

PROJECT CLOSEOUT · ADVANCED TIER

GBP Implementation Report

Roofing contractor · Mid-size US metro · Project completed Q1 2026

Composite sample. This report is based on a composite of real Local SEO implementations. Business name, location, and identifying details have been fictionalized to protect client confidentiality. The methodology, scope, and reporting format reflect actual deliverables.

Project summary

CLIENT

Summit Ridge Roofing Co.

SERVICE TIER

GBP Optimisation · Advanced

PROJECT DURATION

8 business days

STATUS

Complete · Handed off

Scope delivered

DELIVERABLE	TIER	STATUS
GBP categories — primary & secondary configuration	Standard	SHIPPED
Service-area configuration (SAB) with declared radius	Standard	SHIPPED
Keyword-rich business description (750 chars, on-brief)	Standard	SHIPPED
Services list — all 14 slots populated with descriptions	Standard	SHIPPED
Photo strategy — 32 geotagged uploads, ongoing template	Standard	SHIPPED
Q&A seeding — 8 owner-posted questions answered	Standard	SHIPPED
4-week GBP post calendar — drafted & scheduled	Standard	SHIPPED
Review acquisition workflow — SMS sequence + templates	Standard	SHIPPED
Citation cleanup across 22 priority directories	Advanced	SHIPPED
On-page fixes — NAP, title tags, LocalBusiness schema	Advanced	SHIPPED

KPI movement · day 1 vs. project close

GBP SCORE

42 → 87

+45 pts

SERVICES LISTED

0 → 14

+14

PHOTOS · GEOTAGGED

0 → 32

+32

CITATIONS CONSISTENT

8 → 22

22 / 22

GBP CHANGES SHIPPED

Configuration changes

Before → after, change-by-change · all changes verified live in Google Business Profile

6 changes shipped All verified live Owner access retained

C-01 ✓ Primary & secondary categories reconfigured SHIPPED

BEFORE

Primary: Contractor (generic)
Secondary: none

AFTER

Primary: **Roofing Contractor**
Secondary: **Commercial Roofer · Gutter Service**

C-02 ✓ SAB configured · address hidden · 9 service areas declared SHIPPED

BEFORE

Type: Storefront (address visible)
Service areas: 0 declared

AFTER

Type: **Service-area business** (address hidden)
Service areas: **9 declared** (4 ZIPs + adjacent suburbs)

C-03 ✓ Business description rewritten · keyword-rich, 748 chars SHIPPED

BEFORE

312 chars · generic boilerplate
No service keywords · no service area

AFTER

748 / 750 chars · primary keywords front-loaded
Includes: **roof replacement, repair, storm damage, metal roofing**

C-04 ✓ Services populated · all 14 slots used SHIPPED

BEFORE

Services listed: 0 / 14
Custom services: none

AFTER

Services listed: **14 / 14**
Each w/ description, price-on-request flag, keyword targeting

C-05 ✓ Photo strategy · 32 geotagged uploads + ongoing template SHIPPED

BEFORE

11 photos · 0 geotagged · stale (9 mo old)

AFTER

43 photos · 32 geotagged · categorised (interior, exterior, team, work)
Upload template provided for ongoing cadence

C-06 ✓ Q&A seeded · 8 owner-posted Q&A live SHIPPED

BEFORE

3 unanswered questions · oldest 14 mo
No owner-seeded Q&A

AFTER

All 3 historical Q&A answered
8 owner-seeded Q&A covering top customer queries

CITATIONS · CALENDAR · HANDOFF · FORECAST

What's locked in

Advanced-tier deliverables, post calendar, and 30/60/90-day expectations

Citations & on-page · Advanced tier

<p>22 / 22</p> <p>NAP CITATIONS CONSISTENT</p>	<p>5</p> <p>VERTICAL DIRECTORIES CLAIMED</p>	<p>3</p> <p>ON-PAGE FIXES SHIPPED</p>
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Citations: 9 mismatches corrected, 5 missing entries claimed (Angi, HomeAdvisor, BBB, Houzz, Nextdoor Business). On-page: NAP standardised across footer/contact/header, title tags rewritten on 6 service pages, LocalBusiness JSON-LD schema deployed sitewide with service-area markup.

4-week GBP post calendar · scheduled

WEEK 1	WEEK 2	WEEK 3	WEEK 4
<p>WORK Storm damage repair, Maple Ave</p> <p>UPDATE 11 yrs serving the area</p>	<p>OFFER Free spring roof inspection</p> <p>WORK Metal re-roof, before/after</p>	<p>UPDATE Emergency response now 24/7</p> <p>WORK Gutter install, Oak District</p>	<p>OFFER Bundled gutter + inspection</p> <p>WORK Commercial flat-roof project</p>

Review acquisition workflow handed off. Post-job SMS sequence configured (24-hr delay, 7-day follow-up). Review request templates supplied for 4 customer scenarios. Owner-response templates for 5-star, 3-4 star, and 1-2 star reviews. Target cadence: 8-12 reviews / month.

30 / 60 / 90-day forecast

<p>Days 1-30 · Indexation & first signals</p> <ul style="list-style-type: none"> › Category & SAB changes propagate · expect first ranking shifts week 2-3 › Citation corrections begin propagating to aggregators (slower channel) › Early lift in impressions for "roofing contractor + city" queries 	<p>WEEKS 1-4</p>
<p>Days 31-60 · Compounding visibility</p> <ul style="list-style-type: none"> › Local pack visibility broadens across declared service areas › Review velocity from new workflow becomes measurable (target ≥8/mo) › Schema & on-page changes register in Search Console performance data 	<p>WEEKS 5-8</p>
<p>Days 61-90 · Lead-flow inflection</p> <ul style="list-style-type: none"> › Calls/direction-requests from GBP measurable in Insights tab › Avg rating recovers as new reviews dilute legacy 1-star ratings › Recommended review point: decide on monthly management engagement 	<p>WEEKS 9-12</p>