

Google Business Profile Checklist

Score yourself, one point each.

Foundation

- ☐ Profile claimed and verified
- ☐ Business name is your real name, no keywords
- ☐ Primary category is "Electrician"
- ☐ Secondary categories added for services you truly offer
- ☐ Address correct, or correctly hidden if you're service-area only
- ☐ Service area lists the towns you actually drive to
- ☐ Phone matches your website exactly
- ☐ Website URL correct
- ☐ License number and credentials in the profile

Detail

- ☐ Every service listed, each with a description
- ☐ High-ticket projects listed explicitly (panel, EV, generator, rewiring)
- ☐ Description written for humans, in your keyword language
- ☐ Regular hours accurate
- ☐ Holiday hours set 12 months out
- ☐ Emergency/24-hour service reflected if you offer it
- ☐ Attributes completed

Content

- ☐ 20+ photos, including real project work and crew
- ☐ Photos added in the last 30 days

- ☐ 10+ questions seeded and answered in Q&A, including licensed-and-insured (no Q&A on your profile? See Chapter 11, and count this item and the next as done)
- ☐ No unanswered questions, no wrong answers from strangers

Reviews

- ☐ At least one review in the last 30 days
- ☐ Every review from the last 90 days has a response
- ☐ No gating, incentives, or insider reviews anywhere in your process

Maintenance

- ☐ Suggested edits checked in the last 30 days
- ☐ Profile metrics reviewed in the last 30 days

24–25: Strong. Put your effort into reviews and your project pages. **17–23:** Typical. The gaps are your cheapest wins. **Under 17:** There's real money in an afternoon of work.

Review Request Scripts

Electrician, on site

"Before I take off, we're a local shop and Google reviews are honestly how most people find us. If you were happy with how this went, would you mind leaving one? I'll text you the link right now, takes about a minute."

Office, next-day text

"Hi [name], it's [company], just making sure everything's working the way it should. If you've got a second, the review link's below, it helps us more than you'd think. Thanks again. [link]"

Optional add-on

"If you mention what we actually did, that helps too. People search for that exact thing."

Rules for whoever asks: ask every customer, not just the happy-looking ones; ask in person first, text the link within minutes; never offer anything in exchange; never tell them what to write; if they say no, that's the end of it.

Review Response Templates

Positive, specific

"Thanks [name], glad the [job] worked out. That was a [detail about the job]. Appreciate you taking the time."

Fair negative

"You're right, and I'm sorry. [Name the failure plainly.] That's on us. I'd like to make it right. I'm [name], the owner, at [number]. Please call me."

Unfair negative

"Thanks for the feedback, and I'm sorry you were unhappy. Our notes show it differently, but that doesn't change your experience of it, and I'd rather understand where we lost you than argue here. I'm [name], the owner, at [number]."

Not your customer

"I don't have any record of a job at this name or address, so this may have reached us by mistake. If we worked for you under another name, call me at [number]. If not, no hard feelings."

Monthly Scorecard

Metric	This month	Last month	12 months ago
Total reviews			
Reviews added this month			
Star rating			
Calls from profile			
Direction requests			
Website clicks			
Service searches			
Name searches			
Asks made / jobs completed			

The Electrician's Keyword Starter List

Real U.S. search terms with rough monthly volume, drawn from Google's keyword data (via Google Keyword Planner) and cross-checked against electrical marketing benchmarks. Numbers are rounded estimates and vary by region. Pull fresh numbers for your own town in Keyword Planner. Sort by CPC; the high-CPC terms are your buyers.

Emergency (build first; highest CPC, \$32+): emergency electrician, emergency electrician near me, 24 hour electrician, power outage electrician, electrical repair, breaker keeps tripping, sparking outlet, burning smell outlet

High-ticket projects (where electricians win; build dedicated pages): electrical panel upgrade (~35K), EV charger installation (~21-28K, climbing), generator installation (~22K), whole house generator installation (~9.9K), whole-home rewiring, 200 amp panel upgrade, sub panel installation

The land grab (growing fast, still cheap to rank): EV charger installation, EV charger installer near me, Tesla charger installation, level 2 charger installation, home battery installation, solar panel electrician

Small jobs (schedule fillers & review generators): outlet installation, GFCI outlet installation, ceiling fan installation, light fixture installation, recessed lighting installation, switch replacement, dimmer installation, landscape lighting, electrical inspection

Credential & commercial: licensed electrician near me, electrician reviews, commercial electrician, electrical contractor new construction, industrial electrical services

Informational (long game / AI answers): how much does it cost to upgrade an electrical panel, do I need a level 2 charger, why does my power keep going out, how to reset a breaker

Then add your towns. Each of the above x each town you serve = your real target list. Flag EV charger and generator pages as priority. That's the land grab. That's the engine.

The First 30 Days

If the 90-day plan feels like a lot, here's the momentum version: the highest-leverage things you can do in a month, in order.

Week 1

- Claim and verify your Google Business Profile if it isn't already
- Fix your primary category to Electrician (this one field matters more than the rest combined)
- Add your license number and credentials to the profile
- Write down your review count and newest review date, plus the same for your two closest competitors

Week 2

- Fill out every service on your profile, with descriptions, high-ticket projects listed explicitly
- Set hours and holiday hours; flag emergency service if you offer it
- Upload twenty real photos of panels, EV chargers, generators, and crew

Week 3

- Find your Google review link, save it with the whole crew
- Start asking every customer, every job: in person, then text the link
- Respond to every review you've ever gotten that you never answered

Week 4

- Seed and answer ten common questions in your Q&A, including licensed-and-insured (can't find Q&A? See Chapter 11)
- Fix your name, address, and phone everywhere they appear so they match exactly

- Claim Apple Maps, Bing Places, and any manufacturer installer locators (Tesla, Generac)
 - If you build one page this month, build the EV charger installation page
- That's a month. None of it costs money. All of it compounds.

What A Real City Page Looks Like

The single most common way electricians waste an SEO effort is thin, templated city pages. Here's the difference, so you can tell junk from the real thing, whether you're building it or paying someone who claims to.

The thin version (don't do this)

EV Charger Installation in [Town]

Looking for EV charger installation in [Town]? We provide professional EV charger installation services in [Town] and surrounding areas. Our expert electricians in [Town] are ready to help. Call today!

Swap the town name and you've got a dozen of these. Google recognizes the pattern instantly, and it can actively hurt you. It reads as exactly what it is: a page built for a search engine and useless to a human.

The real version

EV Charger Installation in [Your Town]

Most [Your Town] homes we wire for EV charging are older houses with a 100- or 150-amp panel that's already close to full, which means the real first question isn't the charger, it's whether your panel can handle a Level 2 circuit or needs an upgrade first. We'll tell you honestly on the estimate, and if you do need more capacity we can do the panel upgrade and the charger in one visit.

A straightforward Level 2 install on an adequate panel typically runs [price range]; if a panel upgrade is needed, that's [price range] on top, and we'll walk you through the financing options. We install Tesla Wall Connectors and all the common J1772 units, and we pull the permit and handle the utility side.

We've done EV installs all over [Your Town] ([Neighborhood], [Neighborhood], out toward [the next town over]), including a lot of the older homes that need a service upgrade to make it work. Licensed and insured, license #[number].

Fill the brackets with your own town, neighborhoods, and landmarks. The real one is useful to an actual homeowner in that actual town. It names the real first question (panel capacity), gives pricing guidance, mentions financing, names the equipment, and shows the license: everything a careful, high-ticket buyer wants. That's the standard. **If the page would be useless to a human in that town, don't publish it.**

The Free Toolkit

Every tool you actually need to do this yourself is free. Here they are and what each one does.

Google Business Profile (google.com/business): your listing itself. Categories, services, hours, photos, reviews, questions. The most important free asset you own.

Google Keyword Planner (inside a free Google Ads account): real search volume and cost-per-click for any term. How you build your keyword list, tell buyer searches from researcher searches, and spot the growth in EV and generator demand.

Google Search Console (search.google.com/search-console): tells you which searches actually show your website, how often, and where you rank. Submit your site here so Google indexes it properly, and use it to watch which project pages are climbing.

Google autocomplete: the search bar. Type "electrician" or "EV charger" and read the suggestions. Real searches, free.

PageSpeed Insights (pagespeed.web.dev): tests how fast your site loads on a phone and what's slowing it down. Usually oversized images.

Apple Business Connect (businessconnect.apple.com): your Apple Maps listing, which every iPhone uses. Most electricians ignore it, which is why you shouldn't.

Bing Places (bingplaces.com): small, free, ten minutes, and it feeds some AI answers.

That's the whole kit. No paid software required to run everything in this book.

The Ten Vendor Questions

1. What exactly will you do in the first thirty days?
2. How will I know if it worked?
3. What's on the monthly report?
4. Do you guarantee rankings?
5. Who owns my website if I leave?
6. Who owns my domain?
7. Will you change anything on my Google profile without telling me first?
8. Are you creating any new locations or addresses?
9. What's the contract length and how do I get out?
10. Can I talk to an electrician you already work with?

Your 90-Day Tracker

Chapter 15, one box at a time. Write your start date, then log the week you finish each step.

Start date _____

Weeks 1-2: Find out where you stand	Week done
Claim and verify your Google Business Profile	
Record your four numbers, and your two closest competitors' four	
Score your profile on the checklist in the back	
Check your primary category is Electrician, and check the three in your box	
Build your keyword list: 8-12 money services x towns, weighted to your high-ticket projects (Chapter 4)	
Write down every place your NAP appears and every version that doesn't match	
Check your Q&A for unanswered or wrong answers (can't find Q&A? See Chapter 11)	

Weeks 3-4: Fix the profile	Week done
Correct the primary category; add real secondary categories	
Fill out every service with a description, in your keyword language	
Put your license number and credentials in the profile	
Set regular and holiday hours; reflect 24-hour emergency service if you offer it	
Upload 20+ real photos: panel installs, EV chargers, generators, crew	
Seed and answer 10 common questions in Q&A, including licensed-and-insured (can't find Q&A? See Chapter 11)	
Fix every NAP inconsistency; claim Apple Maps, Bing Places, and manufacturer installer locators	

Weeks 5–8: Turn on reviews	Week done
Find your review link, save it where every crew member can reach it	
Decide who asks: the electrician who's last with the customer	
Hand out the script from the back of the book	
Start tracking asks vs. jobs	
Respond to every existing review, oldest to newest; 24-hour rule on new ones	
Confirm you're not gating, incentivizing, or filtering anything	

Weeks 9–12: The website	Week done
A deep, credible page for each high-ticket project (panel upgrade, EV charger, generator, rewiring) first	
A page for each remaining money service	
A real service+city page for your top towns	
License and credentials prominent on every relevant page	
Confirm Electrician-type schema exists and matches your profile	
Test load speed on a phone on cellular	
Tappable number in every header; financing mentioned; embed the map; link the profile	
Rewrite key pages in the customer language from your reviews	

Every month, ongoing	Week done
Photos from the field	
Respond to every review	
A Google Post (seasonal generator push, EV charger availability, financing)	
Check suggested edits	
Fill in the scorecard	

Review Request Log

Log every ask. If the asking quietly stops, you'll see it here before you see it in your reviews.

Date	Customer	Asked how	Got a review?

Your Business Info Everywhere

Write your name, address and phone exactly as they appear on your Google profile. Then check every listing against it, word for word, and fix what doesn't match.

Name

Address

Phone

Listing	Name matches	Address matches	Phone matches	Date checked
Google Business Profile				
Apple Maps (Apple Business Connect)				
Bing Places				
Facebook				
Yelp				
State electrical licensing board				
Local chamber of commerce				
Tesla certified installer network				
Generac dealer locator				
Your website				

My Numbers

Ten minutes, once a month. Pull the numbers from your Google profile and write them down. The trend matters more than any single month.

Month	Calls	Reviews	Rating	Map rank