

The Electrician GBP Audit

What 80% of electricians in Collingwood get
wrong

A free guide.

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Why I wrote this

I've audited dozens of electrician Google Business Profiles across the Georgian Bay corridor. The same 6-7 issues come up in nearly every audit. Most take less than an hour to fix.

This is the checklist I'd run if you hired me. No retainer, no sales pitch - just what to look for.

The 7-point Electrician GBP checklist

1. Primary category

Should be "Electrician" - the most specific match. Not "Electrical Contractor" alone, not "Electrical Supply Store" if you're not one.

2. Secondary categories (the big miss for electricians)

This is where most electrician profiles fall flat. You want 4-5 secondary categories tied to your actual high-margin work. The list to consider:

- EV Charging Station Installation (one of the fastest-growing electrical search terms in 2026)
- Generator Contractor (if you install whole-home generators)
- Lighting Contractor
- Solar Energy Equipment Supplier (if you do solar)
- Audio Visual Equipment Supplier (if you do smart home / AV)
- Industrial Electrical Contractor (if commercial)

Adding EV Charging Station Installation alone typically lifts ranking 2-4 spots in Map Pack searches that include EV-related intent. Most Collingwood electricians don't have this category set.

3. Services list (with the high-margin work called out)

Most electrician GBPs list 3 services. You should list 8-12, leaning into the high-margin work:

- Panel upgrades / service upgrades
- EV charger installation (residential + commercial)
- Whole-home generator installation
- Smart home wiring / home automation
- Pot light / recessed lighting installation
- Electrical inspections (ESA)

- Hot tub / pool electrical
- Knob and tube replacement
- Aluminum wiring replacement
- Emergency electrical service
- New construction wiring

The high-margin work (panel upgrades, EV chargers, generators) is what you want more of. List it prominently with descriptions and pricing ranges.

4. ESA / licensing trust signals

Your ESA registration number (ECRA/ESA number) is one of the strongest trust signals you have, and it's usually buried at the bottom of your About page. Move it to:

- Your GBP business description
- Every service page footer on your website
- Schema markup on your homepage (LocalBusiness with isicV4 / licenseInfo)
- Your truck wrap / vehicle photos on the GBP

Customers comparing electricians on Google check for ESA registration like architects check for stamped drawings - it's a hygiene factor. Showing it everywhere removes friction.

5. Photos

The minimum is 20. Profiles with 20+ photos get 42% more views (per Google's own GBP help docs). For electricians:

- Storefront / vehicle wrap (3-5)
- Team in uniform (2-3)
- Recent installs - panel upgrades, EV charger installs, lighting work, generator installs (10-12)
- Clean / organized work (Google customers buy on visual evidence of professionalism)

Photos should be uploaded fresh monthly. Take photos of every notable install - panel close-ups, EV charger mounted on garage, generator in driveway. These are your highest-impact content.

6. Business description

You get 750 characters. Use them all. For electricians specifically, lead with:

- ESA license number
- Years in business
- Specialty work (panel upgrades, EV chargers, generators, smart home)
- Service area
- Phone number

The license number in the GBP description sends a strong trust signal that competitors without it don't.

7. Q&A seeded

Most electrician profiles have zero customer Q&A. Common questions to seed:

- "Do you install EV chargers?"
- "What's the cost of a panel upgrade?"
- "Are you ESA registered?"
- "Do you do emergency electrical?"
- "Can you install a whole-home generator?"
- "Do you work on cottages?"

Public answers reduce friction for prospects and signal Google that you're an active, trusted profile.

Why these matter (the electrician-specific case)

Electrical work spans low-ticket service calls (\$150 outlet replacement) and high-ticket projects (\$3,000-\$10,000+ panel upgrades, EV chargers, new builds). The high-ticket searches are less competitive and where the real money is.

Most electricians focus on the low-ticket high-volume work and ignore the high-margin SEO opportunities. The customer who searches "EV charger installation Collingwood" is ready to spend \$2,000-\$3,500. The customer who searches "electrician near me" is often a tenant looking for a \$200 outlet fix.

EV charger search volume in Collingwood/Blue Mountain is up roughly 60% year-over-year. Get on this category now and the ranking compounds.

The 5 most common mistakes I see

Mistake 1: Only "Electrician" as a category

Missing EV Charging Station Installation, Generator Contractor, and Lighting Contractor secondaries. Every additional category is one more search query you become visible for.

Mistake 2: ESA number buried in About page

Your ESA registration is in one paragraph deep on your About page. It should be in the GBP description, every service page header, and the website footer. Trust signals work when they're visible.

Mistake 3: No dedicated EV charger page on the website

EV chargers are one of the fastest-growing electrical search terms with minimal competition. Most electricians don't have a dedicated page for it. Building one is a 2-hour job that typically captures a couple of installs per month.

Mistake 4: Generic homepage with no city in the H1

"Electrical Services" instead of "Collingwood Electrician - Panel Upgrades, EV Chargers, Generators." Google needs the city in the H1 to rank you for local intent.

Mistake 5: No content on the high-margin work

Your website has a single "Services" page covering everything generically. Each high-margin service (panel upgrades, EV chargers, generators, smart home) deserves its own page with specific content, pricing ranges, and FAQ.

Your 30-day quick-win plan

Week 1

- Add 3-4 secondary GBP categories (EV Charging Station Installation, Generator Contractor, Lighting Contractor minimum)
- Add ESA license number to the GBP business description
- Expand services list from 3 to at least 10 with descriptions

Week 2

- Upload 16 photos: storefront, team, recent panel upgrades, EV charger installs, generator installs
- Seed 6 Q&A from a non-business account, answer each as the owner
- Reply to every existing Google review

Week 3

- Audit your NAP consistency across Google, Apple Maps, Yelp, Bing, Facebook, BBB. Fix any phone or address mismatch.
- Set up your first GBP Post (announce a current promo or seasonal service)
- Build a dedicated EV Charger Installation page on your website with city-specific copy

Week 4

- Set up an automated SMS review request system (sent 24-48 hours after job, with a one-tap link)
- Add LocalBusiness schema markup with licenseInfo for your ESA number
- Build a dedicated Panel Upgrade page on your website

By the end of the 30 days you should see a measurable lift in your Map Pack ranking for at least 1-2 target keywords and a noticeable bump in profile views.

Want me to do all this for you?

I'm Lasse Pettersen. Georgian Bay SEO is my local consultancy - I work exclusively with trades and service businesses across Collingwood, Blue Mountain, Wasaga Beach, Thornbury, and Meaford.

If you'd like me to run a personalized audit on your business (not the generic checklist above - the specific things wrong with your GBP, with screenshots, action plan, and competitor comparison), I do them as a \$499 one-off. If you decide to go monthly after, the \$499 applies as credit against the first month.

Foundation retainer is \$750/mo with a 90-day Map Pack movement guarantee. Shoreline is \$1,500/mo. Month-to-month, no annual contracts.

Email me at hello@georgianbayseo.ca or call +1 705-539-0398. Book a free 20-minute call at georgianbayseo.ca.

Either way - good luck with the work.

— Lasse / Georgian Bay SEO

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