The Flooring Contractor Marketing Playbook

Win more hardwood, LVP and tile flooring jobs with a website, Google profile and sales system built for flooring installers

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

smallbizmarketing.net

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Win more hardwood, LVP and tile flooring jobs with a website, Google profile and sales system built for flooring installers.

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PART 1

Know your market

SECTION 02

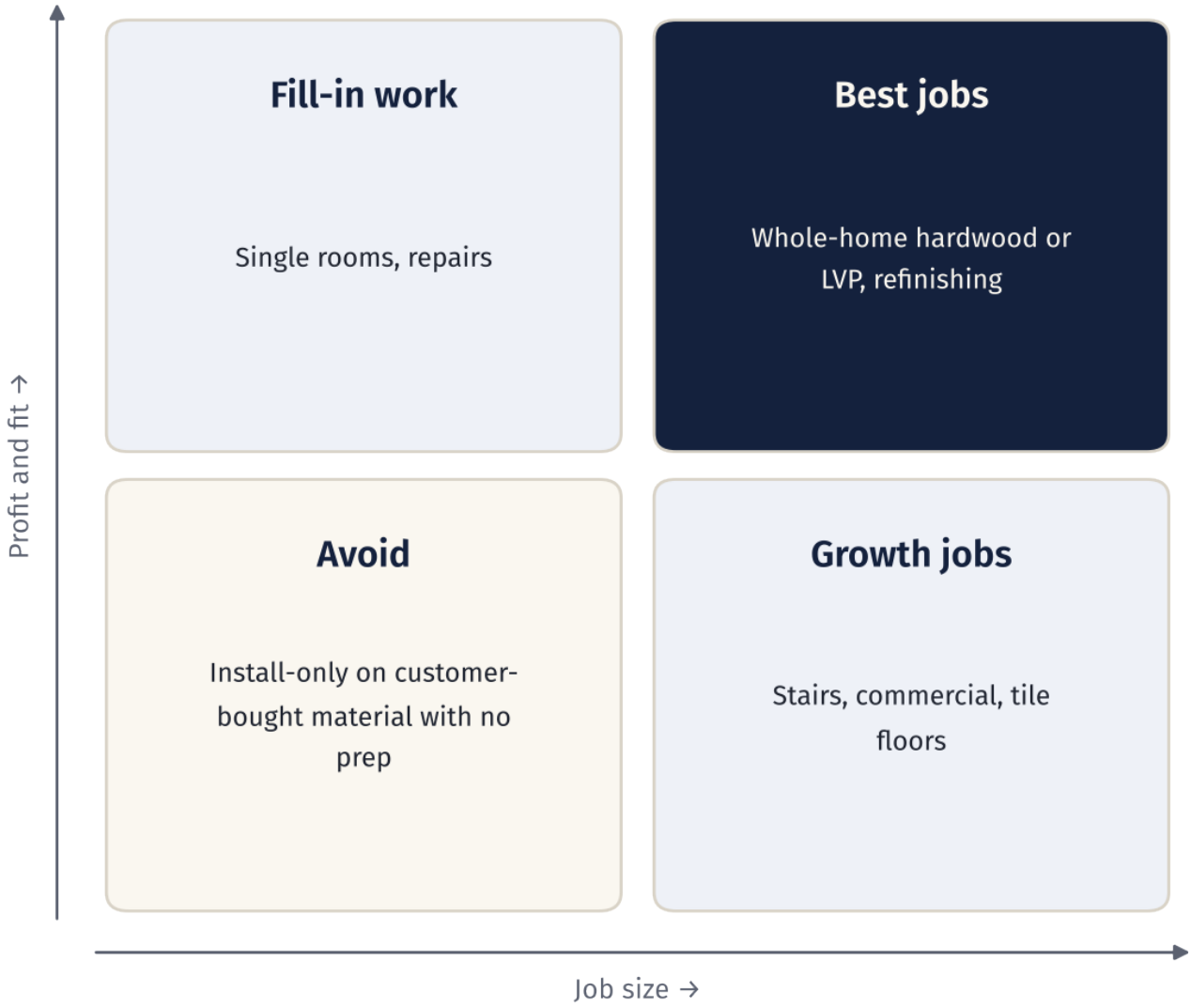
Why flooring is different

Flooring buyers compare prices per square foot and often shop at big-box stores first. To win, you have to show expertise they won't get elsewhere: subfloor prep, moisture testing, transitions and clean installs that last.

- Price shopping per square foot is common
- Big-box stores compete for the same customers
- Prep and subfloor work are invisible but critical
- Jobs are often whole-home, so job size can be large

SECTION 03

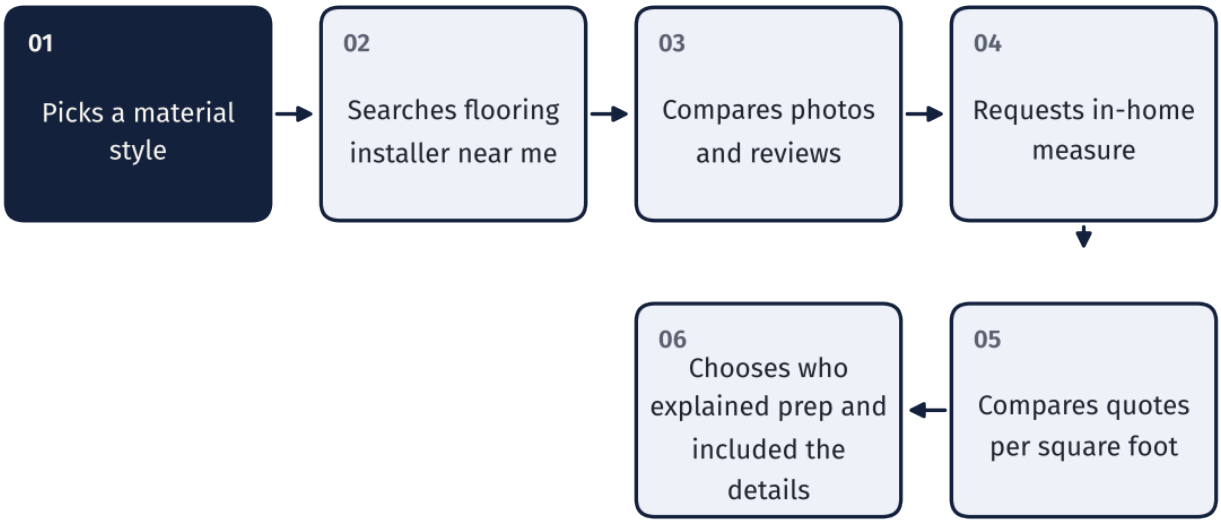
Where to focus first



Lead your marketing with whole-home projects.

SECTION 04

How homeowners choose a flooring installer



Explaining what's included beats being the cheapest per square foot.

SECTION 05

What flooring clients worry about



comparing per square foot

pets, kids, water

moving furniture, dust

how many days

transitions, baseboards, gaps

Answer these clearly to stand out from big-box installers.

PART 2

Build your foundation

SECTION 07

Your flooring website: the pages you need

- Home: flooring types, area, best projects, free measure button
- Hardwood installation and refinishing
- Luxury vinyl plank (LVP)
- Tile flooring
- Stairs and transitions
- Our installation process: moisture test, subfloor prep, install, trim
- Gallery, Reviews, About, Contact

RECOMMENDED TOOL

Wix

Website builder with galleries and booking for free measures.

Visit Wix at wix.com →

SECTION 08

Homepage copy for a flooring contractor

EXAMPLE

Headline: Hardwood, LVP and tile flooring installed right in [City].

Subheadline: Moisture-tested, properly prepped floors with clean transitions and baseboards, installed by our own crew.

Button: Book a free measure

SECTION 09

What's included vs a cheap quote

TEMPLATE · COPY AND CUSTOMIZE

Explaining your quote

Our price includes moisture testing, subfloor leveling, underlayment, transitions, baseboard removal and reinstallation, furniture moving and cleanup. Many lower quotes leave these out and add them later. We list everything up front.

SECTION 10

Google Business Profile for flooring

- Primary category: the closest match, such as Flooring Contractor
- Services: hardwood installation, refinishing, LVP, tile flooring, stairs
- Photos: finished rooms, stairs and transitions

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 win

- Square footage and material clearly listed
- Prep line items: moisture test, leveling, underlayment
- Transitions, stairs and trim itemized
- Furniture moving and disposal
- Timeline in days
- Good, better, best material options

RECOMMENDED TOOL

Jobber

Fast quotes, scheduling and invoicing.

Visit Jobber at getjobber.com →

RECOMMENDED TOOL

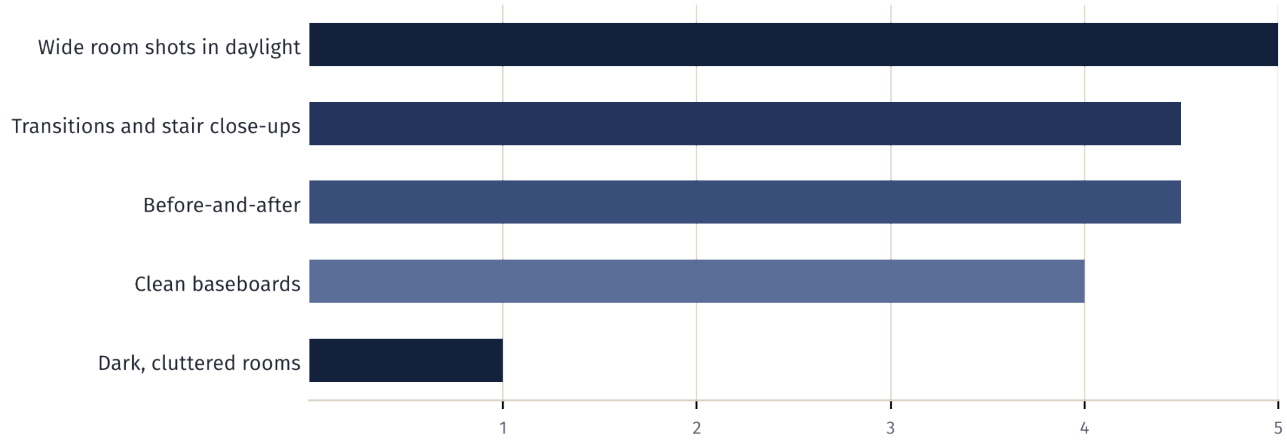
Housecall Pro

Mobile-first job management with marketing tools.

Visit Housecall Pro at housecallpro.com →

SECTION 13

Photos that sell floors



Our view of what makes flooring photos convincing, rated 1 to 5.

SECTION 14

Local SEO for flooring

EXAMPLE

Flooring installer [City] → homepage

Hardwood floor installation [City] → hardwood page

LVP installation [City] → LVP page

Hardwood refinishing [City] → refinishing section

RECOMMENDED TOOL

Semrush

Find which flooring searches bring homeowners to competitors.

Visit Semrush at semrush.com →

SECTION 15

Referral partners for flooring

- Realtors preparing homes for sale
- Interior designers
- Kitchen and bath remodelers and GCs
- Property managers

SECTION 16

Real-world scenario: beating the big-box quote (illustrative)

This is an illustrative example. A flooring installer keeps losing to big-box prices. They add an itemized quote that lists prep, transitions and baseboards, publish a "what's included" section and show close-up photos of transitions. More homeowners choose them after comparing what each quote actually covers.

SECTION 17

Troubleshooting for flooring

Losing on price per square foot	Itemize prep and extras and explain what cheaper quotes leave out.
Too many single-room jobs	Lead with whole-home projects in photos and headlines.
Callbacks for gaps or squeaks	Document moisture testing and subfloor prep on every job.

PART 4

Your toolkit

30-DAY ACTION CALENDAR

30 days to more flooring 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 flooring types	**DAY 2** List target cities	**DAY 3** Pick 15 photos	**DAY 4** Write headline	**DAY 5** Draft hardwood page
DAY 6 Draft LVP page	**DAY 7** Draft tile page	**DAY 8** Write process page	**DAY 9** Build pages	**DAY 10** Add gallery
DAY 11 Add measure form	**DAY 12** Claim Google profile	**DAY 13** Set category	**DAY 14** List services	**DAY 15** Upload photos
DAY 16 Write description	**DAY 17** Ask 5 clients for reviews	**DAY 18** Reply to reviews	**DAY 19** Build itemized quote	**DAY 20** Write what's included
DAY 21 Contact realtor 1	**DAY 22** Contact realtor 2	**DAY 23** Contact designer	**DAY 24** Photograph next job	**DAY 25** Ask 5 more clients
DAY 26 Connect Search Console	**DAY 27** Post a finished room	**DAY 28** Post stairs close-up	**DAY 29** Review leads	**DAY 30** Plan next month

SECTION 20

Worksheet: your flooring plan

Flooring types you want more of

Target cities

What your quote includes that others skip

Referral partners to contact

TRACKER

Monthly results

Month	Measures booked	Quotes sent	Jobs won	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 flooring

LVP	Luxury vinyl plank, a durable, water-resistant flooring.
Moisture test	Checking subfloor moisture before installing.
Transition	A strip joining two flooring types or heights.

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 flooring contractors.

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

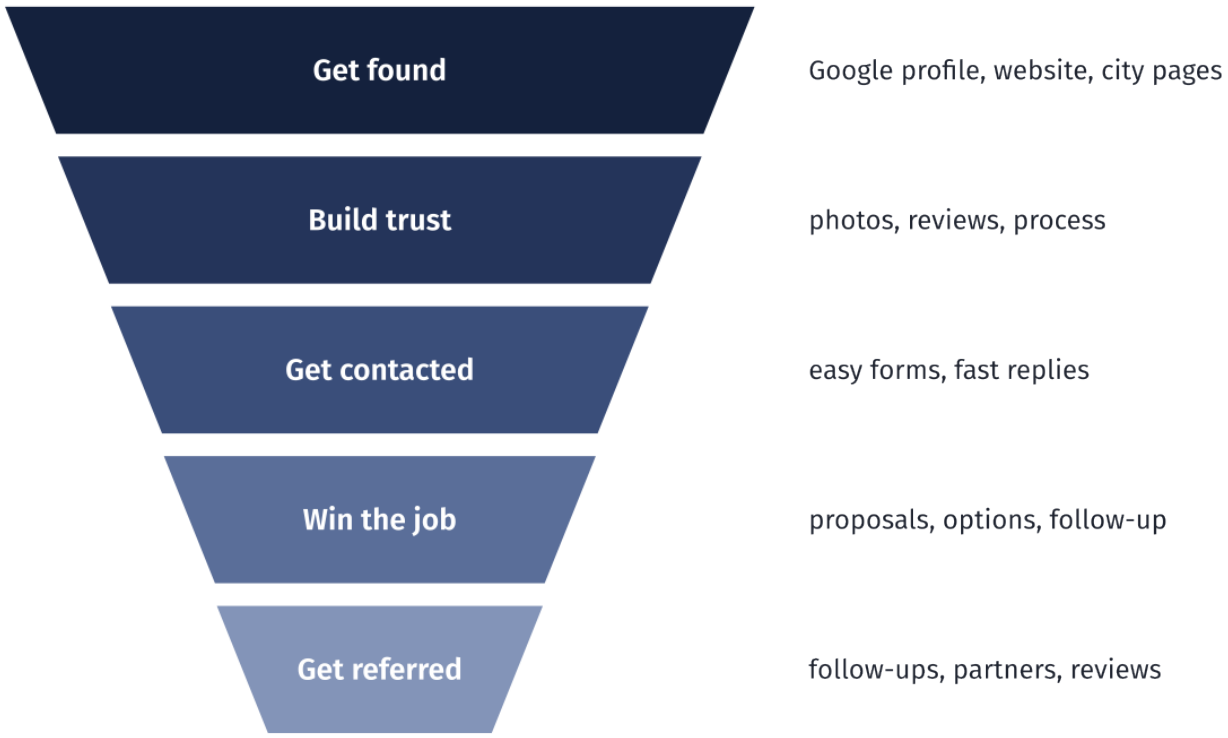
Keyword research and rank tracking.

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

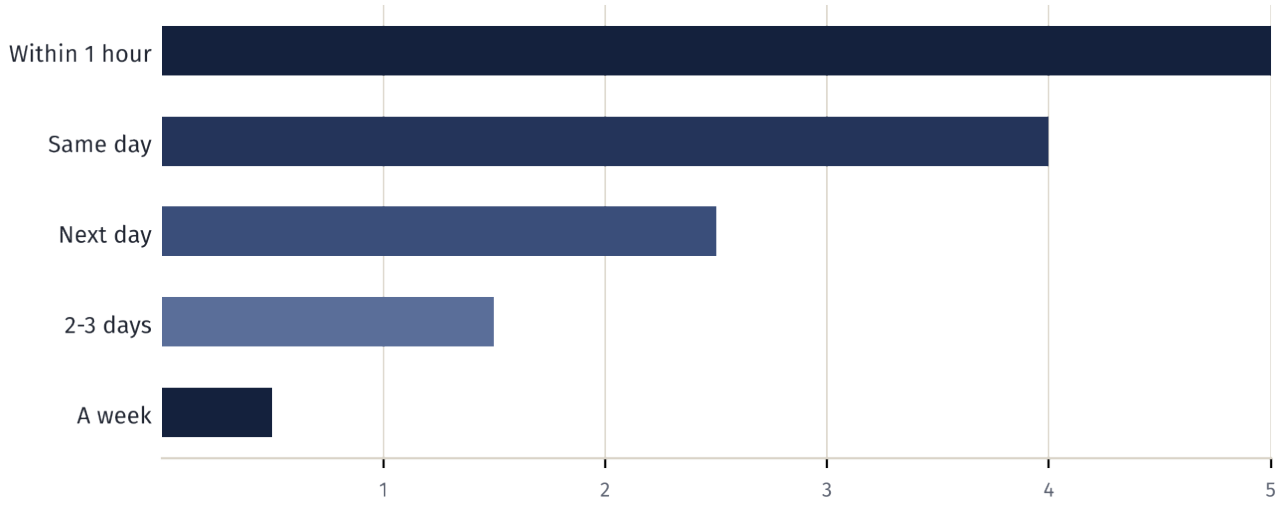
You don't need a marketing department. One focused hour a week, done consistently, beats occasional bursts of effort.

- 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.