

Google Business Profile Posting Guide for Exterior Contractors

SEO Keyword List for GBP Posts

Use these keywords in your Google Business Profile (GBP) posts to improve visibility in local searches. Naturally incorporate them into sentences and combine with high-quality visuals.

General Core Service Terms

- Roofing contractor
- Roof repair
- Roof replacement
- Asphalt shingle roofing
- Metal roofing
- New roof installation
- Vinyl siding installation
- Vinyl siding replacement
- Fiber cement siding installation
- James Hardie siding contractor
- Window replacement
- Energy-efficient windows
- Door installation
- Entry door replacement
- Exterior door contractor
- Residential exterior remodeling

Local SEO Boosters (Use with City/Region Names)

- Roof repair in [City]
- Window replacement near me
- Siding installation [County]
- Best roofing contractor in [City]
- Fiber cement siding [Your Region]
- New windows [Your City]
- Roofing company serving [Neighboring Towns]
- Affordable door replacement [ZIP code]
- Vinyl siding installers near [City]

Value & Trust Signals

- Licensed and insured roofing contractor

- Top-rated siding company
- Free roof inspection
- Warranty-backed roof installation
- Financing available for roof replacement
- Energy savings with new windows
- Locally owned and operated
- Trusted exterior contractor since [Year]

Product + Material Keywords

- CertainTeed roofing
- Owens Corning shingles
- James Hardie fiber cement
- Vinyl siding colors
- Architectural shingles
- Energy Star rated windows
- Double-pane windows
- Steel entry doors

Event-Based/Timely Keywords




- Spring roofing inspection
 - Fall gutter cleaning and roof tune-up
 - Summer siding specials
 - Hurricane season roof check
 - Winter window insulation upgrade
 - Tax season home improvement deals
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How Often Should You Post to GBP?

Post 1–2 times per week.

- Consistency helps maintain visibility and boosts Google ranking.
 - Frequent posts increase the chance of appearing in Local Map Pack and on mobile.
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What to Post

-  Recent projects (with before/after photos)
-  Service highlights ("We install James Hardie siding in [City]")
-  Educational tips ("3 signs you need new windows this spring")

- 🌟 Promotions and seasonal deals
 - ⭐ Customer reviews with visuals
 - 📍 Local neighborhood shoutouts
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🕒 Best CTA Buttons for GBP Posts

Goal	Best CTA Button
Get a lead	Call now / Get quote
Drive traffic to site	Learn more
Promote a discount	Book / Call now
Showcase a service	Learn more
Drive form submissions	Sign up

🔧 Pro Tip: Use "Learn more" to link to your gallery, landing page, or Project Map It if available.

📊 SEO Tips for Writing Posts

1. **Use keyword-rich phrases naturally**
 - Example: "We completed a full roof replacement in [City] using CertainTeed Landmark PRO shingles."
 2. **Always include your location**
 - Mention the city/town where the job was done.
 3. **Include a clear CTA**
 - Ex: "Need a new roof in [City]? Call today for a free estimate!"
 4. **Use high-quality photos or videos**
 - Before/after shots are powerful.
 5. **Emojis (sparingly)**
 - Use to highlight key points: 🏠, 🔨, 📍, 💬
 6. **Mention products or brands**
 - Highlight materials used: "James Hardie fiber cement siding" or "Energy Star-rated windows."
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Pro Posting Schedule Example

Week	Post Type	CTA
1	Before/after roof project	Call now
2	Vinyl siding color spotlight	Learn more
3	Customer review + project photo	Get quote
4	Seasonal service reminder	Call now

Ready to start posting? Let me know your city and service you want to focus on, and I'll write you a couple of sample GBP posts to kick things off!