



# Marketing Checklist for Home Service Businesses

5 Checks to Get More Calls and Book More Jobs



# You're Working Hard — But Is Your Marketing?

You're busy running your company, answering the phone, sending crews out, and keeping customers happy.

The last thing you have time for is guessing if your website or marketing is actually doing its job.

But here's the truth:

Most home service businesses are missing out on jobs — not because they're not good at what they do, but because people can't find them, don't trust them, or don't know how to book.

This short guide walks you through 5 quick checks that can reveal if you're quietly losing out on work... without even knowing it.

And if you want to skip the guesswork, we'll show you how to get the full picture instantly.

Let's dive in.



# Check #1: Is your website quietly costing you phone calls?

Let's say someone finds your business online — great! They land on your website... and then what?

Here's what a good site does in the first 3 seconds:

- Tells the visitor exactly what you do
- Shows where you serve
- Gives a clear, obvious way to contact you (phone, form, or text)

Now ask yourself:

- Is your phone number easy to find on both desktop and mobile?
- Do you have a big "Call Now" button or quote form — or do people have to dig for it?
- Does your site load fast, or does it spin and freeze?
- Can someone on their phone scroll and book you without pinching and zooming?

**Red Flag:** If your site is confusing, cluttered, outdated, or slow — people will leave and call the next contractor on the list. You don't just lose the lead — you lose the job.



## Check #2: Are you showing up when people search in your area?

Most homeowners don't scroll past page one — and definitely not past the top 3 results in the map.

Run this simple test:

1. Open Google.
2. Type "Your service + your town" (like "water heater repair Austin").
3. See who shows up first.

If your business isn't in that map pack or top organic listings, you're missing the customers who are ready to call now.

**Red Flag:** If your Google Business Profile is missing, unoptimized, or not showing up — your competitors are getting the job before you even know someone searched.



## Check #3: Are your ads bringing in real work — or just burning money?

Running ads doesn't mean your marketing is working.

Here's what many contractors hear from ad agencies:

- "Your ad reached 12,000 people."
- "You had 400 clicks this month."
- "Your cost-per-click is going down."

Sounds impressive — but did it lead to phone calls? Did those calls turn into booked jobs?

If you don't know where your booked work is coming from, it's time to check:

- Are leads being tracked?
- Are phone calls recorded?
- Can you tell if that \$1,000 in ad spend actually brought in \$5,000 in work?

**Red Flag:** If your ad reports are all about clicks and impressions, and not about actual revenue or job bookings, your money may be going up in smoke.



## Check #4: Are your online reviews helping you — or hurting?

People don't just check reviews — they rely on them.

Before they call you, they're scanning:

- Your star rating (4.7 or better is ideal)
- How many reviews you have (30+ is the baseline)
- How recent they are (a review from 2022 doesn't help much)
- Whether you've replied (yes, people notice)

Now compare yourself to the top 3 businesses in your area.

If they've got 100+ reviews and you have 15... if they're replying to feedback and you're not... if they've got 5-stars from this month and yours are from last year...

**Red Flag:** You may be losing jobs before the phone even rings. People are calling the contractor they trust — and reviews build that trust in seconds.



## Check #5: Can you say your marketing is driving steady work?

This is the gut-check.

If you've said any of the following lately...

- "We get some leads, but I'm not really sure where they come from."
- "We hired a marketing company, but I haven't seen any real results."
- "We're busy, but I don't know if the ads or website are helping."

Then you're running your business with blind spots.

Great marketing gives you:

- Predictable lead flow
- Confidence in your calendar
- Clear ROI on what you're spending

If you're guessing, hoping, or feeling frustrated — it's time to see what's really going on under the hood.

**Red Flag:** If your marketing isn't filling your schedule or moving your business forward, it's not working — no matter how nice the reports look.



# Want to Know Exactly What's Working – and What's Not?

You could spend hours checking your website speed, searching Google to see if you show up, digging through ad reports, and trying to figure out why calls are slow...

Or you can run your free Marketing Scorecard and get the full picture in under 2 minutes.

Want more work and fewer question marks?

Run your free Marketing Scorecard now and see what's costing you jobs and how to fix it fast.

Get your results at

<https://www.oakwaymarketing.com/scorecard>