Get more calls from Google in 20 minutes

A free fix most local businesses have never tried: use the searches Google already shows you for, and tell Google, clearly and in the same words, that you do that work.

Why it works: Google ranks you higher when your Business Profile, your services list and your website all say the same thing. Most businesses have three slightly different descriptions, so Google is never quite sure.

1 See what people already search to find you

Open your Google Business Profile, go to Performance, scroll to the bottom and open the full list of search terms.

Business Profile → Performance → See more

2 Pick 3 to 5 terms for work you want more of

Skip your business name. Look for a service plus a place, or a specific job. Choose the ones that bring your best-paying work.

> e.g. “kitchen remodel Wilton”, “generator installation”, “landscape lighting Westport”

3 Add each one as a custom service

Paste the term in exactly as people searched it and save.

Edit services → Add more services → Add custom service

4 Write a short description for each service

Two or three plain sentences: what you do, where, and what's included. Use the phrase once, naturally.

> “We design and build full kitchen remodels in Wilton and nearby towns, from layout and permits to cabinets, counters and final walkthrough.”

5

Build a matching page on your website

One page per service, with the phrase in the page title and main heading. Include real job photos, the towns you serve, a price range if you can, three common questions, and a big “Call” button.

Two more checks worth 10 minutes

Are you showing up in AI search?

More customers now get their answer from Google's AI Overviews, ChatGPT or Perplexity before they ever click a link. Two quick ways to check:

- [ ] **Google Search Console:** look for the new Generative AI report under Performance (Google is rolling it out gradually). It shows how often your pages appear in AI Overviews and AI Mode.
- [ ] **Ask the AI yourself:** type “best [your service] in [your town]” into ChatGPT, Perplexity and Google. Note who gets named. If it's your competitors, their websites answer customer questions better than yours does.

Your monthly 20-minute checklist

- [ ] Check Performance for new search terms and add any good ones as services
- [ ] Post one photo of a finished job to your Business Profile
- [ ] Ask your two happiest customers this month for a Google review
- [ ] Reply to every review, good or bad, within two days
- [ ] Make sure your hours, phone number and service area are correct

Want this done for you?

Book a free 20-minute intro. I'll check your Google and AI search visibility on the call and show you exactly where you're missing out.

Book a free check