FOLSOM TRADE CONTRACTOR TECHNICAL BRIEFING

Folsom Contractor Guide to Google Business Profiles and Local Map Visibility

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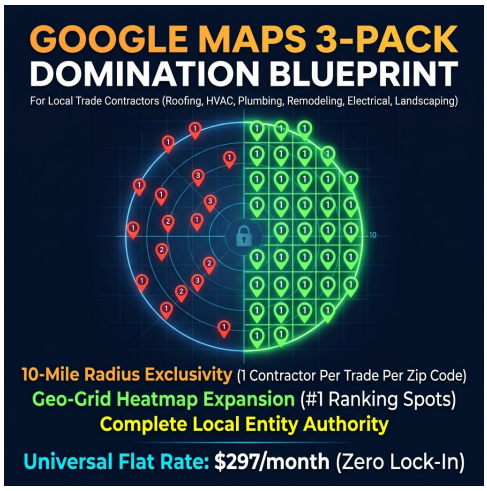


Figure 1: Trade Contractor Google Maps Placement Reference Guide.

EXECUTIVE SUMMARY & KEY FINDINGS:

• Complete and accurate Google Business Profile categories directly dictate which commercial search queries trigger your listing.

• High-resolution photos of real local job sites, branded service vehicles, and completed work reinforce business authenticity.

• Regular profile updates and seasonal service announcements improve user engagement and local search prominence.

Home service contractors in Folsom, including plumbers, electricians, HVAC technicians, and roofers, rely on Google Maps for their primary source of qualified inbound phone calls. Optimizing your profile requires thoughtful attention to detail.

Selecting Primary and Secondary Categories

Google allows one primary category and up to nine secondary categories. The primary category carries the heaviest ranking weight. Selecting the category that matches your core revenue driver (such as 'Plumber' or 'Water Damage Restoration Service') ensures maximum relevance for commercial intent queries.

Documenting Real Field Work

Stock photography fails to build trust with local consumers or search algorithms. Uploading genuine photos of your team on location in Folsom, El Dorado Hills, and Granite Bay provides indisputable evidence of local service delivery.

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