



GOOGLE BUSINESS PROFILE TIDY-UP

Hartwell Plumbing & Heating

Example Town

Everything in this pack is ready to copy and paste into your Google Business Profile. You make the changes yourself, so we never need your Google login.

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new business
description

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services with
descriptions

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ready-to-post
Google posts

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fixes, in order of
importance

This is an example pack for a made-up plumbing firm, to show what you get. The "before" text is invented to show common problems.

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Your business description

This is the "From the business" text people see on your profile. Google allows up to 750 characters. A good one says what you do, where, and why someone should pick you, in plain words.

BEFORE

We are a plumbing company. We do all plumbing jobs big or small. Best prices in Example Town!!! Call for a quote. Gas safe. No job too small.

141 characters

- Doesn't say which areas you cover
- Shouting ("!!!") and "best prices" claims put people off
- Lists no actual services
- No reason to call you rather than the next plumber

AFTER · READY TO PASTE

Hartwell Plumbing & Heating is a family-run, Gas Safe registered plumbing and heating firm based in Example Town, covering the town and villages within about 15 miles. We fit and service gas boilers, repair leaks and blocked drains, install bathrooms and showers, and carry out landlord gas safety certificates. For emergencies such as no heating, no hot water or a burst pipe, call us and we'll tell you honestly how soon we can get there. We give a written quote before starting larger jobs, tidy up when we finish, and every boiler installation comes with the manufacturer's warranty registered in your name. Open Monday to Friday 8am to 5:30pm and Saturday mornings.

670 of 750 characters

Where to paste it: search for your business name on Google while signed in, choose *Edit profile*, then *Business information* → *Description*. Changes can take a few days to appear while Google reviews them.

Your services list

Before: services were just "Plumber" and "Heating", with no descriptions. Add each one below under *Edit services*, using the name and the description (up to 300 characters each).

Boiler installation

New combi, system and regular gas boilers fitted to manufacturer standards. Written quote first, old boiler removed, and the warranty registered for you.

Boiler servicing and repair

Annual boiler services and fault repairs on most major makes. We'll explain what's wrong and what it costs before we fix it.

Emergency plumbing

Burst pipes, leaks, no heating or no hot water. Call us and we'll give you an honest arrival time.

Landlord gas safety certificates (CP12)

Annual gas safety checks for rental properties, with the certificate emailed to you and a reminder before the next one is due.

Bathroom and shower installation

Full bathroom refits or shower upgrades, from removing the old suite to tiling and the finishing touches.

Blocked drains, sinks and toilets

Clearing blocked sinks, toilets and outside drains, with advice on stopping it happening again.

Radiators and central heating

Radiator replacement, power flushing, thermostatic valves and smart thermostat fitting.

Four ready-to-post updates

Before: the last post on the profile was from 2023. Add these under *Add update*, one every week or two, with one of your own photos. Post 1 is for early December.

Post 1: Christmas opening hours

[Button: Call now](#)

Our Christmas opening hours 🌲

Mon 22 – Tue 23 Dec: 8am – 5:30pm

Christmas Eve: 8am – 1pm

25 – 26 Dec: closed (emergency line only, 07700 900123)

27 Dec – 1 Jan: emergency call-outs only

Fri 2 Jan: back to normal hours

Thank you to everyone who has trusted us with their homes this year. Merry Christmas from all of us at Hartwell.

Post 2: Get your boiler checked before the cold snap

[Button: Book](#)

Most boiler breakdowns happen in the first properly cold week of winter, when the heating is suddenly working hard. A service now takes about an hour and helps spot worn parts before they fail.

We have service slots available in November. Book online or give us a call.

Post 3: Landlords: is your gas safety certificate due?

[Button: Learn more](#)

If you let a property, the law requires a gas safety check every 12 months. We carry out CP12 checks across Example Town and nearby villages, email the certificate to you the same day, and send a reminder before the next one is due.

Post 4: Bathroom refit: a recent job

[Button: Get offer](#)

Here's a bathroom we finished recently: old suite out, walk-in shower and new tiling in. [Add 2–3 before and after photos from your own job here.]

Thinking about a new bathroom in the new year? We're booking free home visits for January now.

Quick fixes, most important first

Each of these takes a few minutes. In a real pack, every point is based on what we can see on your public profile and website.

- ☐ **Add Christmas special hours.** Set special hours for 24 Dec to 2 Jan so Google doesn't show you as open when you're not. (Edit profile → Hours → Special hours.)
- ☐ **Fix the primary category.** Your profile uses 'Plumber' only. Keep it as primary and add 'Heating contractor', 'Gas engineer' and 'Bathroom remodeler' as additional categories, matching the services you actually offer.
- ☐ **Set your service area.** Add the towns and villages you cover, and hide your home address if customers don't visit you.
- ☐ **Add recent photos.** The newest photo is from 2022. Add 5–10 of your own recent jobs, the van and the team (no stock photos).
- ☐ **Reply to reviews.** Seven reviews have no reply. A short, personal thank-you to each shows people you're active. Never offer anything in return for a review.
- ☐ **Match your website.** Your website footer and your profile show different phone numbers. Use the same name, address and phone number everywhere.
- ☐ **Add a booking link.** If you use an online booking or contact form, add it as the appointment link.
- ☐ **Post once a fortnight.** Use the four ready-made posts in this pack, then add a short job update with a photo every couple of weeks.

What we don't do: we never ask for your Google login, never write fake reviews, and don't promise rankings. Google decides how profiles are shown; a complete, accurate and active profile just gives you the best chance.

Questions about this pack, or something not right? Email john@johnlloyd.live within 7 days and we'll fix it or refund you.