

Is Your Website Leaking Jobs?

A 10-minute check for local service owners. Count how many leads slip away before you buy more ads.

1. Taps to phone or booking

Open your site on your phone. Act like a new customer who needs help today.

- ☐ Can I see your phone number without scrolling?
- ☐ Can I tap to call in one tap (not copy-paste)?
- ☐ Is there a clear Book / Get estimate button above the fold?
- ☐ Does that button work on mobile in under 3 taps?
- ☐ Is the click-to-call number the one that actually rings your shop?

2. Clear offer

- ☐ In one sentence, does the homepage say what you do and where?
- ☐ Is there a next step (call, book, text, send a photo) — not just “learn more”?
- ☐ Do you show the service area (towns or ZIP codes)?
- ☐ Are emergency or same-week options obvious if you offer them?

3. Price-first step

You do not need a full quote online. You need a low-friction first step.

- ☐ Is there a starting price, trip fee, or “from \$X” for a common job?
- ☐ Can a visitor request a price without a long form?
- ☐ Do you offer a simple trade (photo upload, short quiz, or \$99 inspection)?
- ☐ Is financing or “no surprise fees” mentioned if that is part of your pitch?

4. Form follow-up

- ☐ Submit your own contact form from a personal email.
- ☐ Did you get an auto-reply within a minute?
- ☐ Did a human (or your system) follow up within one business hour?
- ☐ Does the thank-you page say what happens next and when?
- ☐ Are form leads also texted to whoever is on call?

5. Missed-call reply

- ☐ Call your main number and hang up — does someone (or a service) text or call back?
- ☐ After hours, is there a recording that offers a next step, not just “leave a message”?
- ☐ Can urgent callers reach an on-call tech or book a slot?
- ☐ Do you get a summary with the caller’s number every time?

Score yourself: Count every unchecked box. **0–3** leaks = solid. **4–8** = fix phone and follow-up this week. **9+** = your ads are likely feeding a leaky bucket — fix the site and the phone before you spend more on traffic.

What to fix first

- ☐ Make tap-to-call and one clear booking offer impossible to miss on mobile.
- ☐ Add a price-first step (fee, “from” price, or photo estimate).
- ☐ Auto-reply every form and every missed call within minutes.
- ☐ Only then buy more ads or a bigger website redesign.

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