

Google Service Description Checklist

Convert more customers with compelling Google service descriptions.

Based on [How To Write Google Service Descriptions That Convert In University Park](#) by Casey's SEO

1. Understand Your Audience

Focus on what your local customers need and speak directly to their concerns.

- Identify specific customer pain points in University Park.
- Acknowledge the customer's problem before presenting your solution.
- Speak directly to the customer's specific situation and desires.
- Understand the emotional journey of a customer searching for your service.
- Tailor language to resonate with University Park residents' unique needs.

2. Craft Compelling Content

Write descriptions that connect with customers and highlight benefits.

- Start descriptions with the customer's problem or experience.
- Use specific details about your services and their outcomes.
- Clearly state the benefits customers will gain from your service.
- Translate features into tangible customer outcomes.
- Avoid corporate jargon and overused phrases like 'quality service'.

3. Incorporate Local Relevance

Make your descriptions stand out by referencing University Park specifically.

- Include specific local references to University Park neighborhoods.
- Mention common local challenges like weather or home systems.
- Demonstrate familiarity with University Park building codes or regulations.
- Reference local landmarks or community involvement.
- Highlight your years serving University Park specifically.

4. Build Trust and Credibility

Assure customers that you understand their needs and are reliable.

- Provide clear benefit statements answering 'What will I gain?'.
- Include social proof elements like years in business locally.
- Showcase recognizable local projects or community involvement.
- Address common customer questions or hesitations proactively.
- Mention your Colorado contractor's license number if applicable.
- State your insurance coverage and any local permits.

5. Optimize for Search and Readability

Ensure your descriptions are easily understood by both customers and Google's AI.

- Research actual search terms University Park residents use.
- Integrate location-specific details naturally.
- Structure descriptions with clear headings and concise paragraphs.
- Use FAQ-style sections to address frequent questions.
- Place the most compelling information upfront for search result visibility.

6. Industry-Specific Techniques

Tailor your descriptions to your specific service industry.

- For home services: Emphasize emergency availability, licensing, and insurance.
- For professional services: Highlight credentials, experience, and measurable results.
- For retail services: Focus on convenience, selection, and customer experience.
- For home services: Mention familiarity with local building codes.
- For professional services: Demonstrate understanding of local business challenges.

7. Avoid Common Mistakes

Steer clear of errors that reduce customer interest and engagement.

- Do not use generic phrases that lack genuine meaning.
- Focus on benefits, not just features.
- Ensure descriptions are neither too long nor too short.
- Do not present outdated information about services or availability.
- Avoid writing primarily for Google's algorithm instead of people.

8. Measure and Improve

Track performance and use feedback to refine your descriptions.

- Monitor Google Business Profile insights for service views.
- Track which descriptions lead to phone calls or website visits.
- Analyze contact rates versus view rates for service descriptions.
- A/B test different opening lines, benefit statements, or calls-to-action.
- Ask new customers for feedback on what was most helpful.
- Update descriptions at least monthly to reflect current offerings.

Resources & Further Reading

Use these pages while working through the checklist:

■ Colorado Springs SEO Blog

<https://caseysseo.com/seo-blog>

■ Colorado Springs Local SEO Company

<https://caseysseo.com/colorado-springs-local-seo/>

■ The Real Deal on Google My Business for Service Area Businesses: What Actually Works in 2025 – Casey's SEO

<https://caseysseo.com/the-real-deal-on-google-my-business-for-service-area-businesses/>

■ Google vs Bing: Why Your SEO Strategy Needs to Account for Both (And How They're Actually Pretty Different) – Casey's SEO

<https://caseysseo.com/bing-vs-google-algorithm-differences-complete-ranking-factor-comparison-guide/>

■ Social Proof Copywriting Templates That Build Instant Trust – Casey's SEO

<https://caseysseo.com/social-proof-copywriting-templates-that-build-instant-trust/>

■ Google Maps Optimization Colorado Springs

<https://caseysseo.com/colorado-springs-google-maps-optimization/>

■ Find Your Local Results

<https://caseysseo.com/>

■ About Casey's SEO

<https://caseysseo.com/about/>

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Connect with local customers by making your Google service descriptions specific and customer-focused.