

Online Exposure Strategies for Electricians



When homeowners, property managers, and project managers need an electrician, they most likely use a search engine or map app. Showing up in these online searches can be the difference between a steady call volume and a quiet phone. The checklist below covers the foundational moves you can take to improve your online presence. It's also a small sample of the practical, business-building resources NECA-IBEW Local 48 shares with its member contractors and electricians.

1 CLAIM & OPTIMIZE YOUR GOOGLE BUSINESS PROFILE

Add your business name, address, phone, hours, service areas, photos, and a description that lists specific services. This is the single biggest driver of local map visibility. Once your profile is set up, keep it active by sharing photos of completed jobs, announcing specials, or posting anything recent. Google rewards active profiles..

2 GET LISTED IN ONLINE DIRECTORIES

Add your business to [Yelp](#), [Angi](#), and [BBB](#). Consistent name/address/phone across all of them matters. Other directories are nice, but these are the Big 3.

3 ASK CUSTOMERS FOR GOOGLE REVIEWS

After every job, send a quick text or email asking for a review. High ratings and high volume of reviews help Google decide what businesses appear in local searches. Make sure to respond to every review as well.

4 BUILD A BASIC WEBSITE

Even a simple site with your business name, services, service area, phone number, and location helps Google verify you're a real, local business.

- **ADD LOCATION-SPECIFIC CONTENT TO YOUR WEBSITE**
Include the cities and neighborhoods you serve on your homepage and/or a dedicated service area page.
- **ADD INDIVIDUAL SERVICE PAGES**
- **INCLUDE PHOTOS**
especially you, your team, and your work vehicles.
- **LINK TO ADD A REVIEW.**
- **MAKE SURE YOUR WEBSITE IS MOBILE-FRIENDLY**
Most local searches happen on phones. A site that loads fast and looks good on mobile ranks better and converts better. "Call" CTA Button.

5 ADD YOUR BUSINESS TO APPLE MAPS & BING PLACES

Claiming these profiles costs nothing and expands your reach.

6 GET LINKED ON OTHER WEBSITES

Sponsoring events or link-sharing with partners helps show Google that your website and business are legitimate.

Where to Start

You don't have to do everything at once. Start with the items that drive the most local visibility for the least effort: claim your Google Business Profile, ask every satisfied customer for a review, and make sure your name, address, and phone match across every directory. Layer in service pages, paid ads, and ongoing review activity from there. Treat this checklist as a one-time audit, then revisit it each quarter.

