

OPTIMIZE YOUR GBP

EFFECTIVE STRATEGIES FOR MAXIMUM IMPACT

INTRODUCTION

What is a Google Business Profile?

Google Business Profile **(GBP)** is a complimentary tool offered by Google that enables businesses **to manage their online presence across various platforms,** including Search and Maps. For land clearing contractors, a well-optimized GBP can significantly **enhance local visibility and boost customer engagement.**

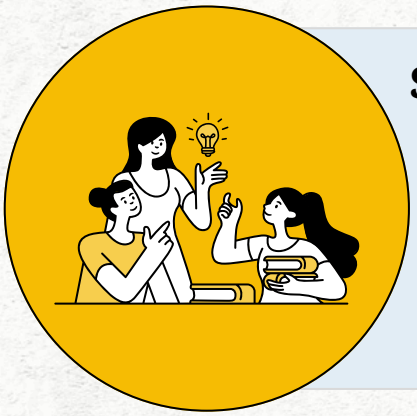
Why is it Important For Your Business?

Google Business Profile **(GBP)** is **how your company shows up on Google Search and Maps.** If you're in the dirt world—land clearing, site prep, excavation, demolition—you need a strong profile so contractors, landowners, and developers can actually find you.

HERE'S HOW TO DO IT RIGHT:



CREATE YOUR GBP

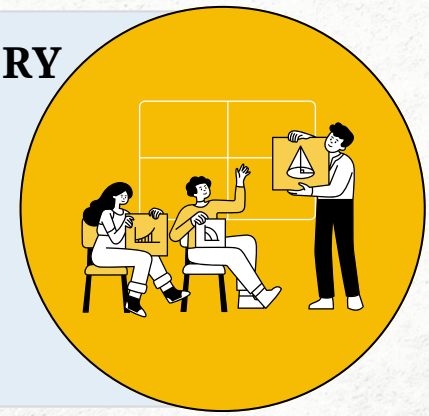


STEP 1: ADD YOUR BUSINESS

- Go to *business.google.com/add.*
- Click Add your business to Google.
- Enter your business name exactly as you use it (no keyword stuffing — Google can suspend you if you jam “land clearing | site prep | excavation | demolition” into the name).

STEP 2: CHOOSE THE RIGHT CATEGORY

- Pick the primary category that fits best:
  - Excavating Contractor
  - Demolition Contractor
  - Forestry Service
  - Land Clearing Service
- You can add additional categories later, but the primary one matters most for ranking





STEP 3: ADD BUSINESS LOCATION & SERVICE AREA

- If you have a yard or office, use your physical address (Google prefers this).
- If you don’t want your address public, set it up as a Service Area Business.
  - Add up to 20 service areas (counties, cities, or regions where you work).

Don’t use P.O. boxes or remote mailboxes — Google won’t accept them.

CREATE YOUR GBP

STEP 4: FILL IN CORE BUSINESS INFO

- Phone Number – make sure it's the same one you use everywhere else online.
- Website – if you don't have one yet, link to a Facebook page or landing page until you do.
- Business hours – match your website and social media. Inconsistencies hurt trust.
- Services – select all relevant ones from Google's pre-filled list (land clearing, grading, demolition, excavation, storm cleanup, etc.).





STEP 5: ADD A BUSINESS DESCRIPTION

- Keep it short and natural, like an elevator pitch.
- Example: *"We provide professional land clearing, excavation, and site prep services across Central Texas. Our team is equipped to handle everything from large-scale forestry mulching to demolition and grading projects."*
- Don't keyword-stuff—it looks spammy and won't rank better.

STEP 6: VERIFICATION

- Google will prompt you to verify your business (by mail, phone, or video).
- Complete the steps right away—your profile won't show until you're verified. *More info on this next!*



WHAT YOU NEED TO VERIFY

VIDEO VERIFICATION

Recording rules:

- Must be one continuous, unedited video (no breaks).
- At least 30 seconds long.
- Recorded and uploaded directly from your mobile device inside your Business Profile (you can't pre-record and upload later).

If You Have a Shop, Yard, or Office (Storefront/Hybrid) Show proof that your business is real and at the listed location:

1. **Location** – film nearby street signs, landmarks, or businesses that prove your spot matches Google Maps.
2. **Business exists** – show permanent signage with your business name (on a building, wall, gate, or window).
3. **You manage it** – unlock the yard, shop, or office; show employee-only areas, equipment storage, or your POS system.

If You're Service-Area Only (No Public Address)

1. **Service area** – film signs or landmarks in areas where you actually work. Don't just show empty land.
2. **Business exists** – capture branded trucks, trailers, equipment, uniforms, or marketing materials. Example: unlocking your branded excavator or skid steer.
3. **You manage it** – film yourself working, or show paperwork like invoices, utility bills, or licenses that match your Business Profile.





SUBMITTING VERIFICATION

VIDEO VERIFICATION

1. Open your Business Profile on your phone in the Google Maps app.
2. Tap **Get Verified** → **Capture video**.
3. Allow access to location, camera, and mic.
4. Hit **Start recording**, capture everything in one shot, then stop and upload.
5. Review your video; re-record if needed.
6. Wait for Review.
7. Google reviews in up to 5 business days.



PRO TIP:

For Dirt World Businesses, highlight equipment, trucks, jobsite signs, and permanent yard sign. **The more you show that ties directly to your work, the faster you'll get approved.**



ADD MORE DETAILS

Once your Google Business Profile is verified, **log in at business.google.com** to build it out so customers (and Google) get the full picture of what you do.



1. Add Detailed Services

- Go to Services → click each service (land clearing, site prep, excavation, demolition, grading, storm cleanup, etc.).
- Add a short description for each —keep it clear and professional. Example: *"Land Clearing –We use forestry mulchers and excavators to clear trees, brush, and overgrowth for residential, ranch, and commercial properties."*

2. Showcase Services as Products

- Click Products and add your services again.
- Treat each "product" as a big-ticket service—add a title, description, price range (optional), and a photo of your equipment or jobsite.
- Example: "Excavation & Site Prep – Full-scale excavation and grading for commercial pads, roads, and residential builds."



ADD MORE DETAILS



3. Update Business Info

- Click Edit → add your opening date (when you started operating).
- Enable the chat option and attach your main phone number so prospects can message you directly.
- Add applicable offerings/planning/service options (ex: “On-Site Services”).

4. Update Photos

- Go to Photos → add your logo, team photos, and jobsite images.
- Include action shots of equipment working, before/after clearing jobs, demolition projects, or grading work— these build trust and stand out more than stock photos.



PRO TIPS FOR DIRT WORLD BUSINESSES

- **Upload real jobsite photos** (equipment in use, before/after shots, crews working).
- **Post updates once a week** (recent projects, new equipment). Google rewards activity.
- **Encourage reviews from customers after jobs.** Ask them to mention the type of service they hired you for (“land clearing,” “excavation,” “demolition”)—this helps rankings.



ADVANCED OPTIMIZATION

ADD GBP TO WEBSITE

After the listing is active, be sure to e**mbed the GBP map in the footer** of both your website and the contact us page.

ADD Q&A TO THE GBP

Add a **detailed Q&A section** that addresses common questions for customer engagement, reducing repetitive queries, and fostering trust and transparency.

PARTNER WITH US

By partnering with **Blue Goat Land Leads,** you gain access to **a team of marketing experts who know the dirt world inside and out.**

We understand the challenges and opportunities in land clearing, excavation, site prep, and demolition, and we're relentless about helping you stand out where it matters most—**on Google.**

Our focus is simple: get your phones ringing, keep your crews busy, and help you dominate your local market so you can focus on moving earth.



LANDCLEARINGINSIGHTS.COM