

Roofing Google Business Profile Link Checklist

Run this before adding a roofing estimate-request destination to a Google Business Profile. Available profile link options vary.

Review date _____	Profile URL _____
Destination URL _____	Owner _____

1. Check the profile option

- [] Open the company's own Google Business Profile and review the live link options available there.
- [] Keep the standard website destination accurate. Use a separate action link only when its destination completes the action Google labels.
- [] Do not use a booking action for a request form that does not let the homeowner complete an appointment.

2. Check the destination

- [] Link to a company-owned request page, not a generic homepage or an unrelated marketplace.
- [] Make the company identity visible and keep the form usable on a phone.
- [] Use request wording. Do not describe the link as a booked inspection unless an appointment is actually agreed.

3. Test the office handoff

- [] Open the exact live link from Search or Maps and submit one clearly marked internal test to the company's own form.
- [] Confirm the request is visible to the office, has an owner, and has a real next action.

A profile click is a starting point. A booked inspection is a separate outcome.

Source note: verify the current options in the live profile and at support.google.com/business.
Companion guide: kaldwick.com/blog/what-happens-after-roofing-estimate-request