The Words Your Customers Actually Type: Fixing Your Google Business Profile

Canonical Web Version: https://restorationintel.com/words-your-customers-actually-type/

Direct Answer: Credit where it’s due: local-SEO operator Matteo Barletta (@gmbcrush) laid out the foundation-repair version of this playbook on September 13. It ports to restoration almost word for word. Nobody has ever found your company by searching “psychrometry.” They found you, or your competitor, by searching “musty smell in.

Field Benchmark & Decision Matrix

Operational Stage	Field Focus in This Guide	Documentation Requirement	Verification Gate
1. The translation	Credit where it’s due: local-SEO operator Matteo Barletta (@gmbcrush) laid out the.	Timestamped photos, measurements & scope notes	Cross-check against primary standard prior to submission
2. Three moves this week	Nobody has ever found your company by searching “psychrometry.” They found you, or.	Timestamped photos, measurements & scope notes	Cross-check against primary standard prior to submission
3. Why contractors win this one	That’s the whole insight. Homeowners search symptoms. Contractors write services..	Timestamped photos, measurements & scope notes	Cross-check against primary standard prior to submission
4. FAQ	Barletta’s example: foundation repair customers search “doors that won’t latch” and.	Timestamped photos, measurements & scope notes	Cross-check against primary standard prior to submission

Practitioner Operational Takeaways

• Confirm scope boundaries and loss classification for: The Words Your Customers Actually Type: Fixing Your Google Business.

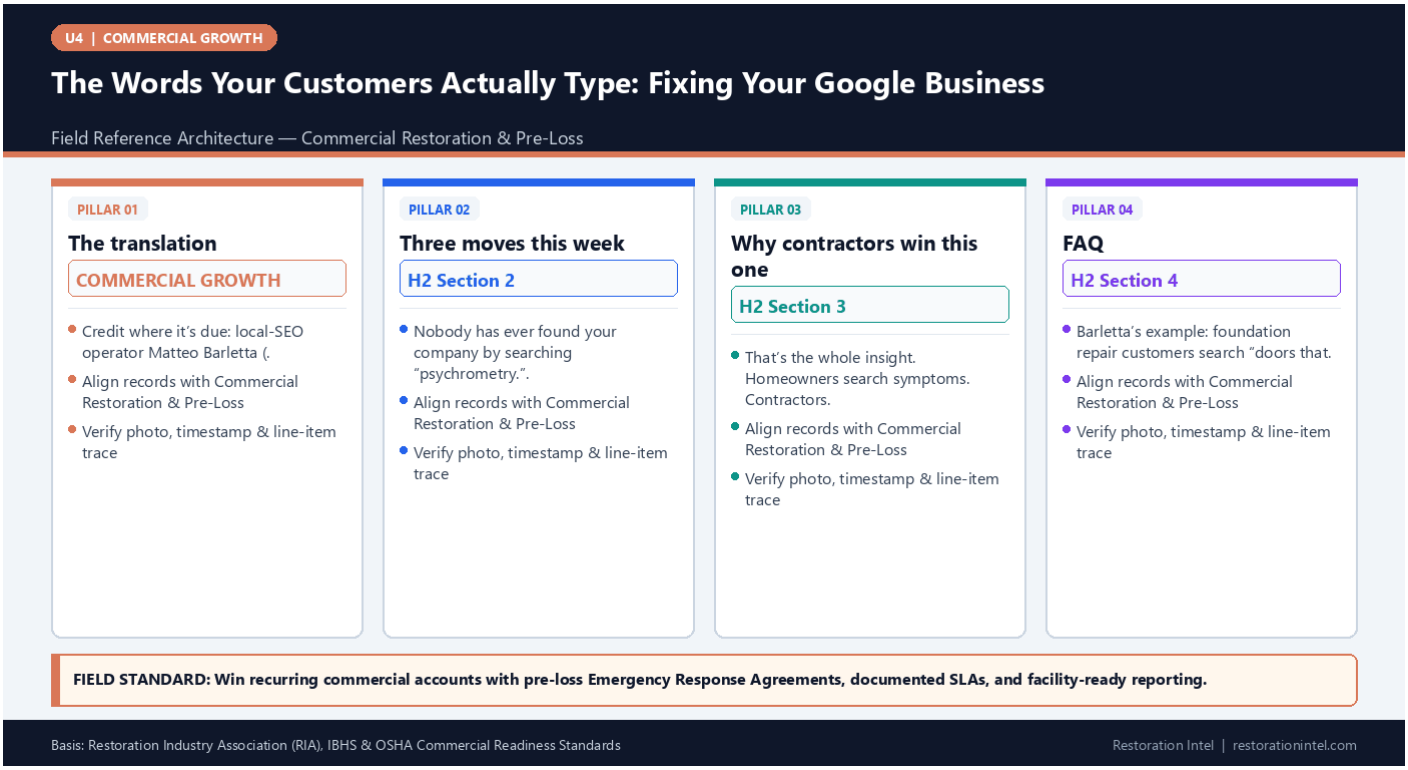
• Capture timestamped field photos, measurements, and serial/assembly notes before mobilization or tear-out.

• Tie every line item or operational recommendation to primary references (Restoration Industry Association (RIA), Insurance Institute for Business & Home Safety (IBHS)).

• Verify internal cross-links and preserve all customer intake/compliance forms intact on the canonical page.

• Export and attach the Print-First PDF field brief and verify the sibling Markdown twin (.md) resolves HTTP 200.

Visual Workflow & Benchmark Summary



Companion Endpoints & Verified Primary Sources

- **Markdown Twin (plain text):** https://restorationintel.com/words-your-customers-actually-type.md
- **Restoration Industry Association (RIA):** https://www.restorationindustry.org/
- **Insurance Institute for Business & Home Safety (IBHS):** https://ibhs.org/
- **OSHA 1910.132 Personal Protective Equipment Standard:** https://www.osha.gov/laws-regs/regulations/standardnumber/1910/1910.132