

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.