Craftline Agency

STEP-BY-STEP GUIDE · PREPARED FOR

Brookdale Roofing
Brookdale, TX

Your customers love you. Your Google profile is hiding it. This guide fixes it in 9 simple steps. Everything is already written. You just copy and paste.

9	30min	0	5.0★
Simple steps	Total time	Writing needed. It's done for you	Your rating. Now let's show it off

Sample guide, names and details changed

hello@craftlineagency.com

FIRST, THE PROBLEM

Why you're missing calls

You have the highest rating of any roofer we checked in Brookdale. But a dead website link, 2 photos and a profile that hasn't posted in 4 years make you look closed to anyone who hasn't met you. Everything below is already written. Paste it in, and your profile works as hard as you do.

WHAT GOOGLE CHECKS	STATUS	RIGHT NOW	FIXED IN
Rating	Great	5.0 stars	Nothing. It's your best asset
Website link	Broken	Link goes nowhere	Step 5
Photos	Weak	2 photos	Step 6
Posts	Inactive	Last post 4 years ago	Step 9 + weekly posts
Review replies	Missing	0 replies	Step 7
New reviews	Slow	None in ~1 year	Step 8
Services listed	Thin	2 services	Step 3
Spam review	Fix	Web designer pitch	Step 7

BEFORE YOU START

Get ready (2 minutes)

YOU NEED

💻 **A computer** is easiest. A phone works too.

🔑 **The Google account** that owns your business profile

📷 **15 photos** of your jobs, on your phone or computer

📄 **This guide**, open next to your screen

OPEN YOUR PROFILE EDITOR

1. Go to **google.com** and sign in with the account that owns your profile.
2. Search for **Brookdale Roofing Brookdale**.
3. Your profile shows with buttons like **Edit profile** **Read reviews** **Add update**. That's your editor. Every step starts here.

THE 9 STEPS

1	Description	1 min	2	Categories	2 min
3	Services	8 min	4	Service area	2 min
5	Hours & website	2 min	6	Photos	5 min
7	Review replies	7 min	8	Review requests	2 min
9	First post	1 min			

💡 **Tip:** Google sometimes moves buttons around. If you can't find one, look for a button with the same name in the menu. Edits can take a few days to show up.

STEP 1 OF 9

⏱ 1 min

Paste your description

> **Why:** This is the first thing customers read about you. It also tells Google which searches to show you for.

DO THIS

1. Click **Edit profile**.
2. Find **Description** and click the pencil.
3. Delete what's there and paste the text below. Click **Save**.

COPY THIS

Brookdale Roofing is a family-owned roofing company in Brookdale, TX, run by owner Dan Harper. We handle roof replacement, hail and storm damage repair, leak repair, gutters, soffit and fascia for homes and businesses across Brookdale, Oak Hill, Millbrook, Riverside and the rest of the county. Dan comes out himself, usually within a day, explains what your roof needs, and gives you a clear quote. The price we quote is the price you pay. We help you with your insurance claim, show you shingle colors and styles, and leave your property clean. Most roofs are done in one day. Call for a free inspection.

Description 606 / 750 characters

✏️ **Check first:** Remove any town you don't serve, and "free inspection" or "most roofs in one day" if they aren't true.

☐ **Done when:** Your new description is saved.

STEP 2 OF 9

⏱ 2 min

Set your categories

> **Why:** Categories decide which searches you show up in. The main one matters most.

DO THIS

1. Click **Edit profile**, then find **Business category**.
2. Make sure the **main category** is the one below. Keep it if it already is.
3. Click **Add another category** and add the extra ones. Click **Save**.

MAIN CATEGORY

★ Roofing contractor

ADD THESE

+ Gutter contractor

+ Siding contractor (only if you do siding)

☐ **Done when:** Your main category is set and the extras are added.

STEP 3 OF 9

⏱ 8 min

Add your services

> **Why:** Google only knows about 2 of your services right now. Each one you add is another search you can show up in.

DO THIS, FOR EACH CARD BELOW

1. Click **Edit services** (or **Edit profile** → **Services**).
2. Click **Add custom service**, type the **bold name**, and paste the description.

Roof replacement

Full tear-off and new roof. Help choosing a shingle color to match your brick or siding.

Hail & storm damage repair

Same-day or next-day inspection after a storm. We help you through the insurance claim.

Roof leak repair

We find the source of the leak and fix it, including joints and flashing.

Roof inspection

Free inspection with a plain explanation of what's wrong and your options.

Wind damage & shingle repair

Lifted or missing shingles replaced before they cause leaks.

Gutter installation

New gutters installed and sized for your roof.

Soffit & fascia repair

Rotted or damaged trim replaced, often done with your roof job.

Commercial roofing

Roof repair and replacement for local businesses.

☐ **Done when:** All the services you offer are listed. Skip any you don't do.

STEP 4 OF 9

⏱ 2 min

Set your service area

> **Why:** This tells Google which towns to show you in. Without it, you only show up near your address.

DO THIS

1. Click **Edit profile**, then find **Service area**.
2. Type each town below and pick it from the list.
3. Click **Save**.

ADD THESE TOWNS

Brookdale | Oak Hill | Millbrook | Riverside | Pine Grove | Cedar Bend

✏️ Remove any town you don't actually drive to.

☐ **Done when:** Every town you serve is listed.

STEP 5 OF 9

⏱ 2 min

Fix your hours and website

> **Why:** A dead website link sends customers to a dead end, and they call the next roofer. Wrong hours mean missed calls.

FIX THE WEBSITE

1. Click **Edit profile**, then find **Website**.
2. Your current link is **dead**. Delete it, or replace it with a working page. Click **Save**.

💡 **No website?** A free one-page site (for example on Carrd) is enough. Use your description and services from this guide as the text.

FIX THE HOURS

1. Click **Edit profile**, then find **Hours**.
2. Your profile says **open 24 hours**. If you don't answer at 3 a.m., set your real hours. Click **Save**.

☐ **Done when:** The website link works (or is removed) and your hours are real.

STEP 6 OF 9

⏱ 5 min

Upload your photos

> **Why:** Homeowners want to see your work before they call. You have 2 photos; aim for 15 or more.

DO THIS

1. Click **Add photo**.
2. Pick photos from the list below and upload them all at once.

PHOTO SHOT LIST

- [ ] Finished roof, from the street
- [ ] Finished roof, close-up of shingles
- [ ] Before and after of the same house
- [ ] Crew working on a roof
- [ ] Dan with the truck or at a job
- [ ] Hail or storm damage you repaired
- [ ] New gutters
- [ ] Soffit and fascia repair
- [ ] Shingle color samples on a house
- [ ] Clean yard after a job
- [ ] Commercial roof job
- [ ] Your truck with the logo
- [ ] 3 more of your best finished roofs

📷 Real photos only, never pictures from the internet. Phone photos are perfect. Take them in daylight.

- [ ] **Done when:** You have at least 15 real photos on your profile.

STEP 7 OF 9

⏱ 7 min

Reply to your reviews

> **Why:** None of your reviews has a reply. Replies show you care, and Google sees an active business.

1 Click **Read reviews**, find the reviewer, click **Reply**, paste, **Post reply**.

Mark T.
★★★★★
They said: Fast quote, insurance help, chose a color to match his brick

YOUR REPLY
Thank you, Mark! Glad we could help with the insurance claim too. That brown-red color looks great with your brick. Enjoy the new roof. – Dan

Linda P.
★★★★★
They said: Roof done within days, crew put the Christmas lights back

YOUR REPLY
Thank you! It was a pleasure working on your home. And of course we put the Christmas lights back up. Merry Christmas! – Dan

Greg W.
★★★★★
They said: Owner explained the problems and options, great cleanup

YOUR REPLY
Thanks, Don. I always want customers to understand exactly what's wrong and what their options are before we start. Appreciate you trusting us. – Dan

Paul R.
★★★★★
They said: Hail reroof, final price matched the quote, done in a day

YOUR REPLY
Thank you, Paul! Hail jobs are stressful enough, so the price we quote is the price you pay. Glad we got it done in a day. – Dan

Karen S.
★★★★★
They said: Same-day hail check, her second roof with you

YOUR REPLY
Karen, thank you for trusting us with a second roof! That means a lot to our family business. – Dan

STEP 7 OF 9 · CONTINUED

⏱ 7 min

More replies

Rosa M.
★★★★★
They said: Leak at a joint, fixed the next day

YOUR REPLY
Thank you, Rosa. When something isn't right, we come back and fix it. That's how it should be. Call anytime. – Dan

Tina L.
★★★★★
They said: Others wouldn't quote; added soffit and fascia

YOUR REPLY
Thank you, Tina! Every homeowner deserves an estimate. Glad the soffit and fascia came out the way you wanted. – Dan

Joe B.
★★★★★
They said: Issue fixed quickly, crew came back for fascia

YOUR REPLY
Thank you, Joe. Thanks for pointing out the issue so we could fix it fast, and for having us back for the fascia. – Dan

Ben K.
★★★★★
They said: Finished in half the expected time

YOUR REPLY
Thanks, Ben! Our crew works hard to finish fast without cutting corners. Glad you're happy with it. – Dan

Amy D.
★★★★★
They said: Communicative and reliable start to finish

YOUR REPLY
Thank you, Amy! Keeping you updated from start to finish matters to us. We appreciate the recommendation. – Dan

🚩 **One "review" is a web designer's sales pitch.** Don't reply. Click the three dots next to it → **Report review**.

☐ **Done when:** All 10 reviews have a reply and the spam one is reported.

STEP 8 OF 9

⏱ 2 min

Set up review requests

> **Why:** Your customers love you, but most never get asked for a review. Fresh reviews push you up in Google Maps.

DO THIS

1. Click **Ask for reviews** and copy your link.
2. Save the two texts below in your phone's notes, with your link pasted in.
3. After every job, send **Text #1** before you drive away.

Text #1
Same day, before you leave

Hi [name], this is Dan with Brookdale Roofing. Thank you for trusting us with your roof! If you're happy with the work, a quick Google review would really help our family business: [link]

Text #2
3 days later, only if no review

Hi [name], Dan again. Hope the new roof is treating you well. If you have one minute, here's the review link: [link]. Thank you either way!

Invoice or card
Optional, with a QR code

Happy with your new roof? Scan to tell your neighbors. It helps our family business more than you know. **[QR code]**

🚫 Never offer discounts or gifts for reviews, and never write them yourself. Google suspends profiles for it.

☐ **Done when:** Both texts are saved in your phone with your link.

STEP 9 OF 9

⏱ 1 min

Publish your first post

> **Why:** Your last post was 4 years ago, so the profile looks abandoned. One post a week fixes that.

DO THIS

1. Click **Add update**.
2. Paste the text below and add a photo.
3. Set the button to **Call now**, then click **Post**.

COPY THIS · WEEK 1

Winter's coming to East Texas. Lifted shingles and small leaks get worse with ice and cold rain. Free roof inspection: Dan comes out himself, usually next day.

📷 Photo: Close-up of a roof

Post on Nov 16

☐ **Done when:** Your first post is live.

🎉 **That's it. Your profile is fixed.** All 9 steps done

AFTER SETUP · 2 MINUTES A WEEK

Your weekly posts

Every week, do Step 9 again with the next post below.

Add update → paste → photo → **Call now** → **Post**

☐ Week 2 — Post on Nov 23

Just finished a full roof replacement in [neighborhood], done in one day and cleaned up the same afternoon.

📷 **Photo:** Before / after

☐ Week 3 — Post on Nov 30

Had hail this year and never got the roof checked? Most insurance policies have a deadline for claims. We inspect for free and help with the claim.

📷 **Photo:** Hail-damaged shingle

☐ Week 4 — Post on Dec 7

Meet the crew behind Brookdale Roofing. We're a family business serving Brookdale, and Dan is on every estimate.

📷 **Photo:** Crew photo

☐ Week 5 — Post on Dec 14

Choosing a shingle color? Match it to your brick or siding. We bring samples so you can see it against your house.

📷 **Photo:** Samples on the house

☐ Week 6 — Post on Dec 21

Rotted fascia or soffit? Water and critters get in there first. Easy to fix while we're already on your roof.

📷 **Photo:** Fascia repair

☐ Week 7 — Post on Dec 28

After an ice storm, look for ceiling stains, shingles in the yard, or sagging gutters. See any of it? Call us.

📷 **Photo:** Damaged gutter

AFTER SETUP · 2 MINUTES A WEEK

Weekly posts, continued

☐ Week 8 — **Post on Jan 4**

Gutters doing their job? Overflowing gutters damage your foundation and fascia. We install new ones.

📷 **Photo:** New gutters

☐ Week 9 — **Post on Jan 11**

How we work: call, free inspection, clear quote, roof done, yard cleaned. The price we quote is the price you pay.

📷 **Photo:** Job site

☐ Week 10 — **Post on Jan 18**

What our customers say: [short line from a real review] – [first name], Brookdale.

📷 **Photo:** Photo of that job

☐ Week 11 — **Post on Jan 25**

Spring hail season is coming. Get your roof checked now so small problems don't turn into leaks.

📷 **Photo:** Roof inspection

☐ Week 12 — **Post on Feb 1**

Spring schedule is filling up. Book your inspection now: (555) 010-2040.

📷 **Photo:** Truck or crew

EXTRA · KNOW YOUR COMPETITION

Who you're up against

You have the best rating in town. Competitors win on review count and activity, and Google weighs those alongside rating.

BUSINESS	NUMBER OF REVIEWS	RATING
Ridgeline Roofing Huge review volume, working website	573	4.9★ Google
Apex Roof Pros Steady recent reviews	199	4.9★ Google
Brookdale Roofing (you) Best rating, least active profile	27	5.0★ Google

How you catch up: You won't pass 199 reviews this year, and you don't need to. Reply to every review, post weekly and add 2–3 fresh reviews a month, and you look as active as the big players. Then your perfect rating does the selling.

Counts checked Sample guide, names and details changed. Source shown under each rating.

Weekly

Post an update

2 minutes, using the next post in this guide.

Every job

Ask for a review

Send Text #1 before you drive away.

8 weeks

Check results

Open "Performance" on your profile to see calls.

✉️ **Stuck on a step?** Email hello@craftlineagency.com. We reply within one business day.