

The Truck-and-Garage Tier: Every Contractor, Handyman & Mobile Service Provider Posting on Craigslist & Facebook Marketplace

This document catalogs every category of skilled, licensed, or field-based service operator in Fresno who markets informally — through Craigslist, Facebook Marketplace, Nextdoor, truck signage, and word of mouth — because they do not know what else to do. Almost none have a managed Google Business Profile.

9 groups · 40+ service categories · Fresno-verified examples in each group · License requirements · Where they currently advertise · Digital gap rating · Pitch angle · Recommended GBP pricing

★★★★ CRITICAL	No GBP at all or profile incomplete. Invisible in every relevant Google search. Results visible within 30 days.
★★★ HIGH	GBP exists but unmanaged — no posts, few reviews, no photo strategy, unanswered reviews. Losing market share daily.
★★ MEDIUM	GBP active but inconsistent. Some competitors better managed. Improvement produces measurable but not dramatic results.

GROUP
01

GENERAL CONTRACTORS & HANDYMEN

*The backbone of the
informal market*

TRADE / SERVICE	LICENSE	EST. COUNT	WHERE THEY ADVERTISE NOW	DIGITAL GAP	PITCH ANGLE	GBP TIER \$
General Contractor (Licensed)	CSLB B or B-2	800–1,200	Craigslist, Facebook Marketplace, Nextdoor, word of mouth, truck signage	★★★ HIGH	"Your next job is searching Google right now and finding your competitor instead"	\$125–175
Handyman (Licensed, over \$1K)	CSLB B or specialty	600–900	Craigslist, Nextdoor, Facebook Groups	★★★★ CRITICAL	"You spend \$0 on ads and get \$0 from Google. We fix that for less than one job."	\$75–125
Handyman (Unlicensed, under \$1K)	No license req. (AB 2622)	1,000–2,000+	Facebook Marketplace, Craigslist, Nextdoor	★★★★ CRITICAL	"A GBP makes you look like the legitimate pro you are. Customers trust Google more than Facebook Marketplace."	\$75
Home Remodeler / Renovator	CSLB B	400–600	Craigslist, Houzz (free), Facebook, referral only	★★★ HIGH	"Your kitchen remodel photos deserve to be found. Before-and-after posts get hundreds of views."	\$150–200

FRESNO EXAMPLES FOUND IN THE WILD

- All Valley Construction (VETERAN OWNED) — active on Craigslist, no GBP found
- Koslan Handyman — Craigslist listing, no website, no GBP
- ■ CONTRACTOR/HANDYMAN Same-Day — CSLB #1106634, zero GBP presence

GROUP
02

PAINTERS & SURFACE SPECIALISTS

C-33 license required

TRADE / SERVICE	LICENSE	EST. COUNT	WHERE THEY ADVERTISE NOW	DIGITAL GAP	PITCH ANGLE	GBP TIER \$
House Painter (Interior & Exterior)	CSLB C-33	500–800	Craigslist, Facebook Marketplace, door hangers	★★★★ CRITICAL	"Fresno searches for house painters 200+ times/month. You are not in those results."	\$100–150
Stucco Repair / Lath & Plaster	CSLB C-35	200–350	Craigslist, word of mouth	★★★★ CRITICAL	"Every Fresno homeowner with a stucco crack is searching right now. You are invisible to them."	\$100–125
Drywall Installer / Finisher	CSLB C-9	300–500	Craigslist, Facebook Groups, contractor referral	★★★ HIGH	"Drywall is searched by homeowners mid-remodel — high urgency, high conversion."	\$100–125
Epoxy / Garage Floor Coating	CSLB C-33 or B	50–100	Facebook Marketplace, Instagram, Craigslist	★★★★ CRITICAL	"Epoxy floor is a visual product. Before-and-after photos on GBP convert higher than any ad."	\$100–150

FRESNO EXAMPLES FOUND IN THE WILD

- Affordable Painter/Handyman — Craigslist Fresno, no GBP, phone number only
- PAINTING TEXTURE DRYWALL — Craigslist Fresno, emoji-heavy listing, no GBP found

GROUP
03

LANDSCAPERS, GARDENERS & TREE SERVICES

*Fresno's most digitally
invisible category*

TRADE / SERVICE	LICENSE	EST. COUNT	WHERE THEY ADVERTISE NOW	DIGITAL GAP	PITCH ANGLE	GBP TIER \$
Landscaper / Gardener (Licensed)	CSLB C-27	400–700	Craigslist, Facebook Marketplace, Nextdoor, door-to-door	★★★★ CRITICAL	"Your 5-star rating and 7 reviews mean nothing when 400 homeowners search landscaping Fresno every month."	\$75–125
Lawn Care / Mowing Service	No CSLB req.	800–1,500	Facebook Marketplace, Nextdoor, LawnStarter platforms	★★★★ CRITICAL	"You're on LawnStarter where they take 20%. We put you on Google where you keep 100%."	\$75
Tree Trimmer / Arborist	CSLB C-61/D-49 or ISA	200–400	Craigslist, Nextdoor, door hangers after storm events	★★★ HIGH	"Tree removal searches spike after every wind storm. An active GBP captures every emergency call."	\$100–125
Irrigation / Sprinkler Repair	CSLB C-27 or specialty	150–300	Nextdoor, Craigslist, word of mouth, HOA bulletin boards	★★★★ CRITICAL	"Every Fresno homeowner with a broken sprinkler head is searching on their phone. Right now."	\$100–125
Stump Grinding	No CSLB req.	50–100	Craigslist, Facebook Marketplace, tree service add-on	★★★★ CRITICAL	"Stump grinding is searched 90+/month in Fresno with almost zero managed competition in GBP."	\$75–100

FRESNO EXAMPLES FOUND IN THE WILD

- Carlos Yard Service — 5.0 stars, 14 reviews, no web presence
- DLS Lawn Care — 5.0 stars, 7 reviews, Facebook Marketplace
- Green Grass Solutions — 5.0 stars, 31 reviews, minimal GBP management

GROUP
04

CLEANING SERVICES

*Most digitally
fragmented service
category*

TRADE / SERVICE	LICENSE	EST. COUNT	WHERE THEY ADVERTISE NOW	DIGITAL GAP	PITCH ANGLE	GBP TIER \$
House Cleaner / Maid Service (Solo)	No license req.	500–1,000+	Facebook Marketplace, Nextdoor, Care.com, word of mouth	★★★★ CRITICAL	"A solo house cleaner with a GBP and 30 reviews looks like a real business. That's what converts."	\$75
Move-In / Move-Out Cleaning	No license req.	100–200	Craigslist, Facebook Marketplace, Thumbtack	★★★★ CRITICAL	"Move-out cleaning spikes May–August with rental turnover. A managed GBP captures that wave."	\$75–100
Post-Construction Cleaning	No license req.	30–60	Contractor referral, Craigslist, Facebook	★★★★ CRITICAL	"Fresno construction is booming. Every new build needs a post-construction clean. Near-zero GBP competition."	\$100–125
Window Cleaner	No license req.	100–200	Craigslist, Nextdoor, Facebook, door-to-door	★★★★ CRITICAL	"Window cleaning is searched 85+/month in Fresno with strong seasonal spikes."	\$75
Pressure Washer	No license req.	150–300	Facebook Marketplace, Craigslist, truck signage	★★★★ CRITICAL	"Driveway washing is searched 130+/month. The first managed GBP in this area owns that search."	\$75

FRESNO EXAMPLES FOUND IN THE WILD

- PROFESSIONAL CLEANING SERVICES HOMES OFFICES AIRBNB — active listing, no GBP
- Quick Solution Cleaning — 5.0 stars, 1 review, near-invisible
- DK-Elite Cleaning — 4.9 stars, 47 reviews, no systematic review solicitation

GROUP
05

MOBILE AUTOMOTIVE SERVICES

High demand, low
digital

TRADE / SERVICE	LICENSE	EST. COUNT	WHERE THEY ADVERTISE NOW	DIGITAL GAP	PITCH ANGLE	GBP TIER \$
Mobile Auto Detailer	No license req. (business license)	100–200	Facebook Marketplace, Instagram, Craigslist, cash-app-only	★★★★ CRITICAL	"Mobile detailers who own their GBP with before-and-after photos get weekend bookings 3 weeks out."	\$75–100
Mobile Car Wash	No license req.	50–100	Facebook Marketplace, Instagram, text/phone only	★★★★ CRITICAL	"Two cars per household average in Fresno. GBP builds the repeat customer base automatically."	\$75
Mobile Mechanic	BAR license (Bureau of Auto Repair)	50–150	Craigslist, Facebook Marketplace, word of mouth	★★★★ CRITICAL	"'Mobile mechanic near me' is searched by people whose car won't start — maximum urgency."	\$100–125
Auto Glass Repair (Mobile)	No CSLB req.	30–60	Craigslist, Facebook, insurance referral	★★★ HIGH	"Windshield chip repair is searched constantly in Fresno — Valley road debris is a known hazard."	\$75–100

FRESNO EXAMPLES FOUND IN THE WILD

- Danny's Spotless Touch — near decade of experience, minimal GBP management
- EPC Mobile Detailing — accepts Venmo/Zelle/CashApp only (zero Google presence beyond basic listing)
- Curbside Detail — best-managed mobile detailer found in research

GROUP
06

PET SERVICES — MOBILE & FIELD-BASED

Recurring revenue, high referral value

TRADE / SERVICE	LICENSE	EST. COUNT	WHERE THEY ADVERTISE NOW	DIGITAL GAP	PITCH ANGLE	GBP TIER \$
Mobile Pet Groomer	No license req.	30–70	Facebook, Instagram, Nextdoor, word of mouth	★★★★ CRITICAL	"Mobile groomers who own their GBP with happy dog photos book 2–3 weeks out."	\$75–100
Pet Waste Removal (Poop Scooper)	No license req.	10–20	Facebook, Nextdoor, pet owner groups, yard signs	★★★ HIGH	"The Poop Fairies has dominated Fresno using Facebook. A GBP puts any competitor in front of every Google search they're missing."	\$75
Dog Walker / Pet Sitter	No license req.	100–300	Rover.com, Wag, Facebook, Nextdoor, flyers	★★★ HIGH	"Rover and Wag take 15–25% per booking. A GBP with 30 reviews and a direct booking link removes the middleman."	\$75

FRESNO EXAMPLES FOUND IN THE WILD

- Michelle's Mobile Grooming — Facebook/Instagram focused, no managed GBP found
- The Poop Fairies — 701 Facebook likes, dominant market but Facebook-first not Google-first
- DoodyCalls of Fresno — national franchise; local competitors have GBP opportunity

**GROUP
07**

MOVING, JUNK REMOVAL & TRANSPORT

*High urgency, high
conversion*

TRADE / SERVICE	LICENSE	EST. COUNT	WHERE THEY ADVERTISE NOW	DIGITAL GAP	PITCH ANGLE	GBP TIER \$
Local Moving Company (CPUC Licensed)	CPUC MTR license	50–100	Craigslist, Facebook Marketplace, Thumbtack	★★★ HIGH	"Moving searches spike May–Aug. 'Mudanzas Fresno' in Spanish is near-zero competition."	\$100–150
Junk Removal / Hauling	No license req.	100–200	Craigslist, Facebook Marketplace, Nextdoor, truck signs	★★★★ CRITICAL	"Junk removal is an urgency-driven search with almost no managed GBPs among independent operators."	\$75–100
Estate Sale / Clean-Out Service	No license req.	20–40	Craigslist, EstateSales.net, Facebook	★★★ HIGH	"Estate clean-outs are searched by families dealing with deceased relatives — trust signals are the entire conversion."	\$75–100

FRESNO EXAMPLES FOUND IN THE WILD

- Fast junk removal & moving help — active Craigslist Fresno listing, phone number only
- Multiple unnamed junk haulers on Facebook Marketplace — no GBP profiles found

**GROUP
08**

SPECIALTY TRADES & SKILLED CRAFTSMEN

High-ticket, low visibility

TRADE / SERVICE	LICENSE	EST. COUNT	WHERE THEY ADVERTISE NOW	DIGITAL GAP	PITCH ANGLE	GBP TIER \$
Mobile Welder	No CSLB req. (AWS cert. preferred)	50–100	Craigslist, Facebook Marketplace, word of mouth, Ag community	★★★★ CRITICAL	"Farm equipment welding in the Valley is an extremely high-value search with essentially no managed profiles."	\$100–125
Appliance Repair (Mobile)	No CSLB req.	50–100	Craigslist, Facebook Marketplace, Nextdoor	★★★ HIGH	"'Appliance repair near me' is searched by someone standing in front of a broken appliance. Maximum urgency."	\$75–100
Pool Service / Repair	CSLB C-53	100–200	Nextdoor, Facebook, word of mouth, door-to-door	★★★ HIGH	"Fresno pool season is April–September. 'Limpieza de alberca' in Spanish is uncontested."	\$100–125
Gutter Cleaner	No CSLB req.	50–100	Craigslist, Nextdoor seasonal posts, door-to-door	★★★★ CRITICAL	"Gutter cleaning spikes October–November before rain season. First-caller wins."	\$75
Garage Door Repair (Independent)	CSLB C-61/D-28	30–60	Craigslist (multiple active listings), Facebook Marketplace	★★★ HIGH	"Garage doors are emergency searches. Someone whose door won't open at 7AM calls the first GBP with good reviews."	\$100–125

FRESNO EXAMPLES FOUND IN THE WILD

- Powder Coating & Sandblasting — active Craigslist Fresno listing, no GBP found
- LICENSED FINISH CARPENTER CSLB #804750 — license posted but no GBP
- Garage door and gates repair — at least 4 different operators posting similar ads with no GBP

**GROUP
09**

**ENVIRONMENTAL, RESTORATION &
REMEDICATION**

High-ticket, trust-critical

TRADE / SERVICE	LICENSE	EST. COUNT	WHERE THEY ADVERTISE NOW	DIGITAL GAP	PITCH ANGLE	GBP TIER \$
Water Damage Restoration	IICRC certification, CSLB B	30–60	Insurance referral, Google Ads (some), Thumbtack	★★★ HIGH	"Water damage is the most urgent home emergency search. The first GBP with 24hr availability gets the call."	\$150–200
Mold Remediation	CSLB B, IICRC	20–40	Insurance referral, Craigslist, Google Ads	★★★ HIGH	"Mold searches spike after Fresno rain season. Trust signals in GBP are non-negotiable."	\$150–175
Biohazard / Trauma Cleanup	CDPH regulation, OSHA certification	5–15	Insurance, law enforcement referral, Google	★★ MEDIUM	"Biohazard cleanup is searched by people in extreme distress. Trust and compassionate GBP language convert at very high rates."	\$150–200
Hoarding Cleanup / Extreme Cleaning	No specific license req.	5–15	Social services referral, Craigslist, Nextdoor	★★★★ CRITICAL	"Hoarding cleanup is called by family members and property managers — all searching Google."	\$100–150

FRESNO EXAMPLES FOUND IN THE WILD

- Mold remediation Fresno searches confirmed at 95+/month
- Biohazard cleanup Fresno — near-zero GBP competition among independent operators

APPROACHING THE MICRO-OPERATOR TIER — FIELD NOTES FOR STEVE

This tier requires a completely different opening than the established-business approach. A contractor posting on Craigslist is thinking about getting the next job, not digital marketing. The most effective opening is not a pitch at all — it is a specific observation about their listing.

On Craigslist or Facebook:

"I saw your listing for [service]. I'm local — I work with contractors around Fresno. Quick question: do you have a Google listing? Because people searching for what you do on Google right now can't find you. I can fix that for [price] a month."

In person — trades event, hardware store, job site:

"I work with contractors around Fresno on their Google presence. You do good work — I can see that. The problem is Google can't see you at all. For [price] a month I put you in front of every homeowner searching your service in Fresno."