

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. Where you set your categories, services, hours, photos, and answer reviews and questions. The most important free asset you own.

Google Keyword Planner (inside a free Google Ads account): shows real search volume and cost-per-click for any term. This is how you build your keyword list and tell buyer searches from researcher searches.

Google Search Console (search.google.com/search-console): free, and it tells you which searches are actually showing your website, how often, and where you rank. Submit your site here so Google indexes it properly.

Google autocomplete: just the search bar. Type your service and read the suggestions. Those are real searches people make. Free demand research.

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

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

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

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