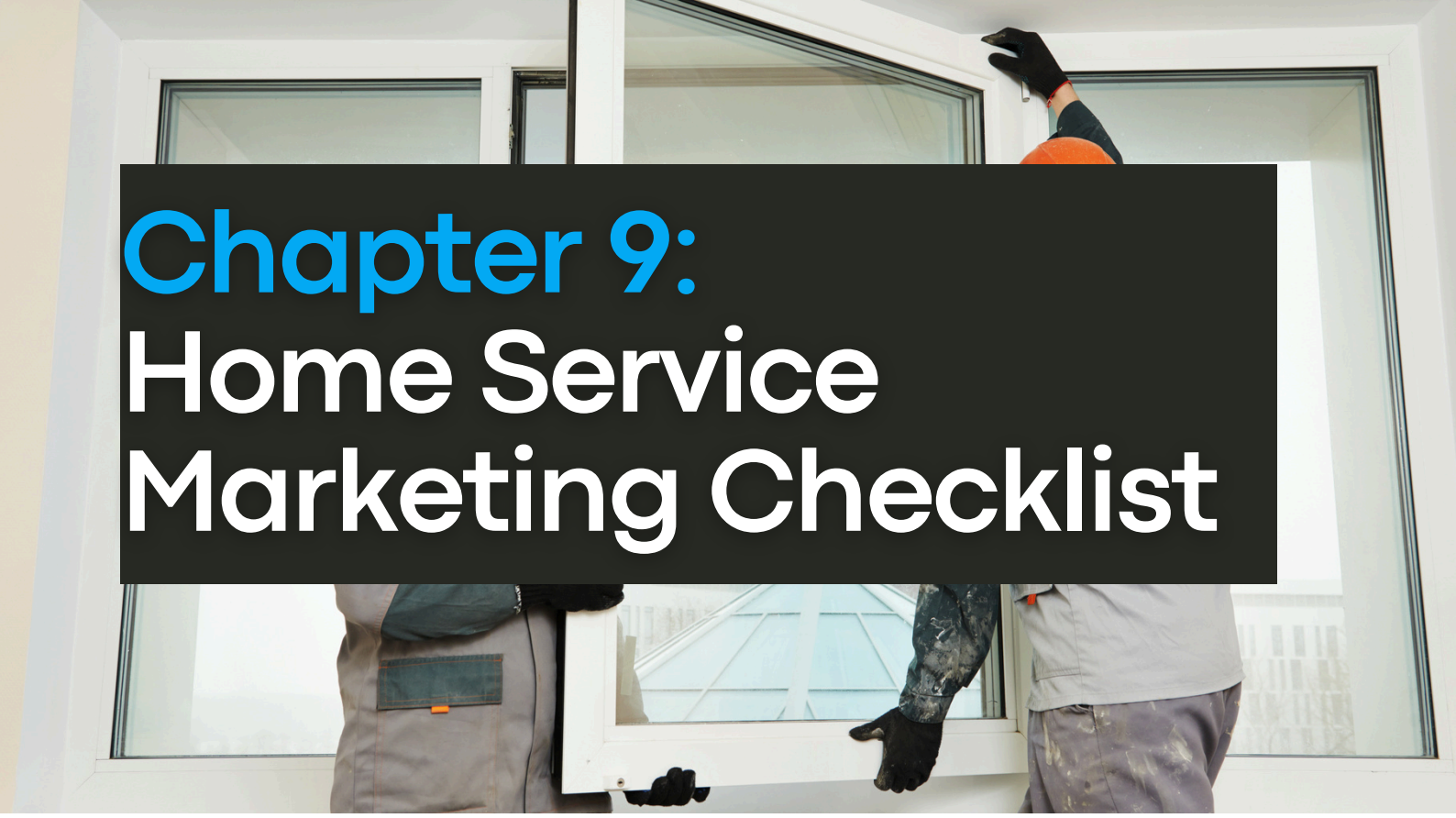
- 3–4 posts per week
- Mix of photos + short videos
- Focus on real work (not stock content)

From a single job, you can create:

- Before & after photos
- Short video
- Customer quote
- Educational tip



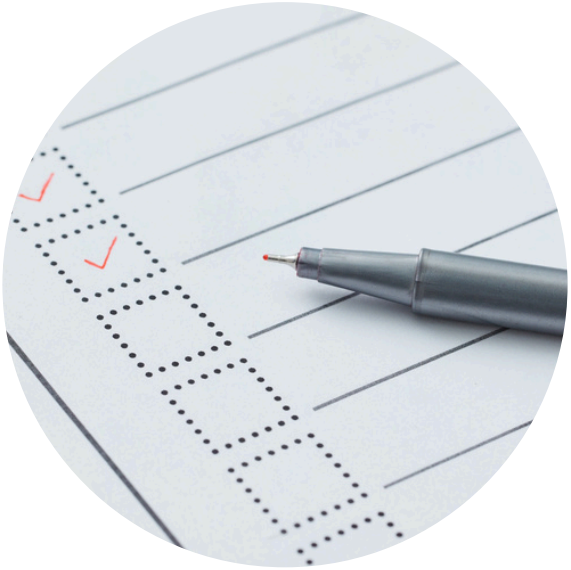
This keeps content creation easy and sustainable.



Chapter 9: Home Service Marketing Checklist

Download and use this as your weekly execution checklist to stay consistent and get results.

When you combine Google tools, your website, reviews and social media, you build a system that generates consistent jobs. This is how top home service companies scale and grow.



Home Service Marketing Checklist

Visibility: Get Found

Google Business Profile

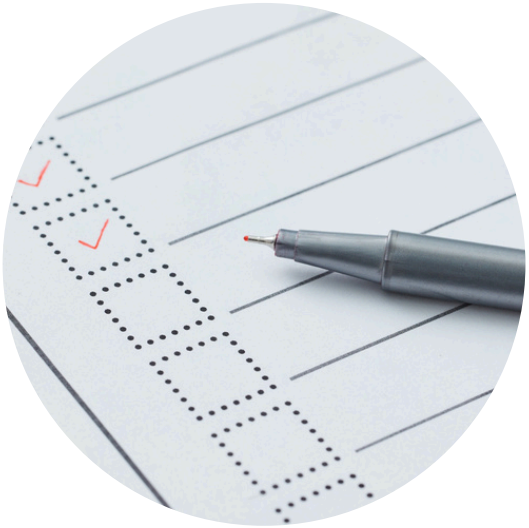
- ☐ Keep business information updated
- ☐ Add all relevant service categories
- ☐ List target service areas
- ☐ Upload new job, team, and truck photos

SEO

- ☐ Update service and location pages
- ☐ Publish 1 helpful blog or FAQ
- ☐ Add real project photos to your website

Google Ads & LSAs

- ☐ Review lead quality and campaign performance
- ☐ Check call and form tracking
- ☐ Respond to leads quickly
- ☐ Dispute invalid LSA leads



Trust: Build Credibility

Reviews

- ☐ Request reviews from recent customers
- ☐ Send review links after completed jobs
- ☐ Respond to all reviews

Social Proof

- ☐ Share before-and-after projects
- ☐ Post customer testimonials
- ☐ Highlight certifications, awards, and team members

Conversions: Turn Visitors Into Leads

Website

□ Clearly show:

- What you do
- Where you serve
- How to contact you

□ Test forms and click-to-call buttons

□ Ensure mobile-friendly performance

□ Feature reviews and trust-building content

Lead Tracking

□ Track calls, forms, and booked jobs

□ Review conversion rates

□ Identify follow-up improvements

Social Media (Weekly)

□ Post 3–4 times per week

□ Share:

- Before & after photos
- Job site content
- Customer testimonials
- Educational tips

□ Turn one completed job into multiple pieces of content

Monthly Review

□ Review leads, bookings, and revenue

□ Identify best-performing marketing channels

□ Adjust strategy and budget as needed

Success Formula

Visibility + Trust + Conversions = More Calls, More Booked Jobs, More Revenue

Ready to See Real Results?

Most home service business owners don't struggle because they lack information, but because they don't have the time, systems, or strategy to execute it properly.

That's where **Marketize** comes in.

We specialize in helping home service businesses like yours:

- Generate high-quality inbound leads
- Increase brand visibility and trust
- Build marketing systems that consistently produce calls and bookings

Book Your Free Consultation

We'll walk you through:

- What's working (and what's not) in your current marketing
- Where you're losing leads and opportunities
- A clear plan to implement this playbook in your business

Contact Marketize today to schedule a FREE, NO OBLIGATION Discovery Session and start turning your marketing activities into a predictable lead generation machine.

BOOK NOW **CALL 647 804 6573**

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