

CHEAT SHEET · GOOGLE BUSINESS PROFILE

GBP Categories & Services Cheat Sheet

The exact primary category, secondary categories, and services list to add to your Google Business Profile — broken down by trade. Copy these directly into your listing.

How to use this: Find your trade below. Set the primary category first (it's the single strongest local ranking factor), add the secondary categories if they genuinely apply to your business, then add each service under GBP → Services.

Plumber

PRIMARY
CATEGORY

Plumber

SECONDARY

Drainage Service

Water Softening Equipment Supplier

Hot Water System Supplier

SERVICES TO ADD

Drain cleaning

Leak detection & repair

Water heater installation

Sump pump installation

Sewer line repair

Pipe replacement

Toilet & fixture installation

Emergency plumbing

HVAC Contractor

PRIMARY
CATEGORY

HVAC Contractor

SECONDARY

Air Conditioning Contractor

Heating Contractor

Furnace Repair Service

SERVICES TO ADD

AC installation & repair

Furnace installation & repair

Duct cleaning

Thermostat installation

Indoor air quality testing

Heat pump service

Preventive maintenance plans

24/7 emergency HVAC

Electrician

PRIMARY
CATEGORY

Electrician

SECONDARY

Electrical Installation Service

Lighting Contractor

Generator Shop

SERVICES TO ADD

Panel upgrades

Wiring & rewiring

EV charger installation

Lighting installation

Generator installation

Electrical inspections

Ceiling fan installation

Emergency electrical repair

Dentist

PRIMARY CATEGORY

Dentist

SECONDARY

Cosmetic Dentist

Emergency Dental Service

Pediatric Dentist

SERVICES TO ADD

Teeth cleaning & exams

Teeth whitening

Dental implants

Invisalign / orthodontics

Root canal therapy

Emergency dental care

Veneers

Pediatric dentistry

Roofer

PRIMARY
CATEGORY

Roofing Contractor

SECONDARY

Roof Repair Service

Gutter Cleaning Service

Siding Contractor

SERVICES TO ADD

Roof replacement

Roof repair & leak fixes

Roof inspections

Gutter installation

Storm damage repair

Skylight installation

Commercial roofing

Free roof estimates

Auto Repair Shop

PRIMARY
CATEGORY

Auto Repair Shop

SECONDARY

Brake Shop

Oil Change Service

Tire Shop

SERVICES TO ADD

Oil changes

Brake repair

Engine diagnostics

Transmission service

Tire rotation & replacement

AC repair

Battery replacement

State inspections

Cleaning Service

PRIMARY
CATEGORY

House Cleaning Service

SECONDARY

Commercial Cleaning Service

Carpet Cleaning Service

Window Cleaning Service

SERVICES TO ADD

Recurring house cleaning

Deep cleaning

Move-in / move-out cleaning

Office cleaning

Carpet & upholstery cleaning

Window cleaning

Post-construction cleaning

Airbnb turnover cleaning

Attorney / Law Firm

PRIMARY
CATEGORY

Attorney

SECONDARY

Personal Injury Attorney

Family Law Attorney

Criminal Justice Attorney

SERVICES TO ADD

Free case consultation

Personal injury claims

Family law & divorce

Estate planning

Criminal defense

Business law

Contract review

Litigation representation

💡 **Don't see your trade?**

Google has 4,000+ categories. Search for your exact service in the GBP category picker before falling back to a generic one — specificity improves relevance matching for local searches.

Not sure your Google Business Profile is fully optimized? **LocalHero** offers a free 17-point local SEO audit — book a free strategy call at **localhero.live**.