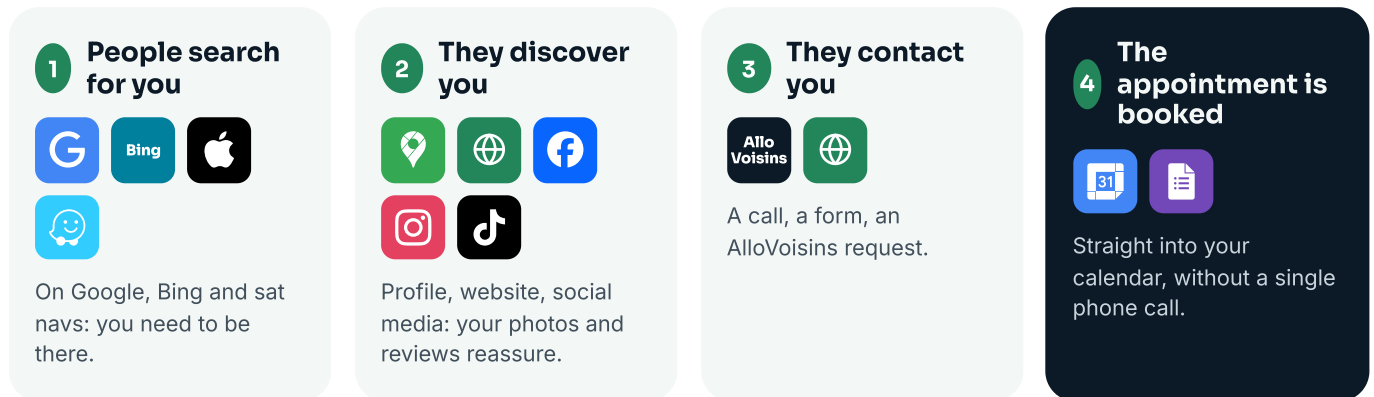


## THE SIMPLE GUIDE TO YOUR VISIBILITY

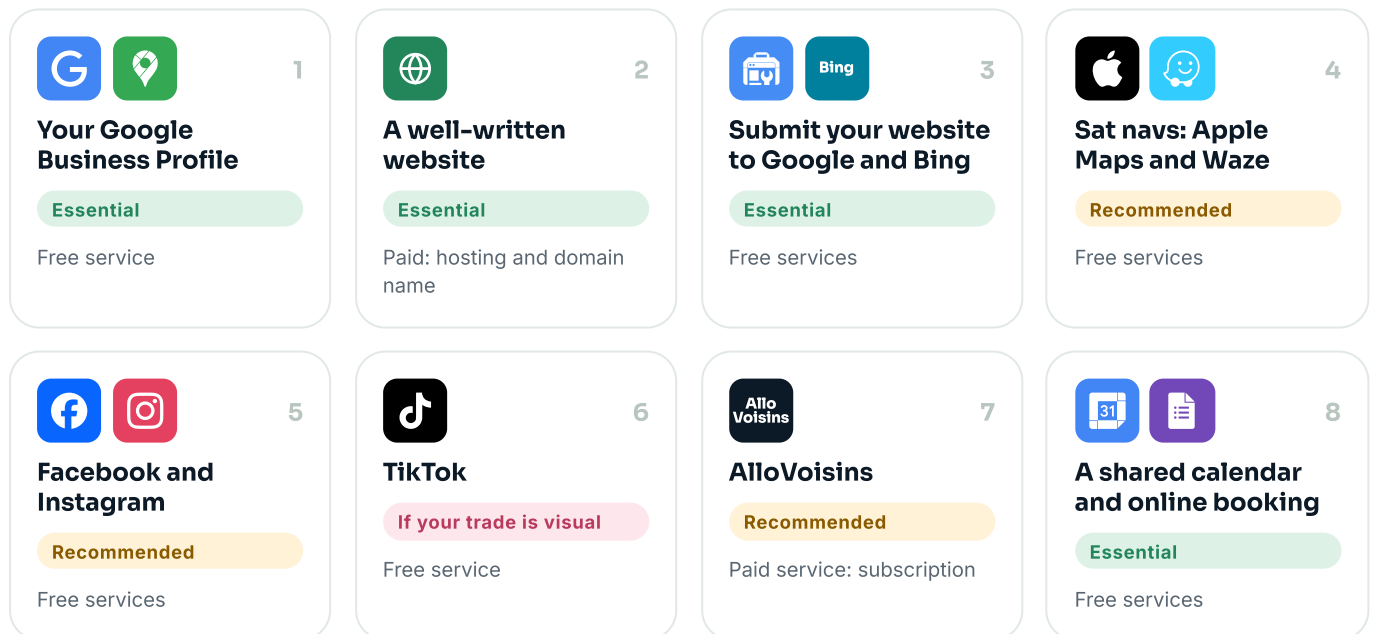
# Get found, chosen and called: the 8 key points

When customers need a tradesperson, they search on their phone. Here, simply put, is everything that needs to be in place so that they find you, trust you and book an appointment.



## The 8 points at a glance

“Free” or “paid” refers to the price of the service itself (Google, Facebook, AlloVoisins...), not the cost of setting it up.



## 6 out of 8

services are free to use

**The good news:** Google, Bing, Apple Maps, Waze, Facebook, Instagram, TikTok and Google Calendar cost you nothing. Only website hosting and the AlloVoisins subscription are paid. What really costs is **time**: creating everything, connecting it all and keeping it alive. That's where we come in.

## POINT BY POINT

## Get found

01



### Your Google Business Profile

Essential

It's what shows up when someone types "roofer + your town": your name on the map, your reviews, your phone number, your photos. · **Free service**

- ✓ Often the very first contact with a customer
- ✓ Right category, opening hours, area, services and photos
- ✓ Fresh reviews thanks to a QR code shown at the end of each job

02



### A well-written website

Essential

Your shop window, open 24/7. "Well written" means clear text that Google understands: one page per trade and per town. · **Paid: hosting and domain name**

- ✓ Fast and easy to read on a phone
- ✓ "Call" button and quote form clearly visible
- ✓ Your own domain name (e.g. your-trade-town.fr)

03



### Submit your website to Google and Bing

Essential

The "sitemap" is the map of your website. We submit it to Google (Search Console) and Bing (Webmaster Tools) so that all your pages are known. · **Free services**

- ✓ Your new pages are found faster
- ✓ You see which words customers use to find you
- ✓ Bing also powers other search engines

04



### Sat navs: Apple Maps and Waze

Recommended

iPhones use Apple Maps and many drivers use Waze. A listing on each, and you show up in their searches too. · **Free services**

- ✓ iPhone users find you too
- ✓ Your address and phone number in the right place
- ✓ Same name, address and phone number as on Google

## Get chosen

05



### Facebook and Instagram

Recommended

Many customers check your social media before calling. Photos of your work reassure more than any sales pitch. · **Free services**

- ✓ Before / after photos, your team, your van
- ✓ One or two posts a week is enough
- ✓ Ideal for small tradespeople and local word of mouth

06



### TikTok

If your trade is visual

Short videos of your jobs. Renovation, gardening, decorating, cleaning: a 15-second before / after can be seen by thousands of people. · **Free service**

- ✓ Perfect if your work is visual
- ✓ Filmed on your phone, no complicated editing
- ✓ Reaches a younger audience

## Get contacted and book appointments

07



### AlloVoisins

Recommended

A French platform for local services: people near you post what they need ("fix my gutter", "trim my hedge"). You reply and win appointments. · **Paid service: subscription**

- ✓ Pro subscription **from €99.99 excl. VAT per month**, 12-month commitment, depending on your trade and area
- ✓ Subscription paid directly to AlloVoisins
- ✓ Requests come in on their own, as long as you reply quickly

08



### A shared calendar and online booking

Essential

Your prospects pick a free slot themselves, online, at any time. The appointment goes straight into your Google Calendar, shared with your team. · **Free services**

- ✓ No more back-and-forth on the phone
- ✓ The whole team sees the day's appointments
- ✓ Customer details (address, need, photos) come with the appointment

WHAT IF WE TOOK CARE OF IT FOR YOU?

**All this takes time. Hand us the keys:  
we do everything, you just handle your appointments.**

1

#### You give us access

A few details, photos of your work, a signed authorisation. 30 minutes of your time.

2

#### We set everything up

Google profile, website, Bing, sat navs, social media, AlloVoisins, calendar: everything is created, connected and in your name.

3

#### You go to the appointments

Requests come in, appointments land in your calendar. All you have to do is sign.

Let's talk: [contact@scm-publishing.fr](mailto:contact@scm-publishing.fr)

Our offers: [scm-publishing.fr/en/otake-artisan.html](https://scm-publishing.fr/en/otake-artisan.html)

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