

Contractor Website Lead Checklist PDF

Above the fold, show trade, location, best services, proof, and one obvious call or quote action.

Give each money service its own page with photos, reviews, process, FAQs, service areas, and a quote CTA.

Make phone number, form, estimate expectations, and response time clear on mobile.

Add proof buyers actually check: reviews, licenses, insurance, warranties, project photos, financing, and before/after examples.

If the site fails structure or conversion, Webzaz may fit; if visibility and GBP are the gap, LocalKit may fit later.