Website Checklist for Contractors & Local Service Businesses

15 practical checks that turn visitors into calls. Tick each box your site already gets right.

CONTACT & CALLS

- [ ] **Phone number at the top of every page**
  Visible without scrolling, on desktop and mobile.
- [ ] **Tap-to-call on mobile**
  The number is a real link; one tap starts the call.
- [ ] **A short quote or contact form**
  Name, phone or email, and the job. Nothing more.
- [ ] **One clear call to action per page**
  “Call now” or “Get a free quote”, not five competing buttons.

TRUST

- [ ] **Real reviews, with names**
  Three to five recent reviews near the top, or a link to your review profile.
- [ ] **Photos of your own work**
  Real jobs and real people beat stock photos every time.
- [ ] **License, insurance & guarantees**
  Show them clearly. They answer the question customers don’t ask out loud.
- [ ] **An up-to-date site**
  Current year in the footer, no broken links, no dead offers.

MOBILE

- [ ] **Readable without zooming**
  Text at least 16px, buttons big enough for a thumb.
- [ ] **No pop-ups blocking the screen**
  Let visitors see your services before you ask for anything.

SPEED

- [ ] **Loads in under 3 seconds on a phone**
  Test it on mobile data, not your office Wi-Fi.
- [ ] **Compressed images**
  Large photos are the #1 cause of slow small-business sites.
- [ ] **Secure (https)**
  A padlock in the browser bar; no “Not secure” warnings.

LOCAL SEO BASICS

- [ ] **A page for each main service**
  “Drain cleaning” and “Water heaters” each get their own page.
- [ ] **Business profile complete & consistent**
  Name, phone and hours match everywhere they appear online.

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