COPPERLINE GARAGE DOOR CO. · GOOGLE BUSINESS PROFILE PACK · EXAMPLE BUSINESS (FICTIONAL)

Your listing is your storefront. Here is the rebuild.

10 min

a week is all it takes once the listing is set up right. This pack does the setup on paper (you paste), gives you ten weeks of posts with their graphics, the photos to take, the replies to every kind of review, and the five numbers to watch.

02 What to fix, in order

03 Description, categories, hours

04 Services, with descriptions

05 Attributes and Q&A

07 Ten posts, ten weeks

09 Twelve photos to take

10 Review replies

11 The ten-minute Monday, and what to watch

Sample prepared by Acrid Team. We did not log in to any listing; the owner pastes, or we do it together on a text thread. Photos in this pack are generated stand-ins until the owner's twelve real ones replace them. Nothing here promises a map position; it fixes what Google says it weighs and tells you what to watch.

Why a franchise with no truck in town outranks you, and what moves the needle

Google ranks the map on three things it names: relevance (does the listing say what the searcher typed), distance (where the searcher is), and prominence (reviews, photos, activity, mentions). You cannot move your shop. You can fix the other two completely, and most competitors have not.

01 **Primary category**
Set it to Garage door supplier (the category Google uses for repair companies) and add Repair service. Wrong or missing categories are the usual reason a listing does not show for "repair".

02 **Description, services, attributes**
Page 3 and 4. The services list is the one most owners skip; it is what tells Google you do "opener installation" and not just "garage doors".

03 **Photos**
Four photos from 2021 against a franchise's forty. Page 9 is the shot list; the first twelve go up this week, three to five a month after.

04 **Reviews answered**
61 reviews, 4.8 stars, none answered. Google shows reply rate; customers read replies. Page 10 has a reply for every kind.

05 **Posts, weekly**
A listing that posts weekly reads as open and alive. Ten are written and designed (page 7). Monday, two minutes.

06 **Q&A seeded**
Eight questions people actually ask, answered by the business before a stranger answers them wrong (page 5).

07 **Review requests on autopilot**
The missed-call automation already texts customers; the review ask after a paid invoice is one more node (text on page 10).

What this is likely to do, honestly

Listings that go from incomplete to complete, with weekly posts and monthly photos, typically see calls and website clicks from the listing climb over eight to twelve weeks. Whether the pin moves above the franchise depends on where the searcher is standing and on their review velocity, which you do not control. What you control is being the most complete, most answered, most photographed garage door company within 25 miles. That is the whole plan.

Three things that get listings suspended

- Keywords in the business name ("Copperline Garage Door Repair Near Me"). Use the name on the trucks, nothing else.
- A showroom address when customers never visit. Hide the address; set a service area.
- 24-hour hours that nobody answers. Put emergency service in the description, keep hours honest.

What we need from you

- Twenty minutes to paste pages 3–5 (or a text thread while we do it together).
- The twelve photos on page 9, phone is fine.
- Your review link (Google Business Profile → Ask for reviews → copy).

Description, categories, hours, links

Description (paste as-is)

Copperline Garage Door Co. is a two-truck, owner-run garage door company. We repair and replace broken springs, cables, rollers, tracks and panels, install and fix openers, and hang new doors, for homes within about 25 miles of the shop. Most repairs are done the same day, because both trucks carry the springs, parts and openers that cover nine out of ten calls. You get a written price before any work starts, and the price does not change if the job runs long. Owner on the ladder or on the phone, every job. If you call and we are mid-repair, you will get a text back within a minute and a call within the hour. Emergency service for a door that will not close, nights and weekends. Licensed and insured.

709 of 750 characters · no phone numbers or links (Google strips them) · the words people search for, in sentences a person would say

Why it reads like this

Google reads the description for relevance; people read it to decide. "Written price before any work starts" and "owner on the ladder" are the two things the franchise cannot say. Every service a searcher might type (springs, cables, openers, panels, new doors, emergency) appears once, in plain words, not as a list.

Categories

SLOT	CATEGORY
Primary	**Garage door supplier** (the category Google maps "garage door repair" to; do not change it more than once)
Additional	Door supplier · Repair service · Contractor

Hours

Mon–Sat	7:00 am – 7:00 pm
Sun	Closed
More hours → Online service	24 hours (this is where "we answer at night" lives without lying about the shop)

Service area

Hide the address (customers never visit). List the shop's town and up to 19 neighboring towns by name; Google uses the names for relevance.

Links and phone

Phone	The business line (the Twilio number from the missed-call automation, so listing calls get the text-back too)
Website	The homepage
Appointment	The booking page
Opening date	The year the business started; Google shows "X+ years in business"

Eight services, each with the description Google asks for

Under 300 characters each. These show in the listing's Services tab and are read for relevance. Add prices only if they are flat and public; "From $" is allowed, a range is not.

SERVICE	DESCRIPTION
Broken spring replacement	The loud bang in the garage. We replace both torsion springs (not just the broken one), balance the door, and lubricate the moving parts. Most springs done the same day, parts on the truck. Written price before we start.
Garage door opener repair	Opener hums, clicks, reverses, or does nothing: we diagnose on site and fix what is fixable. If it is end of life we say so and quote a replacement separately, in writing. Remotes and keypads reprogrammed while we are there.
Garage door opener installation	Belt-drive or chain-drive openers with battery backup and phone control, installed and tested with safety sensors aligned. We haul the old unit away. Price includes the opener, installation and two remotes.
Cable, roller and track repair	Frayed cables, worn or noisy rollers, bent track: repaired or replaced with the door rebalanced afterward so it does not happen again next month.
Panel replacement and dent repair	One dented panel does not mean a new door. If the panel is still made, we replace it to match; if not, we tell you honestly and quote both options.
New garage door installation	Steel, insulated and carriage-style doors in standard and custom sizes. We measure, you pick from real samples at your door, we install and haul away the old one. Written quote with no "while we're here."
Annual tune-up and safety check	20-point check: springs, cables, rollers, track, opener force and reversal, sensors, weather seal, lubrication. Catches the spring before it bangs.
Emergency garage door service	Door will not close, car stuck inside, door off the track: nights and weekends. Emergency pricing quoted on the phone before the truck moves.

Attributes to switch on

Onsite services: yes · Online estimates: yes (by text, with a photo) · Appointment required: no for repairs, yes for new-door measuring · Payments: credit, debit, checks, cash · Identity attributes (family-owned and so on): only what is true and the owner is comfortable stating. Leave the rest blank; blank beats wrong.

Eight questions to seed before a stranger answers them wrong

Anyone can ask and anyone can answer on a Google listing. Ask these from a personal account, answer from the business, and upvote the answers. They show on the listing and get read by the people deciding whether to call.

Do you charge a trip fee to come out?
No trip fee for repairs within 25 miles of the shop. We quote the repair in writing on site before any work starts; if you decide not to go ahead, there is no charge.

Can you replace just the broken spring?
We replace both. Springs wear in pairs, and the second one usually goes within months of the first, which means paying for a second visit. Both springs, balanced door, one price, in writing.

How fast can you come out?
Most repairs are same-day if you call before early afternoon. Emergencies (door will not close, car trapped) get the next truck free, any hour.

Do you work on all opener brands?
Yes for repair. For new installs we carry two brands we trust and will tell you plainly why.

My door is dented. Do I need a whole new door?
Usually not. If the panel is still manufactured we replace the single panel to match. If it is discontinued, we quote both a close-match panel and a new door, and you choose.

Do you give a price before you start?
Always, in writing, on your phone, before anyone picks up a tool. The number does not change if the job takes longer.

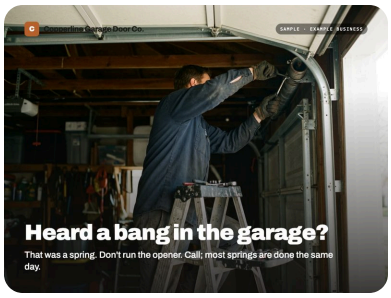
Are you licensed and insured?
Yes. The license number is on every truck and every invoice; ask and we will show you the certificate.

Do you service commercial doors?
Light commercial sectional doors, yes. Rolling steel and dock equipment, no; we will point you to someone who does.

When a stranger asks something new

Answer within a day, in the same plain voice, from the business account. If it is a complaint disguised as a question, answer the question and take the complaint to the phone. If it is spam, report it; do not reply.

Weeks one to five

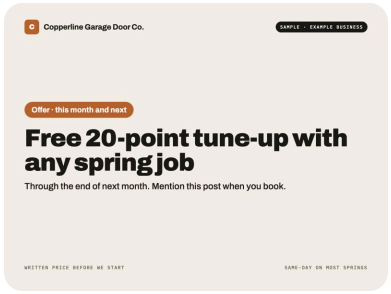


WEEK 1 · UPDATE

The bang

If you heard a loud bang from the garage and now the door is too heavy to lift, that was a torsion spring. Do not keep pressing the opener; it is not built to lift the door alone and you will burn it out. Call us. We carry the springs on the truck, we replace both, and the price is in writing before we start. Most spring jobs are done the day you call.

BUTTON: CALL NOW

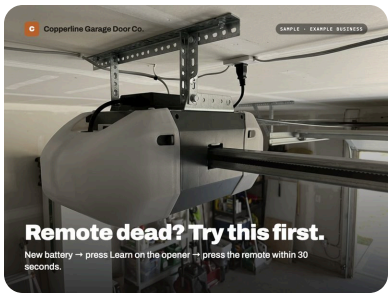


WEEK 2 · OFFER · DATES: 1ST OF THIS MONTH TO LAST OF NEXT

Tune-up with any spring job

Through the end of next month: every spring replacement includes our 20-point tune-up at no charge. Cables, rollers, track, opener force, sensors, weather seal, lubrication. It is the hour that keeps you from calling us again in February. Mention this post when you book. Price for the springs is quoted in writing before we start, as always.

BUTTON: BOOK

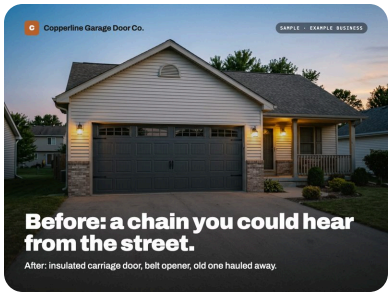


WEEK 3 · UPDATE

Remote stopped working

Before you call anyone: change the battery in the remote, then press the Learn button on the back of the opener and press the remote within 30 seconds. That fixes about a third of "my opener is dead" calls. If it does not, the wall button still works and the door is safe to use. Call us and we will sort it; remotes and keypads get reprogrammed while we are there for anything else.

BUTTON: LEARN MORE (FAQ ON THE SITE)

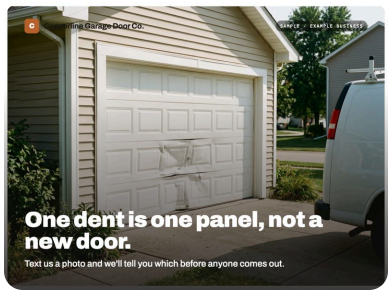


WEEK 4 · UPDATE

Before and after

Twenty-year-old door with a cracked bottom panel and a chain opener you could hear from the street, replaced with an insulated carriage-style steel door and a belt-drive opener with battery backup. Measured Tuesday, installed Friday, old door hauled away. Written quote, no add-ons at the door. If your door is the loudest thing on the block, we can measure this week.

BUTTON: BOOK



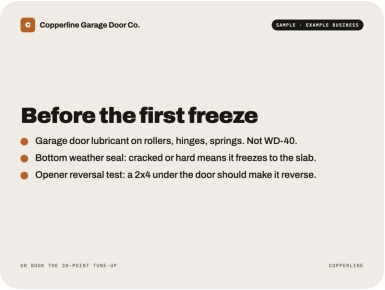
WEEK 5 · UPDATE

One dent is one panel

Backed into the door? If the panel is still made, we replace just that panel to match, usually for a fraction of a new door. If it is discontinued, we tell you, and quote both a close-match panel and a new door so you can choose. Text us a photo of the dent and we will tell you which it is before anyone comes out.

BUTTON: CALL NOW

Weeks six to ten

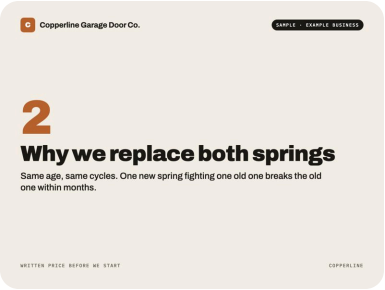


WEEK 6 · UPDATE

Winter prep

Two things before the first freeze: lubricate the rollers, hinges and springs with garage door lubricant (not WD-40, which strips grease), and check the bottom weather seal for cracks. A hard seal freezes to the slab and the opener thinks the door is stuck. If you want it done properly, our tune-up covers both plus eighteen other things.

BUTTON: BOOK

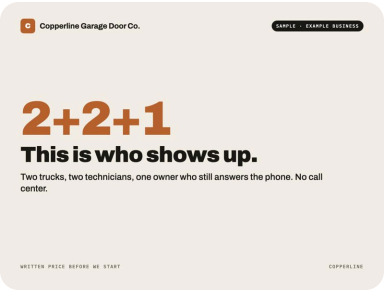


WEEK 7 · UPDATE

Why both springs

People ask why we replace both springs when only one broke. Springs are rated for cycles, and both have done the same number. Replacing one leaves a new spring fighting an old one; the door goes out of balance and the second spring usually breaks within months. Both springs, one visit, one written price. We have never regretted explaining this.

BUTTON: CALL NOW

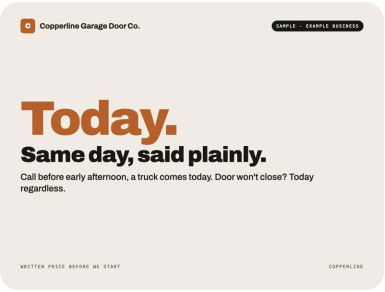


WEEK 8 · UPDATE · SWAP IN THE REAL TEAM PHOTO

This is who shows up

Two trucks, two technicians, one owner who still answers the phone and still climbs the ladder. No subcontractors, no call center in another state. If you call us and we are mid-job, you get a text back within a minute and a call within the hour. That is the whole company, and it is enough for about twenty doors a week.

BUTTON: LEARN MORE

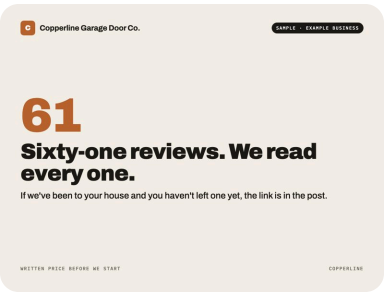


WEEK 9 · UPDATE

Same day, said plainly

Same-day means: call before early afternoon and a truck comes today. Call after and it is first thing tomorrow unless the door will not close, in which case it is today anyway. Both trucks carry springs, cables, rollers and two opener models, so nine out of ten repairs are finished on the first visit.

BUTTON: BOOK



WEEK 10 · UPDATE

Thank you, and one favor

Sixty-one of you have left a review, and we have read every one, including the two that were not five stars; both were fair and both changed something. If we have been out to your house and you have not left one yet, the link is below. It takes a minute, and it is how the next person with a broken spring finds a company that answers the phone.

BUTTON: LEARN MORE → THE REVIEW LINK

Twelve photos to take this week. Phone is fine.

Morning light, lens wiped, hold the phone level. Google counts photo views and shows them against competitors; customers click before/after more than anything else on a trade listing. After the first twelve, three to five a month.

#	PHOTO	WHY IT MATTERS
1	**Logo**, square, plain background	Shows beside the name in search and on every post
2	**Cover**: a finished door on a house, straight on, daylight	The first big image; make it the best door you have hung
3	Both **trucks** side by side, name readable	Proves there are trucks in town; the franchise has none
4	**Team**, in work shirts, outside, no sunglasses	Strangers choose a face over a stock photo, every time
5–7	**Before/after** pairs: a spring, a panel, a full door	The most-clicked photos on any trade listing
8	**Work in progress**: a tech on the ladder at a spring	Shows the actual job, not a brochure
9	**Opener install**, finished, clean, sensors visible	What "opener installation" searchers want to see
10	**Door styles**: the sample board or three real doors	For the new-door buyer comparing from the couch
11	The **written quote on a phone** (fictional numbers)	Backs up the promise in the description
12	**Owner**, alone, at the shop door	"Owner-run" is the selling point; show the owner

Do

- Shoot landscape for cover and jobs, square for the logo
- Clean the truck first; it is in half the photos
- Name files before upload: "copperline-spring-replacement-before.jpg"

Don't

- Stock photos or manufacturer renders; Google and customers both notice
- Customer faces, house numbers, license plates
- Text on photos; posts have their own graphics

A reply for every kind, and the text that asks for more

Reply to every review within two days, signed with the owner's first name. The reply is read by the next hundred people more than by the person who wrote the review.

FIVE STARS · REPAIR

Thank you, [first name]. Glad the spring is sorted and the door is quiet again. If anything feels off in the next few weeks, call; it is covered. — [owner]

FIVE STARS · NEW DOOR

Thank you, [first name]. That door suits the house; we drove past the next morning to check. Enjoy the quiet opener. — [owner]

FIVE STARS · SHORT

Thanks, [first name]. Appreciate you taking the minute. — [owner]

FOUR STARS

Thank you, [first name]. Four is honest and we will take it. If there was one thing that kept it from five, I would genuinely like to know; my number is on the invoice. — [owner]

THREE STARS

Thank you for the review, [first name], and for being fair about it. [One sentence naming the specific thing: "The afternoon window slipping to evening is on us."] Here is what we changed: [one sentence]. If you will let us, we would like another go at it. — [owner]

ONE OR TWO STARS · LEGITIMATE

[First name], I am sorry. [One sentence that shows you read it and are not arguing.] I would like to make it right; please call the business number and ask for me. I will pick up. — [owner]

ONE STAR · NO RECORD OF THE JOB

Thank you for the note. I have no record of a visit to your address and want to be sure this is us and not another company with a similar name; please call the business number and I will sort it out either way. — [owner]

The review request (one n8n node after "invoice paid")

Thanks for having Copperline out today. If we did right by you, a quick Google review helps the next person find us: [link]. If we did not, reply here and I will call you. — [owner]

One text, once, the evening of the job. Never a second ask. Expect two to four new reviews a month from about twenty jobs a week; that is normal and it compounds.

Ten minutes, every Monday, and five numbers a month

2
Reply to new reviews (page 9)

2
Publish this week's post from the pack

1
Answer new Q&A

2
Upload one photo from last week's jobs

3
Glance at Insights; write three numbers in the sheet

What to watch, monthly

NUMBER	WHAT IT MEANS	WHAT GOOD LOOKS LIKE
Calls from the listing	People who tapped Call on the map result. The number that pays the bills.	Rising over 8–12 weeks, not overnight
Website clicks	People who wanted to read more first. The site and the booking page do the rest.	Rising with calls; if clicks rise and calls do not, the site is the problem
Discovery vs direct searches	Discovery = found you without knowing the name. The one this pack is built to grow.	Discovery share climbing month over month
Reviews and reply rate	Count, average, and the share you answered.	100% replied; 2–4 new a month
Photo views vs competitors	Insights shows yours against similar businesses.	Above the franchise within two months of real photos

After the ten posts run out

Repeat them. Nobody remembers a Google post from ten weeks ago, and the seasonal ones (winter prep, the bang) are evergreen. Swap the photos for real job photos as they come in. If you want ten new ones, that is a request.

Direction requests

Should stay low for a service-area business. If they climb, people think there is a showroom; check the address is hidden and the description does not say "visit us".