Google Maps Visibility Self-Check

About 30 minutes. All you need is a phone or computer and access to your own Google Business Profile.

Business name: _____ **Date:** _____

Service area(s): _____

1. See what customers see

Rankings change with the searcher's location, so check from more than one place. Search for your main service ("roofing contractor") and add a city name. A private or incognito window can reduce personalization, but it does not change your physical location, so results still depend on where you are searching from.

Search from at least three places: your office, a neighborhood or city you want more work in, and one farther away. You can do this on a phone while you are out on a job, or ask a friend, a crew member or a customer in that area to search and read you what they see.

Where you searched	Search used	Where you appeared

In the last column, write: in the top 3 map listings, further down the map, or not found.

Then look at the three businesses shown. What do their profiles have that yours does not?

2. Check your profile basics

- ☐ Is your primary category the one that best describes your main service?
- ☐ Are your secondary categories accurate, with nothing that does not apply?
- ☐ Are your services listed and described in plain language?
- ☐ Are your hours, phone number and website correct and current?
- ☐ Is your address handled the way you intend? Adding service areas does not automatically improve your rankings in those locations.

3. Check trust signals

- [ ] Do you have recent reviews, not only older ones?
- [ ] Do you reply to reviews, including critical ones, politely and promptly?
- [ ] Are there recent photos of real work, crews and vehicles?
- [ ] Is your business name, address and phone number the same on your website and major listings?

4. Check your website

- [ ] Is there a page for each main service you want calls for?
- [ ] Does each page mention the cities or areas you serve?
- [ ] Can a visitor call or request an estimate in one tap?

My three biggest improvement opportunities

Look back at what you could not check off. Write the three that would make the biggest difference.

1. _____

_____

2. _____

_____

3. _____

_____

Next step

Fix the easy items first. If you would like a second set of eyes on how your business appears across your service area, call 206-339-3534 or email info@ironclad-solutions.com.