

## 2026 CONTRACTOR CHECKLIST

# Contractor Local SEO & AI Visibility Checklist

Get Found on Google and in AI Answers (ChatGPT, Gemini, Perplexity & Google AI Overviews)

### Why This Matters in 2026

Homeowners are finding contractors in two main ways: traditional Google searches and AI tools like ChatGPT, Gemini, and Perplexity. This checklist gives you the exact, high-impact actions to show up in both.

Built specifically for HVAC, plumbing, roofing, electrical, and other trade businesses. No fluff. Just the steps that actually move the needle.



Google Search



AI Answers



Built for Trades



# Google Business Profile Optimization

Your highest-ROI asset for local leads. Get this right first.

- Primary category is specific to your trade (e.g., "Plumber", "HVAC Contractor", not generic "Contractor")

---

- All service areas are added and accurate

---

- Business hours are correct (including holiday/special hours)

---

- At least 25-40 high-quality photos uploaded (completed jobs, team, equipment, before/after)

---

- Regular Google Posts are being published (minimum once per week)

---

- Q&A section is proactively filled with real questions homeowners ask

---

- Every review receives a professional response within 24-48 hours

---

- Services are listed with clear descriptions and price ranges where appropriate

---

- All relevant attributes are completed (Emergency services, Licensed, Insured, etc.)

---

- Professional logo and cover photo are uploaded

---

- You are claiming and optimizing any additional locations

---

- You are using Google Posts for promotions, updates, and offers



Pro Tip: The more complete and active your GBP, the more likely AI tools are to recommend you.

## 2

## Website Foundations

Technical and on-page elements that support both Google and AI visibility.

- Dedicated service pages for each major offering (not just one generic page)
- Schema markup implemented (LocalBusiness + Service + FAQPage)
- Page speed is under 3 seconds on mobile (test with PageSpeed Insights)
- Fully mobile-responsive design
- Clear calls-to-action on every page (click-to-call + contact form)
- NAP (Name, Address, Phone) is consistent across the entire website
- Service area / location pages exist for your main markets
- Reviews and testimonials are featured prominently with schema
- Contact information is easy to find in the header/footer

## 3

## Content for AI Search (GEO / AEO)

How to get your business cited in AI answers.

- Content uses clear, direct answers near the top of pages (answer-first structure)
- Specific statistics, data, and numbers are included where relevant
- FAQ sections with real homeowner questions are added to service pages
- Content includes expert/author quotes with credentials
- Hyper-local content is created (neighborhood or city-specific pages)
- Pages are regularly updated (fresh dates help both Google and AI)
- Headings match how people actually ask questions
- Comparison-style content exists ("This vs That" type pages)

## Authority, Tracking &amp; Your Next Steps

## 4

**Citations, Reviews & Authority**

Trust signals Google and AI value.

- ☑ NAP (Name, Address, Phone) is consistent across 30+ relevant directories
- ☑ Steady flow of new Google reviews (target: 5-10+ per month)
- ☑ All reviews receive thoughtful, professional responses
- ☑ Brand mentions are appearing on relevant local and industry websites
- ☑ You are actively building third-party credibility (associations, partnerships, features)

## 5

**Tracking & Measurement**

Know what's working so you can double down.

- ☑ Google Business Profile Insights are reviewed weekly
- ☑ You are checking how your business appears in ChatGPT, Gemini, and Perplexity monthly
- ☑ Key rankings and visibility metrics are tracked over time
- ☑ You know which pages and content pieces are driving leads

**Quick Wins — Do These First**

30-Day Focus

- 1 Fully optimize your Google Business Profile (biggest quick win)
- 2 Add schema markup to your top service pages
- 3 Start responding to every review within 48 hours
- 4 Create or update 2-3 FAQ sections with real customer questions
- 5 Make sure NAP is consistent everywhere

**Ready to implement this checklist properly?**

Book a free Revenue Plan call with Engineered Reach. We'll review your current setup and show you the fastest path to more qualified leads.

[engineeredreach.com](https://engineeredreach.com)