

POOL BROS MARKETING

PRESENTS

THE POOL BUILDER'S GBP DOMINATION GUIDE

How to Rank #1 on Google Maps and Turn Local Searches Into Booked Consultations

Inside This Guide:

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 - ✓ The 8-Phase GBP Optimization System — From Setup to Sustained Rankings
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WHY YOUR GBP IS YOUR MOST VALUABLE MARKETING ASSET

Before a homeowner ever sees your ads, visits your website, or watches your videos — they search Google. 'Pool builder near me.' 'Custom pool builder Huntsville.' 'Best pool company in [City].' What they find in those first three results — the Local Pack — determines whether they call you or call your competitor.

Your Google Business Profile controls whether you show up in that Local Pack. It is the single piece of digital real estate that connects your business to buyers at the exact moment they are

looking. And unlike ads, you do not pay per click. An optimized GBP generates calls, direction requests, and website visits around the clock — for free.



Important sequencing note: We optimize and verify your GBP in Week 1 — before we touch your website, before we run ads, before we do anything else. Every downstream marketing activity performs better when the GBP foundation is locked in. This is not optional. It is the infrastructure everything else sits on.

1 PHASE **PROFILE FOUNDATION** *Day 1-2 | Every field filled, every category set, nothing left blank*

An incomplete GBP profile ranks lower. Full stop. Google's algorithm interprets missing information as a signal that your business is less relevant or less trustworthy. Before you do anything else, every field gets completed.

Business Name

Must match exactly what appears on your website, signage, and every other directory listing. Character-for-character. No keyword stuffing in the name field — 'Berry Pools | Best Pool Builder Huntsville' will get your listing suspended. Use your actual registered business name only.

Categories — This Is Your #1 Ranking Signal

Your primary category tells Google what your business does. Get this wrong and you will not rank for the searches that matter. Get it right and it becomes the foundation of your entire local ranking.

| TYPE | CATEGORY | NOTES |
|---------------------------------------|------------------------------|---|
| Primary (choose one) | Swimming Pool Contractor | This is the most direct match for a pool builder. Do not deviate from this. |
| Secondary (add all that apply) | Swimming Pool Repair Service | Add if you do renovation or service work — expands your search footprint. |

| | | |
|------------------|--------------------|--|
| Secondary | Landscape Designer | Add if you design full outdoor living spaces, not just pools. |
| Secondary | Hot Tub Store | Add if you sell or install spas and hot tubs as part of your offering. |
| Secondary | General Contractor | Add if your scope includes structural work beyond pool construction. |

Service Area — City Names Beat Radius Every Time

Set your service area by named cities and counties, not by a radius. Named cities are a stronger local ranking signal. List every city you actively serve and actually drive to. Do not pad the list with cities you would never service — Google can detect inconsistency between your service area and your review locations.

Business Description — 750 Characters of Indexed Copy

Your description is indexed by Google. It is searchable content. Lead with your primary keyword naturally in the first sentence: 'Berry Pools is a custom pool builder serving Huntsville, Madison, and North Alabama.' Then tell the story — your differentiators, your approach, your experience. End with a soft call to action. Write it like a human, not a keyword list.



PRO TIP: Write your GBP description in the same voice as your best social media post. Conversational, direct, and specific. The homeowner reading it is deciding whether to call you or the builder two listings above you. Give them a reason in the first two sentences.

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NAP CONSISTENCY CHECK

Day 2 | Name, Address, Phone — locked and matched everywhere

NAP stands for Name, Address, Phone. These three pieces of information need to match exactly — character for character — across every platform where your business appears online. One mismatched suite number or a phone number with a different format can split your ranking signals and suppress your local pack position.

Run this audit before you make any other changes. Inconsistencies found after SEO work has begun are harder to diagnose and fix.

| PLATFORM | WHAT TO VERIFY | COMMON MISTAKE | FIX |
|---------------------|----------------------------------|--|--|
| Your Website | Header, footer, and contact page | Old phone number still in footer from 2021 | Update all three locations on the site — |

| | | | |
|-----------------------------------|--------------------------------------|---|---|
| | | | header, footer, contact page |
| Google Business Profile | Name, address, phone in the Info tab | Address uses 'Ste' in one place and 'Suite' in another | Standardize the format and match your website exactly |
| Facebook Business Page | About section and contact info tab | Personal page being used instead of a Business Page | Create a proper Business Page if one does not exist |
| Yelp | Business info section | Old address from a previous location still listed | Claim and update the listing — do not create a duplicate |
| Houzz / Angi / HomeAdvisor | Profile contact details | Phone number from when you first signed up — years ago | Log in and update each platform individually |
| BBB | Business listing | Business name variation — LLC vs no LLC, Inc vs Incorporated | Match the exact legal name format used everywhere else |
| Apple Maps | Business info | Often auto-generated and incorrect — many businesses never check it | Claim your listing at mapsconnect.apple.com and verify the info |



WATCH OUT: Do not create duplicate listings to fix NAP inconsistencies. If you find a duplicate GBP listing, report it to Google for removal through the dashboard. Duplicate listings split your reviews and your ranking signals between two profiles — which hurts both.

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PHOTO STRATEGY

Day 2-3 | 20+ photos at launch, one new photo every week ongoing

GBP profiles with photos receive significantly more clicks and direction requests than profiles without them. Photos are one of the most underinvested areas for pool builders — and one of the highest-return areas to get right. The goal is not just quantity. It is the right types of photos, in the right order, telling the right story.

PHOTO TYPE

TARGET QTY

SHOOT DIRECTION

WHY IT MATTERS

| | | | |
|--------------------------------|------|---|--|
| Cover Photo | 1 | Best finished pool. Clean, well-lit, shot during golden hour if possible. 1080x608px minimum. | The first thing a homeowner sees on your profile. This image alone determines whether they click or scroll past. |
| Logo | 1 | Clean logo on white or transparent background. Square crop works best. | Shows in search results, maps, and the knowledge panel. Brand recognition across every touchpoint. |
| Owner and Team Photos | 3-5 | Owner at a job site — not a studio portrait. Crew photo at an active build. Candid and real beats posed every time. | People buy from people they trust. Faces build trust faster than any logo or tagline ever will. |
| Active Build Photos | 6-10 | Multiple stages: dig day, steel, gunite or fiberglass, plumbing, equipment pad, decking in progress. | Shows Google and potential customers that you are actively building. Recency matters to both. |
| Finished Pool Portfolio | 8-12 | Multiple pool types, shapes, and settings. Mix of full backyard shots and close-up water shots. | Portfolio content is what the buyer is actually looking for when they click your profile. Give them reasons to stay. |
| Before and After Pairs | 2-4 | Raw lot on the left, finished pool on the right. Label them clearly. | Transformation content is the most shared and saved format in home improvement. High engagement signal to Google. |
| Full Backyard Oasis | 2-3 | Pools with decking, pergolas, outdoor kitchens, fire pits. Sell the whole vision. | Expands the buyer's imagination beyond just the pool — and your average project value with it. |

Photo Geo-Metadata — The Invisible Ranking Signal

Every photo you upload to GBP can carry embedded location data that tells Google where that photo was taken. This is a small but real local ranking signal — especially for service area businesses that want to rank in multiple cities. Use a free tool like Geolmgr to embed your service area coordinates into photos before uploading.



PRO TIP: Add new photos every single week without exception. Google rewards recency. A profile that added photos last month outperforms one that added photos last year, even if the older profile has more total photos. Set a recurring reminder. One photo per week minimum. Two is better.

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SERVICES AND PRODUCTS

Day 3 | Every service written, every product listed, all indexed

The Services section is one of the most underutilized ranking opportunities in a pool builder's GBP. Every service you add is indexed content — read by Google and displayed to buyers. Do not use Google's suggested defaults. Write your own, with your city name included naturally in each description.

| SERVICE NAME | HOW TO WRITE THE DESCRIPTION |
|-------------------------------------|--|
| Custom Pool Design and Build | Lead with the full scope: design consultation, 3D rendering, permitting, and construction. Include your city name and service area. End with a clear call to action: 'Contact us to schedule your free design consultation.' |
| Gunite Pool Construction | Explain what gunite is in plain language — high-pressure concrete applied over a steel frame. Mention your years of experience building gunite pools in your specific market. Include city name. |
| Fiberglass Pool Installation | Highlight the advantages a fiberglass buyer cares about: speed of installation, low lifetime maintenance, smooth finish, factory warranty on the shell. Include city name. |
| Pool and Spa Combinations | Describe the combination package as a complete backyard experience. Mention customization options, shared equipment efficiency, and the relaxation and entertainment angle. |
| Outdoor Living and Decking | Position this as the full backyard transformation service. Pavers, stamped concrete, travertine, pergolas, outdoor kitchens, fire features. Paint the full picture. |
| Pool Renovation and Remodel | Target homeowners with older pools who are not yet in the market for a new build. Resurfacing, equipment upgrades, automation retrofits, deck refresh. |
| Free Pool Consultation | Describe exactly what the consultation includes. How long it is, what gets covered, what the homeowner leaves with. Remove all friction from the decision to reach out. |

The Products Section — Almost Nobody Uses This

The Products section inside your GBP lets you list your pool types as visual products with photos and descriptions. Google surfaces these in your knowledge panel. They act as a mini portfolio inside your profile and give you additional indexed content — without building a single new web page. Add every pool type you offer as a product, with your best photo for each.



PRO TIP: After adding your services and products, search for your own business name on Google. Open the knowledge panel and verify that your services and products are

displaying correctly. Google sometimes takes 24-48 hours to surface new additions — check back the following day if they are not showing immediately.

5 PHASE

GBP POSTS

Ongoing from Day 3 | One post per week minimum, every week forever

GBP posts are one of the most consistent ranking behaviors you can develop. Google rewards active profiles. A profile that posts every week signals an active, legitimate business. A profile that last posted six months ago signals the opposite — even if everything else is perfectly optimized.

Every post needs three things: a photo, a caption with at least one keyword and your city name used naturally, and a CTA button that links back to your landing page.

| WHEN | POST TYPE | WHAT IT LOOKS LIKE + WHY IT WORKS |
|---------------------|----------------------------|---|
| Every Week | Job Site Progress Photo | 'Day four of a gunite build in Madison, AL. Look at this shell coming together. This pool will be ready for water in about three weeks.' Photo from the active job. Caption uses your city. Links to landing page. Signals active business to Google and builds anticipation for followers. |
| Every Week | FAQ Answered | 'How long does it take to build a pool in Huntsville? Here is the honest answer: 8-14 weeks depending on permits, pool type, and time of year. Here is why that range exists...'. Links to your FAQ blog post. Drives organic search impressions. |
| Bi-Weekly | Finished Pool Reveal | 'This one is done. A custom gunite pool in Hampton Cove — from contract to first swim in 11 weeks.' Use your best photo from the project. No hard selling. Let the work speak and let the visual do the work. |
| Monthly | Seasonal or Booking Update | 'Spring slots are filling up. If you want your pool ready before summer, now is the window to get on our calendar.' Real urgency only. Homeowners respect transparency — and they can tell when urgency is manufactured. |
| Monthly | 5-Star Review Highlight | Pull a real Google review. Quote the most powerful line from it. Add the finished pool photo from that job. Thank the customer by first name. This post type builds social proof and implicitly encourages others to leave reviews. |
| As Available | Customer Milestone | 'First swim' content if a customer shares it and gives permission. Tag them if they consent. This is consistently the highest-engagement post type you can publish — because it is real, emotional, and shareable. |

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Q&A SECTION

Day 3-4 | Seed 8+ questions, own this section before a competitor does

The Q&A section of your GBP is one of the most ignored features in local SEO — and one of the most valuable. Here is the thing most pool builders do not know: anyone can post a question to your Q&A, and anyone can answer it. That means if you do not seed this section yourself, a competitor or a disgruntled customer might answer questions about your business for you.

Post your own questions and answer them. Google allows it. The answers are indexed and appear in search results and in your knowledge panel. Write keyword-rich answers that sound natural — not like they were written for an algorithm.

| QUESTION TO SEED | HOW TO WRITE THE ANSWER |
|--|--|
| What areas do you serve? | List every city and county specifically. 'We build pools throughout Huntsville, Madison, Decatur, Athens, and surrounding North Alabama communities.' This is a direct local ranking signal. |
| How much does a pool cost in [City]? | Give a real range by pool type. Fiberglass entry-level, mid-range gunite, full custom with outdoor living. Do not be vague. Transparency builds trust and filters leads who are not in your range. |
| How long does a pool build take? | Give a specific timeline range and explain what affects it. 'Permit phase typically takes 3-6 weeks in Madison County. Construction takes 8-12 weeks after permits are approved.' Specific beats vague every time. |
| Do you offer pool financing? | Yes or no. If yes, name the financing partners or options you work with. Include a rough payment example. 'A \$65,000 pool financed over 15 years is approximately \$X per month at current rates.' |
| Are you licensed and insured in [State]? | Yes, with specifics. State your license number if publicly available. Name the types of insurance you carry. This answer is a trust signal that competitors who skip it cannot match. |
| What types of pools do you build? | List them all with brief descriptions. Gunite, fiberglass, vinyl liner if applicable. Specialty options like lap pools, sports pools, spa combinations. |
| Do you handle the permit process? | Yes or no. If yes, explain what that means in practice. 'We manage the full permit application and inspection schedule so the homeowner does not have to deal with the county directly.' |
| What does the process look like after I sign? | Walk through the first three steps specifically. This removes anxiety before the consultation even happens and makes the buyer feel like they already know what to expect from working with you. |



WATCH OUT: Check your Q&A section weekly. Anyone can post a question — and anyone can answer it. If a bad actor or a competitor posts a misleading answer before you do, it becomes the default response buyers see. Set a Google alert for your business name so you know immediately when new content appears on your profile.

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REVIEW STRATEGY

Ongoing | Velocity beats volume — 2 reviews per month beats 20 in January and zero after

Reviews are the single biggest ranking factor in the local pack after proximity and category relevance. Not just the number of reviews — the velocity, the recency, and the quality of the responses you give. A business with 40 reviews that received 3 in the last month outranks a business with 120 reviews that has not received one since spring.

The Ask System — Making Review Requests Automatic

| TRIGGER MOMENT | HOW TO ASK + WHAT TO SAY |
|--|--|
| Water Day — In Person | '[Name], we are so proud of how this turned out. If we earned it, a Google review means the world to our small team. I am going to text you a direct link right now — it takes less than 60 seconds.' Ask in person first. Personal asks convert significantly higher than automated ones. |
| Water Day — SMS (same day) | 'Hey [Name]! Congrats on your new pool — we loved building it. Here is that direct link for a Google review if you get a chance: [LINK]. No pressure at all, and thank you either way.' Direct link only. Every extra tap they have to take cuts the completion rate in half. |
| Day 7 Post-Fill — SMS follow-up | 'Hey [Name], hope you are loving the pool! If we earned it, a quick Google review makes a real difference for our small business: [LINK]. Takes less than a minute.' This catches the people who intended to leave a review but got busy. One follow-up only. |
| Day 14 — Email (final touch) | Brief email. Same message, different medium. Some people respond better to email than text. Include the direct link again. If they have not reviewed by now, do not push a third time — it damages the relationship. |

How to Respond to Reviews — Every Single One

Responding to reviews is not optional. It is a ranking signal and a trust signal. Google rewards profiles where the owner engages with customer feedback. Buyers read your responses as much as they read the reviews themselves — your response tells them what it is like to work with you.

| REVIEW TYPE | RESPONSE FORMULA | EXAMPLE LANGUAGE |
|-----------------------------|---|--|
| 5-Star | Thank by name + reference the project or city + use a keyword naturally + short close | 'Thank you so much, [Name]! We absolutely loved building your custom gunite pool in Hampton Cove. Enjoy every single swim — you deserve it!' |
| 4-Star with Feedback | Thank them + acknowledge the feedback directly + show what you are doing about it + close warm | 'Thank you, [Name]! We appreciate the kind words and the honest feedback on [specific issue]. We are always looking to improve and this helps us do that.' |
| 3-Star or Below | Acknowledge the experience without argument + apologize sincerely + take it completely offline + never argue publicly | 'We are sorry to hear this, [Name]. This is not the experience we want for our customers and we want to make it right. Please call us directly at [#] so we can talk through this personally.' |



PRO TIP: Never offer an incentive in exchange for a review. It violates Google's terms and can result in your listing being suspended. But you can absolutely offer a gift card to a past customer as a thank-you for their time — just do not tie it explicitly to the act of leaving a review. The relationship matters more than any single review.

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ATTRIBUTES AND ACCESSIBILITY

Day 4 | Enable every accurate attribute — these show in filtered searches

Attributes appear in your GBP panel and in filtered search results. When a homeowner searches 'veteran-owned pool builder near me' and you have that attribute enabled, you show up in that filter. When your competitor does not, they do not. These take two minutes to set and the ranking benefit is real.

| ATTRIBUTE | ENABLE IF... | WHY IT MATTERS |
|-------------------------|--|--|
| Veteran-owned | Owner is a U.S. military veteran | Buyers actively filter for this. It is also a strong trust and community signal in military-heavy markets. |
| Women-led | Owner or majority leadership is a woman | Same filter logic. A growing and underserved buyer preference segment in home improvement. |
| On-site services | Always — you go to the customer's property | Confirms to buyers that you come to them. Relevant for every pool builder. Enable by default. |

| | | |
|--------------------------------------|--|---|
| Online estimates | You offer digital consultations, video calls, or quote tools | Convenience signal for tech-forward buyers who want to start the process remotely. |
| Free consultations | Always — if you offer free initial consultations | Lowers the barrier to contact. Buyers are more likely to reach out when there is no perceived cost to the first conversation. |
| Identifies as Latino-owned | If applicable | Demographic preference filter. A real segment of buyers actively seeks out Latino-owned businesses. |
| Identifies as LGBTQ+ friendly | If applicable and your team culture supports this genuinely | Inclusion signal that matters to a real buyer segment — particularly in urban and suburban markets. |

WEEK 1 COMPLETION CHECKLIST

Nothing gets built on a broken foundation. Complete every item on this list before moving to Week 2 deliverables. Each checkbox represents a ranking signal. Missing even one can suppress your profile's performance for weeks.

| # | CHECKLIST ITEM | OWNER | ✓ |
|----|----------------|-----------|--------------------------|
| 1 | | Pool Bros | <input type="checkbox"/> |
| 2 | | Pool Bros | <input type="checkbox"/> |
| 3 | | Pool Bros | <input type="checkbox"/> |
| 4 | | Pool Bros | <input type="checkbox"/> |
| 5 | | Pool Bros | <input type="checkbox"/> |
| 6 | | Pool Bros | <input type="checkbox"/> |
| 7 | | Pool Bros | <input type="checkbox"/> |
| 8 | | Pool Bros | <input type="checkbox"/> |
| 9 | | Pool Bros | <input type="checkbox"/> |
| 10 | | Pool Bros | <input type="checkbox"/> |
| 11 | | Pool Bros | <input type="checkbox"/> |
| 12 | | Pool Bros | <input type="checkbox"/> |

| | | | |
|----|--|-----------|--------------------------|
| 13 | | Pool Bros | <input type="checkbox"/> |
| 14 | | Pool Bros | <input type="checkbox"/> |
| 15 | | Pool Bros | <input type="checkbox"/> |

ONGOING MAINTENANCE — WEEKLY AND MONTHLY

GBP optimization is not a one-time event. It is an ongoing practice. The pool builders who dominate their local pack do not just set up their profile once — they maintain it actively every week. Here is the minimum viable maintenance schedule.

| CADENCE | TASK | WHAT IT DOES FOR YOUR RANKING |
|------------------------|---|--|
| Every Week | Publish one new GBP post | Signals active business to Google. Profiles that post weekly consistently outrank profiles that post sporadically. |
| Every Week | Upload one new photo | Photo recency is a ranking signal. One new photo per week maintains the freshness signal indefinitely. |
| Within 48 Hours | Respond to every new review | Owner response rate is tracked by Google. Consistent responses signal engagement and professionalism. |
| Weekly | Check Q&A for new submissions | Anyone can post a question. Anyone can answer it. Own your Q&A before someone else does. |
| Weekly | Review suggested edits in the dashboard | Google and the public can suggest changes to your listing. Unapproved suggestions can change your profile without your knowledge. Check and approve or reject them every week. |
| Monthly | Review GBP Insights data | Calls, website clicks, direction requests, and photo views. Track trends month over month. Share highlights with the client in the monthly report. |
| Monthly | Update seasonal hours | Holiday closures, extended summer hours, reduced winter hours. Inaccurate hours create bad customer experiences and hurt your rating. |
| Quarterly | Full profile audit | Re-verify all business info, categories, service area, services, products, and attributes. Google makes platform changes regularly — what was accurate six months ago may need updating. |

YOUR NEXT STEP

An optimized GBP is not a nice-to-have. It is the difference between showing up in the Local Pack when a homeowner searches for a pool builder in your city — and being invisible while your competitor takes that call.

If you want Pool Bros Marketing to build, optimize, and maintain your GBP as part of a complete digital marketing system for your pool business, that is exactly what we do. Every client gets a fully optimized profile in Week 1 — connected to their ad campaigns, their landing page, and their automated review system from day one.

Ready to dominate your local market on Google?

Visit poolbrosmarketing.com to learn about working with us.
Or scan the QR code on any of our videos to book a free strategy call.

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