

GUIDE

Social Media Page Optimization Guide for Home Service Businesses

A no-fluff optimization guide for Facebook, Instagram, and Google Business Profile — built for home service businesses that want calls, not followers.

Introduction: Social Media for Service Businesses Is Different

Let's be clear about something: as a home service business, you don't need to be a social media influencer. You don't need to post every day. You don't need a content calendar that would make a marketing agency jealous.

What you need is for your social media pages to pass the **credibility check**.

Here's what happens in reality:

1. A homeowner finds you (through Google, a referral, or a yard sign)
2. Before calling, they check your reviews
3. Then they check your Facebook page and/or Instagram
4. They're looking for: Is this a real, active, professional business?
5. If yes → they call. If your pages look abandoned or sketchy → they move on.

Your social media pages need to answer one question: **"Can I trust this company?"**

This guide shows you exactly how to optimize each platform for that purpose.

Part 1: Facebook Business Page Optimization

Facebook remains the most important social platform for home service businesses. It's where customers leave reviews, check your credibility, and message you with questions. Here's how to optimize every element.

1.1 Profile Photo

What to use: Your company logo — clean, high resolution, and consistent with your other branding.

Specifications:

- 170×170 pixels (displays as a circle)
- PNG format for logos, JPG for photos
- No text-heavy images — they're unreadable at small sizes

Why it matters: Your profile photo appears in every post, comment, message, and search result. It's your visual identity. A blurry or missing profile photo immediately signals "unprofessional."

1.2 Cover Photo

What to use: A professional photo of your team, a branded truck, or a collage of your best work. Include your phone number and tagline if possible.

Specifications:

- 820×312 pixels on desktop, 640×360 on mobile
- Design for mobile first — most users see it on their phones

What works well:

- Team photo in branded uniforms
- Before/after collage of your best work
- Branded image with your phone number, service area, and tagline
- Seasonal updates (spring AC tune-up, winter heating prep)

1.3 Call-to-Action (CTA) Button

This is the button that appears prominently on your page. **Most home service businesses never set this up.**

Best options for service businesses:

- **Call Now** — links directly to your phone number (best for most service businesses)
- **Send Message** — opens Facebook Messenger
- **Book Now** — links to your booking/scheduling page
- **Get Quote** — links to your quote request form

How to set it up: Go to your page > click “Add a Button” below your cover photo > select the action > enter your phone number or URL.

Why it matters: This button is a direct lead generation tool. Every visitor who lands on your page sees it. Without it, they have to search for your contact info.

1.4 About Section

Fill in every field:

- Business name (matching your Google Business Profile exactly)
- Category (select the most specific one)
- Phone number
- Website URL
- Address or service area
- Hours of operation
- Email address
- Year founded
- Short description (the “About” blurb)

Your “About” blurb should include:

- What you do
- Where you serve
- How long you’ve been in business
- What makes you different
- Your phone number (again — make it easy)

Example:

ABC Plumbing has served [City] homeowners for over 15 years. We specialize in emergency plumbing repair, water heater installation, and drain cleaning. Licensed, insured, and committed to upfront pricing. Call us 24/7 at (555) 123-4567.

1.5 Reviews Tab

- ☐ Reviews are **enabled** on your Facebook page
- ☐ You've responded to every review (positive and negative)
- ☐ You're directing satisfied customers to leave Facebook reviews (in addition to Google)

How to enable: Go to Settings > Templates and Tabs > make sure "Reviews" is turned on.

Why it matters: Facebook reviews are the second most-checked review source after Google. An active reviews section with responses reinforces trust.

1.6 Messenger Auto-Replies

Set up automated responses for when customers message your page. This is critical because Facebook shows your response time publicly.

Auto-reply template:

Thanks for reaching out to [Company Name]! We typically respond within 1 hour during business hours (Mon-Fri, 8am-5pm). If this is an emergency, please call us directly at (555) 123-4567. We'll get back to you shortly!

How to set up:

1. Go to your Page Settings > Messaging
2. Turn on "Send instant replies"
3. Customize the message

Additional automated responses to set up:

- **Away message** (for after hours)
- **FAQ responses** (for common questions like "Do you offer free estimates?")

Why it matters: Facebook displays a “Typically responds within X” badge on your page. A fast response time builds confidence. If you never respond, the badge says “Typically responds in days” — which is a dealbreaker for urgency-driven services.

1.7 Services Section

- ☐ Add all your services to the Services tab
- ☐ Include a description and price range for each
- ☐ Upload a relevant photo for each service

How to set up: Go to your page > More > Services > Add service.

Why it matters: This section acts like a mini website within Facebook. Customers can browse your services without leaving the platform.

1.8 Facebook Posting Cadence

Recommended frequency: 2-3 posts per week. That’s it. Quality over quantity.

What to post (in order of effectiveness for home service businesses):

1. **Before/after photos** — The single most engaging content type for service businesses. “Here’s what we walked into. Here’s how we left it.” These get shared, commented on, and liked more than anything else.
2. **5-star review screenshots** — Screenshot a great Google review and share it. “Another happy customer in [City]! Thank you, [Name].” Easy, authentic, and reinforces trust.
3. **Team spotlights** — Introduce your technicians. “Meet Mike, our lead plumber with 12 years of experience. He’s the one showing up at your door — and he’s the best in the business.”

4. **Seasonal tips** — “3 things to check before turning on your AC this spring.”
Position yourself as the expert. Provide genuine value.
5. **Job completion posts** — “Just wrapped up a full HVAC installation in [Neighborhood]. If you’re in [City] and need [service], give us a call!”
6. **Community involvement** — Sponsoring a little league team? Supporting a local charity? Share it. It builds local connection.

What NOT to post:

- Generic stock photos with motivational quotes
- Constant promotional offers (looks desperate)
- Political content
- Anything you wouldn’t want a customer to see

1.9 Facebook Page Checklist Summary

- ☐ Profile photo (logo, high resolution)
 - ☐ Cover photo (professional, includes phone number)
 - ☐ CTA button set to “Call Now” or “Book Now”
 - ☐ About section completely filled in
 - ☐ Reviews tab enabled
 - ☐ All existing reviews responded to
 - ☐ Messenger auto-reply set up
 - ☐ Away message set up
 - ☐ Services section populated
 - ☐ Posting 2-3 times per week
 - ☐ Phone number visible in at least 3 places on the page
-

Part 2: Instagram Business Profile Optimization

Instagram is increasingly important for home service businesses, especially for visual trades like landscaping, painting, remodeling, and pest control (before/after shots are gold). Here's how to set it up as a lead generation tool.

2.1 Switch to a Business Profile

If you're still using a personal profile, switch to Business immediately:

1. Go to Settings > Account > Switch to Professional Account
2. Select "Business"
3. Choose your category
4. Connect to your Facebook Business Page

Why it matters: A Business profile gives you:

- Contact buttons (Call, Email, Directions)
- Insights and analytics
- The ability to run ads
- Credibility (customers can see your category and contact info)

2.2 Profile Photo

Same as Facebook: use your company logo, high resolution, consistent branding.

2.3 Bio — Make Every Character Count

You have 150 characters. Here's the formula:

Line 1: What you do + where **Line 2:** Key differentiator or trust signal **Line 3:** Call to action **Link:** Your website or booking page

Example:

*Plumbing repair & installation in [City] 🔧 Licensed & insured / Same-day service
📞 Book your free estimate*

Tips:

- Include your service area
- Include your primary service
- Include a CTA pointing to your link
- Use line breaks for readability (type in Notes app, copy to Instagram)

2.4 Contact Buttons

- ☐ Phone number is set (displays a "Call" button)
- ☐ Email is set (displays an "Email" button)
- ☐ Address or service area is set (displays a "Directions" button)

How to set up: Go to Edit Profile > Contact Options. Fill in phone, email, and address.

Why it matters: These buttons appear directly on your profile. Without them, potential customers have to DM you or go to your website to find contact info — most won't.

2.5 Action Button

Instagram lets you add a custom action button (like "Book Now") that links to a third-party booking service.

- ☐ Add a "Book Now" or "Request Quote" action button if you use an online booking system

How to set up: Edit Profile > Action Buttons > select your booking provider.

2.6 Story Highlights

Highlights are the circles that appear below your bio. They persist permanently (unlike stories, which disappear after 24 hours). Use them as a mini-website.

Recommended highlights for home service businesses:

1. **Our Work** — Before/after photos and job completion shots

2. **Reviews** — Screenshots of your best Google and Facebook reviews
3. **About Us** — Team photos, your story, why you started the business
4. **Services** — What you offer with brief descriptions
5. **FAQ** — Common questions (Do you offer free estimates? Are you licensed? What areas do you serve?)

Tips:

- Create branded highlight covers (use Canva — free, takes 10 minutes)
- Keep each highlight to 10-15 stories maximum
- Update them quarterly with fresh content

2.7 Content That Drives Leads

Post types ranked by effectiveness for home service businesses:

1. **Before/after carousels** — Show the transformation in a swipeable format. These consistently get the highest engagement and saves.
2. **Short-form video (Reels)** — 15-30 second clips of work in progress, satisfying completions, or quick tips. You don't need to dance. Just show your craft. A time-lapse of a landscaping installation or a drain being unclogged is compelling.
3. **Customer testimonial graphics** — Take a great review, design a simple graphic, and post it. Tag the customer (with permission).
4. **Team and behind-the-scenes** — Your truck in the morning, your team at a job site, a candid laugh in the office. This humanizes your brand.
5. **Educational tips** — "5 signs your AC is about to fail" or "Why you should never ignore a slow drain." Position yourself as the expert.

Posting frequency: 3-4 posts per week. 2-3 stories per week.

2.8 Instagram Profile Checklist Summary

- ☐ Switched to Business profile
 - ☐ Profile photo (logo, consistent with Facebook)
 - ☐ Bio optimized with service, location, and CTA
 - ☐ Link in bio set to website or booking page
 - ☐ Phone number, email, and address in Contact Options
 - ☐ Action button set up (Book Now or equivalent)
 - ☐ 4-5 Story Highlights created with branded covers
 - ☐ Posting 3-4 times per week with a mix of content types
 - ☐ Hashtag strategy using local and service-specific tags
-

2.9 Hashtag Strategy

Use 10-15 hashtags per post. Mix these types:

Local hashtags (3-5):

- #[City]Plumber
- #[City]HomeServices
- #[County]HVAC
- #[City]SmallBusiness

Service hashtags (3-5):

- #PlumbingRepair
- #ACInstallation
- #PestControl
- #LawnCare

Industry hashtags (2-3):

- #HomeServices
- #ContractorLife
- #ServiceBusiness

Engagement hashtags (1-2):

- #BeforeAndAfter
- #TransformationTuesday

Tip: Save your hashtag sets in your phone's notes app so you can copy-paste them quickly.

Part 3: Google Business Profile Posts

We covered GBP optimization in detail in our separate checklist, but Google Posts deserve special attention as a social media-like feature that directly impacts your local rankings.

3.1 What Are Google Posts?

Google Posts are short updates (up to 1,500 characters with a photo) that appear directly in your Google Business Profile listing. They're like social media posts — but they show up in Google Search and Google Maps.

3.2 Why They Matter More Than Social Posts

- They appear in search results (Facebook and Instagram posts don't)
- They signal to Google that your business is active
- They give you more real estate in search results
- They can include direct CTA buttons (Call, Book, Learn More)

3.3 Post Types and When to Use Them

Update Posts (Weekly) General business updates, tips, news, or content. These are your bread and butter.

Example:

Spring is here, and so are the pests! 🐜 Now is the time to schedule your annual perimeter treatment before ants, spiders, and mosquitoes make themselves at home. Call us at (555) 123-4567 for a free inspection.

Offer Posts (Monthly or as needed) Promotions, discounts, or seasonal specials. These include start/end dates and a redemption link.

Example:

\$50 OFF your first AC tune-up this spring! Schedule before May 31 to claim this offer. Call (555) 123-4567 or book online.

Event Posts (As needed) If you're hosting a community event, sponsoring something local, or attending a trade show.

3.4 Google Post Best Practices

- **Always include a photo.** Posts with photos get significantly more engagement.
- **Always include a CTA button.** "Call now" is the most effective for service businesses.
- **Keep it 150-300 words.** Long enough to be useful, short enough to be read.
- **Post at least weekly.** Google Posts lose visibility after 7 days — consistency matters.
- **Use relevant keywords naturally.** "AC repair in [City]" in a post about HVAC service helps with local relevance signals.
- **Don't use stock photos.** Real photos of your team and work perform better.

3.5 Google Posts Schedule

Week	Post Type	Example Topic
Week 1	Update	Seasonal tip or service spotlight
Week 2	Update	Before/after project showcase
Week 3	Offer (if applicable)	Monthly promotion
Week 4	Update	Team spotlight or community involvement

Part 4: The 30-Minute Weekly Social Media Plan

You don't need a social media manager. You need 30 minutes a week and a simple system.

Monday: Plan (5 minutes)

- Decide on 2-3 posts for the week

- Choose from: before/after, review screenshot, team spotlight, seasonal tip, job completion
- Assign which platform each goes on (most should go on all three: Facebook, Instagram, Google)

Wednesday: Create and Post (15 minutes)

- Write your posts (2-3 sentences each)
- Select or edit photos
- Post to Facebook, Instagram, and Google Posts
- Add relevant hashtags to Instagram

Friday: Engage (10 minutes)

- Respond to any comments on your posts
- Reply to any Facebook or Instagram messages
- Check for new reviews and respond

That's it.

If you have a great before/after photo from a job this week, share it. If you got a 5-star review, screenshot it and post it. If nothing happened, share a seasonal tip.

The goal isn't content perfection. The goal is showing up consistently so your pages look active and credible.

Quick Reference: Platform Comparison for Home Service Businesses

Feature	Facebook	Instagram	Google Posts
Primary purpose	Credibility + reviews	Visual portfolio	Local SEO + visibility
Best content	Reviews, tips, community	Before/after, reels, stories	Offers, updates, tips
CTA capability	Call, Message, Book	Call, Email, Book	Call, Book, Learn More
Review platform	Yes	No	Yes (separate feature)
Messaging	Yes (Messenger)	Yes (DMs)	Yes (GBP messaging)
Impact on Google ranking	Low	Low	High
Posting frequency	2-3x/week	3-4x/week	1x/week minimum
Time investment	Low	Medium	Low
Priority for home service	#1	#2	#1 (tied with Facebook)

Common Mistakes to Avoid

1. **Posting inconsistently.** 5 posts one week, then nothing for two months. Consistency beats volume.
2. **Using your personal profile for business.** Always use a Business Page (Facebook) and Business Profile (Instagram). Mixing personal and business confuses customers and limits your features.
3. **Ignoring messages.** If someone messages your business page and doesn't hear back, they'll call your competitor. Check messages daily.

4. **Over-promoting.** Every post being a sales pitch is a turnoff. Follow the 80/20 rule: 80% valuable content, 20% promotion.
5. **Using only stock photos.** Real photos of your real team doing real work perform dramatically better than stock images.
6. **Not including contact info.** Your phone number should be visible on every platform, in your bio, in your about section, and in your posts.
7. **Trying to be everywhere.** It's better to have an optimized Facebook page and a decent Instagram than mediocre profiles on 6 platforms. Start with Facebook and Google, add Instagram, and stop there unless you have capacity.

Keep Building Your Reputation

Social is one channel of your online presence. Two more free resources worth grabbing:

- [You're Invisible on Half the Sites Your Customers Actually Check →](#) — the 20+ directories beyond social and Google where customers are already looking for you.
- [Your Google Business Profile Is Probably Costing You Customers →](#) — the highest-leverage local-search channel, with a 30+ point checklist.

Want to Automate Your Social Presence?

Keeping your social pages optimized and active takes consistency. **Reveo** helps home service businesses manage their online presence across platforms — from review monitoring and responses to posting and reputation tracking — all from one dashboard.

[See how Reveo can help →](#)