

THE COMPLETE GUIDE TO LOCAL TRADE VISIBILITY

# Stop Being Invisible. Start Getting Found.

The Problem Page Method — a step-by-step system for trade businesses that want consistent inbound enquiries.

THE MECHANISM

**Problem Page Method**

Not SEO

Not ads

Real enquiries

**One problem. One method. Real enquiries.**

Written for trade business owners who have never touched SEO.

No jargon. No theory. Just what to do and how to do it.

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# The Wake-Up

The visibility mismatch costing you work right now

Someone near you opened Google this morning, typed in a problem they were staring at, and called the first business that showed up. That business got a job. You did not — not because you're not good at what you do, but because your name wasn't there when they looked.

This is not a marketing problem. It is not a budget problem. It is a visibility problem — and visibility problems have a specific fix.

## What is a visibility mismatch?

When someone searches Google for a problem — "hot water not working" or "roof leaking after rain" — Google looks for a page that matches those exact words. If your website uses different language, or has no page about that problem at all, Google cannot show you. You are invisible, not because Google dislikes you, but because it cannot find a match between what the customer typed and what you have on your site.

That gap between how your customers describe their problem and what your website says is called a visibility mismatch. Closing that gap is what this guide is about.

### BEFORE

- Guessing what brings in work
- Posting on socials, hoping
- Slow months with no clear reason
- Chasing leads, not receiving them



### AFTER

- ✓ Knows exactly what customers search
- ✓ Pages that show up for real problems
- ✓ A predictable flow of inbound calls
- ✓ Enquiries arrive. Jobs are chosen.

## What this guide is — and what it is not

This guide is not an SEO textbook. It does not require technical skills, a web developer, or an advertising budget. It is a practical, step-by-step method that any trade business owner can follow to get found by the people who are already searching for what they do.

The method is called the Problem Page Method. The idea is simple: you create individual pages on your website that match real searches — specific problems, specific brands, specific symptoms. Google finds those pages and shows them to people searching for those exact things. Those people call you.

By the time you finish reading, you will know what to do, how to do it, and in what order. No jargon. No skipped steps. We will explain everything as if you are starting from zero, because most people reading this are.

Throughout the guide you will see green boxes marked Companion Post. These are free step-by-step Posts on the website that cover the technical setup steps in detail — things like creating your Google Keyword Planner account or verifying your Search Console. All companion Posts are free and listed in one place at:

### FREE RESOURCES HUB — ALL COMPANION POSTS IN ONE PLACE

- [jasonmckinnoncoach.com/resources](https://jasonmckinnoncoach.com/resources)
- One page. All companion posts. Bookmark it and come back whenever you need it.

### DO THIS NOW — BEFORE YOU READ FURTHER

- Right now, open Google and search for your most common job type as a customer would describe it.
- Not your trade name. The problem. "Hot water not working." "Power keeps tripping." "Roof leaking after rain."
- Look at what comes up. Ask yourself honestly: is your business showing up for that search?
- If not — that is the gap this guide closes. Keep that search in mind as you read. It is your first target.

# Why You're Invisible

The three gaps keeping you out of Google search results

Most trade business owners who aren't getting consistent work from Google have tried at least one of the following: they've paid for a website, they've posted on Facebook, or they've run ads. Some have done all three. None of it produced reliable inbound work. And the reason none of it worked is the same in every case.

## Why your website homepage cannot rank for job searches

When someone needs a plumber, they don't open Google and type "plumber." They type "hot water system not working Brisbane" or "leaking tap under sink won't stop." That is what is called a problem search — a search driven by a specific situation the person is in right now.

Your homepage cannot rank for those searches. It is a page about your business — who you are, how long you have been operating, what areas you cover. Google does not show homepages in response to problem searches, because a homepage is not about a problem. It is about you. Nobody searching for "roof leaking after rain" is looking for a page about your company history.

### WHY HOMEPAGES DON'T RANK FOR JOBS

Your homepage is about your business. Problem searches are about the customer's situation.

Google ranks pages that match what was searched. A generic homepage matches nothing specific.

The fix is not to rewrite your homepage. It is to build pages that are about specific problems.

## **Why social media does not bring consistent trade work**

Social media works on discovery — someone scrolling sees something they weren't looking for. This is very different from intent. When someone's pipe has burst, they are not scrolling Instagram hoping to stumble across a plumber. They open Google and search with urgency.

Social media can build familiarity with your name over time. It will not produce consistent inbound calls from people who need you right now. Those people go to Google. The question is whether your name is there when they do.

## **Why ads often disappoint without the right setup**

Paid ads can work — but only when they intercept someone at the exact moment they are searching. A Google ad shown to someone searching "emergency plumber near me" has a real chance of getting clicked and converting. A boosted Facebook post shown to people who are not searching for anything has almost none.

The other problem with ads is that they stop the moment you stop paying. The method in this guide builds pages that keep working for months and years without ongoing spend. Ads and organic pages serve different purposes. This guide focuses on organic pages — the ones Google finds naturally, without you paying for each click.

## The three visibility gaps — why you are not showing up

There are three specific reasons trade businesses stay invisible on Google. Most businesses have all three. Fixing all three is what this guide teaches you to do.

### **GAP 1 — LANGUAGE MISMATCH**

You describe your services in the language of your trade. Your customers describe their problems in plain, everyday words.

You might say "hot water system installation and repair." Your customer types "hot water not working this morning."

Google cannot bridge that gap for you. Only you can, by creating pages that speak the same language your customers use when they are desperate.

### **GAP 2 — MISSING PROBLEM PAGES**

Most trade websites have a homepage, maybe a services page, and a contact page. That is it. There are no individual pages about specific problems.

Google needs a page to match to a search. If that page does not exist, you cannot rank for that search, full stop. Every problem that does not have a page on your site is a search you are invisible for.

### **GAP 3 — WEAK LOCAL AUTHORITY**

Google ranks local businesses it trusts. Trust is built from several signals: the number and quality of your Google reviews, the consistency of your business information across the web, and how well your Google Business Profile is set up.

Without these signals, even well-written pages will struggle to rank. Building authority is a parallel process — it runs alongside building your pages and compounds everything else you do.

The rest of this guide closes all three gaps, in order, step by step. By the end you will have fixed your language, built your pages, and started building your authority. That is the complete system.

#### **WHAT MOST BUSINESSES DO WRONG**

- They fix the symptom instead of the cause. A new logo does not fix a language mismatch. A better website does not fix missing problem pages.
- The three gaps — language, pages, authority — are structural. They need structural fixes. That is what this guide provides.
- Most businesses skip straight to tactics. Do the diagnosis first. It changes everything that follows.

#### **DO THIS NOW**

- Write down the last three jobs you completed. For each one, write the exact phrase a customer might type into Google to find that job.
- Not "plumbing services." The specific problem: "hot water system leaking from bottom," "toilet cistern not filling," "blocked kitchen drain."
- These three phrases are the start of your keyword list. Keep them — you will use them in Chapter 2.

Every chapter from here closes one of the three gaps. By the end of Chapter 5 you will have your first pages live and the system running.

# The Trigger Word Method

Find the exact searches your customers use — free tools, real data

Before you build a single page, you need to understand what your customers are actually searching for. This is the step most people skip, and it is the reason most pages never rank. You cannot write a page that matches a search you do not know about.

In this chapter you will learn how to find the exact searches your customers are using, using free tools that do not require any technical knowledge. This is where the Trigger Word Method begins.

## The Trigger Word Method — starting with what you know

Most people try to guess what their customers search for. The Trigger Word Method removes the guessing entirely. Instead of starting with a full list of services and problems you think customers have, you start with a single, simple category word — just the broad thing you do.

You then use a keyword tool to let your actual customers tell you what brands they have, what problems they experience, and what words they use when they search. The tool shows you real data from real searches. You are not inventing this — you are discovering it.

### HOW THE TRIGGER WORD METHOD WORKS

Example: You repair and service air conditioners.

- Step 1 — Enter "air conditioner" into a keyword tool
- Step 2 — The tool shows you what people are actually searching
- Step 3 — You discover the brands: Daikin, Mitsubishi, Fujitsu, Samsung
- Step 4 — You discover the problems: not cooling, leaking, noisy, won't turn on
- Step 5 — Each brand + problem combination becomes a page on your website

## What to enter into the keyword tool — keep it simple

Do not start by listing every service you offer. Start with the category — the broadest, simplest word for what you do. If you fix hot water systems, start with "hot water system." If you repair roofs, start with "roof repair." If you do electrical work, start with "electrician" plus your suburb.

The keyword tool will do the rest. It will surface the specific things people are searching for — the brands they have, the symptoms they describe, the urgency they feel. You are not writing the list. You are reading it back from real search data.

### TRIGGER WORDS FOR COMMON TRADES — START WITH THE THING, NOT THE TRADE

Enter the product or problem into the tool — not your job title. The tool will reveal the brands, faults, symptoms, and questions your customers search for.

- Electrician: "power point", "light switch", "oven", "hot water system", "safety switch", "circuit breaker"
- Plumber: "hot water system", "blocked drain", "leaking tap", "toilet", "burst pipe"
- Air conditioning: "split system", "ducted air conditioning", "evaporative cooler"
- Roofer: "roof leak", "gutters", "roof tiles", "downpipes", "fascia board"
- Painter: "interior painting", "exterior painting", "render", "fence painting"

### WHY "OVEN" IS A BETTER TRIGGER WORD THAN "ELECTRICIAN"

If an electrician types "electrician" they get results about the trade itself — not what their customers are struggling with.

If they type "oven" the tool reveals: oven brands (Westinghouse, Smeg, Fisher & Paykel), problems (oven not heating, oven fan not working, oven element burnt out, oven display not working), and model-specific searches. Every one of those is a Page.

The same logic applies to "light" revealing light flickering, light switch not working, downlight replacement — problems that lead to an electrician, surfaced by starting with the thing rather than the trade.

### REAL SEARCH EXAMPLE

- Trigger word entered: "split system"
- Location: Brisbane
- Intent: person has an air conditioning problem and wants someone local to fix it
- What the tool surfaces: Daikin, Mitsubishi, Fujitsu, Samsung — and problems like not cooling, leaking, noisy, won't turn on

### DO THIS NOW

- Open ads.google.com — sign in with your Google account
- Navigate to Tools → Keyword Planner → Discover new keywords
- Enter one trigger word — the thing not the trade. "Hot water system." "Oven." "Split system."
- Set your location to your state or city
- Write down every result that combines a brand name with a problem word

### WHAT YOU'LL SEE

- A list of 50-200 search terms your actual customers are using right now
- Brand names you recognise from jobs you do every week
- Problem phrases in plain customer language — not trade language
- Volume ranges showing which searches happen most often in your area

### WHY IT WORKS

- You are reading real search behaviour, not guessing. Every phrase is a record of what a real person typed into Google.
- The specific phrases with low volume have low competition precisely because everyone else dismissed them. That is your advantage.

### THE RESULT

- Every brand + problem combination you write down is a potential page
- Each page targets one search where a customer is ready to call someone today
- You are building a map of every job available in your area that your competitors are not showing up for

## The tools you will use to find real search data

There are four tools covered in this chapter. Three are completely free. One costs money. You can get started and get real results using only the free tools — but it is worth understanding what each tool does and does not tell you, so you can make an informed decision about whether to invest in a paid tool later on.

## The honest truth about free versus paid keyword tools

Here is something most guides do not tell you: free keyword tools do not show you exact search numbers. Instead of saying "this phrase gets 140 searches per month," a free tool will show you a range like "100 to 1,000" or simply label it as High, Medium, or Low volume. That is a wide range and not especially useful when you are trying to compare two similar phrases.

Paid tools like Ahrefs and Semrush show you more specific numbers — they might tell you a phrase gets 210 searches per month rather than showing a broad range. This is more useful for prioritising which pages to build first.

However, even those numbers are estimates, not facts. No tool has direct access to Google's full data. The numbers are a guide, not a guarantee — and a good guide is all you need to make solid decisions.

Start with the free tools. If you find keyword research is something you are doing regularly and you want more precise data to work with, consider a paid tool then. Do not spend money on tools before you have built your first ten pages.

### FREE VS PAID TOOLS — WHAT YOU ACTUALLY GET

- Free tools: show High / Medium / Low volume, or broad ranges (e.g. 100-1,000/month)
- Paid tools: show specific estimates (e.g. 210/month) — more useful for prioritising
- Both tools: useful for finding keyword ideas you would not have thought of yourself
- Neither tool: shows exact real-time data — all keyword numbers are estimates
- For getting started: free tools are completely sufficient
- For scaling up: paid tools give better data for choosing between similar keywords

## Tool 1 — Google Keyword Planner (free)

This is Google's own keyword research tool, and it is free to access. Because it comes directly from Google, the search terms it surfaces are the closest thing available to real Google search data. It will show you a list of related searches when you enter your trigger word, along with a broad monthly volume range for each term.

The volume ranges are wide — you might see "100 to 1,000 searches per month" for two very different phrases, which makes it hard to choose between them. But for finding the terms themselves — the brands, the problems, the symptom phrases your customers use — it is excellent. The ideas it surfaces are what matter most at this stage.

### HOW TO ACCESS GOOGLE KEYWORD PLANNER

- Go to [ads.google.com](https://ads.google.com) and sign in with your Google account
- If you do not have a Google Ads account, create one — free, no ads required
- Click "Tools" in the top navigation menu, then select "Keyword Planner"
- Choose "Discover new keywords"
- Enter your trigger word (e.g. "air conditioner") and set your location
- Click "Get results" and read through what the tool shows you
- Look at the list of suggested terms — these are what your customers are searching

### → COMPANION POST: SETTING UP GOOGLE KEYWORD PLANNER FROM SCRATCH

*How to create a free Google Ads account without running ads, skip the campaign screen, and start finding the keywords your customers are searching for right now.*

<https://www.jasonmckinnoncoach.com/resources>

When your results load, do not focus only on the volume column. Read the list of search terms carefully. You are looking for brand names you recognise, problem descriptions that match jobs you regularly do, and phrases that use the plain everyday language your customers would use — not the technical language you use in your trade. Those are the terms to add to your Job List.

## **Tool 2 — Ubersuggest (free)**

Ubersuggest ([ubersuggest.com](https://ubersuggest.com)) is a free tool built for people who find Google Keyword Planner intimidating. The interface is simpler and the results page is easier to read for beginners. Enter your trigger word, choose Australia as your country, and it will show you related phrases, a volume estimate, and a competition score.

Like Google Keyword Planner, the free version of Ubersuggest shows limited volume data — you will see ranges or broad indicators rather than specific numbers.

However, it is particularly good at surfacing long question-style searches — things like "why is my air conditioner not cooling" or "how much does it cost to replace a hot water system." These searches are often easier to rank for and convert well because they match what a worried customer actually types.

Run your trigger word through both Google Keyword Planner and Ubersuggest and compare the results. You will regularly find terms in one that the other did not surface. Using both gives you a more complete picture without spending anything.

### **Tool 3 — Google Search Console (free)**

Google Search Console is different from the first two tools. Rather than showing you what people search for in general, it shows you what searches are already bringing people to your specific website. This makes it uniquely valuable — it is real data about real visitors to your actual pages.

If you have an existing website and it is getting any traffic at all, Search Console will show you the exact phrases people typed into Google before landing on your site. It will also show you which pages on your site are appearing in search results and for what searches — even if no one is clicking through yet. That data tells you where you are close to ranking and where a little extra work would push you onto page one.

Search Console is the tool you check regularly as your pages grow. It is less useful in the first week when you have not published much yet, and increasingly valuable from week four onwards when your pages start appearing in Google's results.

→ **COMPANION POST: SETTING UP GOOGLE SEARCH CONSOLE — STEP BY STEP**

*How to add your website, verify ownership without touching code, and submit your sitemap so Google starts reporting your search data within 48 hours.*

<https://www.jasonmckinnoncoach.com/resources>

#### **Tool 4 — Paid tools: Ahrefs and Semrush (optional)**

Ahrefs (ahrefs.com) and Semrush (semrush.com) are the two most widely used paid keyword research platforms. Both cost money — plans start at roughly \$100 to \$130 per month — and both offer significantly more specific data than the free tools above.

The main advantage over free tools is that instead of showing you a range like "100 to 1,000 searches per month," a paid tool will show you a specific estimate like "210 searches per month." That specificity makes it easier to compare two similar phrases and decide which one to prioritise.

Both tools also show you which pages are currently ranking for any search term. That tells you exactly who you are competing with and how strong their pages are.

To be clear: you do not need these tools to make this method work. Many trade businesses have built highly effective problem page systems using only Google Keyword Planner and Ubersuggest. But if you find yourself doing keyword research regularly, want more precise numbers to guide your decisions, or want to analyse what your competitors are doing, a paid tool is worth the investment at that point.

##### **WHEN TO CONSIDER A PAID TOOL**

- You have built your first 15-20 pages and want more precise data to guide what comes next
- You want to see exactly which pages your competitors rank with and what searches they target
- You are in a competitive market and need to make smarter prioritisation decisions
- The broad volume ranges in free tools are frustrating you and slowing down your decisions
- Do NOT pay for a tool before you have built your first pages — you do not need it yet

### **Understanding the three types of searches that bring real work**

As you go through your keyword tool results, you will notice that searches fall into three categories. Understanding these helps you decide which pages to build first.

## Brand + problem searches

These are searches from people who know what brand of product they have and are experiencing a specific problem with it. "Daikin split system not cooling." "Rheem hot water system leaking." "Rinnai continuous flow no hot water."

These searches are extremely high intent — the person knows what they have, knows what is wrong, and is looking for someone who can fix it right now. There is also very little competition, because most businesses have not created pages for specific brands and problems.

## Symptom searches

These are searches from people who do not know what their product is called — they just know what they are experiencing. "No hot water this morning." "Air conditioner making loud noise." "Power keeps tripping." "Brown water coming from tap."

Symptom searches convert very well because when your page speaks directly to what the person is experiencing, they feel understood immediately. These are often longer phrases with lower search volume, which means less competition and easier ranking.

## Urgent intent searches

These are searches that signal the person needs help right now. "Emergency plumber [suburb]." "Gas leak smell in house." "No power in house." These searches have the highest urgency and the highest conversion rate. The person has already made the decision to call — they are just finding out who to call.

### KEY PRINCIPLE — LOW VOLUME DOES NOT MEAN LOW VALUE

"Daikin split system not cooling Brisbane Southside" might get 20 searches a month.

But almost no other business has a page targeting exactly that phrase.

You rank easily. The person searching is ready to call. The enquiry cost is zero.

Low volume + high intent + low competition = your easiest wins. Always start here.

#### **A REAL SEARCH COMPARISON — SAME TRADE, DIFFERENT INTENT**

- "Plumber Brisbane" — estimated 2,900 searches/month. Dominated by large directories and companies with years of SEO behind them. Extremely hard to rank for. Cost per click in ads: \$18-35.
- "Rheem hot water system leaking Brisbane" — estimated 90 searches/month. Almost no local businesses have a page targeting this. The person searching has a leaking system and needs someone today.
- "Toilet won't stop running Chermshire" — estimated 20 searches/month. Zero competition. Person is frustrated, has tried the usual fixes, and is ready to book someone.
- The second and third searches are not smaller opportunities. They are better ones.

#### **WHAT MOST PEOPLE DO WRONG HERE**

- They look at 20 searches per month and dismiss it. "Not enough traffic," they think.
- But 20 searches per month is 240 per year. If your page converts even 10% of those to enquiries, that is 24 extra jobs a year from one page — with zero ad spend.
- Build ten of those pages and you have a pipeline. That is what this method does.

#### **DO THIS NOW**

- Open Google Keyword Planner ([ads.google.com](https://ads.google.com) — free account, no ads needed).
- Enter one trigger word — the thing, not the trade. "Hot water system." "Split system." "Oven." "Roof tile."
- Filter results to Australia and your state. Write down every phrase that includes a brand name or a specific problem word.
- You are looking for combinations like: [Brand] + [Problem] + [Location]. Write down ten. These are your first ten page ideas.

The list you build in this chapter becomes the roadmap for everything that follows.

Every page you build comes from this list.

# Build Your Job List

Turn keyword data into a content roadmap that lasts months

In the previous chapter you learned how to find what your customers are searching for. Now you turn that research into a real, usable list — a list that becomes your content roadmap for the next three to six months.

This is the Trigger Word Method in action. You take a broad category, run it through a keyword tool, and build a structured list from what you find. The list tells you exactly what pages to build and in what order.

## Step 1 — Start with your broadest category, not a list of services

Here is the most common mistake people make at this stage: they open a document and start writing down every service they offer. "Hot water system installation. Hot water system repair. Gas hot water. Electric hot water. Solar hot water." This approach starts with what you know rather than what your customers search for.

The Trigger Word Method starts differently. You write down one word — the category. "Hot water." "Air conditioning." "Electrical." "Roofing." Just the category. Then you go to your keyword tool and you let real customer searches tell you what to put on your list.

### EXAMPLE — STARTING WITH ONE TRIGGER WORD

Trigger word entered into Google Keyword Planner: "air conditioner"

What the tool reveals:

- Brands your customers have: Daikin, Mitsubishi, Fujitsu, Samsung, LG, Panasonic
- Problems they describe: not cooling, leaking water, won't turn on, noisy, ice forming
- Symptom phrases: "air con not working", "aircon blowing hot air", "aircon dripping"
- Urgent terms: "aircon repair [suburb]", "air conditioner service near me"

Every item in that list is a potential page. You did not need to think of these — your customers handed them to you through their own searches. Your job is to create a page for each one.

#### **REAL SEARCH EXAMPLE**

- Trigger word entered: "air conditioner"
- Location: Brisbane Northside
- Tool reveals: Daikin, Mitsubishi, Fujitsu, Samsung — and problems including not cooling, leaking, noisy, ice on unit, won't turn on
- One result: "Daikin split system not cooling Brisbane" — 90 searches/month, minimal local business competition

#### **DO THIS NOW**

- Open a new spreadsheet or blank document right now
- Create three columns: Brand | Problem | Combined
- Enter your trigger word into Google Keyword Planner and read through the results
- For every result with a brand name: add the brand to Column 1, the problem to Column 2
- In Column 3, write the full phrase: "Daikin split system not cooling Brisbane Northside"
- Stop when you have 20 rows. That is your starting roadmap.

#### **WHAT YOU'LL SEE**

- A structured list of real searches — not guesses about what customers want
- Combinations you would not have thought of — brands and fault types the keyword data surfaces for you
- A prioritised roadmap: highest volume combinations at the top, lower volume below

#### **WHY IT WORKS**

- The keyword tool removes opinion from the process. You are not deciding what people search — you are reading what they already searched.
- Each row in your Combined column is a Page title and a search term simultaneously. The research and the content plan are the same document.

### THE RESULT

- Your Job List becomes your content roadmap for the next three to six months
- Every Page you build from this list targets a real search with real intent
- Businesses with a full Job List never run out of things to build — and never build the wrong thing

## Step 2 — Build your list from what the tool tells you

Go through your keyword tool results and sort them into three columns. You can do this in a simple spreadsheet or even on a piece of paper. The three columns are: Brand, Problem, and Combined.

### HOW TO ORGANISE YOUR JOB LIST

- Column 1 — Brand: Daikin, Mitsubishi, Fujitsu, Samsung...
- Column 2 — Problem: not cooling, leaking, noisy, won't start...
- Column 3 — Combined: "Daikin split system not cooling", "Fujitsu aircon leaking water"
- Each row in Column 3 is a page you will build
- Start with the combinations that have the most monthly searches

## Step 3 — Location: the right way and the wrong way

Adding your location to your Page title and content is important — it helps Google understand where you operate and match you to local searches. But there is a specific mistake here that can seriously damage your website, and you need to understand it before you start building Pages.

### The wrong way — duplicate location Pages

It is tempting to build the same Page multiple times, just swapping the suburb name. "Daikin split system not cooling Brisbane." Copy the whole Page. Change one word. "Daikin split system not cooling Ipswich." Do this for every suburb you service and you have twenty Pages with twenty different titles but identical content underneath.

Google has a specific name for this: doorway pages. They are classified as spam. After Google's March 2024 Core Update, sites using this tactic saw rankings drop by

more than 80% on the affected pages, with some losing over 60% of their total organic traffic in a single month. The penalty is real, it is severe, and recovery takes months of repair work. Do not do this.

#### **GOOGLE'S TEST FOR DOORWAY PAGES — ASK YOURSELF THESE QUESTIONS**

Google's own guidelines suggest asking: "Does this page duplicate useful content that already exists on my site, just to capture more search traffic?" If the answer is yes, it is a doorway page.

- Is the content largely identical to another Page, with only the suburb name changed?
- Does the Page offer genuinely useful, locally specific information — or is it a copy?
- Would a real customer find this Page useful on its own, or does it just exist to rank?
- If you answered yes / no / no: do not publish it.

#### **The right way — genuinely local Pages**

A legitimate location Page is one where the content is genuinely different and specifically useful to someone in that area. This does not mean completely rewriting every word — but it does mean going beyond a suburb swap.

For most small trade businesses operating across a few suburbs, the practical answer is this: build one Page that covers your whole service area. Mention the key suburbs you service naturally within the content. "We service Brisbane's northside including Chermside, Aspley, Everton Park and surrounding suburbs." That is honest, useful, and sufficient. Google understands service area businesses.

If you genuinely want separate Pages for specific areas — and you have the time to write them properly — the rule is that each Page must be meaningfully different. That might mean including area-specific customer reviews, local landmarks as reference points, response time specifics for that area, or different examples relevant to housing types in that suburb. At least 50% of the content should be unique to that location.

#### LOCATION PAGES — WHAT IS SAFE AND WHAT IS RISKY

- SAFE: One Page covering your full service area, suburbs listed naturally in the content
- SAFE: A location Page with genuinely unique content (area reviews, local references, different examples)
- RISKY: Two Pages on the same topic with only the suburb name changed
- PENALISED: Dozens of suburb Pages with copy-pasted content and swapped location words
- RULE: If you would not want Google to compare your two Pages side by side, do not publish both

## How many Pages do I need?

You might end up with a list of 30, 50, or even 100 Page ideas after running a few trigger words through your keyword tools. That is not overwhelming — that is your roadmap. You do not build them all at once.

Start with the five to ten searches that have the highest monthly search volume and represent the jobs you most want. Build those Pages first. Add more Pages each week from there. The list grows as your research grows, and your Pages grow as your time allows.

#### WHAT YOUR FINISHED JOB LIST LOOKS LIKE

After running 3-4 trigger words through Google Keyword Planner, a typical trade business ends up with:

- 5-8 brands their customers commonly have
- 6-10 problems their customers commonly experience
- 30-60 brand + problem combinations (with one service area mention per Page)
- A prioritised list of which Pages to build first
- Enough Page ideas to last 3-6 months of consistent publishing

This list is your asset. Every time you are not sure what to write next, you come back to the list. Every time you want to find more opportunity, you add a new trigger word and run another round of research. The method does not run out.

#### WHAT MOST PEOPLE DO WRONG HERE

- They build the list from what they think customers search for — not from actual keyword data.
- The difference matters. An electrician might think "safety switch installation" is what people search. The data shows they actually search "safety switch keeps tripping" and "safety switch won't reset." Same trade, completely different language.
- Always let the keyword tool write your list. Your assumptions will cost you rankings.

#### DO THIS NOW

- Open a blank spreadsheet. Create three columns: Brand — Problem — Combined.
- Take the keyword results from Chapter 2 and sort them into these columns.
- In the Combined column, write the phrase you would use as a Page title: "Daikin split system not cooling Brisbane."
- Aim for 20 rows before you stop. Prioritise by search volume — highest first.
- This spreadsheet is your content roadmap. Every row is a page. Keep it open — you will add to it for months.

Your Job List is the most valuable document in your entire marketing toolkit. It tells you exactly what to build next, every time, without guessing.

# Fix Your Google Profile

Make Google understand exactly what you do and where you do it

Before you build a single page on your website, there is one thing that costs nothing and takes a few hours that will immediately improve your chances of appearing in local searches: your Google Business Profile.

You may have heard this called "Google My Business." Google changed the name a few years ago, but it is the same thing — the listing that appears when someone searches for a local business on Google Maps or in the map section of search results. If your profile is not set up properly, Google cannot show you confidently, even if you have great pages on your website.

## How to access your Google Business Profile

Go to [business.google.com](https://business.google.com) and sign in with your Google account. If you have not claimed your business yet, search for your business name and claim it. If it is not listed, you can create a new profile from scratch. Google will verify that you are the owner, usually by sending a postcard with a code to your business address, or by phone or email in some cases.

→ **COMPANION POST: SETTING UP YOUR GOOGLE BUSINESS PROFILE — BEGINNERS' WALKTHROUGH**

*How to claim or create your profile, complete every section correctly, and avoid the common mistakes that stop trade businesses from appearing in local map results.*

<https://www.jasonmckinnoncoach.com/resources>

#### REAL SEARCH EXAMPLE

- Search: "plumber Chermshire"
- Map pack shows: three businesses with complete GBP profiles, 30+ reviews, correct categories
- What does not appear: businesses with incomplete profiles — even with good websites
- The difference: profile completeness determines who appears in the map pack, not website quality

#### DO THIS NOW

- Go to [business.google.com](https://business.google.com) and log in now
- If not claimed, search for your business and claim it. If not listed, create it.
- Complete every section: business name, category, service area, phone, website, hours
- Do not leave any section blank — every empty field is a missed signal to Google

#### WHAT YOU'LL SEE

- Your profile appearing in Google Maps results for local searches in your area
- The map pack — three businesses above all organic results — becoming accessible
- More calls directly from the Maps listing — without the customer needing to visit your website

#### WHY IT WORKS

- Google uses your Business Profile to decide which local businesses to show. An incomplete profile means less confidence and lower placement.
- A complete profile with correct categories, active photos, and consistent information tells Google exactly who you are and where you operate.

#### THE RESULT

- A fully set up GBP means you appear in two places: the map pack and organic results
- Map pack appearances generate calls directly — no website visit needed
- This is the fastest source of inbound calls while your problem pages are still gaining traction

## Categories — the most important setting

Your primary category is the single most important setting in your entire Google Business Profile. It tells Google what type of business you are, and Google uses this to decide which local searches to show you in.

Be as specific as possible. Search inside Google's category list for the most accurate description of what you do. "Plumber" is a valid category, but "Emergency plumber" or "Hot water system supplier" might be better depending on your focus. You can also add secondary categories — add one for each significant service type you provide.

### CATEGORY EXAMPLES BY TRADE

- Plumber — primary: Plumber / secondary: Emergency plumber, Hot water system supplier
- Electrician — primary: Electrician / secondary: Emergency electrician
- Air conditioning — primary: Air conditioning contractor / secondary: HVAC contractor
- Roofer — primary: Roofing contractor / secondary: Gutter cleaning service
- Painter — primary: Painter / secondary: House painter, Commercial painter

### REAL SEARCH EXAMPLE

- Trade: Air conditioning technician
- Primary category selected: "Air conditioning contractor"
- Secondary categories added: "HVAC contractor," "Air conditioning repair service," "Heating contractor"
- Result: appears in searches for installation, service, repair, and heating — not just one type of job

### DO THIS NOW

- Log into your Google Business Profile
- Click Edit Profile → Business category
- Search for the most specific category that describes your main service
- Then add every secondary category that applies to additional services you offer
- Install the GMB Everywhere Chrome extension to check what categories your top competitors are using

#### WHAT YOU'LL SEE

- Your profile becoming eligible to appear in a wider range of local searches
- Secondary categories opening up searches you were previously invisible for
- Potential gaps in your competitors' category selections — uncrowded searches where you can rank immediately

#### WHY IT WORKS

- Google uses your primary category to decide which search types your business is eligible for. Each secondary category adds more search types.
- Most businesses set one category and stop. Adding relevant secondary categories is free and takes five minutes — and most of your competitors have not done it.

#### THE RESULT

- More category coverage means more searches you appear in
- Each new search type is a new source of inbound enquiries
- Finding a gap category your competitors have missed can put you at the top of a local search overnight

#### REAL SEARCH EXAMPLE

- Trade: Air conditioning technician
- Primary category selected: "Air conditioning contractor"
- Secondary categories added: "HVAC contractor," "Air conditioning repair service," "Heating contractor"
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### Using GMB Everywhere to see what your competitors have selected

There is a free Chrome browser extension called GMB Everywhere that lets you see which categories any business has selected for their Google Business Profile. Install it from the Chrome Web Store, then search for your type of business on Google Maps. The extension will show you the categories each competitor has chosen, right there in the search results.

This is useful, but use it with your eyes open. If all your competitors are using the same categories, you are seeing the conventional choice — not necessarily the best one. Copying their categories puts you in direct competition with them for the same searches.

The smarter use of GMB Everywhere is to look for gaps — categories that describe what you do but that none of your competitors have selected. An uncrowded category is an instant competitive edge.

If you cannot find a clearly better option, using the same primary category as your competitors is a perfectly valid starting point. You are at least competing in the right arena. Just be aware that you will need strong reviews and well-built Pages to differentiate yourself from businesses that have the same category setup.

## **Services — fill in everything**

Google Business Profile has a services section that most businesses leave empty or only partially fill in. This section matters. Every service you list gives Google another signal about what searches to connect you with.

Use your Job List from Chapter 3 to fill in this section. Do not use industry jargon — use the same plain language your customers use when they search. "Hot water system not working" is a better service entry than "hot water system diagnostics." Describe what you do in the customer's language, not yours.

## **Your business description — natural language, specific details**

Write your description in plain English. You have 750 characters. Use them to describe what you do, who you serve, and where you operate. Mention your main service categories naturally. Mention your primary suburb and key surrounding areas.

Do not try to stuff as many keywords as possible into the description — it will read unnaturally and Google may penalise you for it. Write like a human talking to a customer, while being deliberate about including the words that matter.

## **Photos — more than you think you need**

Profiles with more photos get significantly more clicks than profiles with few or none. Add photos of your van, your team, your work, your equipment, and — if you have them — before and after shots of completed jobs. Add new photos regularly, because Google notices activity on your profile and uses it as a signal of relevance.

Real photos always outperform stock images. A photo of your actual work in someone's actual home builds far more trust than a polished image that could have come from anywhere.

## Consistency — the signal most businesses get wrong

Google cross-references your business information across the entire web. Your business name, phone number, and address need to be exactly identical — word for word, character for character — on your Google Business Profile, your website, and every other directory or listing where your business appears.

That means: if your GBP says "St" your website should not say "Street." If your GBP uses your mobile number, your website should use the same number. These small inconsistencies signal to Google that it cannot be sure the same business operates across these listings, which reduces the trust it places in all of them. Consistency is free — it just requires attention.

### CONSISTENCY CHECKLIST

- Business name identical across GBP, website, Facebook, and any directories
- Phone number identical across all platforms
- Address (if you list one) formatted the same everywhere
- Website URL in GBP matches your actual website address
- Opening hours are accurate and up to date

### WHAT MOST PEOPLE DO WRONG HERE

- They set up the profile once and never touch it again.
- Google rewards active profiles. Businesses that add photos regularly, update their services, and keep their information current rank higher in local results than inactive profiles — even with fewer reviews.
- Schedule fifteen minutes every month to check and update your profile. That is all it takes to stay active.

**DO THIS NOW**

- Log into [business.google.com](https://business.google.com) right now.
- Check your primary category — is it as specific as it could be?
- Open the Services section — is every service from your Job List listed here in plain customer language?
- Count your photos — if you have fewer than ten, add five today.
- Check your business name and phone against your website — are they character-for-character identical?
- Fix anything that is wrong before you move to Chapter 5.

A fully optimised Google Business Profile means every Page you build in Chapter 5 has a stronger platform to rank from. Do not skip this step.

# The Problem Page Method

Write pages that rank and convert — the core of the system

Everything in this guide has been building toward this chapter. You have found your keywords. You have built your job list. You have set up your Google Business Profile. Now you use all of that to build the pages that actually get you found.

A problem page is a single web page on your website dedicated to one specific search. Not a page about your business. Not a page listing every service you offer. One page, one problem, one clear call to action. This is the core of the Problem Page Method.

## What a problem page looks like — the structure

Every problem page follows the same five-part structure. Once you understand this structure you can write a page in an afternoon, consistently, every time.

### 01 **Headline**

Name the problem + your location

### 02 **Opening**

Speak to what the reader is experiencing right now

### 03 **Explanation**

Why this problem happens — show your expertise

### 04 **Solution**

What you do about it — clear and confident

### 05 **Call to Action**

One step. Phone number. Nothing else.

## Section 1 — The headline

Your headline must name the exact problem and the location. Not "Professional Air Conditioning Services" — that tells no one anything specific. Instead: "Daikin Split System Not Cooling in Brisbane" or "Rinnai Hot Water System Leaking — Same Day Repair in Gold Coast."

The headline is a match signal. When someone searches for that exact problem and sees your headline, they know immediately they are in the right place. That matching feeling is what makes them click, read, and call. Without a matching headline, Google will also struggle to understand what the page is about.

### HEADLINE FORMULA

- [Brand] + [Product Type] + [Problem] + [Location]
- Example: "Daikin Split System Not Cooling — Brisbane Air Conditioning Repair"
- Example: "Rheem Hot Water System Leaking in Gold Coast — Same Day Service"
- Example: "Fujitsu Aircon Making Loud Noise — [Suburb] Air Conditioning Technician"

### REAL SEARCH EXAMPLE

- Search targeted: "Fujitsu split system not cooling Brisbane"
- Searcher intent: they have a Fujitsu unit that is running but not cooling, and they want someone local to fix it today
- Headline that matches: "Fujitsu Split System Not Cooling? Same Day Repairs — Brisbane Air Conditioning"
- What the searcher sees: a headline that names their exact brand, their exact problem, and their location

### DO THIS NOW

- Open your Job List and pick the top-priority combination
- Write a headline using the formula: [Brand] + [Product] + [Problem] + [Location]
- Check it against the search term — every key word in the search should appear in the headline
- Read it aloud. Does it sound like something you would click on if you had that problem right now?

#### WHAT YOU'LL SEE

- A headline that creates an immediate match between what the customer searched and what they land on
- Google understanding precisely what the page is about — improving ranking potential
- A higher click-through rate because the headline answers "yes, this is the right page" before they even open it

#### WHY IT WORKS

- Google ranks pages that match search intent. A headline that contains the exact search phrase tells Google immediately that this page is relevant.
- When the customer sees their exact search term in your headline, they feel understood. That trust is built before they read a single other word.

#### THE RESULT

- A matching headline is the single biggest factor in whether someone clicks your result or skips it
- Higher click-through rate signals to Google that your page is relevant — which improves your ranking further
- Better ranking and more clicks together mean more inbound calls from that search

## Section 2 — The opening paragraph

Your opening paragraph should speak directly to what the reader is experiencing right now. Not what you offer. Not your qualifications. What they are going through.

Here is an example of a good opening: "Your Daikin split system is running but not cooling the room down. It might be blowing warm air, or the temperature just isn't dropping no matter how low you set it. You have probably already reset it, and it has not made a difference." Two to three sentences that show you understand the situation. That is all you need.

## Section 3 — The explanation

This section explains why the problem happens. You are not writing a technical manual — you are demonstrating that you know your trade and that you have seen this before. Two to three short paragraphs is enough.

### EXAMPLE EXPLANATION — AIRCON NOT COOLING

"A split system that runs but does not cool is usually caused by one of a few common issues. The most frequent is low refrigerant gas — when the gas level drops, the system loses its ability to transfer heat out of the room.

It can also be caused by a dirty or blocked filter restricting airflow, a faulty compressor, or in some cases the outdoor unit struggling in extreme heat.

Each of these has a different fix. Some are minor and inexpensive. Others indicate a more significant repair or replacement is needed. The only way to know is a proper on-site diagnosis."

Notice what this does: it shows genuine knowledge, it sets expectations honestly, and it makes the on-site visit sound necessary rather than optional. You have built trust and created a logical reason for the person to book.

### REAL SEARCH EXAMPLE

- Search: "Daikin split system making loud noise Brisbane"
- Customer situation: their unit is running but making a rattling or grinding noise they have not heard before
- Explanation written: three short paragraphs covering loose components, failing fan motor, and refrigerant noise — each explained in plain language
- What the explanation does: demonstrates trade knowledge without using jargon, and makes a site visit feel necessary and logical

### **DO THIS NOW**

- For your chosen problem page, write the explanation section
- Think of the three most common causes of that specific problem
- Write one short paragraph per cause — what it is, what causes it, what it means for the customer
- End with a sentence that explains why a proper diagnosis is needed: "Each of these has a different fix, and the only way to know which one you are dealing with is an on-site inspection."
- Total: 150-200 words. That is all this section needs.

### **WHAT YOU'LL SEE**

- A reader who trusts that you know your trade — before you have told them your qualifications
- A logical reason for them to book a site visit rather than try to fix it themselves
- A page that Google recognises as genuinely informative — which improves its ranking potential

### **WHY IT WORKS**

- Explaining the problem demonstrates expertise more effectively than listing qualifications. Qualifications are claims. Explanation is proof.
- When a reader understands why their problem is happening, the on-site visit stops being an expense and starts being the obvious next step.

### **THE RESULT**

- A reader who understands the problem is a reader who books the visit
- The explanation section is what separates your page from a generic "call us for all your plumbing needs" page
- Pages with genuine, useful information rank higher and convert better than thin pages built just to capture a search term

### REAL SEARCH EXAMPLE

- Search: "Daikin split system making loud noise Brisbane"
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- For your chosen problem page write the explanation section
- Think of the three most common causes of that specific problem
- Write one short paragraph per cause — what it is, what causes it, what it means
- End with: "Each of these has a different fix, and the only way to know is an on-site inspection."
- Total: 150-200 words. That is all this section needs.

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- A reader who understands the problem is a reader who books the visit
- Pages with genuine useful information rank higher and convert better than thin pages built just to capture a search term
- The explanation section is what separates your page from a generic "call us for all your plumbing needs" page

## Section 4 — The solution

Describe what you actually do about the problem. Be clear and confident — do not oversell, but do not undersell either. This is where the reader decides whether to call you or keep looking.

Example: "We carry out a full diagnostic on-site, identify the cause of the problem, and give you a clear upfront quote before any work begins. Most repairs are completed on the same visit. We service all major brands including Daikin, Mitsubishi, Fujitsu, and Samsung."

### REAL SEARCH EXAMPLE

- Problem page: "Rinnai continuous flow hot water not working Brisbane Northside"
- Solution section written: "We carry out an on-site diagnosis, identify the fault, and in most cases repair it the same day. We carry common parts for all major Rinnai models."
- What this communicates: competence, speed, and local availability — all in two sentences

### DO THIS NOW

- Write the solution section for your problem page
- Describe what you actually do — not in general terms but specifically for this problem
- Include: how you diagnose it, how long the repair typically takes, whether you carry parts
- Mention the specific brand or product type if relevant
- Keep it to one paragraph. Confident, not boastful.

### WHAT YOU'LL SEE

- A reader who is deciding whether to call you or the next result on Google
- Clarity about what happens when they contact you — which removes hesitation
- Differentiation from competitors who just say "we fix it" without saying how

#### **WHY IT WORKS**

- People searching for a problem are comparing options. A solution section that is specific tells them what to expect and reduces the uncertainty that stops people from calling.
- Mentioning same-day service or on-site diagnosis sets a clear expectation — and customers who have their expectations set before calling are easier to convert on the phone.

#### **THE RESULT**

- A confident, specific solution section is the final piece before the call to action
- It closes the gap between "this person understands my problem" and "I am going to call them"
- Customers who have read the solution section before calling already know what to expect — shorter calls, easier bookings, higher close rate

## Section 5 — The call to action

One clear step. A phone number. Nothing else competing with it.

Do not give the reader three options. Do not send them to a "contact us" page that has a form buried at the bottom. Put the phone number directly on the page, large enough to read clearly on a phone screen, with a short line that tells them what happens when they call.

Example: "Call us now on [number] and we will arrange a same-day visit in most cases. We cover [suburb list] and surrounding areas." That is all you need.

### How long should a problem page be?

Between 400 and 700 words. That is long enough for Google to understand the topic and for the reader to feel confident in you. It is short enough that a person with a problem will actually read it. Do not pad it out to seem thorough — every sentence should earn its place.

## Building your Page hierarchy — brand, model, and fault Pages

Once you understand how to write a single problem Page, the next step is to think about how your Pages work together as a structure. The most effective approach — and the one that makes internal linking natural and powerful — is to build in three levels.

### Level 1 — The Brand Page

Start with a Page for each brand you work on. This is the parent Page — the one everything else links back to. A Daikin Brand Page covers everything you do with Daikin systems: installation, servicing, repairs, the common problems, and the models you regularly see. It can list model numbers. It can include common fault codes. It gives Google a complete picture of your expertise with that brand.

## Level 2 — The Brand + Model Page

From the Brand Page, you can link to specific model Pages. If Daikin's FTXF25W is a model you regularly work on, it can have its own Page. That Page covers the common faults and error codes for that model specifically. People who search "Daikin FTXF25W not cooling" or "Daikin FTXF25W error code E3" land exactly where they need to be. You link the Model Page back up to the Brand Page, and across to related problem Pages.

## Level 3 — The Problem Page

The problem Pages you have already learned to build sit at the bottom of this structure. "Daikin split system not cooling." "Daikin aircon leaking water." These Pages link to the relevant Brand Page and, where appropriate, to specific Model Pages. Everything connects. Google sees a coherent, deep, expert site — not a collection of isolated Pages.

### BRAND PAGE HIERARCHY — EXAMPLE FOR AN AIR CONDITIONING TECHNICIAN

- Brand Page: "Daikin Air Conditioning Repairs [City]" — lists models, common faults, all Daikin services
- Model Page: "Daikin FTXF25W Faults, Error Codes and Repairs" — links back to Brand Page
- Problem Page: "Daikin Split System Not Cooling" — links to Brand Page and Model Page
- Problem Page: "Daikin Aircon Leaking Water Inside" — links to Brand Page
- All Pages link back up to the Brand Page. Brand Page links down to all others.

Build the Brand Page first. Then build problem Pages. Add model Pages over time as you gather more content. This structure grows naturally alongside your business, and every new Page you add makes the existing Pages stronger.

## What matters — and what does not

### WHAT MATTERS ON A PROBLEM PAGE

- Headline that matches the exact search term
- Opening that speaks to the reader's specific situation
- Clear explanation that shows you understand the problem
- A confident description of what you do about it
- Your suburb or service area mentioned naturally in the content
- One clear call to action — phone number, prominent position

### WHAT DOES NOT MATTER

- Fancy design or professional photography
- Keyword density (stuffing the search term in repeatedly)
- Perfect writing — clear and readable is all you need
- Pages longer than 700 words
- Spending more than a day on any single Page

The biggest barrier to building problem Pages is thinking you need to get them perfect before you publish. You do not. A good-enough Page published today will outrank a perfect Page that never gets written. Start with your most common job type, follow the structure, and publish. Then do the next one.

#### A COMPLETE PAGE EXAMPLE — WHAT THIS LOOKS LIKE IN PRACTICE

- Search targeted: "Rinnai hot water system not working Brisbane Northside"
- Headline: "Rinnai Hot Water System Not Working? Same Day Repairs — Brisbane Northside"
- Opening: "Your Rinnai continuous flow system has stopped producing hot water. You may have already tried resetting it or checking the gas — but it is still cold. Here is what is most likely happening."
- Explanation: 3 short paragraphs covering the three most common causes — ignition failure, gas supply issue, flow sensor fault.
- Solution: "We carry out an on-site diagnosis, identify the fault, and in most cases repair it the same day. We carry parts for all major Rinnai models."
- CTA: "Call us now on [number]. We cover Chermside, Aspley, Everton Park and surrounding suburbs."
- Length: 480 words. Time to write: 90 minutes. Time to rank: 3-6 weeks for low-competition searches.

#### WHAT MOST PEOPLE DO WRONG HERE

- They write about themselves instead of the customer's problem. "We are a family-owned plumbing business with 15 years of experience" tells Google nothing about the search it is trying to match.
- Every sentence on a problem Page should either describe the customer's situation, explain why the problem happens, describe what you do about it, or tell them how to contact you.
- If a sentence does not serve one of those four purposes, remove it.

#### DO THIS NOW

- Pick the single most common job you get called for. Open a blank document.
- Write the headline: [Brand] + [Product] + [Problem] + [Your area].
- Write the opening paragraph in two sentences — describe what the customer is experiencing right now.
- Write the explanation in three short paragraphs — why this problem happens.
- Write the solution in one paragraph — what you do about it.
- Add your phone number and suburb list. Publish it today.
- Your first problem Page is live. That is the whole system started.

One page live today is worth more than ten pages planned for next month. Build it, publish it, then come back and build the next one.

# Connect Everything

Internal linking, WordPress, and building lasting authority

A single problem page can rank on its own. But when your problem pages are connected to each other — when they link to related pages, match your Google Business Profile, and present consistent information throughout — Google sees a coherent, trustworthy site rather than a collection of isolated pages.

This is called internal linking, and it is one of the most effective and underused tools available to small businesses. It costs nothing, takes minutes per page, and compounds in value over time.

## What is internal linking?

An internal link is a link from one page on your website to another page on your website. When you are writing a page about a Daikin split system not cooling, and you add a sentence like "If your Daikin unit is leaking water instead, see our page on aircon water leaks" — with that phrase linked to the relevant page — that is an internal link.

These links do two things. First, they help visitors navigate to the most relevant page for their situation. Second, and more importantly for ranking, they tell Google how your pages relate to each other. When Google sees that your aircon pages all link to each other and to a central air conditioning service page, it understands that you are an authority on air conditioning in your area.

## Why WordPress makes internal linking significantly easier

If your website is built on WordPress, adding internal links is straightforward: you open a page in the editor, highlight a phrase, click the link icon, and type the title of the page you want to link to — WordPress finds it automatically. You do not need to know the full web address of every page.

WordPress also lets you see all your published pages in one list, manage them easily, and add new ones without touching code. It has plugins that help you identify which pages have no links pointing to them (called orphan pages) and where your linking structure has gaps.

If your website is not on WordPress, you can still add internal links — the process is just more manual and depends on whatever platform you are using. If you are starting from scratch, WordPress is strongly recommended for the reasons above, as well as the fact that it is the platform with the widest range of SEO tools and guidance available.

→ **COMPANION POST: WORDPRESS FOR TRADE BUSINESSES — A BEGINNERS' GUIDE**

*What WordPress is, why it makes building and linking Pages easier than any other platform, and how to get a basic site running without hiring a developer.*

<https://www.jasonmckinnoncoach.com/resources>

## How to structure your internal links — a practical guide

Think of your website as having three levels. At the top is your main services page — a page that lists and briefly describes everything you do. Below that are your category pages — one for each major service type (air conditioning, hot water, electrical, etc). Below those are your problem pages — the specific brand + problem + location pages you build using the Trigger Word Method.

### YOUR INTERNAL LINKING STRUCTURE

- Level 1: Main services page — links down to all category pages
- Level 2: Category pages (e.g. "Air Conditioning Repairs") — link to problem pages
- Level 3: Problem pages — link to related problem pages and back up to category page
- Rule: Every new problem page links to at least 2 existing pages
- Rule: No page on your site should have zero pages linking to it

### REAL SEARCH EXAMPLE

- Website: 8 problem pages about Daikin air conditioning repairs
- Before internal linking: each page sits in isolation — Google sees 8 unrelated pages
- After internal linking: each page links to the Daikin Brand Page, and the Brand Page links back to all 8 problem pages
- What Google sees: a coherent, authoritative cluster about Daikin air conditioning — one business that clearly specialises in this area

### DO THIS NOW

- Open your most recently published problem page in WordPress
- Find a sentence near the bottom that naturally mentions a related problem or service
- Highlight a relevant phrase and add a link to another problem page on your site
- Example: "If your Daikin system is leaking water rather than failing to cool, see our Daikin aircon leaking water page."
- Do this for every published page — each one links to at least two others before you are done

### WHAT YOU'LL SEE

- A website that feels interconnected — not a collection of separate pages
- Google beginning to recognise your site as an authority on a specific topic in a specific location
- Visitors naturally moving between related pages — spending more time on your site

#### WHY IT WORKS

- Google uses internal links to understand the relationship between your pages. When it sees that all your Daikin pages link to each other and to a central Daikin Brand Page, it treats that cluster as evidence of expertise.
- This is called topical authority — and it is what makes a new page rank faster than it would in isolation.

#### THE RESULT

- Internal linking multiplies the value of every page you have already built
- A new page added to a well-linked site ranks faster than a page added to an isolated site
- Over time, a site with strong internal linking requires less ongoing effort to maintain rankings — the structure does the work

## Matching your website to your Google Business Profile

Your Google Business Profile and your website should describe the same business in consistent terms. If your GBP lists "split system installation" as a service, you should have at least one page on your website about split system installation. If your GBP says you service the northern suburbs, your pages should mention the northern suburbs.

This consistency is what Google calls NAP consistency — Name, Address, Phone. But it extends beyond just contact details. The language, the service areas, and the service types all need to tell the same story across your GBP and your website. Inconsistency between the two creates doubt in Google's mind and reduces the ranking benefit of both.

#### WHAT MOST PEOPLE DO WRONG HERE

- They build Pages but never link them together. Every Page sits in isolation — Google sees a collection of unrelated content rather than a coherent, authoritative site.
- The rule is simple: every new Page links to at least two existing Pages. Every existing Page gets linked to from at least one other Page. No orphans.
- In WordPress this takes two minutes per page. There is no reason to skip it.

**DO THIS NOW**

- Open your most recently published problem Page.
- Find one sentence near the bottom that could naturally reference another problem. Add a link: "If your Daikin unit is leaking water rather than failing to cool, see our page on [aircon water leaks]."
- Do this for every Page you have published so far.
- Then open your main services page and add a link to each problem Page you have built.
- That is your internal linking structure started. It takes fifteen minutes and makes every page stronger immediately.

Internal linking is the multiplier. Every new Page you add increases the value of every Page that already exists.

# Turn Visits Into Enquiries

Conversion basics — clear, simple, no designer required

Getting to the top of Google for a local problem search is worth nothing if the person who clicks through does not call you. The page needs to convert — meaning, a meaningful percentage of visitors should contact you after reading it.

Conversion does not require a beautiful website. It requires clarity. The visitor needs to be able to answer three questions in the first few seconds: Am I in the right place? Can this person fix my problem? How do I contact them?

## Phone number vs contact form — which one to use

For urgent and high-intent searches — which is most of what the Problem Page Method targets — a phone number converts better than a contact form. When someone's hot water is not working and they have found your Page, they want to speak to a human right now.

A form that asks for their name, email, phone number, suburb, and description of the problem before anything happens adds friction. Some people will fill it in. Many will not.

Put your phone number on the page in a clear, readable size. Put it near the top of the page as well as at the bottom. On mobile devices, make it a clickable link so they can call directly without having to type the number. This is one of the simplest changes that produces the most immediate improvement in conversions.

Contact forms do have a place — they are useful for non-urgent enquiries like quote requests, planned renovations, or questions that do not need an immediate response. If you use a form, keep it short. Name, phone number, and a brief description of the problem is all you need. Every additional field reduces your completion rate.

## Trust signals that work for trade businesses

A visitor who has never heard of you needs a reason to trust you before they call. You do not build that trust with a logo or a slick design — you build it with specific, verifiable signals that confirm you are a legitimate, competent local business.

### TRUST SIGNALS THAT ACTUALLY CONVERT

- Licence number (if applicable to your trade) — specific and verifiable
- Number of years in business — "15 years serving the Brisbane northside"
- Suburbs you service — listed clearly, not vaguely
- Google review star rating displayed on the page
- 2-3 short review quotes relevant to the type of job on this page
- Insurance mention — "fully insured" is worth stating
- Response time — "same day service in most cases" sets expectations

## Layout — simple is always better

A clean, readable page with a prominent phone number will consistently outperform an elaborate, visually impressive page where the contact details are hard to find. This is not a design opinion — it is backed by what converts in local service industries.

Use plenty of white space. Use a readable font size — 16 pixels is the standard for body text on modern websites. Break content into short paragraphs of two to four lines. Use sub-headings so the page can be scanned quickly. And make absolutely certain the page looks good on a phone screen, because the majority of local searches happen on mobile devices.

You do not need to hire a web designer for this. Most WordPress themes provide a clean layout out of the box. The words on the page do the converting — not the visual design.

#### WHAT MOST PEOPLE DO WRONG HERE

- They send traffic to their homepage. Someone searches "Daikin split system not cooling Brisbane," clicks your ad or organic result, and lands on a page that says "Welcome to ABC Air Conditioning — serving Brisbane since 2009."
- The match is broken. The trust is gone. They hit the back button.
- Every problem Page must be the destination. Never send problem search traffic to a generic homepage.

#### DO THIS NOW

- Open one of your published problem Pages on your phone — not your computer.
- Can you see the phone number without scrolling? If not, move it to the top.
- Does the first line speak to the exact problem the Page is targeting? If not, rewrite it.
- Is there one clear thing to do — call, or fill in a form? Remove anything that competes with that action.
- These three fixes on every Page will increase your conversion rate immediately.

A Page that ranks but does not convert is just a number in a report. Get the conversion right and the ranking becomes a pipeline.

# Reviews — The Massive Lever

Collect reviews consistently and watch everything compound

Google reviews are the most underused free resource available to local trade businesses. They are free to collect, they compound in value over time, and they influence both your Google rankings and the decision of every person who finds your page. And yet most trade businesses have fewer than ten.

The reason is simple: nobody asks. Jobs get done, customers are happy, life moves on, and the review never gets written. A simple system, applied consistently, changes this entirely. This chapter shows you that system.

## Why reviews matter for your rankings

Google uses reviews as a core signal when deciding which local businesses to show in map results. Businesses with more reviews, a higher average rating, and recent review activity rank higher than businesses with few or none. This is not a small influence — for competitive local searches, reviews can be the difference between appearing in the top three results and not appearing at all.

Beyond rankings, reviews directly influence whether someone who finds you calls you. A business with 4.8 stars and 63 reviews will receive significantly more calls than a business with 4.0 stars and 4 reviews, even if the second business appears higher in the results.

People read reviews before they call. They look for recent ones, read one or two in full, and use them to judge whether you are trustworthy. That judgment happens before they have spoken a single word to you.

#### REAL SEARCH EXAMPLE

- Situation: plumber completes a hot water repair in Aspley
- At the end of the job: "I'd really appreciate a Google review — it only takes 60 seconds."
- Text sent within the hour with direct link and the customer's name
- Customer leaves a review mentioning "Rheem," "Aspley," and "same day service"

#### DO THIS NOW

- At the end of your next job say these words before you leave: "I'd really appreciate a Google review — takes 60 seconds and makes a real difference for a small business like ours."
- Within one hour of leaving, send the direct review link by text with the customer's first name
- Do this for every job this week — not just the ones that went especially well

#### WHAT YOU'LL SEE

- Most customers are willing when asked directly and given a simple way to do it
- A review that arrives within 24 hours is more specific and more useful than one requested weeks later
- Over weeks: a growing review count that makes your profile the obvious choice

#### WHY IT WORKS

- The in-person ask is the most important part. A text alone gets a fraction of the response rate of an in-person ask followed by a text.
- Asking immediately while satisfaction is highest produces better reviews than asking later when the memory has faded.

#### THE RESULT

- Reviews compound — each new review makes the next one more likely
- A business with 50 genuine reviews is the first choice for most customers regardless of price
- Each keyword-rich review also reinforces your problem page rankings — problem, suburb, outcome

## How to ask — the right time and the right way

The best time to ask for a review is immediately after a job, while the customer is still there and satisfaction is at its highest. In person is best. A simple, direct ask works: "I'd really appreciate it if you left us a Google review — it takes about sixty seconds and it makes a big difference for us."

Then, within an hour of leaving, send a text message to the customer with your direct review link. The message should be short: "Hi [Name], thanks for having us out today. If you have a moment, a Google review would mean a lot. Here is the direct link: [link]. Takes less than a minute."

Do not ask via email weeks later. Do not send bulk review requests. Ask in the moment, job by job, with a direct link that removes every possible barrier between wanting to leave a review and actually leaving one.

### REAL SEARCH EXAMPLE

- Situation: electrician completes a safety switch repair in Ashgrove
- At the end of the job: "I'd really appreciate a Google review — it only takes 60 seconds and makes a big difference for us."
- Text sent within the hour: "Hi Sarah, thanks for having us out today. If you have a moment, a Google review mentioning the safety switch repair and your suburb would mean a lot. Here's the direct link: [link]"
- Result: Sarah leaves a review mentioning "safety switch," "Ashgrove," and "same day service"

### DO THIS NOW

- At the end of your next job, say these words before you leave: "I'd really appreciate a Google review — it takes about 60 seconds and it makes a real difference for a small business like ours."
- Within one hour of leaving, send the direct review link by text with the customer's name and a brief personal line
- Do this for every job this week — not just the ones that went especially well

#### WHAT YOU'LL SEE

- Most customers are willing to leave a review when asked directly and given a simple way to do it
- A review that arrives within 24 hours of the job is more specific and more useful than one requested weeks later
- Over weeks, a growing review count that makes your profile the obvious choice in your area

#### WHY IT WORKS

- The in-person ask is the most important part of the system. A text message alone gets a fraction of the response rate of an in-person ask followed by a text.
- Asking immediately while satisfaction is highest produces better reviews than asking later when the memory has faded.

#### THE RESULT

- Reviews compound. Each new review makes the next one more likely — people are more inclined to review a business that already has reviews
- A business with 50 genuine reviews in its local area is the first choice for most customers regardless of price
- Each review also reinforces the keywords on your problem pages — problem, suburb, outcome — which improves your rankings

## How to create your direct Google review link

#### GETTING YOUR REVIEW LINK

- Go to [business.google.com](https://business.google.com) and open your profile
- Look for the "Get more reviews" or "Share review form" option
- Copy the link provided — this takes reviewers directly to the review box
- Save this link in your phone as a text message template
- Send it to every customer within an hour of completing the job

## Building a simple review system

A system means you do not have to think about it or remember to do it. It just happens as part of how you close every job. The simplest possible system has three parts: ask in person, send the link by text, and have the QR code on your invoice.

### Step 1 — Ask in person at the end of every job

As you are finishing up, before you leave, say it directly: "I'd really appreciate it if you left us a Google review — it takes about sixty seconds and it makes a big difference for a small business like ours." Simple, honest, and effective. The in-person ask is the most important part of the system.

### Step 2 — Send the link by text within the hour

Within an hour of leaving, send your direct review link by text. Keep the message short and personal. Save it as a template on your phone so you only need to fill in the customer's name each time.

### Step 3 — Put a QR code on your invoice

Create a QR code that links directly to your Google review page and add it to every invoice you send — whether it is a quote, a payment request, or a receipt. A customer who receives your invoice a day later and sees the QR code may still scan it and leave a review. Every touchpoint is an opportunity.

#### HOW TO CREATE YOUR REVIEW QR CODE

- Copy your direct Google review link from [business.google.com](https://business.google.com)
- Go to [qr-code-generator.com](https://qr-code-generator.com) or any free QR code tool
- Paste your review link and generate the code
- Download the QR code image (PNG format)
- Add it to your invoice template with a short line: "Happy with the work? Scan to leave us a Google review."
- Print it on any physical receipts or add it to emailed invoices as an image

## How to ask for a review that actually builds your rankings

Most Google reviews say "great service, highly recommend." That is a good review, but it is a missed opportunity. A review that mentions the specific problem, the suburb, and the outcome does three things at once: it reads as more credible to potential customers, it provides Google with local and topical signals, and it reinforces the exact keywords your Pages are targeting.

You cannot tell customers what to write — Google prohibits incentivising or scripting reviews. But you can guide them with a gentle prompt. After asking in person, you might add: "If you mention what the problem was and what suburb you are in, that really helps people in your area find us." Most customers are happy to do this once they understand why.

### WHAT A HIGH-QUALITY REVIEW LOOKS LIKE VS A BASIC ONE

Basic review: "Great service, highly recommend. Very professional."

High-quality review: "Our Daikin split system stopped cooling during a heatwave. Called [business name] and they came out to Chermside the same day. Diagnosed a refrigerant leak, fixed it on the spot, and the system has been perfect since. Highly recommend for anyone in the northside with aircon problems."

The second review mentions the brand, the problem, the suburb, and the outcome. Every one of those is a ranking signal. That is the type of review worth asking for.

### COMPLETE REVIEW SYSTEM — TEXT TEMPLATE

Save this in your phone. Fill in the name and send within an hour of every job:

"Hi [Name], thanks for having us out today. If you have 60 seconds, a Google review would mean a lot — especially if you can mention the problem you had and your suburb. Here's the direct link: [your review link]"

Ask in person. Send this text. QR code on the invoice. That is the complete system.

Businesses that run this system consistently accumulate reviews at a rate that makes them nearly impossible to compete with. At one review per week, you have fifty reviews in a year. At two per week, you have over a hundred. That authority

compounds everything else — your Pages rank more easily, your calls convert at a higher rate, and new customers trust you before they have spoken to you.

#### **WHAT MOST PEOPLE DO WRONG HERE**

- They ask once — usually awkwardly, at the wrong time — get no review, and give up.
- The system only works when it becomes a habit. Ask every job, every time, without exception. The results compound. One review this week means nothing. Fifty reviews over a year means you are the obvious choice in your area.
- The businesses with 80, 100, 150 reviews did not get lucky. They asked every time.

#### **DO THIS NOW**

- Get your direct Google review link from [business.google.com](https://business.google.com) right now.
- Save this exact message as a text template on your phone: "Hi [Name], thanks for having us out today. If you have 60 seconds, a Google review would mean a lot — especially if you can mention the problem and your suburb. Here's the link: [your link]"
- Create a QR code at [qr-code-generator.com](https://qr-code-generator.com) and add it to your invoice template today.
- The next job you complete — ask in person, then send the text within the hour.
- That is the system started. It takes ten minutes to set up and works for years.

Reviews are the one thing your competitors cannot copy quickly. Start collecting them now and the gap between you and them grows every single week.

# Simple Content Loop

One post per week, linked to your pages, published consistently

Once your core problem pages are live, you do not need to keep building new pages every week forever. What you do need is a simple, sustainable routine that keeps your site active, reinforces the topics you are targeting, and gives Google regular signals that your business is alive and relevant.

That routine is a single post per week. Not a long article. Not a polished blog. A short piece of useful content — 300 to 400 words — about a problem or topic from your Job List. Published consistently. Linked to your problem pages. Done.

## Why regular content matters

Google visits your website periodically to check for new content. When it finds new pages and posts regularly, it visits more often. The more regularly Google visits your site, the faster your new problem pages get indexed and start appearing in search results. A site that publishes nothing for months is visited less frequently, and new pages take longer to get picked up.

Regular content also reinforces your topical authority. Every post you write about air conditioning problems signals to Google that your website is focused on air conditioning. Over time, this makes every page on your site — including your problem pages — more likely to rank for air conditioning related searches.

## What to write — use your job list every time

You should never be stuck for something to write. Your Job List from Chapter 3 is your content calendar. Every item on that list is a potential post. Every job you completed this week is a potential post. Every question a customer asked you on the phone is a potential post.

### CONTENT IDEAS — ALL FROM YOUR JOB LIST

- "What causes a Rheem hot water system to make a popping noise?"
- "How often should you service a Daikin split system?"
- "What to check before calling an electrician for a tripped circuit breaker"
- "How long does roof restoration take on a typical Queensland home?"
- "Why is my air conditioner leaking water inside the house?"

Each of those is a question your customers have already asked. You know the answer because you deal with it regularly. Write the answer in plain language. 300 words. Publish it. At the end of the post, add a sentence linking to the relevant problem page. "If your Daikin system is leaking water, see our full repair page here: [link]."

## The link-back rule — posts feed your problem pages

Every post you publish should link to at least one of your problem pages. This is how the content loop works: the post attracts traffic from people asking general questions, the link within the post directs them to the problem page for their specific situation, and the problem page converts them into an enquiry.

Posts are feeders. Problem pages are converters. The loop only works when every post links back into the page structure you have built.

### THE SIMPLE WEEKLY CONTENT LOOP

- Monday: Pick a topic from your Job List (something you dealt with last week)
- Tuesday: Write 300-400 words. Use plain language. Answer the question directly.
- Wednesday: Add a link to 1-2 relevant problem pages within the post.
- Thursday: Publish. Share on your Facebook page if you want extra reach.
- Repeat next week.

That is the full content system. No editorial calendar. No content strategy meetings. No ghostwriters required. Just a consistent habit of writing about what you already know, once a week, linked back to pages that do the converting for you.

### WHAT MOST PEOPLE DO WRONG HERE

- They write one post, get no immediate traffic, and stop. Content compounds — the tenth post makes the first nine stronger. The twentieth post makes all of them stronger.
- The other mistake is writing general content that does not link anywhere. Every post must link to at least one problem Page. Posts without links are noise. Posts with links are fuel.
- One post per week, every week, for six months. That is when you start to see the compounding.

**DO THIS NOW**

- Think about the last job you completed. What was the problem? What did you find when you got there? What did you fix?
- Write 300 words answering these three questions in plain language. That is your first Post.
- At the end, add one sentence: "If you are experiencing [problem], see our full repair guide here: [link to relevant problem Page]."
- Publish it. Schedule the same task for next week.
- You now have a content system running.

Posts keep your site active, reinforce your topic authority, and feed your problem Pages. One per week is all it takes — but it has to be every week.

# Repeat What Works

Read your data, double down on winners, expand steadily

After four to eight weeks of building pages and publishing regular content, something useful starts to happen: you have data. Google Search Console will be showing you which pages are appearing in search results, which terms they are appearing for, and how many people are clicking through to your site.

Most people do not look at this data. That is their loss. Because the data tells you exactly where the opportunity is, and it removes all guesswork from your next move.

## How to read your Search Console data

Open Google Search Console and click on "Performance" in the left menu. You will see a list of search terms that are bringing people to your site, along with the number of times your site appeared in results (impressions) and the number of times someone clicked through (clicks).

The most valuable column to focus on first is position — this tells you the average ranking position for each term. Any term where your average position is between 8 and 20 is a term where you are close to page one but not quite there yet.

These are your priority targets. A small amount of additional work on those Pages — more content, more internal links, more reviews — can push them onto page one and significantly increase the calls you receive.

## The title mismatch trick — one of the quickest ranking improvements available

Here is something most people never think to check, and it produces some of the quickest ranking improvements you can make without writing a single new word.

In Search Console, click on a Page in your results list. Then click the "Queries" tab. You will see a list of search terms that are causing your Page to appear in results. Now compare those terms to the actual title of your Page.

If the search terms Google is ranking you for are different from the title you gave the Page, that is a signal. Google has found something in your content that matches those searches — but your title does not confirm it. Changing your Page title to match what Google is already trying to rank you for will often push that Page from position 15 to position 5 in a matter of weeks, with no other changes needed.

### TITLE MISMATCH — A REAL EXAMPLE

Your Page title: "Air Conditioning Repairs Brisbane"

Top query showing in Search Console: "Daikin split system not cooling Brisbane"

Google is trying to rank your Page for the Daikin query, but your title says nothing about Daikin. Change the title to: "Daikin Split System Not Cooling Brisbane — Same Day Repair"

You have confirmed for Google exactly what the Page is about. Ranking position typically improves within two to four weeks.

In WordPress, you change your Page title in the Page editor itself, and you change the SEO title (the one that appears in Google search results) in the SEO plugin — Yoast SEO and Rank Math are the two most common free options. The SEO title is what Google shows in the results. The Page title is what appears at the top of your Page. Both should match the search term you are targeting.

### REAL SEARCH EXAMPLE

- Page title: "Air Conditioning Repairs Brisbane Northside"
- Search Console shows top query: "Daikin split system not working Chermside"
- The mismatch: the page is appearing for a Daikin-specific search but the title mentions no brand
- Fix: change title to "Daikin Split System Not Working — Chermside Air Conditioning Repairs"

### DO THIS NOW

- Open Google Search Console and click on Performance
- Click on a page that has impressions but low clicks
- Click the Queries tab — look at the search terms showing up
- Compare the top query to your actual page title
- If they do not match — open the page in WordPress, update the title and the SEO title in your SEO plugin to match the top query
- Save. Check back in two weeks.

### WHAT YOU'LL SEE

- In most cases: the page moves up in ranking position within two to four weeks
- Higher position means more impressions, more clicks, more calls
- Often the biggest ranking improvements come from title changes alone — no new content needed

### WHY IT WORKS

- Google ranks pages for searches based on how well the page matches the search intent. When your title confirms what Google already thinks the page is about, it increases its confidence — and confidence shows up as a higher ranking.
- This is one of the few SEO actions where you are working with data Google has already given you, rather than guessing what might work.

### **THE RESULT**

- A title fix costs nothing and takes two minutes
- It is often the fastest ranking improvement available to a page that is already showing in results
- Across ten pages with title mismatches, ten title fixes can produce more ranking improvements than writing ten new pages

## The double-down principle

When you find a topic that is starting to rank — say, your Pages about Daikin air conditioners are getting impressions and some clicks — build more Pages around that topic. Create a Daikin Brand Page if you do not already have one. Write Posts about Daikin-specific problems. Add internal links from your other Pages back to the Daikin Pages.

This is called topical clustering, and it is one of the most effective ways to build lasting authority in local search. When Google sees that your entire website has depth of content about Daikin air conditioning in Brisbane, it begins to treat your site as the resource for that topic in that location. All of your Pages on that topic benefit.

### HOW TO DOUBLE DOWN — STEP BY STEP

- 1. Open Search Console and identify your top 5 performing topics
- 2. Check each top-performing Page for a title mismatch — fix any you find
- 3. For each performing topic, count how many Pages you have on your site
- 4. If you have 1-2 Pages on a performing topic, build 3-5 more
- 5. Add internal links from all new Pages to the existing Pages
- 6. Repeat: check data, fix titles, identify winners, build more around them

## When to expand into new topics

Once your first topic cluster is performing — you have multiple Pages ranking, enquiries coming in from that topic, and reviews supporting it — move to your next trigger word. Run it through Keyword Planner. Build the brand and problem combinations. Start the process again.

Each new topic cluster you build adds to your total authority and your total inbound volume. Businesses that have been doing this consistently for twelve months have multiple clusters working in parallel, each generating enquiries independently. That is what a predictable pipeline actually looks like.

#### WHAT MOST PEOPLE DO WRONG HERE

- They build pages and never check the data. They do not know what is ranking, what is close, or what has already won.
- Search Console is free and shows you everything. Check it every two weeks. Look at which pages have positions between 8 and 20 — those are your fastest wins. A small amount of work on those pages can push them to page one in weeks.
- The businesses that grow fastest are not the ones who build the most content. They are the ones who identify what is working and do more of it, faster.

#### DO THIS NOW

- If you have had pages live for four weeks or more, open Google Search Console and click Performance.
- Filter by position — look for any term sitting between position 8 and 20.
- Open the corresponding Page. Check the title — does it exactly match the search term Google is showing it for? If not, change the title to match.
- Add one more internal link from another Page pointing to this one.
- Check back in two weeks. In most cases, the position will have improved.

Data removes all guesswork. Once you know what is working, the next move is always obvious.

# The Method in Action

Three searches, three pages, three businesses that stopped guessing

The method is clear. The steps are laid out. But sometimes the most useful thing is to see exactly how it plays out — from search to page to enquiry. These three examples are realistic scenarios based on how this method works in practice.

## Example 1 — The Plumber Who Found 40 Pages in One Afternoon

A Brisbane plumber entered "hot water system" into Google Keyword Planner. In one session he found: Rheem, Dux, Rinnai, Bosch, and Aquamax as the five brands his customers most commonly have. For each brand the tool surfaced between six and nine problems — leaking, not heating, pilot light out, pressure relief valve dripping, making noise, running cold in the morning.

That is five brands multiplied by eight problems: 40 page ideas in a single afternoon. He started with the three searches showing the highest volume — all Rheem, because Rheem is the most common hot water brand in Queensland. Within six weeks, two of those pages were on page one of Google for their target searches. The third was sitting at position four. Combined, those three pages were generating four to six enquiries per week with zero ad spend.

### SEARCH → PAGE → RESULT

- Search: "Rheem hot water system not working Brisbane" — 90 searches/month
- Page built: 520 words, five-part structure, phone number at top and bottom
- Week 3: page appears on page 2, position 14
- Week 6: page moves to page 1, position 3
- Outcome: 2-3 inbound calls per week from this page alone, zero ad spend

## Example 2 — The Electrician Who Used "Oven" as a Trigger Word

An electrician on the Gold Coast had been trying to rank for "electrician Gold Coast" for two years. No movement — the search was dominated by large directories and businesses that had been building their presence for a decade.

He tried the Trigger Word Method and entered "oven" into Google Keyword Planner instead. The results showed him searches he had never considered: "Westinghouse oven not heating Gold Coast," "Smeg oven fan not working," "Fisher and Paykel oven element replacement," "oven tripping safety switch." Every one of those was a job he regularly did. None of them had any meaningful competition.

He built eight pages over three weeks. By week eight, five of them were on page one. His Google Business Profile started appearing in the map pack for appliance-related searches. He now gets more inbound calls from oven-related searches than from any other source — including the generic "electrician" term he had been chasing for two years.

### SEARCH → PAGE → RESULT

- Search: "Westinghouse oven not heating Gold Coast" — 30 searches/month
- Page built: 460 words, brand + problem + location structure, same-day service CTA
- Week 4: page on page 1, position 5
- Week 8: page moves to position 2
- Outcome: averaging 1-2 bookings per week from oven-related pages, no competition

## Example 3 — The Blocked Drain That Became a Review Machine

A Sydney plumber built a problem page targeting "blocked drain gurgling noise Sydney." The search gets around 40 searches per month — small by any conventional measure. But it is an exact-match problem search: the person can hear their drain gurgling, they have searched for exactly that symptom, and they want someone to fix it.

The page ranked on page one within five weeks. Every person who called from that page already understood what the problem likely was — the page had explained it.

The calls were shorter, the jobs were faster, and the customer satisfaction was higher because expectations were set before anyone picked up the phone.

He added the review system at the same time — asking every customer in person and sending the direct link by text. Within three months the page had six Google reviews specifically mentioning blocked drains in the reviews. Those reviews reinforced the exact keywords the page was targeting. The page moved from position 4 to position 1.

#### **SEARCH → PAGE → RESULT**

- Search: "blocked drain gurgling noise Sydney" — 40 searches/month
- Page built: 490 words, symptom-focused opening, diagnostic explanation, clear CTA
- Week 5: page on page 1, position 4
- Month 3: six keyword-rich reviews push page to position 1
- Outcome: consistent 3-4 enquiries per week, shorter calls, higher conversion rate

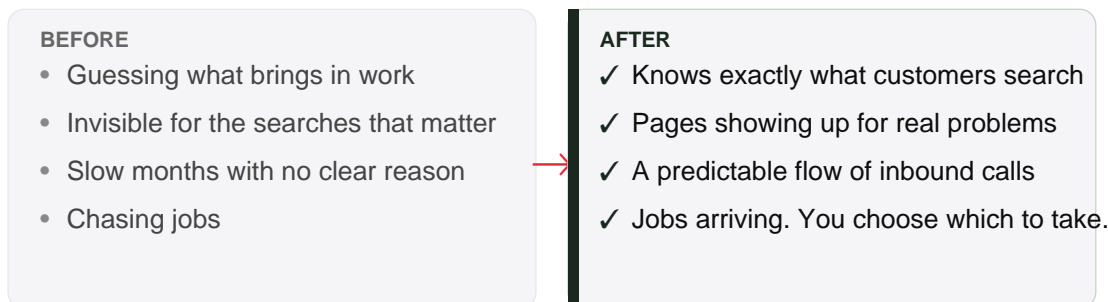
Three different trades. Three different trigger words. The same method. The specific searches, the structured pages, the review system — all of it working together to build a pipeline that does not require guessing, chasing, or ad spend.

# The New Position

The identity shift from chasing work to being found

You came into this guide guessing. Posting something on Facebook and hoping. Running a slow month and not being quite sure why. Looking at competitors and wondering how they seemed to stay busy while you were chasing work.

That was a visibility problem. And you now have the system to fix it.



## What has changed

You now understand why your homepage cannot rank for job searches, and why that is not a failure of your website but a feature of how Google works — one that you can use to your advantage by building the pages that can rank.

You know how to find the exact searches your customers use, using real data from free tools. You know how to turn that data into a structured list of page ideas that will last you months. You know how to build each of those pages, how to connect them together, and how to ask for reviews in a way that will compound your authority over time.

You know what to do every week — one post, linked back to your pages — and you know how to read the data and double down on what is working. The full system is in your hands.

## The identity shift

The biggest change is not the pages you build or the reviews you collect. It is how you see your business. You are no longer someone who hopes people find you. You are someone who knows exactly how to get found — and who does it consistently.

That shift changes how you price, how you talk to customers, and how you plan. When work is predictable, you can invest. When enquiries are consistent, you can choose the jobs you want rather than taking every job that comes. The business you are building with this method is the business you wanted when you started.

The execution plan on the next page tells you exactly what to do starting today. Follow it in order. Do not skip ahead. Each step builds on the one before it.

# Day-by-Day Action

Exactly what to do from Day 1 to Month 2 and beyond

This is not a theory. It is a sequence of actions. Start on Day 1 and work through it in order. By the end of Week 2, you will have more Google visibility than most trade businesses in your area. By Month 2, the enquiries should be coming in.

DAY  
1

## Find your keywords and build your Job List

Go to Google Keyword Planner ([ads.google.com](https://ads.google.com)). Enter your first trigger word — the broadest category of what you do. Read through the results. Note every brand, every problem, every phrase your customers are actually using. Organise them into a spreadsheet with three columns: Brand, Problem, Combined. Aim for 30+ rows. This is your content roadmap.

DAY  
2

## Fix your Google Business Profile

Log into [business.google.com](https://business.google.com). Update your primary category to the most specific option available. Add secondary categories for every service type you provide. Fill in every service using customer language from your Job List. Rewrite your description to include your main services and service areas. Add at least 5 photos. Check that your name, phone, and address exactly match your website.

DAYS  
3–5

## Build your first three problem pages

Pick the three brand + problem combinations from your Job List with the highest monthly search volume. Write one page per day. Follow the five-part structure: headline, opening, explanation, solution, call to action. 400–600 words each. Publish each one. Add internal links between them and to your main services page. These three pages are the foundation of your visibility system.

WEEK  
2

## Add pages and start collecting reviews

Build 2–3 more problem pages using the same structure. Start the review system: ask every customer in person at the end of the job, then send your direct Google review link by text within an hour. Set a target of 5 new reviews by the end of Week 2. Publish your first weekly post — 300 words on a topic from your Job List, linked to one of your problem pages.

**WEEK**  
3+

### **Content loop and expansion**

Publish one post per week, every week, using topics from your Job List. Add 2–3 new problem pages per week while you are in the build phase. Keep the review system running — one review link sent per job completed. After 4 weeks, open Google Search Console and check which pages are getting impressions. Those are your signals for where to build more content.

**MONTH**  
2+

### **Double down and expand**

Identify your highest-performing topics in Search Console. Build more pages around those topics — brand variations, location variations, related problems. Strengthen internal linking across your whole site. Add your second trigger word to Keyword Planner and build your second topic cluster. By this point the system is self-directing: data tells you where to build, and you build there.

## The principle that holds it all together

The businesses that get consistent enquiries from Google are not the ones who did the most things. They are the ones who did the right things, in the right order, consistently, for longer than everyone else stopped.

Every trade business that follows this method — the Trigger Word research, the problem pages, the internal linking, the review system, the weekly post — will see results. The only variable is time. Some markets move quickly, some take a few months. But the direction is always the same: more visibility, more enquiries, more control.

### THE COMPLETE SYSTEM — AT A GLANCE

- Trigger Word Method: find real searches using Google Keyword Planner + Ubersuggest
- Job List: organise searches into brand + problem + location combinations
- Google Business Profile: categories, services, photos, consistency
- Problem Pages: five-part structure, 400-600 words, one clear CTA
- Internal Linking: connect pages, use WordPress to manage it easily
- Reviews: ask every job, send direct link, build the system habit
- Content Loop: one post per week, linked back to your problem pages
- Double Down: use Search Console data to find what is working and build more