The Houzz Playbook for Contractors

Turn your Houzz profile into a steady source of design-minded, higher-budget clients

By the SmallBiz Marketing team
Contractor marketing specialists · 20+ years of marketing experience

smallbizmarketing.net

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Turn your Houzz profile into a steady source of design-minded, higher-budget clients.

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PART 1

Why Houzz

Who uses Houzz and why it matters for remodelers.

SECTION 02

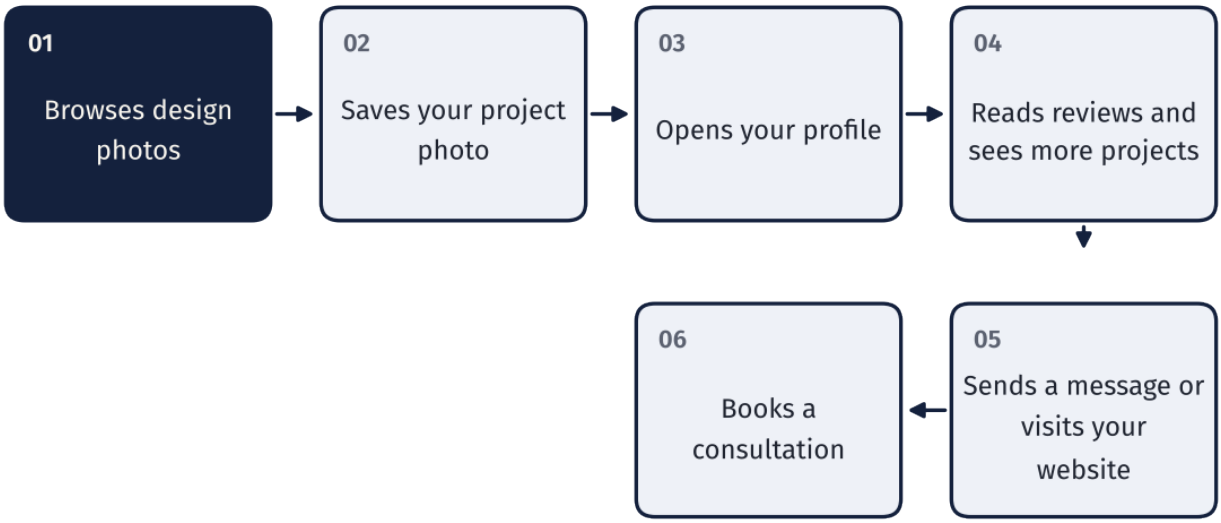
Who you'll meet on Houzz

Houzz is where many homeowners go to collect design ideas, save photos and find professionals for remodels. People browsing there are often in the planning stage of a kitchen, bath or whole-home project and care about design. That makes it a good fit for contractors who do visually impressive work.

- Homeowners save photos into ideabooks while planning
- Your project photos can appear when people browse ideas
- Reviews and a complete profile build trust before first contact
- It works best for trades with strong visual results: tile, kitchens, baths, flooring, countertops

SECTION 03

How homeowners find you on Houzz



Your photos are the front door. Your profile and reviews close the deal.

SECTION 04

Where to focus first



Get the free basics strong before paying for anything.

PART 2

Set up your profile

SECTION 06

Profile checklist

- [ ] Business name, logo and cover photo
- [ ] Clear description of your services and area
- [ ] Service categories that match your work
- [ ] License and insurance information where offered
- [ ] Website link
- [ ] At least 3 projects with 8 or more photos each

SECTION 07

Profile description template

TEMPLATE · COPY AND CUSTOMIZE

Houzz profile description

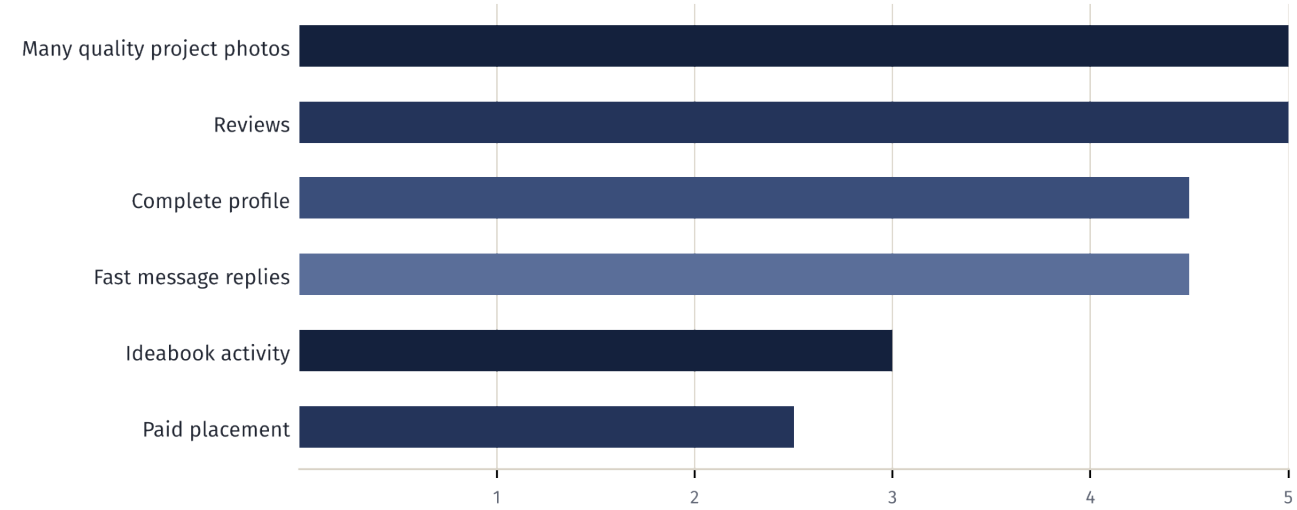
[Company] is a licensed and insured [trade] company serving [City] and surrounding areas. We specialize in [service 1], [service 2] and [service 3] for homeowners who care about design and quality. Browse our projects below, then message us to schedule a consultation.

SECTION 08

Projects and photos

Each project should tell a story: one room, many photos, a clear title and a short description. Label photos with the room, materials and location so they show up when people browse.

- Title format: [Room or project] in [City], such as Curbless Shower Remodel in Roseville
- 8 to 20 photos per project: wide shots, details and a before
- Short description: the goal, the materials and the result
- Add new projects regularly



Our view of what drives results on Houzz, rated 1 to 5. Based on experience, not Houzz's ranking rules.

PART 3

Reviews, messages and paid options

SECTION 10

Getting Houzz reviews

Invite past clients to review you on Houzz and keep it simple: send the link and mention their project. Never offer incentives or write reviews for clients.

TEMPLATE · COPY AND CUSTOMIZE

Houzz review request

Hi [Name], thank you again for choosing us for your [project]. Many homeowners find us on Houzz, and a short review there would help others see our work: [link]. Thank you!

SECTION 11

Replying to messages

Reply within a day, thank them for reaching out, ask two or three questions about their project and invite them to a consultation. Move the conversation to a call or your website form quickly.

SECTION 12

Should you pay for Houzz?

Houzz offers paid options for professionals, such as advertising and business software. Start free, track how many inquiries your profile brings, and only pay when you can measure the results. Check Houzz's current offerings and pricing directly.

RECOMMENDED TOOL

Houzz

Houzz for professionals.

Visit Houzz at houzz.com →

SECTION 13

Real-world scenario: a tile company on Houzz (illustrative)

This is an illustrative example. A tile company has a Houzz profile with two old photos. They add five projects with detailed photos and descriptions, ask ten past clients for Houzz reviews, and reply to every message within a day. Over a few months, inquiries from design-minded homeowners start arriving through Houzz.

SECTION 14

Troubleshooting Houzz

Profile gets no views	Add more projects with clear titles and well-labeled photos.
Views but no messages	Add reviews and a clear description with your service area.
Messages don't turn into jobs	Reply faster and move to a call or consultation.

PART 4

Your toolkit

30-DAY ACTION CALENDAR

30 days to a strong Houzz profile

Do one task a day. Tick the box in your head, or print this page and cross off each day as you go.

DAY 1 Claim or create profile	**DAY 2** Add logo and cover	**DAY 3** Write description	**DAY 4** Set service area	**DAY 5** Set categories
DAY 6 Add website link	**DAY 7** Pick project 1 photos	**DAY 8** Upload project 1	**DAY 9** Write project 1 description	**DAY 10** Pick project 2 photos
DAY 11 Upload project 2	**DAY 12** Pick project 3 photos	**DAY 13** Upload project 3	**DAY 14** List 10 past clients	**DAY 15** Ask 3 for reviews
DAY 16 Ask 3 more	**DAY 17** Ask 4 more	**DAY 18** Reply to reviews	**DAY 19** Check messages daily	**DAY 20** Add project 4
DAY 21 Label all photos	**DAY 22** Thank reviewers	**DAY 23** Add project 5	**DAY 24** Review profile views	**DAY 25** Reply to messages
DAY 26 Ask new clients	**DAY 27** Add project 6	**DAY 28** Review inquiries	**DAY 29** Decide on paid options	**DAY 30** Plan next month

TRACKER

Monthly Houzz results

Month	Profile views	Messages	Consultations	Jobs won
Month 1				
Month 2				
Month 3				
Month 4				
Month 5				
Month 6				
Month 7				
Month 8				
Month 9				
Month 10				
Month 11				
Month 12				

SECTION 18

Glossary

Ideabook	A collection of saved photos homeowners create on Houzz.
Project	A group of photos showing one job on your profile.

SECTION 19

Recommended tools

These are the tools mentioned in this playbook. Some links may be affiliate links; we only recommend tools we use or would set up for clients.

RECOMMENDED TOOL

Houzz

Houzz for professionals.

Visit Houzz at houzz.com →

RECOMMENDED TOOL

Wix

Your own website, linked from your Houzz profile.

Visit Wix at wix.com →

RECOMMENDED TOOL

Jobber

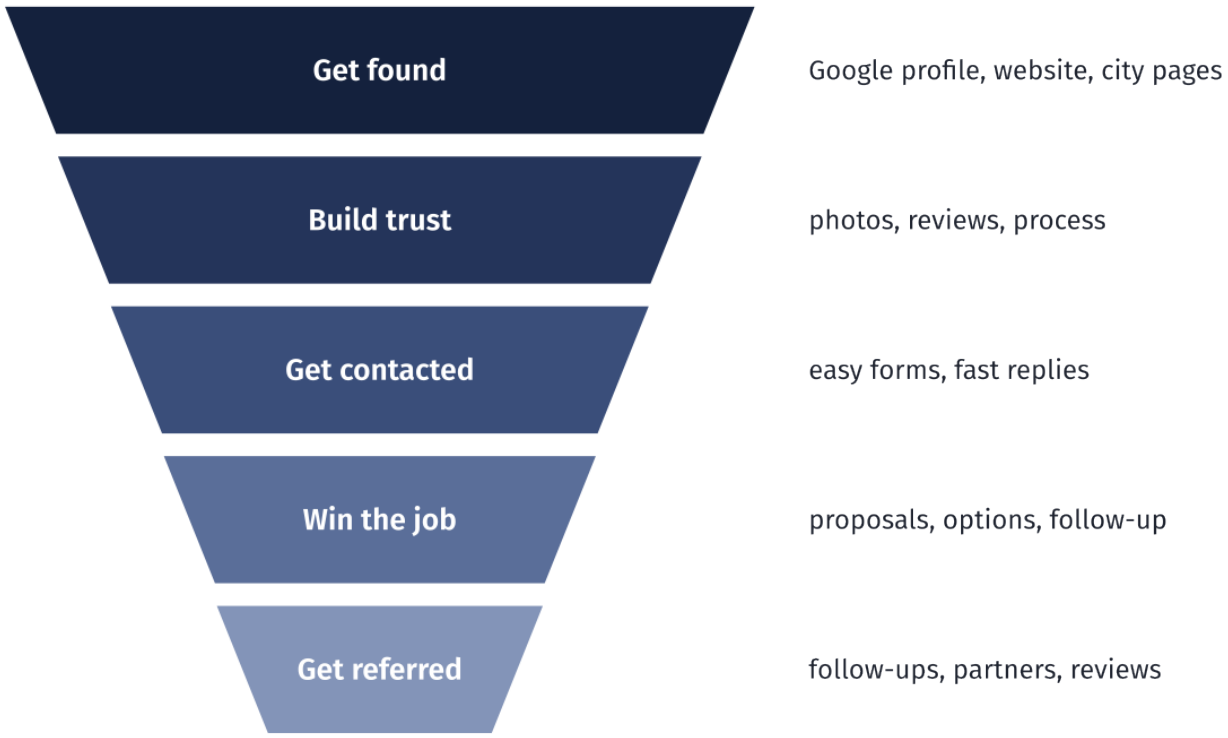
Quotes, scheduling and invoicing once Houzz leads come in.

Visit Jobber at getjobber.com →

SECTION 20

Bonus: the contractor marketing system on one page

Every playbook in this series fits into one simple system. Homeowners find you, trust you, contact you and refer others. Each part supports the next.



The five stages of contractor marketing and the tools for each.

SECTION 21

Bonus: your weekly marketing hour

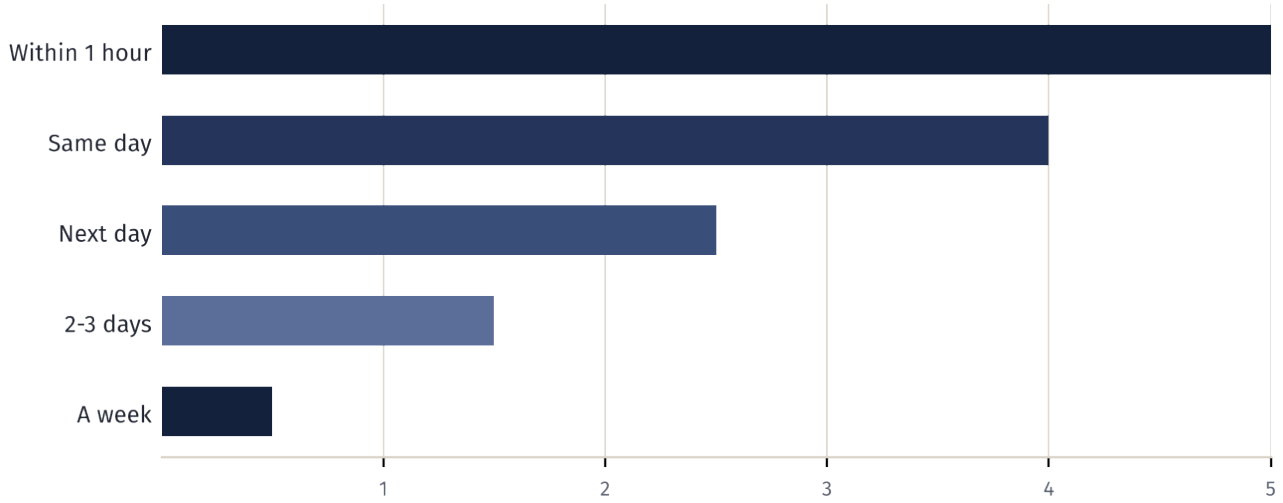
You don't need a marketing department. One focused hour a week, done consistently, beats occasional bursts of effort.

- First 15 minutes: answer every new lead and message
- Next 15 minutes: send review requests for finished jobs
- Next 15 minutes: upload new project photos to your website and Google
- Last 15 minutes: work on one improvement from your current playbook

SECTION 22

Bonus: how fast to reply to a lead

Homeowners often contact several contractors at once. The first professional reply makes a strong impression.



Our view of how reply speed affects your chances of winning the job, rated 1 to 5. Based on experience, not a study.

SECTION 23

Bonus: master checklist

- [ ] Website with a page for each main service
- [ ] Contact form on every page
- [ ] Google Business Profile complete and active
- [ ] Review request after every job
- [ ] Real project photos added monthly
- [ ] Pages for your top cities
- [ ] Job management software for quotes and payments
- [ ] Follow-up with past clients and partners
- [ ] One marketing hour every week

SECTION 24

Bonus: when to get help

Doing it yourself works if you have the time. If your calendar is full of jobs, it's often worth having a professional set up the foundation so you can focus on the work you do best. SmallBiz Marketing builds premium contractor websites and Google setups and can run your monthly marketing for you.

ABOUT SMALLBIZ MARKETING

SmallBiz Marketing builds premium websites and Google visibility for home-improvement contractors. Our team brings 20+ years of marketing experience, and every playbook is built from the same systems we use for client websites.

Rather have it done for you?

We build premium websites and Google setups for contractors, live in 5 days. Tell us about your business through the contact form at smallbizmarketing.net/contact.

Contact us →

Contractor website	$2,495
Website + Google setup	$3,495
Monthly growth plan	$995/mo

Some links in this playbook may be affiliate links. We only recommend tools we use or would set up for clients. Tool features and pricing change; check each company's site for current details.