

Walk your customer's path.

Use your phone. Follow the same steps a homeowner would take. This worksheet is a self-check, not a ranking audit or a prediction of leads. Use this sheet on paper or alongside the interactive check.

1. Get found

Can someone see your main service, service area and a clear next step on your mobile homepage?

☐ In place ☐ Needs work ☐ Check first

If it needs work: put these details together where a visitor can find them easily.

2. Make contact

Does the phone link or inquiry form work? Does the inquiry reach the person responsible?

☐ In place ☐ Needs work ☐ Check first

Verify first: test the complete contact path with your own details. Label the test and exclude it from lead counts.

3. Follow through

Who owns new inquiries and missed calls? What happens when that person is on a job?

☐ In place ☐ Needs work ☐ Check first

If it needs work: assign an owner, agree on a realistic reply window and verify the handoff. Check permissions before using automated messages.

4. Build trust

Is there a consistent, voluntary request for honest feedback after completed work?

☐ In place ☐ Needs work ☐ Check first

Verify first: check the review link and the wording. Do not screen by sentiment or reward a positive rating.

My first next step

Start with a known gap. If you are unsure, verify the step before deciding it is broken.

Owner: _____ Date to check again: _____

Your plan is based on your own answers. Downloading or printing it does not send a request or book an appointment.