

— FREE PLAN • FOR CONTRACTORS

# The 30-Day Get-Found Plan

One 10-minute task a day for your Google Business Profile and everywhere else homeowners look. Do them in order, tick each one, and on day 30 you'll see the difference yourself.

## BEFORE YOU START

- **You need:** your phone, the Google account you use for the business (or a new one it will keep), and 10 minutes.
- **One a day, in order.** Missed a day? Do two tomorrow. Nothing breaks.
- **Verification waits on Google**, which says its review can take up to 5 business days. It starts on Day 1, so keep going while it runs.
- **Screens change.** Google moves its buttons around. If a step doesn't match what you see, look for the same words nearby, or check the source at the bottom.

## THE 30 DAYS AT A GLANCE

☐ DAY 1 Claim your listing and start verification☐ DAY 3 Pick the primary category with care☐ DAY 5 Hours, and a phone that rings you☐ DAY 7 Description, website link, verification check☐ DAY 9 Pick 10 job photos☐ DAY 11 Before-and-afters☐ DAY 13 Make photos a habit☐ DAY 15 Get your review link☐ DAY 17 Send the ask☐ DAY 19 Reply to every review☐ DAY 21 Know the rules that cost money☐ DAY 23 Bing, and Apple if you have a shop☐ DAY 25 Search yourself like a customer☐ DAY 27 Never miss a review☐ DAY 29 The two-tap test☐ DAY 2 Your real name, nothing extra☐ DAY 4 Service areas, not your home address☐ DAY 6 One service for every job you want☐ DAY 8 Logo and cover photo☐ DAY 10 Upload them☐ DAY 12 Truck, crew and tools☐ DAY 14 Post your first update☐ DAY 16 Make the list☐ DAY 18 Build it into every job☐ DAY 20 Get ready for a bad review☐ DAY 22 Write your master copy☐ DAY 24 Fix every other listing☐ DAY 26 Study the top three☐ DAY 28 Your 10-minute monthly routine☐ DAY 30 Score it, and pick the next job

# Own your listing

Seven fixes to the listing itself, in order. Verification can take Google a few days, so it starts today.

DAY 1 ⌚ 10 MIN



## Claim your listing and start verification

**Why:** Google says customers can only find your profile after you verify it, and its review can take up to 5 business days. Starting today keeps the other 29 days moving.

DO THIS

- 1 Sign in with a Google account the business will keep (Google suggests a business email) and go to **business.google.com**.
- 2 Search your business name. Already there and verified by someone else? **Request ownership**. Not there? Add it. One profile only: Google can suspend duplicates.
- 3 Start whichever verification Google offers you. If it asks for a video, the shot list is in our **Google Business Profile guide**.
- 4 Write down which Google account owns the profile, and keep that login where the business can find it, not only on one phone.

DAY 2 ⌚ 10 MIN



## Your real name, nothing extra

**Why:** Google's guidelines don't allow extra keywords or towns in the business name, and say it can suspend a profile for it.

DO THIS

- 1 Open your profile and read the name exactly as Google shows it.
- 2 Compare it with your truck, your invoices and your paperwork. It should match them word for word.
- 3 Take off anything extra, like "Best Roofer Gurnee" or "Roofing & Gutters 24/7", and save.

DAY 3 ⌚ 10 MIN



## Pick the primary category with care

**Why:** Google says your categories affect your local ranking. It's the biggest single choice on the profile.

DO THIS

- 1 Choose the most specific primary category for what your business *is*: "Roofing contractor" or "Concrete contractor", not just "Contractor".
- 2 Add more categories only for other trades you really do, as few as it takes.
- 3 Get it right now: Google says changing it later can mean verifying again.

DAY 4 ⌚ 10 MIN



## Service areas, not your home address

**Why:** Google says a service business without a storefront must hide its address and list the areas it serves instead.

DO THIS

- 1 Customers don't come to you? Answer **No** to having a location customers can visit, so your home address stays hidden.
- 2 List the cities or ZIP codes you want work in: **up to 20**, within about **2 hours' drive** of where you're based.
- 3 Skip the radius (Google doesn't allow one anymore), P.O. boxes and virtual offices (not accepted).

DAY 5 ⌚ 10 MIN



## Hours, and a phone that rings you

**Why:** Google's guidelines ask for a local number you control, not a call center. The hours tell a homeowner whether calling now is worth it.

DO THIS

- 1 Set the hours you actually pick up the phone, not the ones you'd like to.
- 2 Call the number on your profile from another phone. If it doesn't ring you, fix it today.
- 3 Closing for a holiday? Add it as special hours, so nobody calls into voicemail wondering.

DAY 6 ⌚ 10 MIN



## One service for every job you want

**Why:** Google says it matches searches to profiles with complete, detailed information. Categories say what you are; services say what you do.

DO THIS

- 1 Open Services and add each kind of job you want calls for: tear-offs, repairs, gutters, storm damage.
- 2 Give each one a plain line, the way you'd explain it on the phone.
- 3 Start with the job that pays best, and leave off work you don't want.

DAY 7 ⌚ 10 MIN



## Description, website link, verification check

**Why:** Your profile is where a homeowner checks you out before calling, and Google's guidelines ask for a website that represents your business, not a link that sends people somewhere else.

DO THIS

- 1 Write the description in 2 or 3 plain sentences: what you do, which towns, how long you've done it. No "best", no lists of keywords.
- 2 Put your own website in the website field. No site yet? Leave it for now; Day 29 is about that.
- 3 Check verification. Turned down, or still pending after 5 business days? Tap **Review issues**, fix what Google says was missing and try again, or try another method on your profile.

## Show the work

Google lists photos and videos among its tips for local ranking, because they show customers what you do. This week fills your profile with real work.

DAY 8 ⌚ 10 MIN



### Logo and cover photo

**Why:** They're the first pictures on your profile. A blank logo or a stock photo tells a homeowner nobody's minding it.

DO THIS

- 1 Upload your logo, the same one that's on your truck.
- 2 For the cover, use one finished job you're proud of, or your lettered truck. No stock photos; homeowners can tell.
- 3 Check how both look on your phone. That's where people will see them.

DAY 9 ⌚ 10 MIN



### Pick 10 job photos

**Why:** Ten is our rule of thumb, not Google's: enough to show your range, without a weekend of sorting.

DO THIS

- 1 Scroll your camera roll for finished jobs from the past year and favorite 10 good ones.
- 2 Mix them up: different kinds of jobs, different towns, close-ups and wide shots.
- 3 Skip any with a customer's face, house number or license plate in them.

DAY 10 ⌚ 10 MIN



### Upload them

**Why:** Google lists photos among its tips for local ranking, because they show customers what you do.

DO THIS

- 1 Open the photos section of your profile and upload the 10 you picked.
- 2 Upload the photo itself, not a screenshot of it, so it stays sharp.
- 3 If Google turns one down, swap in the next-best one.

DAY 11 ⌚ 10 MIN



### Before-and-afters

**Why:** A before next to an after shows the whole job at a glance.

DO THIS

- 1 Find 2 jobs where you have the before and the after from about the same spot.
- 2 Upload each pair, back to back.
- 3 No before's? Start today: one photo when you pull up to every job.

DAY 12 ⌚ 10 MIN



## Truck, crew and tools

**Why:** They show a real, working outfit, which is the same thing Google asks to see when it verifies a business by video.

DO THIS

- 1 Take 3 photos today: the lettered truck, your crew at work (ask them first), and your trailer or tools.
- 2 Daylight, wide enough to see what it is, no filters.
- 3 Upload them.

DAY 13 ⌚ 10 MIN



## Make photos a habit

**Why:** A profile with this month's photos looks open for business. Our rule: at least one new job photo a week.

DO THIS

- 1 Set a weekly reminder on your phone: "Job photo to Google."
- 2 At the end of every job, take one wide photo of the finished work before you pack up.
- 3 When the reminder goes off, add the best one. Two minutes.

DAY 14 ⌚ 10 MIN



## Post your first update

**Why:** Posts show on your profile, and Google lets you attach a **Call** button that uses your verified number.

DO THIS

- 1 Open your profile and create a post (Google calls them updates).
- 2 Use a job photo from this week and two plain lines: what you did, and in which town.
- 3 Add the **Call** button instead of typing your number: Google says it may remove posts with phone numbers or emails written in.

## Reviews, the way Google allows

Google says more reviews and positive ratings can help your local ranking. This week builds a routine that asks every customer, the same way.

DAY 15 ⌚ 10 MIN



### Get your review link

**Why:** Google gives your profile a link and a QR code that open the review box for the customer. It's the whole ask in one tap.

DO THIS

- 1 In your profile, find the option to ask for reviews and copy the link.
- 2 Save it where you can paste it fast: a note or a text shortcut on your phone.
- 3 Download the QR code too, for your cards and invoices.

DAY 16 ⌚ 10 MIN



### Make the list

**Why:** Google doesn't allow asking only the happy customers, so the list is everyone, not just the ones you liked.

DO THIS

- 1 Write down every customer from the last 3 months, with a phone number or email.
- 2 Don't sort them by who was happy. Everyone gets the same ask.
- 3 Cross off anyone who already left you a review.

DAY 17 ⌚ 10 MIN



### Send the ask

**Why:** The same plain words to everyone, offering nothing, asking for no stars and no particular words. That's the ask Google allows.

DO THIS

- 1 Copy the text below, fill in the [brackets] and send it to the first 10 people on your list.
- 2 Send the rest over the next two days, so it doesn't read like a mass blast.
- 3 Never offer a discount, a gift card or anything else for a review.

TEXT TO SEND

Hi [Name], it's [Your name] with [Company].  
Thanks again for having us do your [job]. If you have a minute, we'd appreciate an honest Google review: [review link]

DAY 18 ⌚ 10 MIN



### Build it into every job

**Why:** The walkthrough is the easiest ask you'll ever make: they're standing next to the finished work.

DO THIS

- 1 Use the words below at every final walkthrough, and hand over a card with your QR code.
- 2 Add the QR code to the bottom of your invoice with one plain line: "An honest Google review helps us." No offer printed on it.
- 3 Send the Day 17 text the same day every job wraps.

WHAT TO SAY AT THE WALKTHROUGH

Thanks for having us out. If you get a minute this week, would you leave us a review on Google? An honest one, good or bad, helps us and helps the next homeowner. The link's on this card.

DAY 19 ⌚ 10 MIN



## Reply to every review

**Why:** Google says replying shows you value the feedback. Its tips: short, by name, something specific, signed.

DO THIS

- 1 Open your reviews and answer every one you haven't, newest first.
- 2 Say one specific thing about their job instead of the same thank-you every time.
- 3 Keep it to 2 or 3 lines, and sign it with your name.

### A REPLY TO A 5-STAR REVIEW

Thanks, [Name]. [One line about their job, like: Glad the new gutters held up through Saturday's storm.] We appreciate you having us out. – [Your name], [Company]

DAY 20 ⌚ 10 MIN



## Get ready for a bad review

**Why:** A calm reply tells the next customer more about you than the complaint does.

DO THIS

- 1 Have a bad one? Answer it today with the reply below. None yet? Save it for the day you need it.
- 2 Own the mistakes that were yours, only yours, and take the details to a phone call. That's Google's advice too.
- 3 Never share their private details, threaten them, or accuse them of something you know is false. FTC staff say those cross the line.

### A REPLY TO AN UNHAPPY CUSTOMER

[Name], I'm sorry the [job] didn't go the way you expected. I'd like to hear what happened and see what we can do. Please call me at [phone]. – [Your name], owner

DAY 21 ⌚ 10 MIN



## Know the rules that cost money

**Why:** Google prohibits offering anything for a review, and can remove the reviews and restrict your profile. The FTC's rule on fake reviews allows civil penalties of up to **\$53,088 per violation** for businesses that knowingly break it.

DO THIS

- 1 Check your cards, invoices, website and truck for any "review us and save" offer, and take it off.
- 2 Never write reviews for yourself, buy them, or have friends review work you didn't do for them.
- 3 See a fake one on your profile? Report it from your reviews; Google says its evaluation usually takes several days.

## Everywhere else they look

Google isn't the only place homeowners check. This week makes your name, number and website match everywhere they might find you.

DAY 22 ⌚ 10 MIN



### Write your master copy

**Why:** Every listing should say the same thing. One master copy turns the rest of this week into copy and paste.

DO THIS

- 1 In a note, write your exact business name, phone number, website, the towns you serve and your description from Day 7.
- 2 Open your Facebook page and match it: name, phone, website, service area.
- 3 If you have a website, point Facebook's website field at it, not back at Facebook.

DAY 23 ⌚ 10 MIN



### Bing, and Apple if you have a shop

**Why:** Bing has its own map listings. Bing Places is free, and its newer version can import your Google profile's name, hours and contact details.

DO THIS

- 1 Go to **bing.com/forbusiness** and sign in with a Microsoft account.
- 2 Import from Google, now that your Google profile is clean, then check every field it copied, especially the category.
- 3 Have a shop or office customers visit? Claim your Apple Maps place card in Apple Business Connect too. Apple ties place cards to a physical location, so truck-only businesses can skip it.

DAY 24 ⌚ 10 MIN



### Fix every other listing

**Why:** A wrong number on an old listing sends a ready customer to a dead line.

DO THIS

- 1 Search your business name and your phone number on Google, and list every site that shows you: Yelp, Nextdoor, BBB, Angi, Houzz, the chamber.
- 2 Fix the name, phone and website on each one you can log in to, from your master copy.
- 3 Can't log in to one? Note it, and use that site's claim or contact option later.

DAY 25 ⌚ 10 MIN



### Search yourself like a customer

**Why:** You see what homeowners see, not what your signed-in account shows you. Google weighs distance too, so results change with where you search from.

DO THIS

- 1 On your phone, open a private (incognito) tab and search "[your trade] near me" and "[your trade] [your town]".
- 2 Screenshot the map results, and note where you show up, if you do.
- 3 Search your business name too, and check the profile, phone and website are right.

DAY 26 ⌚ 10 MIN



## Study the top three

**Why:** Google weighs relevance, distance and prominence. You can't move your shop, but you can close the gaps you see in the profiles above you.

DO THIS

- 1 Open the top three profiles from yesterday's search.
- 2 For each, write down: how many photos, how many reviews, how new the newest review is, and whether they reply.
- 3 Circle the one gap you can close this month.

DAY 27 ⌚ 10 MIN



## Never miss a review

**Why:** Google's tips say to reply in a timely manner, and you can't reply to what you never see.

DO THIS

- 1 Make sure the Google account that owns your profile is signed in on your phone, with notifications on.
- 2 Check that Google's emails about your profile aren't landing in spam.
- 3 Set yourself a rule: every review answered within a day or two.

DAY 28 ⌚ 10 MIN



## Your 10-minute monthly routine

**Why:** The plan ends; the profile doesn't. This keeps everything you built from going stale.

DO THIS

- 1 Set a monthly reminder for the first Monday: "Google profile."
- 2 When it goes off: one post, four new job photos, every review answered, hours checked.
- 3 Every job, every week: the walkthrough ask and the same-day text.

## The finish: your website

Everything so far gets you found. These two days check what happens after someone taps your website.

DAY 29 ⌚ 10 MIN



### The two-tap test

**Why:** From Google, a homeowner taps your website. If calling you takes more than one more tap, you're making them work for it.

DO THIS

- 1 On your phone, open your Google profile and tap your website, the way a customer would.
- 2 Check three things: is there a Call button on the first screen, does that screen say your trade and towns, and did it load fast?
- 3 Only a Facebook page, no website? Read **what that costs you**.

DAY 30 ⌚ 10 MIN



### Score it, and pick the next job

**Why:** Thirty days ago your profile was half done. Now you can see what's working, and what isn't.

DO THIS

- 1 Take the 10-point **profile checkup** in our Google Business Profile guide, and write down your score.
- 2 Redo Day 25's search and compare it with your screenshots.
- 3 Website failed yesterday's test? That's the next job. **We'll design your homepage free**, so you can see the difference before you pay anything.

## Where every rule comes from.

Checked October 14, 2026, on Google's own help and policy pages, the FTC's site, the eCFR (the official text of federal rules), Apple's Business Connect help and Search Engine Journal's report on the new Bing Places. A plain-English summary, not legal advice. Google changes its screens and rules often; if something here doesn't match what you see, Google's page wins.

1. [Google Business Profile Help: Sign up for Business Profile](#)
2. [Google Business Profile Help: Verify your business on Google](#)
3. [Google Business Profile Help: Verify your business with a video recording](#)
4. [Google Business Profile Help: Guidelines for representing your business on Google](#)
5. [Google Business Profile Help: Manage your business category](#)
6. [Google Business Profile Help: Manage your service areas for service-area & hybrid businesses](#)
7. [Google Business Profile Help: Tips to improve your local ranking on Google](#)
8. [Google Business Profile Help: Business Profile photos, videos & posts content policy](#)
9. [Google Business Profile Help: Create a Google link or QR code to request reviews](#)
10. [Google Business Profile Help: Tips to get more reviews](#)
11. [Google Business Profile Help: Manage customer reviews](#)
12. [Google Maps user contributed content policy: Fake & misleading content & behavior](#)
13. [Google Business Profile Help: Business Profile restrictions for policy violations](#)
14. [Google Business Profile Help: Report inappropriate reviews on your Business Profile](#)
15. [FTC: Federal Trade Commission announces final rule banning fake reviews and testimonials \(August 14, 2024\)](#)
16. [FTC: Consumer Reviews and Testimonials Rule: Questions and Answers](#)
17. [eCFR: 16 CFR 1.98, Adjustment of civil monetary penalty amounts \(\\$53,088, for penalties assessed after January 17, 2025\)](#)
18. [Search Engine Journal: Microsoft launches new Bing Places for Business \(October 3, 2025\)](#)
19. [Apple Business Connect: Support](#)