The Countertop Shop Marketing Playbook

Win more quartz, granite and natural stone countertop jobs from homeowners, designers and remodelers

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

smallbizmarketing.net

INSIDE THIS PLAYBOOK

Win more quartz, granite and natural stone countertop jobs from homeowners, designers and remodelers.

01 PART 1: Know your market

02 Why countertop shops are different

03 Where to focus first

04 How customers choose a countertop shop

05 What countertop customers worry about

06 PART 2: Build your foundation

07 Your countertop website: the pages you need

08 Homepage copy for a countertop shop

09 Trade program page

10 Google Business Profile for countertop shops

11 PART 3: Win the job

12 Quotes that convert

13 Photos that sell countertops

14 Local SEO for countertop shops

15 Building trade partnerships

16 Real-world scenario: steady work from trade partners (illustrative)

17 Troubleshooting for countertop shops

18 PART 4: Your toolkit

19 30-day countertop marketing calendar

20 Worksheet: your countertop plan

21 Tracker: monthly countertop results

22 Glossary for countertops

23 Recommended tools

24 Bonus: the contractor marketing system on one page

25 Bonus: your weekly marketing hour

26 Bonus: how fast to reply to a lead

27 Bonus: master checklist

28 Bonus: when to get help

PART 1

Know your market

SECTION 02

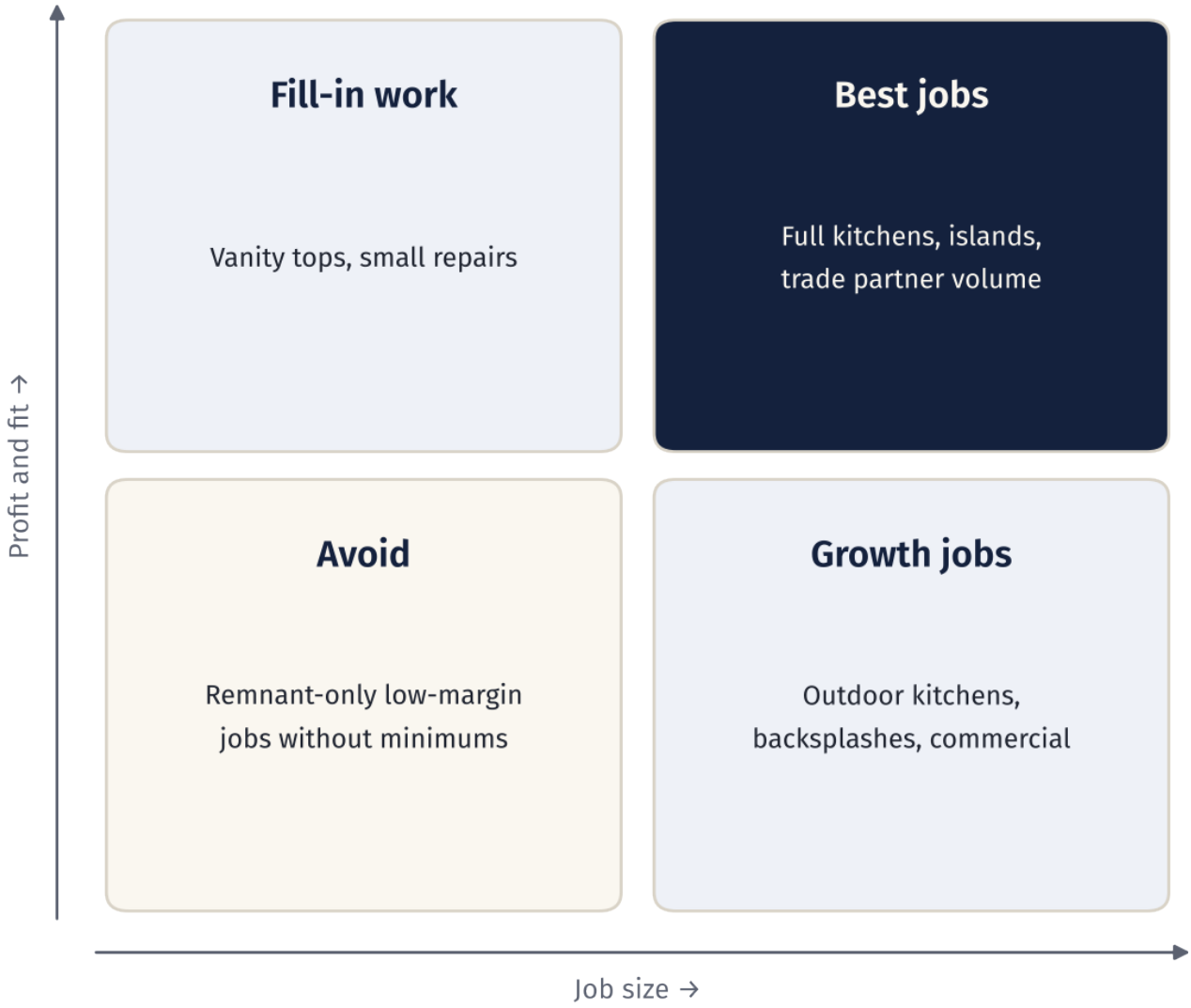
Why countertop shops are different

Countertop shops sell to two audiences: homeowners who visit to pick a slab, and trade partners such as remodelers, designers and builders who send repeat work. Strong marketing serves both.

- Homeowners shop by color, material and price per square foot
- Trade partners care about turnaround, accuracy and communication
- Slab selection is a visual, in-person experience
- Templating and install timing affect the whole remodel schedule

SECTION 03

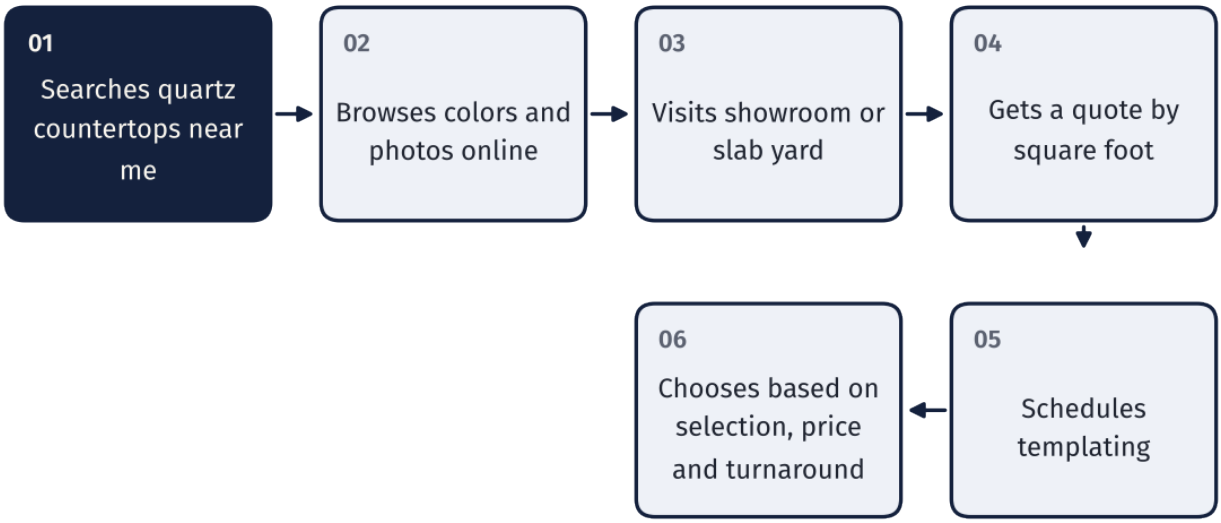
Where to focus first



Balance homeowner jobs with steady trade partners.

SECTION 04

How customers choose a countertop shop



Your website should make the visit and quote easy.

SECTION 05

What countertop customers worry about



cost per square foot and edges

seeing the actual slab

template to install

seams, edges, cutouts

install day disruption

Address each of these online and at the showroom.

PART 2

Build your foundation

SECTION 07

Your countertop website: the pages you need

- Home: materials, area, showroom hours, quote button
- Quartz, granite, marble and quartzite pages
- Edge profiles and sink options
- Our process: selection, templating, fabrication, installation
- Gallery of kitchens by material and color
- Trade program page for remodelers and designers
- Visit us, Reviews, Contact

RECOMMENDED TOOL

Wix

Website builder with galleries and appointment booking for showroom visits.

Visit Wix at wix.com →

SECTION 08

Homepage copy for a countertop shop

EXAMPLE

Headline: Quartz, granite and natural stone countertops in [City].

Subheadline: Choose your slab in our showroom, and we'll template, fabricate and install, usually within [X] days of templating.

Button: Get a countertop quote

SECTION 09

Trade program page

TEMPLATE · COPY AND CUSTOMIZE

Trade partner pitch

Remodelers, designers and builders: get priority templating, clear turnaround dates and a dedicated contact for every project. Ask about our trade pricing and samples program.

SECTION 10

Google Business Profile for countertop shops

- Primary category: the closest match, such as Countertop Store or Granite Supplier
- Hours and showroom address if customers visit
- Photos: showroom, slab yard, finished kitchens

RECOMMENDED TOOL

Google Business Profile

Free listing on Google Maps.

Visit Google Business Profile at business.google.com →

PART 3

Win the job

SECTION 12

Quotes that convert

- Square footage and material
- Edge profile and cutouts itemized
- Templating and install dates
- Sink and faucet holes, backsplash options
- Removal of old tops if included

RECOMMENDED TOOL

Jobber

Quotes, scheduling and invoicing.

Visit Jobber at getjobber.com →

RECOMMENDED TOOL

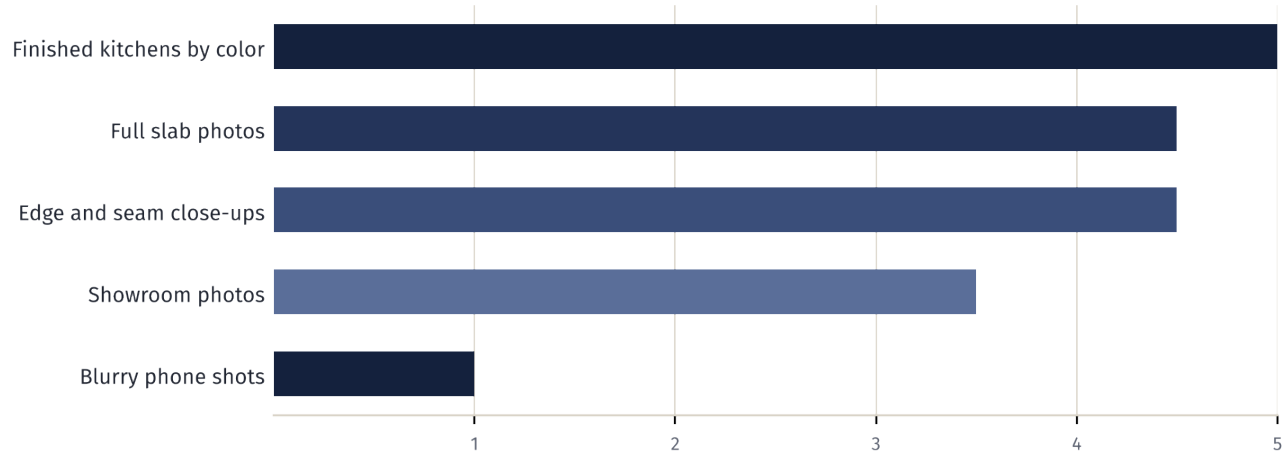
Housecall Pro

Mobile-first job management with marketing tools.

Visit Housecall Pro at housecallpro.com →

SECTION 13

Photos that sell countertops



Our view of what helps customers choose, rated 1 to 5.

SECTION 14

Local SEO for countertop shops

EXAMPLE

Quartz countertops [City] → quartz page

Granite countertops [City] → granite page

Countertop installation near me → homepage and Google profile

RECOMMENDED TOOL

Semrush

Find which countertop searches bring customers to competitors.

Visit Semrush at semrush.com →

SECTION 15

Building trade partnerships

- List remodelers, designers and builders in your area

- Offer samples and a clear turnaround commitment
- Visit with a portfolio and pricing sheet
- Follow up after the first job and ask for feedback

SECTION 16

Real-world scenario: steady work from trade partners (illustrative)

This is an illustrative example. A countertop shop depends on walk-ins and has slow weeks. They build a trade program page, visit five remodelers with samples and a turnaround promise, and showcase finished kitchens by color online. Over a season, two remodelers start sending regular work.

SECTION 17

Troubleshooting for countertop shops

Slow weeks between walk-ins	Build trade partnerships for steady volume.
Customers price shop by square foot	Itemize edges, cutouts and install and show close-up quality photos.
Schedule complaints	Publish your typical template-to-install timeline and stick to it.

PART 4

Your toolkit

30-DAY ACTION CALENDAR

30 days to more countertop jobs

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 List materials	**DAY 2** List target areas	**DAY 3** Pick 15 photos	**DAY 4** Write headline	**DAY 5** Draft quartz page
DAY 6 Draft granite page	**DAY 7** Write process page	**DAY 8** Write trade program page	**DAY 9** Build pages	**DAY 10** Add gallery by color
DAY 11 Add quote form	**DAY 12** Claim Google profile	**DAY 13** Set category	**DAY 14** Add hours	**DAY 15** Upload photos
DAY 16 Ask 5 clients for reviews	**DAY 17** Reply to reviews	**DAY 18** Build quote template	**DAY 19** List trade partners	**DAY 20** Visit remodeler 1
DAY 21 Visit remodeler 2	**DAY 22** Visit designer 1	**DAY 23** Send samples	**DAY 24** Ask 5 more clients	**DAY 25** Connect Search Console
DAY 26 Post a finished kitchen	**DAY 27** Post slab arrivals	**DAY 28** Follow up partners	**DAY 29** Review leads	**DAY 30** Plan next month

SECTION 20

Worksheet: your countertop plan

Materials you want to sell more of

Typical template-to-install time

Trade partners to contact

What makes your fabrication better

TRACKER

Monthly results

Month	Quotes	Jobs won	Trade partner jobs	Average square feet
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 22

Glossary for countertops

Templating	Measuring cabinets precisely to cut the stone.
Edge profile	The shape of the countertop's edge.
Remnant	A leftover slab piece, often used for small tops.

SECTION 23

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

Wix

Website builder for countertop shops.

Visit Wix at wix.com →

RECOMMENDED TOOL

Google Business Profile

Free listing on Google Maps.

Visit Google Business Profile at business.google.com →

RECOMMENDED TOOL

Jobber

Quotes, scheduling and invoicing.

Visit Jobber at getjobber.com →

RECOMMENDED TOOL

Housecall Pro

Mobile-first job management with marketing tools.

Visit Housecall Pro at housecallpro.com →

RECOMMENDED TOOL

Semrush

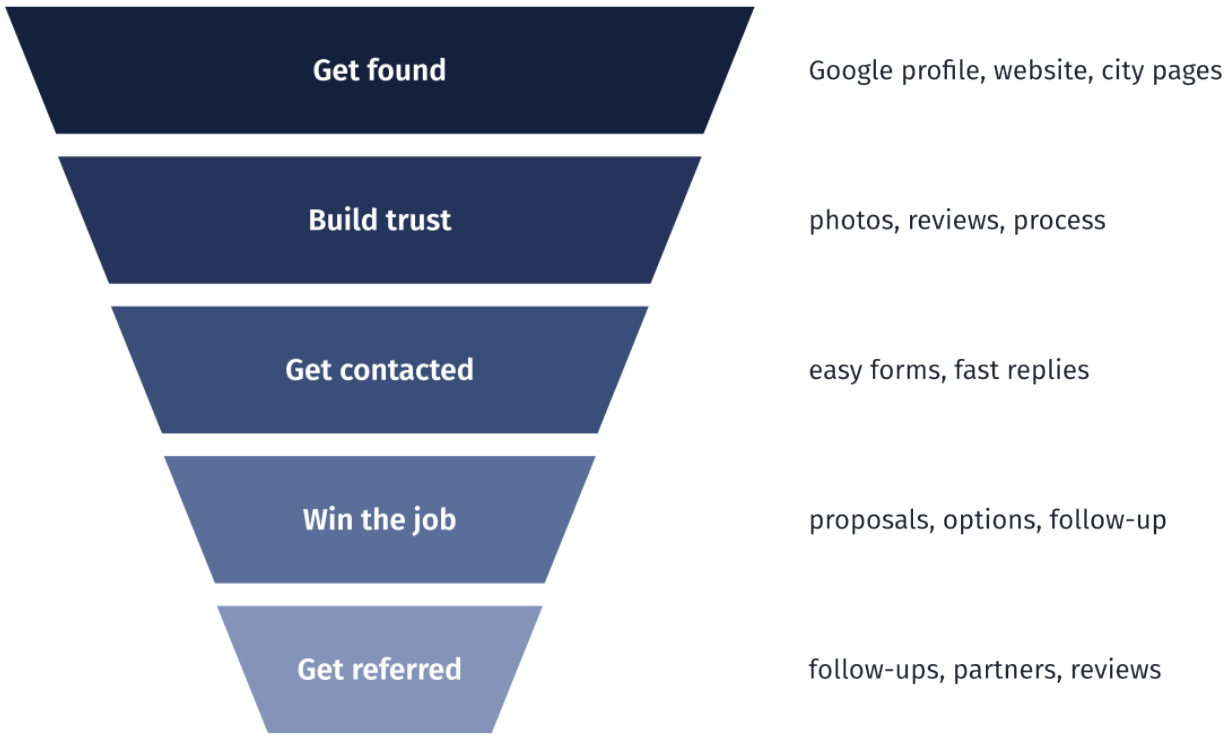
Keyword research and rank tracking.

Visit Semrush at semrush.com →

SECTION 24

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 25

Bonus: your weekly marketing hour

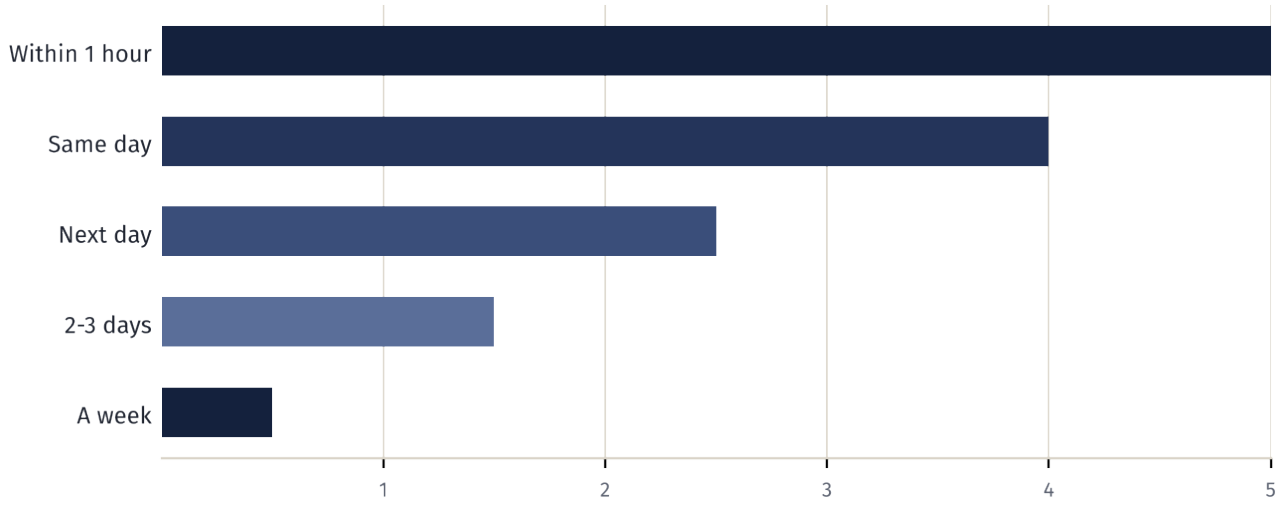
You don't need a marketing department. One focused hour a week, done consistently, beats occasional bursts of effort.

- 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 26

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 27

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 28

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.