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Thoroughly Pro

# Google Business Profile (GBP) Optimization Strategy

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## Executive Summary

The Google Business Profile (formerly Google My Business) is the single most important asset for local visibility. For a service-area business like Thoroughly Pro, this profile dictates whether you appear in the "Local Pack" (the map results) when potential clients search for "commercial cleaning near me" or "janitorial services Lebanon NH."

- **Current Status:** Profile was recently flagged "Temporarily Closed." This status has been removed and Thoroughly Pro now shows as open.
- **Goal:** Optimize for high-value commercial keywords, and expand visibility into key target markets (e.g. Keene, Concord, Lebanon).

## Immediate Technical Adjustments

These adjustments have been made.

- ✓ **Reactivation:** Remove "Temporarily Closed" badge.
- ✓ **Status Setting:** Update to "Open with main hours."
- ✓ **Address Settings:** Ensure physical address is hidden (Service Area Business compliance) to prevent suspension.

## Core Configuration

This section establishes who you are and where you work in the eyes of Google. The following information is current with the GBP.

## Business Categories

Categories determine which searches you show up for.

- **Primary Category:** Commercial Cleaning Service (Highest priority)
- **Secondary Categories:**
  - Janitorial Service
  - Carpet Cleaning Service
  - Floor Refinishing Service
  - Window Cleaning Service
  - Upholstery Cleaning Service
  - Building Maintenance

## Service Areas

We strictly avoid using a "radius" (e.g., 20 miles) as it dilutes ranking. We will instead manually list specific high-priority towns.

### **Strategic Note: Remove Broad State Labels**

We strongly recommend removing broad areas like "New Hampshire", "Vermont", or "Massachusetts" from the profile. Google prioritizes specific city/town matches. Listing an entire state acts as a "dilution" signal, often causing the profile to rank poorly everywhere instead of ranking highly in specific towns.

### **Target Locations**

- Vermont, USA
- Keene, NH, USA
- Warner, NH, USA
- Concord, NH, USA
- Lebanon, NH, USA
- Bradford, NH, USA
- Henniker, NH, USA

- Bow, NH, USA
- Claremont, NH, USA
- Massachusetts, USA
- New Hampshire, USA
- Manchester, NH, USA
- New London, NH, USA
- Derry, NH, USA
- Londonderry, NH, USA
- Bedford, NH, USA

## Business Hours

The following are the hours which are currently displayed on the GBP.

- **Hours type:** Open with main hours
- Current Hours:
  - **Sunday:** Closed
  - **Monday:** 9:00 AM–5:00 PM
  - **Tuesday:** 9:00 AM–5:00 PM
  - **Wednesday:** 9:00 AM–5:00 PM
  - **Thursday:** 9:00 AM–5:00 PM
  - **Friday:** 9:00 AM–5:00 PM
  - **Saturday:** Closed

## Content & Messaging

The "Partner" Positioning: Moving away from "generic cleaner" to "trusted facility partner."

## Business Description

### Current:

*"Family owned and operated commercial cleaning business specializing in environmentally safe cleaning practices. Our custom-tailored janitorial service plans will meet any business needs and budgets. Services all of New Hampshire, Vermont and surrounding areas"*

### Improved to emphasize longevity and consultative approach.

*"Thoroughly Pro has been a trusted commercial cleaning partner in New Hampshire since 1983. Unlike standard vendors, we operate as a facility consultant, providing tailored janitorial and maintenance solutions for offices, medical facilities, and banks. We specialize in long-term partnerships that prioritize health, safety, and reliability. Serving Lebanon, Keene, Concord, and the Lake Sunapee region. Contact us for a consultation on your facility's specific needs."*

## Visual Trust Signals

Photos are a major ranking factor. We need to replace stock images with authentic team photos.

### Action Item: The "Photo Hunt" Checklist

Please provide the following if available (even raw phone photos work well):

- **The Fleet:** Photo of a branded Thoroughly Pro vehicle parked in front of a nice building (or scenic NH background).
- **The Team:** A photo of the crew in uniform. Authenticity builds trust.

- **The Tech:** Photo of specialized equipment (e.g., floor buffer, high-end vacuum). Shows you aren't just using a mop and bucket.
- **The Result:** A clear "After" shot of a shining hallway or freshly cleaned carpet.

## Ongoing Growth Strategy (Phase 2)

### "Google Updates" (Weekly Posts)

We will post weekly updates to signal to Google that the business is active.

- **Planned topics:**
  - **Week 1:** "Celebrating 40+ Years in NH" (Trust signal).
  - **Week 2:** "Flu Season Prep for Offices" (Value-add/Consultant angle).
  - **Week 3:** "Service Spotlight: Medical Facility Standards."

### Review Strategy

Reviews containing keywords (e.g., "Peter and the team did a great job on our medical office...") boost rank significantly.

### Q&A Pre-population

We will post and answer common questions to remove hesitation.

- **Q: Do you service medical facilities?**  
A: Yes, we are trained in proper sanitization protocols for medical and dental environments.
- **Q: Are you insured?**  
A: Yes, fully insured and bonded for peace of mind.

# Questions for Thoroughly Pro

Please see the following questions.

## Business Categories

**Note:** *To be provided via questionnaire.*

- Are there any categories you wish to add (in addition to the ones provided/gathered via the questionnaire)?
- Are there any categories you wish to modify or remove?

## Service Areas

**Note:** *To be provided via questionnaire.*

- Are there any specific towns on the "edge" of these areas that are high-value targets? (e.g., Bow, Hooksett, Peterborough)?
- Are there any towns that we should explicitly avoid?
- Do you agree with removing state-wide service areas?

## Business Hours

- Are there any adjustments you would like to make?
- How do you want hours displayed?
  - **Option A (Recommended):** Office Hours (e.g., M-F 9:00 AM - 5:00 PM). This reduces the expectation of immediate answers at 3 AM.
  - **Option B:** 24 Hours. (Only use this if you have a phone line answerable 24/7. Google validates this).



## **Content & Messaging**

- Are there any adjustments you would like to make to the recommended description?
- Are there any specific specialized services you offer that are high-margin? (e.g., Electrostatic disinfection, pressure washing, exterior window cleaning over 2 stories?)

## **Visual Trust Signals**

- Do you currently have a list of 5-10 happy, long-term clients we could personally email to request a review once the profile is live?