Why Customers Can't Find You Online — And What Every Remodeling Contractor Should Fix First

A no-fluff visibility guide for remodeling contractors who want better leads, not just more headaches.

by Craig Doty

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You're Not Alone

If you're great at remodeling but feel totally lost when it comes to marketing, you're in good company.

Most contractors we talk to say the same thing:

"We get some referrals, but the phone isn't ringing like it used to." "We tried ads once and didn't get a single good lead." "I don't even know if my Google listing is working."

Sound familiar?

That's because most remodeling contractors aren't actually doing anything *wrong* — they're just missing a few critical visibility pieces that would put them in front of the right homeowners, at the right time.

This quick guide will show you:

- Why you're hard to find online (even in your own town)
- What fixes you can make right now
- And how to stop relying so heavily on word-of-mouth just to survive

Let's dive in.

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The Visibility Gap — What's Really Going On

Here's the brutal truth:

If a homeowner searches *"kitchen remodeler near me"* and you don't show up, you may as well not exist.

And this isn't just about Google. It's about:

- Not showing up on **Google Maps**
- Being invisible in **search results**
- Never getting noticed on **Facebook or Instagram**, where your competitors are showing off gorgeous project photos

Even worse, many remodelers are *paying* for leads (via HomeAdvisor, Angie's List, etc.) that are sold to 3–5 other contractors — making you one of many in a race to the bottom.

⚠️ Visibility = Trust

People hire who they see. And if you're nowhere to be found, you're losing work to people who aren't as good — but are simply easier to find.

Let's walk through the five most common visibility killers, and how to fix them.

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Mistake #1 — No Verified or Optimized Google Business Profile

Your **Google Business Profile** (the little box that pops up when someone searches for your name or service) is one of your most important marketing assets — and it's *free*.

But if it's:

- Not verified
- Missing photos
- Has outdated info or wrong hours
- Not listing your services

...then it's *hurting* more than helping.

✅ Quick Fix:

- Go to google.com/business
- Make sure your profile is claimed, verified, and up to date
- Add at least 10 photos — before/after shots work best
- List your services and service area clearly

Need Help?

We set this up Google Business Profiles and optimize them for all of our contractor clients.

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Mistake #2 — Few or No Reviews

87% of people read online reviews before hiring a contractor. That means if you only have 1 or 2 reviews — or none at all — you're probably being skipped over completely.

🔧 How to Fix It:

Ask every happy client for a Google review the day the job wraps

Make it easy for them

Send them a direct link to your review page

Bonus

After you get the review, then the referral campaign starts.

> **Pro tip:** Aim for at least **15–25 reviews**. After that, you'll start standing out — especially if your competitors are sitting at 3–5.

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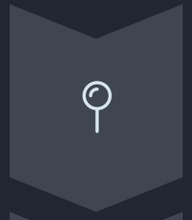
Mistake #3 — You're Not Showing Up in Local Searches

Most homeowners search something like:

"bathroom remodeling contractor near me" "kitchen remodel [your city]"

If your site (or Google Business profile) isn't showing up, it's probably because:

- You're not running **Google Local Ads**
- Your website isn't optimized for local SEO (search engine optimization)



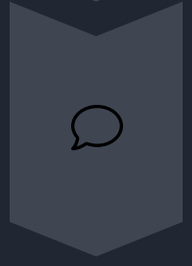
Run Google Local Ads

Show up at the top of search with your business info, reviews, and a call button



Add location keywords

Add location keywords to your site (e.g. "Custom Kitchen Remodeling in Nashville, TN")



Be consistent

Make sure your business name, address, and phone number are consistent everywhere online (your "NAP" info)

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Mistake #4 — No Website (or One That Pushes People Away)

Let's be honest — a lot of remodeling sites are either:

- Nonexistent
- Barely functional
- Or built in 2009 and never updated

And here's the kicker: **your website doesn't need to be fancy — just functional.**

🛠️ Your Website Should:

- Be mobile-friendly (most traffic comes from phones)
- Load quickly
- Show clear photos of your work
- Include a few strong testimonials
- Have one clear CTA (e.g. "Request a Free Estimate")

A clean, modern site that builds trust will help convert traffic into real leads — instead of scaring them off.

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Mistake #5 — Not Using Facebook or Instagram Ads

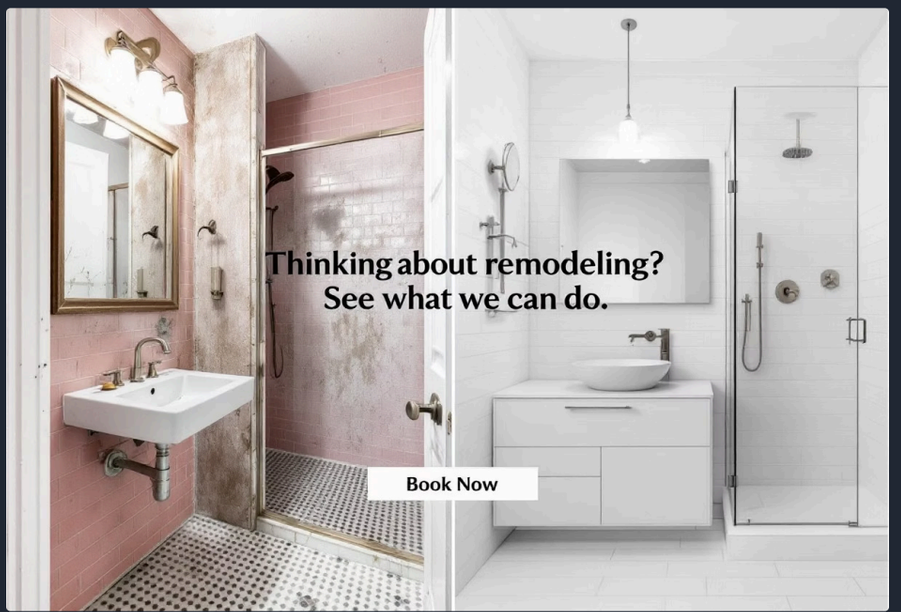
People may not be searching for a remodel *right now*, but they are:

- Scrolling Facebook and Instagram
- Looking at home inspiration photos
- Thinking, *"we should finally redo that kitchen"*

You can get in front of them with simple, targeted ads showing your work — and let the algorithm do the rest.

🛠️ Example Ad Strategy:

- Show a beautiful before/after bathroom remodel
- Target homeowners aged 30–65 in your service area
- Include a simple message: "Thinking about remodeling? See what we can do."
- Send them to your website or a lead form



Done right, this can bring in consistent leads *before* they ever go searching on Google.

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What to Fix First

Here's where to start — in order of impact:

Verify and clean up your Google Business Profile

This is your digital storefront and often the first impression potential clients will have

Ask past clients for Google reviews

Build social proof that makes new customers trust you before they even call

Run a small Google Local Ad campaign

Get immediate visibility when people are actively searching for your services

Fix or replace your website

Ensure you have a professional online presence that converts visitors to leads

Test a Facebook ad with one of your best projects

Reach potential customers before they even know they need you

🔍 Want a shortcut? We help remodeling contractors fix all of this — fast. From setting up your Google profile to running Facebook & Google ads, we handle the marketing so you can focus on the work.

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About Us + Free Visibility Audit

We're a marketing agency that helps remodeling contractors get seen, trusted, and hired.

Our focus is simple:

- **More visibility online**
- **Better leads**
- **Less stress for you**

Want to know *exactly* why you're not showing up online? We offer a **free visibility audit** that checks:



Your Google profile



Local search performance



Your website's ability to convert



Your review health



Ad readiness for Facebook and Google

It's completely free — and it'll show you where the gaps are (and how to fix them fast).

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🎯GET YOUR FREE WEB VISIBILITY AUDIT

Text the word "AUDIT" to (908) 324-5393

Let’s help more customers find you — and choose you — for their next big project.

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