



# SEO for Trades Businesses: Simple Wins That Bring In Leads

Prepared by

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## How We Help Trade Businesses

Lead Generating Websites

Technical Infrastructure

Website Management & Support

Website Hosting

Search Engine Optimization

Branding & Design

# Table of Contents

01. Introduction

02. Google Business Profile

03. Local SEO for Contractors

04. Local Directory Listings

05. Social Media

06. Referral System

07. Website SEO Checklist

08. Reviews from Contractors

09. Free SEO Audit & About Jack

# 01. Introduction

## You Don't Need Ads to Win Online

If you're a contractor trying to get more leads, you've probably been pitched ads, lead-gen platforms, or paid marketing services. While those can work, they're not the only way. This guide walks you through five powerful, free strategies to grow your visibility online and win more local clients.

**By the end of this guide, you'll know:**

- Where to focus your time online
- How to rank better on Google (without tech headaches)
- How to turn your projects into marketing tools
- How to use local business tools to generate more leads for your business



# 02. Google Business Profile

As a contractor, you want local search traffic going to your website.

Your Google Business Profile is crucial for your business and it's often your first impression when homeowners are searching online.

## Checklist:

- Claim and verify your profile
- Add high-quality project photos
- Update hours, service area, and contact info
- Use keywords in your description (e.g., "kitchen remodeler in Walnut Creek")
- Post weekly updates on projects, blogs from your website, etc. Google loves activity - so be active!
- Get and reply to reviews regularly (this is key, you need to encourage clients to leave positive reviews on your google business page, it helps your search rankings a ton!)

### Pro Tip:

Google treats posts like mini blog updates—use them to share projects and build trust.



# 03. Local SEO for Contractors

## Get Found for What You Do and Where You Work

SEO is not as complicated as it may seem. Ultimately, the secret: Google ranks the best result for any given search. So your job is to be the best result.

**Here are a few helpful ways to position your website to rank better:**

### Must-Have Pages:

- Optimized homepage (what are you trying to rank for? Flooring Contractor in Hayward? Then that's your heading title.)
- Separate service pages (e.g., kitchens, decks, baths)
- City-specific pages (e.g., Lafayette, Orinda, Walnut Creek)
- Gallery (we prefer individual project pages) and Reviews pages

### SEO Optimization Moves:

- Use "[service] in [city]" in title tags, H1s, and content
- Optimize image names and alt text
- Add internal links between services
- Use FAQ sections with schema markup for SEO rich snippets

#### Pro Tip:

Install Google Search Console to track real keyword searches. Use site analytics to track website visits (included in your Website Care Plan) and make informed decisions on your marketing investment



# 04. Get Listed on Local Directories + Get Links from other sites

## Boost Visibility and Trust in Search Engines

High authority directories and websites that link to your site are a signal to Google that your site is credible and something that should be elevated in rankings.

### Top Directories to Join:

- Google Business Profile
- Yelp
- Angi
- Houzz
- Nextdoor
- BBB
- Thumbtack



### Consistency Tip:

Make sure your NAP (Name, Address, Phone) is identical across all listings.

### Pro Tip:

Join your local Chamber of Commerce and link to your site for some extra SEO juice.

# 05. Social Media

## Turn Every Project Into a Sales Tool

Times they are a-changin. And the way people choose their contractor has changed too. Social media is an important tool in showing prospects that your business is legitimate and allows you to showcase the incredible work you've done for your clients.



### What to Post:

- Before & after photos
- Quick time-lapse videos
- Behind-the-scenes content
- Customer testimonials
- Project walkthroughs
- Your team (make it personal!)

**Post 2-4x per week** and use local hashtags (e.g., #WalnutCreekRemodeling).

#### Pro Tip:

Tag local vendors, suppliers, or partners to expand reach.

# 06. Referral System That Grows Itself

## Make Referrals Easy and Repeatable

### Referral Tactics:

- Ask for reviews and referrals post-project
- Include a "Refer a Friend" note on invoices
- Offer a small thank-you gift
- Send quarterly "stay in touch" emails to past clients
- Build an automated request for review, linking your GBP page review link to send automatically after project completion.

### Pro Tip:

Leave behind printed referral cards with your business info.

### Advanced:

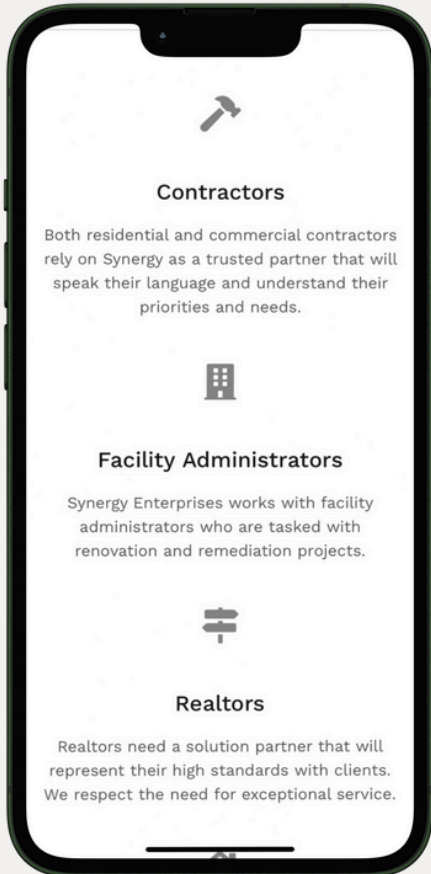
Ask us about how implementing a custom CRM system can help you manage client relations and lead generation.





# 07. Website SEO Checklist

Is your website doing its job?



## Responsive

Mobile-friendly and fast (under 3 seconds)

## Secure

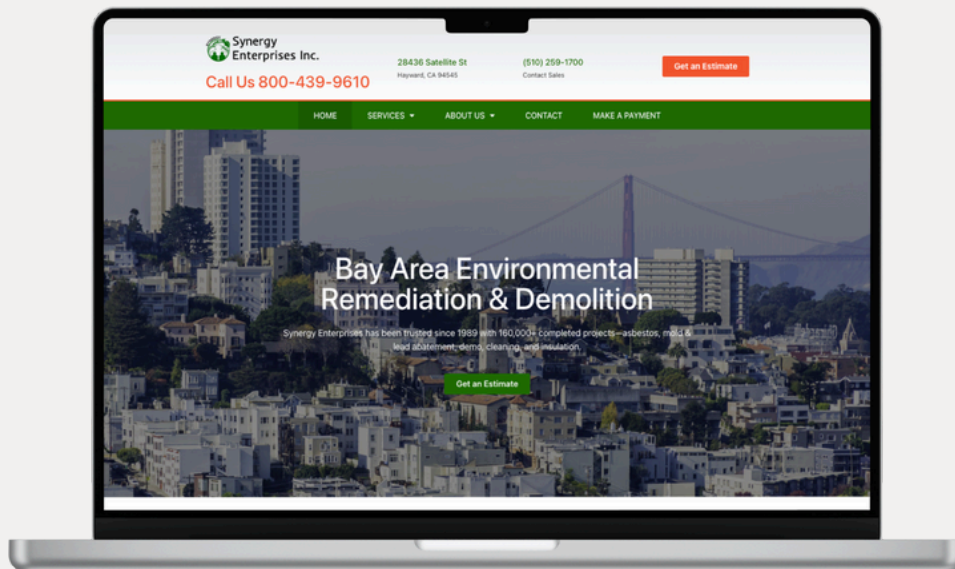
Using an SSL (HTTPS) and malware protection.

## Optimized

Naturally injecting local keywords in titles and headings.

## Calls to Action

Clear Call to Actions (CTA's) and a clickable mobile phone number on every page.



# 08. Reviews

## What Our Clients Say

*"I had such a great experience working with Tenaya360. Our website had a complete makeover and they made it so easy and simple to do so. Right off the bat they understood what we wanted and expected and they brought to vision our thoughts and ideas. It was a pleasure working with this company."*

**Lilian - Synergy Enterprises**

*"Jack created our website and I have always been impressed with his talent, professionalism, responsiveness and creativity. I am so happy to have found such a talented web designer. Couldn't be happier."*

**Carol - Brovelli Design Build**

*"Jack at Tenaya360 is a true professional! After a year of struggles with another web company, he rescued my project, built a stunning new website, and even got my long-overdue business cards..."*

**Michael - MFC Electric Inc.**

# Want a free SEO audit?

Interested in learning more about your website? We are offering a **free SEO audit on your website**. This audit comes with 2 hours of time from Jack and the team, conducting in-depth research on your website and competition and generating a report with recommendations for your business.

## About Tenaya360

I started Tenaya360 from my high school classroom in 2016 with one mission: to help small businesses—especially those in the trades—navigate the digital world and grow with confidence. As the son of small business owners, I understand the grind of digital growth and what's at stake. Since I was 15, I've helped over 200 clients build better websites, rank higher on Google, and turn clicks into customers. Today, Tenaya360 is laser-focused on supporting trades and construction pros who want a website that works as hard as they do.

Request an Audit from Jack at [jack@tenaya360.com](mailto:jack@tenaya360.com)



### Schedule a call with Jack

Let's talk about how we can help your business generate leads, get found online, and become the go-to provider in your industry.

If you want a website that actually brings in work, let's talk.

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