



2026 EDITION

The Garage Door Playbook

How to get more repairs, installs and upgrades from Google,
your website and social media in 2026

-
- | | |
|---------------------------------|----------------------|
| 01 Google Local Services Ads | 02 Google Ads |
| 03 Business Profile and reviews | 04 SEO and AI search |
| 05 Websites that convert | 06 Social media |
| 07 Speed to lead | |

By
Andrew Heppinstall
Founder, Unavoidable Marketing

Contents

Seven short chapters, each one written for garage door firms, and a 30-day checklist to put it all into action. Read it in one sitting, or keep it in the van and do one chapter a week.

Who this is for

- ✓ Independent fitters who want more repairs to lead into new doors
- ✓ Garage door firms with install teams to keep busy all year
- ✓ Anyone paying for leads and not sure what they actually get back



A word from Andrew

03

01

Google Local Services Ads and Google Verified

04

Know the rules, get your documents ready

02

Google Ads

05

Campaigns by job type and cost per booked job

03

Google Business Profile and reviews

06

Win the map and build a steady stream of reviews

04

SEO and AI search

07

Be found in Google and named by AI assistants

05

A website that converts

08

Turn visitors into calls and quote requests

06

Social media, organic and paid

09

Trust from posts, enquiries from ads

07

Follow-up and speed to lead

10

Answer first, follow up, win the job



Your 30-day action checklist

11



How Unavoidable Marketing can help

12

Most garage door firms do not need more marketing. They need the right marketing, set up properly.

I have worked with trades since 2012, and garage door firms have two very different customers. One has a car trapped behind a stuck door and wants someone today. The other is planning a new electric door and will take weeks to decide. Good marketing treats them differently.

The fix is rarely one big thing. It is a handful of small things done properly: search ads split between repairs and new doors, a Business Profile full of real reviews, a website that makes ringing you the obvious next step, and a phone that gets answered.

This playbook sets out exactly what we do for garage door companies across the UK, from Southampton to Dundee, Swansea to Lisburn. Use it yourself, hand it to whoever does your marketing, or ring me and we will talk it through. Either way, I hope it fills a few more slots in your diary.



Judge every channel on booked jobs, not clicks, likes or leads.



UK-wide, Leeds-based

Working with trades across England, Scotland, Wales and Northern Ireland.



Andrew Heppinstall

Founder, Unavoidable Marketing

HOW TO USE THIS PLAYBOOK



One chapter a week

Each chapter stands on its own. Start with the one that costs you most jobs.



Use the checklist

The 30-day checklist turns the whole book into small weekly jobs.



Track booked jobs

Note where every enquiry came from and whether it booked.

2012

working with trades since

390+

projects delivered

92%

of clients come back

40+

UK trade businesses we work with



Local Services Ads sit at the very top of many Google searches, with a Google Verified badge, and you pay per lead rather than per click. At the time of writing, Google does not show them for garage door work in the UK, so whether you can use them depends on Google's current rules. Getting ready now costs nothing.

What Google checks before you can show

- ✓ A verified Google Business Profile
 - ✓ Your VAT number or Companies House registration number
 - ✓ Public liability insurance
 - ✓ Any licence the law requires for the work you advertise. Most garage door work needs none, so your business details and insurance matter most
- ⌚ Check Google's current UK categories before you apply. Checks usually take about 3 to 4 weeks.

How the cost works

- 1 You pay per lead**
A lead is a call or message from a customer, not a click.
- 2 You set a weekly budget**
Google spends within it, so you stay in control.
- 3 The budget is separate**
Your lead budget is paid straight to Google.

If Google adds garage doors, set it up like this



Job types

Switch on only what you do and want: repairs, springs and cables, new doors, electric conversions and servicing.



Service area

The postcodes your vans can reach quickly, not a huge radius that sends you to repairs you cannot get to today.



Opening hours

Only the hours someone will answer. If you do not cover evenings, do not show at 9pm.



BAD LEADS

Google no longer lets you dispute bad leads by hand, so the real protection is the set-up: tight service areas, only the job types you actually do, opening hours that match when you can answer, and rating every lead in your dashboard.

Worth doing now, whatever Google decides

- ✓ Answering calls quickly
- ✓ Plenty of genuine, recent reviews
- ✓ A complete profile with real photos
- ✓ Insurance documents in date
- ✓ Search ads for repairs (Chapter 2)



COMING IN 2027

Google is moving UK Local Services Ads accounts into Google Ads. Keep an eye on which trades it covers as that happens, and keep your own record of which jobs and areas pay off.



Search ads show for exactly what people type, so you can be there for "electric garage door Wakefield" as well as "garage door repair". You pay per click, which means the set-up decides whether those clicks turn into booked jobs or just cost money.

Split campaigns by job type

Repairs

Broken springs, snapped cables, stuck doors. Calls only, in hours.

New doors

Roller, sectional, up-and-over. Higher value, longer to decide.

Automation

Electric conversions, motors, remotes. A natural upgrade.

Servicing

Annual services and safety checks. Repeat work you can plan.

Negative keywords garage door firms need

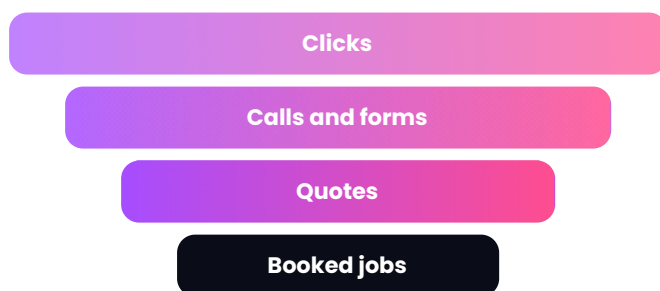
- jobs
- salary
- course
- how to
- DIY
- YouTube
- parts
- spares
- used
- for sale
- wholesale
- free

Add these so you stop paying for people who were never going to book.

Get the basics right

- ✓ Target people in or regularly in your area, not people merely interested in it
- ✓ Call tracking on every ad and website number
- ✓ Conversion tracking on quote forms
- ✓ A landing page for each job type, not just your homepage

Measure cost per booked job



Divide what you spend by the number of booked jobs, not clicks or leads. Track repairs and new doors apart, because they are worth very different amounts.

GOOGLE DATA

What a click costs garage door firms

Median cost per click: £5.44

"garage door repair": £7.85

Median cost per click across five national garage door searches, and the most expensive one. Source: Unavoidable Marketing analysis of Google data, 22 October 2026.



SEASONALITY

Push new doors and electric conversions in spring and summer, when people plan home improvements, and security in autumn as the nights draw in. Keep repair campaigns running all year, and turn budgets down when the diary is full.



When a door jams half open, the customer types "garage door repair near me" and looks at the map. Your Business Profile is that listing: closest, well reviewed, open now, call. It also feeds the answers Google AI Overviews give, and any Local Services Ads you run later.

Set the profile up properly

- 1 Choose your main category with care**
Pick the closest garage door one. Add others only for work you do.
- 2 Service area, not home address**
List the towns you really cover, unless you have a showroom.
- 3 Every service listed**
Repairs, springs, cables, new doors, automation, servicing.
- 4 Hours you can answer**
"Open now" that rings out loses jobs and earns bad reviews.
- 5 Real job photos**
New doors on real houses, motors, your van. No stock images.

Posts through the garage door year

Spring

A new door to finish a spring makeover

Summer

Electric conversions and new remotes



Autumn

Security checks as the nights draw in

Winter

Stuck doors, springs and a service

Avoid getting suspended

- ✗ Adding keywords or towns to your business name
- ✗ More than one profile for the same business
- ✗ Showing a home address customers never visit
- ✗ Different phone numbers on different sites

Ask for reviews that name the job and the town

HELPS A LITTLE



"Great service, would recommend."



HELPS A LOT MORE



"Replaced a snapped spring in Wakefield the same day and explained everything."



REPLYING TO A BAD REVIEW

Stay calm and keep it short. Thank them, set out the facts without arguing, and offer to sort it out by phone. For example: "Sorry to hear this, Paul. Please ring the office and we will come back and look at the motor this week." Future customers read your reply as much as the review.

A review routine that works

- ✓ Ask on the day, while the door glides shut
- ✓ Text your direct review link with a short personal note
- ✓ Ask every customer, not only the happy ones
- ✓ Reply to every review by name, calmly, even the bad ones



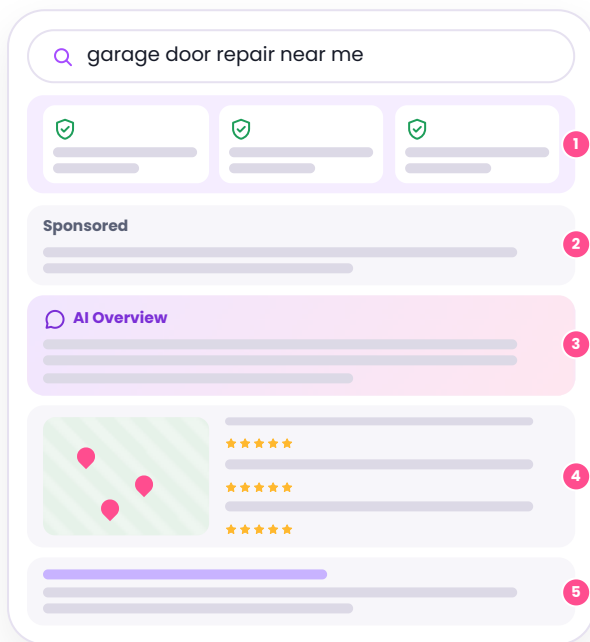
KNOW THE RULES

Fake reviews have been unlawful in the UK since April 2025 under the Digital Markets, Competition and Consumers Act. Google also bans incentives, like a free service for a review, and asking only happy customers.



SEO is how you show in the normal results and the map without paying per click. More and more people now also ask ChatGPT, Gemini or Google AI Overviews "who fits electric garage doors in Leeds?". The good news is that the same groundwork helps with both.

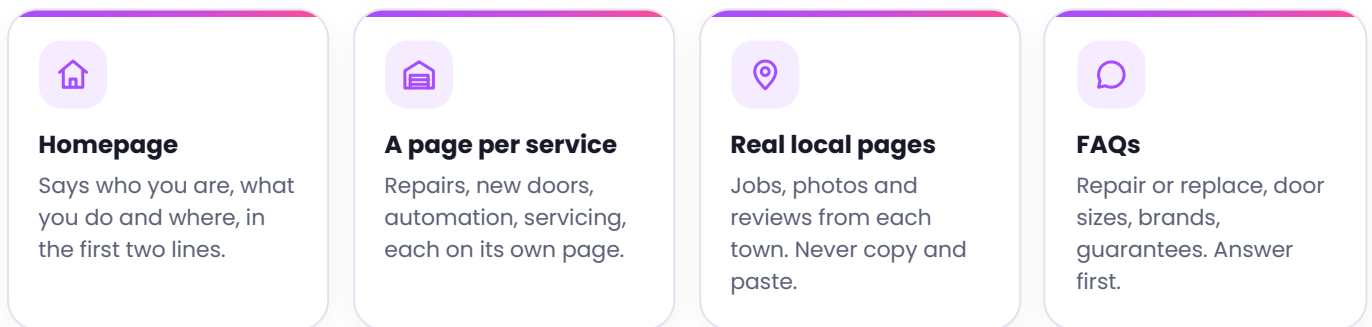
Where you can show on one Google search



1	Local Services Ads Google Verified badge, where Google allows	Ch 1
2	Search ads Marked Sponsored, pay per click	Ch 2
3	AI Overview An AI summary that can name businesses	Ch 4
4	Map pack Your Business Profile and reviews	Ch 3
5	Organic results Your website pages, earned with SEO	Ch 4

The layout changes with the search, the device and where the customer is. The aim is to be in as many of these places as you can.

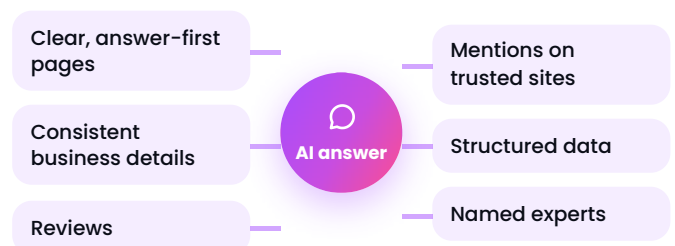
The pages your site needs



Local SEO foundations

- ✓ The same name, address and phone number everywhere
- ✓ Listings on the main UK directories and trade sites
- ✓ Schema markup so search engines read your details
- ✓ Reviews that mention jobs and towns
- ✓ Pages that load fast on a phone signal

What AI assistants look for

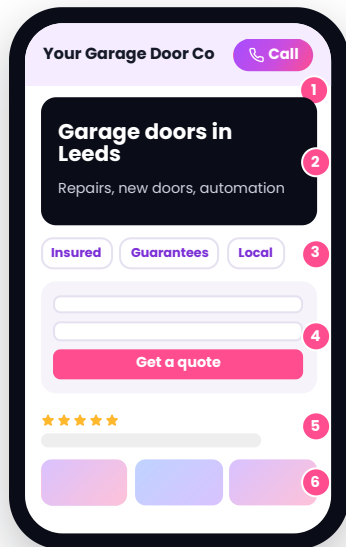


Nobody can guarantee being named. Try asking ChatGPT "who converts garage doors to electric in Wakefield?" and see who comes up, and why.



Most people find you on a phone, often standing on the drive looking at a door that will not move. Your website has one job: make ringing you, or sending a quote request, the obvious next step. Pretty is nice. Fast, clear and trustworthy books jobs.

What a garage door homepage needs



- 1 Tap-to-call button at the top
- 2 Headline that says what and where
- 3 Insurance and guarantee badges
- 4 Short quote form
- 5 Real reviews
- 6 Real job photos

Must-haves

- ✓ Tap-to-call on every page, at the top
- ✓ A quote form that asks the right questions: job type, postcode, door type, timescale, photos
- ✓ Fast on a phone signal
- ✓ Your insurance, your guarantees, and any trade memberships you hold
- ✓ Real job photos, service pages and area pages
- ✓ Reviews from Google on the page

A quote form that asks the right questions

Get a free quote

What do you need? Repair, new door, motor	Postcode e.g. WF1
Current door type Up-and-over, roller	How soon? Stuck now, this month
Photos of the door Upload from your phone	
Send my quote request	

Avoid

- ✗ Template sites full of stock photos
- ✗ A site or domain you do not own
- ✗ A contact form hidden on one page
- ✗ Slow sliders and pop-ups on mobile



OWN IT

Make sure the website and the domain are in your name. If you part ways with whoever built it, the site, the reviews and the rankings should stay with you.

What every service page should include

1

Answer first

What you do and where, in two lines

2

What you get

Parts, fitting, guarantee

3

Proof

Photos, reviews, brands fitted

4

Areas covered

The towns you really serve

5

FAQs and a call to action

Call button and quote form

🔍 Answer-first pages and schema markup help Google and AI assistants understand exactly what you do and where. Build them in from day one.



Nobody scrolls Instagram with the car stuck behind a jammed door, so urgent repairs mostly come from search. Social is strongest for planned, higher value jobs: new doors, electric conversions and upgrades that change how the front of a house looks.

**Organic: build trust**

Free posts on your own pages that show real work and real people, so your name is the one locals remember.

- ✓ Before and afters, naming the town
- ✓ Clips of new doors opening by remote
- ✓ Team faces and fitters at work
- ✓ Seasonal tips, like when to service

**Paid: bring enquiries**

Facebook and Instagram ads you aim at the postcodes you cover, one job type at a time.

- ✓ Lead ads with qualifying questions
- ✓ Local targeting around your base
- ✓ Retargeting website visitors
- ✓ Seasonal pushes, off when full

A simple weekly rhythm**Mon**

A before and after from last week

Wed

A new door in action on video

Fri

A team post or a shared review

Daily

Reply to comments and messages

What not to do

- ✗ Buying followers
- ✗ Posting nothing but adverts
- ✗ Engagement bait like "share to win"
- ✗ Spamming groups that ban business posts

Lead ad questions that filter out time-wasters**New door campaign**

- Q1 Single or double door?
- Q2 Manual or electric?
- Q3 Rough timescale?
- Q4 Your postcode

**Electric conversion campaign**

- Q1 Current door type?
- Q2 Power in the garage?
- Q3 Another way in?
- Q4 Your postcode

Good questions mean fewer enquiries from browsers and more from people ready to book.

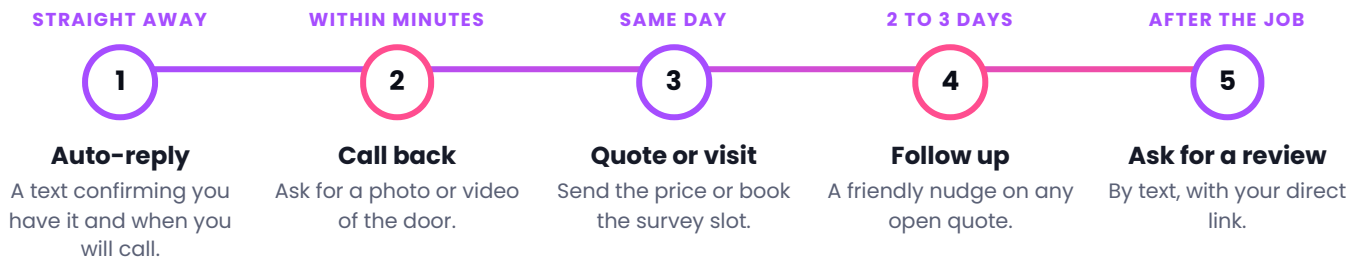
**LOCAL GROUPS AND NEXTDOOR**

People ask "can anyone recommend someone to fix a garage door?" in community groups every week. Read each group's rules, keep your page complete, and ask happy customers for Facebook recommendations the same way you ask for Google reviews.



A door stuck open leaves the house insecure, so the customer rings round until someone answers. If you call back an hour later, they have often booked someone else. Every pound you spend on marketing is wasted if the enquiry goes cold, so this chapter is the cheapest win in the book.

What should happen after every enquiry



Never miss a call

- ✓ Divert to a mobile, a team member or a call-answering service when you are on a job
- ✓ Set up a missed-call text back
- ✓ Keep one shared list of every enquiry
- ✓ Get alerts for new form and ad leads on your phone

Keep a simple lead log

Date	Source	Job	Booked?
Mon	Google Ads	Snapped spring	Yes
Tue	Website form	New roller door	Quote sent
Wed	Facebook ad	Electric conversion	Survey booked

Note where every enquiry came from and whether it booked. After a couple of months you will know which sources are worth paying for.

Three texts worth setting up today

AUTO-REPLY

Thanks for getting in touch with Your Garage Door Co. We have your message and will call you within the hour. A quick photo of the door helps us bring the right parts.

QUOTE FOLLOW-UP

Hi Sarah, just checking you got our quote for the new sectional door. Happy to answer any questions or bring colour samples round.

REVIEW REQUEST

Thanks for having us today. If you are happy with the new door, a quick Google review mentioning the job and your town would really help. Here is the link.



WHO ANSWERS WHEN YOU ARE UP ON THE TRACKS?

Decide now who picks up when you cannot: a partner in the office, a team member or a call-answering service. Urgent repairs go to whoever answers first, and a good repair often leads to the new door later.

Your 30-day action checklist

Tick these off over the next month. Each one is small. Together they make you easier to find, easier to trust and quicker to book.

 30 days

Week 1

FOUNDATIONS

- ☐ Claim and verify your Google Business Profile
- ☐ Choose your main category with care
- ☐ Switch to a service area, hide your home address
- ☐ List every service you offer
- ☐ Gather VAT or Companies House number and insurance details

Week 2

GET READY AND FOUND

- ☐ Check Local Services Ads eligibility
- ☐ Split Google Ads into repairs and new doors
- ☐ Set opening hours you can answer
- ☐ Upload your best real job photos
- ☐ Check your name, address and phone match everywhere

Week 3

CONVERT MORE

- ☐ Put tap-to-call at the top of every page
- ☐ Add door type and photos to your quote form
- ☐ Show insurance and guarantees on the site
- ☐ Start asking every customer for a review
- ☐ Reply to every review you have

Week 4

FOLLOW UP AND MEASURE

- ☐ Set up missed-call text back
- ☐ Start a lead log with source and outcome
- ☐ Add negative keywords to any Google Ads
- ☐ Post three times on Facebook and Instagram
- ☐ Work out your cost per booked job

🎯 Your numbers this month

ENQUIRIES

BOOKED JOBS

SPEND

COST PER BOOKED JOB



Stuck on any of these? Book a free 30-minute call and we will go through your list with you.

[Book a free 30-minute call](#)

DONE FOR YOU

How Unavoidable Marketing can help

If you would rather spend your time on the tools, we can do all of this for you. We are a UK-wide, Leeds-based agency working with trades across England, Scotland, Wales and Northern Ireland, and founder Andrew Heppinstall is on every strategy call.



Local Services Ads

Eligibility checks, Google Verified set-up and running



Google Ads

Search and Performance Max, split by job type



Business Profile

Set-up, posts, photos and a review routine



SEO and AI search

Being found on Google, ChatGPT and Gemini



Websites

WordPress, you own it, typically built in 3 to 4 weeks



Social media

Organic management and Facebook, Instagram and TikTok ads

How we work

1

Flat monthly fee

Quoted after a free call, based on what you need.

2

Your ad spend, your card

Paid straight to Google or Meta, never marked up.

3

No contract

Rolling 30-day terms. We keep you by results.

4

Measured on booked jobs

Not clicks or likes. Clear monthly reports.

2012

working with trades since

390+

projects delivered

92%

of clients come back

40+

UK trade businesses we work with

Talk to Andrew, not a sales team.

Free 30-minute call. No obligation, no hard sell.

Book a free 30-minute call →

READY WHEN YOU ARE

Let's fill your diary with the jobs you want.

Book a free 30-minute call with Andrew. We will look at how garage door companies in your area are winning work, where your enquiries come from now, and what to fix first.



07749 941 111



andrew@unavoidablem.com



unavoidablem.com



UK-wide, Leeds-based



Scan to book your free call

Book a free 30-minute call →

unavoidablecrm.com/book?co=2&service=1

ON THE CALL

1

Your area

Who shows up when local customers search for garage door repairs, and why.

2

Your set-up

A look at your Google profile, any ads and your website.

3

Your plan

What to fix first, and a flat monthly fee if you want us to do it.