

Home Service Lead Checklist: Easy to Find, Reach and Trust

23 checks for paving, roofing, HVAC, pressure washing, landscaping and more.

Homeowners often call the business that looks real and answers fast. This list covers the basics that win jobs for local trades, in the order they usually matter.

BE EASY TO REACH

- ☐ My phone is answered during work hours, or a fast text-back goes out.
- ☐ I reply to every new lead within minutes when I can.
- ☐ My site shows a tap-to-call number on every page.
- ☐ My estimate form is short: name, phone, address, job type.
- ☐ I know who owns each lead until it is won or lost.

BE EASY TO FIND

- ☐ My Google Business Profile is claimed, accurate and active.
- ☐ I have a page for each main service I sell.
- ☐ My service area is clear on the site and on my profile.
- ☐ I add job photos with the town and service in the caption.
- ☐ I keep my details the same on every listing.

LOOK TRUSTWORTHY

- ☐ I ask for a review after every finished job.
- ☐ I reply to every review.
- ☐ License and insurance details are shown where the law or my trade expects them.
- ☐ I show before and after photos from real jobs.
- ☐ My trucks, shirts and site look like one business.

WORK WITH THE SEASONS

- ☐ I know my busy and slow months.
- ☐ I plan offers and posts ahead of each season.
- ☐ I follow up with past customers when it is time for repeat work.
- ☐ I collect emails and phone numbers with permission.

COUNT WHAT MATTERS

- ☐ I track where each lead came from.
- ☐ I track quotes sent, jobs won and revenue.
- ☐ I know my cost to win a job.
- ☐ I review the numbers once a month.

Bring your blank boxes to a call.

Boxes I left blank: _____

We will go through your answers, name the gaps worth fixing first, and tell you plainly what you can do yourself.

Want the full picture? Read the [Digital Marketing for Home Service Businesses](https://webfactorymedia.com/digital-marketing-for-home-service-businesses/) at webfactorymedia.com/digital-marketing-for-home-service-businesses/

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