

THE
**LOCAL
SERVICE
MARKETING
BLUEPRINT**



BEFORE YOU BEGIN

HOW TO USE THIS BLUEPRINT

This is not a whitepaper. It's not a collection of vague best practices or a list of things to "consider." It's a working playbook — the same framework we use when we sit down with a local home service business and start building their marketing from the ground up.

Whether you're a plumber who's never touched a Google ad, an HVAC company that's tried a few things with mixed results, or a landscaping business that's doing well but wants to systemize growth, this blueprint has a section for you.

HERE'S HOW WE RECOMMEND READING IT:



IF YOU'RE JUST GETTING STARTED: Read Parts 1 and 2 first. Get the foundation right before anything else. This is where most businesses skip ahead and pay for it later.



IF YOU'VE TRIED THINGS BUT THEY'RE NOT WORKING: Start with Part 3. You likely have visibility but a conversion problem — leads are coming in and disappearing before they book.



IF YOU'RE GROWING BUT WANT TO SYSTEMATIZE: Parts 4, 5, and 6 are where the compounding happens. Reviews, retention, and measurement turn a decent business into a dominant one.



PRO TIP: Every section ends with an action checklist. If you do nothing else, work through those checklists in order. Done is better than perfect.



A NOTE ON PACE: you don't have to implement everything at once. In fact, we'd caution against it. The businesses that see the best results pick two or three things from Part 1, get those working, then move forward. Momentum builds. Stack the wins.

LET'S GET INTO IT.



☒ START HERE

☒ FOLLOW THE SECTIONS IN ORDER

☒ FOCUS ON ACTION, NOT PERFECTION

☒ BUILD MOMENTUM

WHAT MOST LOCAL SERVICE BUSINESSES GET WRONG ABOUT MARKETING

Marketing for a local service business isn't a single tactic—it's a system. One ad in isolation won't carry the weight. A website without trust signals won't convert. Leads without follow-up will go cold.

It works. What doesn't work is doing one thing and expecting it to carry the whole weight.

THE FOUR JOBS MARKETING HAS TO DO

1 GET FOUND

When someone in your area searches for what you do, you need to show up. Not on page three. In the results they actually see.

2 GET CHOSEN

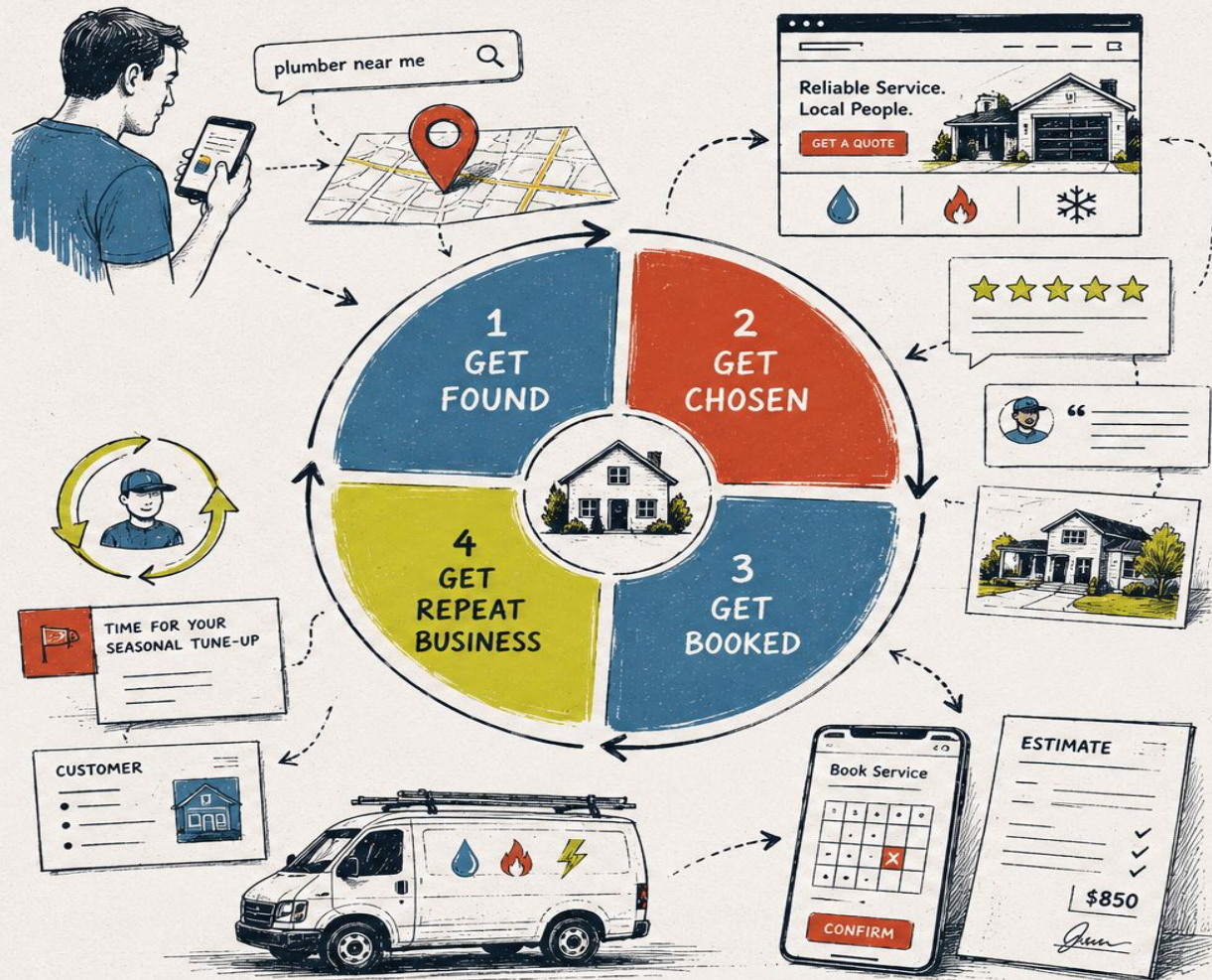
Once they find you, they're comparing you to two or three others. Your website, your reviews, and your first impression have to give them enough trust to choose you.

3 GET BOOKED

Choosing you and booking you are two different things. The process needs to be fast and frictionless—especially on a phone, especially after hours.

4 GET REPEAT BUSINESS

A customer you've already earned is worth five times a new one. Staying in front of past customers costs almost nothing and generates some of the highest-margin revenue.



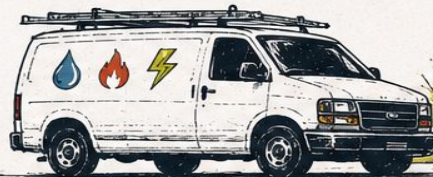
EVERY PART OF THIS BLUEPRINT MAPS TO ONE OF THESE FOUR JOBS. WHEN YOU GET STUCK, COME BACK TO THIS FRAMEWORK AND ASK: WHICH JOB AM I TRYING TO DO?

PART ONE

THE FOUNDATION

Before marketing can work, your foundation has to hold.

This section covers the three non-negotiables — the things that need to be in place before anything else you do will stick.



YOUR GOOGLE BUSINESS PROFILE

If you're a local home service business and you do nothing else in this entire blueprint, do this: claim, complete, and actively maintain your Google Business Profile.

GBP is the single highest-leverage free marketing asset available to you. It determines whether you show up in the map pack — the top three local results that appear when someone searches "plumber near me" or "HVAC repair Bradenton." Those three spots capture the overwhelming majority of clicks on any local service search.

Most businesses claim their profile and stop there. That's like buying a billboard and leaving it blank.

WHY IT MATTERS MORE THAN YOU THINK

Google uses your GBP as a primary data source for local rankings. A complete, active, well-reviewed profile outranks a bare-bones one almost every time — even if the bare-bones business has a better website or more ad spend. The profile is Google's direct data. They trust it.

Beyond rankings, your GBP is often the first thing a prospective customer sees — before your website, before your ad, before anything. Your photos, your rating, how you respond to reviews, and whether your hours are accurate all create an impression in seconds.

WHAT A FULLY OPTIMIZED PROFILE LOOKS LIKE

- Business name, address, and phone number exactly matching what's on your website
- Primary category is specific (e.g., "Plumber" not "Home Services") and secondary categories cover all relevant services
- Service area cities listed — Sarasota, Bradenton, Venice, North Port, etc.
- Services section completed with descriptions and pricing where possible
- Business hours accurate and updated for holidays
- At least 20 photos: work photos, team photos, equipment, before/after
- Q&A section seeded with your own questions and answers
- Google Posts published at least twice per month
- Every review responded to — positive and negative



COMMON MISTAKE: Using a slightly different business name, address format, or phone number across your website, GBP, and directories. Google cross-references these and inconsistency hurts rankings. Pick one format and stick to it everywhere.

1 Coastal Plumbing Services ✓
5.0 ★★★★★ (276)
Plumber · Sarasota, FL
Open · Closes 5PM
Call Directions Website

2 Quick Fix Plumbing
3.7 ★★★★★ (28)
Plumber · Sarasota, FL

3 Sunshine Plumbing
3.2 ★★★★★ (15)
Plumber · Sarasota, FL



PHOTOS
Show your work, team, and equipment.



REVIEWS
More reviews.
Higher ratings.
Better rankings.



GOOGLE POSTS
Share updates, offers, and tips regularly.



Q&A
Answer common questions before customers ask.



SERVICE AREA
List the cities you serve.

PROFILE CHECKLIST

- ✓ CORRECT NAP INFORMATION
- ✓ CATEGORIES SELECTED
- ✓ SERVICE AREAS ADDED
- ✓ 20+ PHOTOS
- ✓ REVIEWS ANSWERED
- ✓ GOOGLE POSTS

GOOGLE POSTS: THE FEATURE ALMOST NOBODY USES

Inside your GBP dashboard, you can publish short posts — offers, updates, seasonal promotions, before/after. These appear directly on your profile in search results. Most businesses never touch them.

Posting twice a month takes 20 minutes and signals to Google that your business is active. That activity is a ranking factor. It's also free advertising in the exact place people are searching for you.



GOOD POST IDEAS: seasonal offer, recent job highlight, helpful tip, or new service announcement.

1.2

YOUR WEBSITE

Your website is your most important owned marketing asset. Social platforms change their algorithms. Ad costs go up. Google tweaks its ranking factors. But your website is yours — it works for you around the clock and compounds in value as you build content and authority over time.

That said, a website that doesn't convert is just a digital brochure. The goal isn't to have a website — it's to have one that turns visitors into booked jobs.



TRAFFIC DOESN'T MATTER IF YOUR WEBSITE CAN'T TURN VISITORS INTO JOBS.

COASTAL PLUMBING
Local. Reliable. Trusted.

[HOME](#)
[SERVICES](#)
[ABOUT](#)
[REVIEWS](#)
[SERVICE AREA](#)
[CONTACT](#)

941-555-0198

1 FAST MOBILE LOAD SPEED

MOBILE SCORE 70+

UNDER 3 SECONDS

2 MAKE YOUR SERVICES IMMEDIATELY CLEAR

Plumbing Services in Bradenton

Honest plumbing. Fast response. Quality work guaranteed.

[CALL NOW](#)

3 SHOW TRUST SIGNALS PROMINENTLY

4.9
(276 Google Reviews)

15+ YEARS IN BUSINESS

LICENSED & INSURED

LOCAL TEAM

4 MAKE CONTACT EASY & OBVIOUS

941-555-0198

TAP TO CALL

SCHEDULE SERVICE

GET A QUOTE

Name
 Phone

Service Needed

 Message
 [SEND REQUEST](#)

Phone number in header and on every page

5 HAVE A DEDICATED PAGE FOR EACH SERVICE

WATER HEATER INSTALLATION
[LEARN MORE](#)

DRAIN CLEANING
[LEARN MORE](#)

EMERGENCY PLUMBING
[LEARN MORE](#)

Each service. Each page. More visibility. More jobs.

6 INCLUDE A CLEAR CALL TO ACTION ON EVERY PAGE

Need help today?
We're here to help 24/7.

[REQUEST A QUOTE →](#)

CALL NOW: 941-555-0198

Make the next step obvious and easy.

YOUR WEBSITE SHOULD GENERATE JOBS, NOT JUST EXIST.

WEBSITE VISITOR



↓
LEAD



↓
BOOKED JOB



REALITY CHECK

Pull up your website on your phone right now. That's how most of your prospects are seeing it.

POOR WEBSITE EXPERIENCE = LOST JOBS



Slow to load
(Over 3 seconds)



Phone number
hard to find



Contact form
hard to find

VS.

GREAT WEBSITE EXPERIENCE = MORE JOBS



Loads fast
on mobile



Tap-to-call
phone number



Easy to find
contact form



WHAT TO DO IF YOUR WEBSITE NEEDS WORK



QUICK FIXES (YOU CAN DO THIS)

Update your headline. Add your phone number to the header. Compress images (TinyPNG). Add a Google review widget.



MID-LEVEL FIXES (SOME HELP)

Create individual service pages. Add a proper contact form. Make sure your site is mobile-responsive.



FULL REBUILD (INVEST & GROW)

If your site is 4–5+ years old, slow, or hard to update, a new site on WordPress, Webflow, or similar is often the right call. The investment pays back fast when your conversion improves.

1.3

YOUR ONLINE REPUTATION BASELINE

YOUR REPUTATION BASELINE:
THREE NUMBERS TO KNOW

1 TOTAL GOOGLE REVIEW COUNT



0-10	10-30	30-100	100+
WEAK	BASILINE	COMPETITIVE	TOP TIER

What's your current number?

2 AVERAGE STAR RATING

3.8
★ ★ ★ ★ ☆
RED FLAG

4.3
★ ★ ★ ★ ★
SWEET SPOT

4.8
★ ★ ★ ★ ★
EXCEPTIONAL

4.2-4.5 is the trust sweet spot.

3 RESPONSE RATE



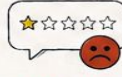
Google factors owner response activity into rankings. How you respond builds trust.



PART 1.3 ACTION CHECKLIST REPUTATION BASELINE

- ☐ Count your current Google reviews and note your average rating
- ☐ Check your Yelp, Facebook, and any industry directory profiles for reviews
- ☐ Respond to every unanswered review on Google — starting today
- ☐ Draft a standard response template for positive reviews (personalize each one)
- ☐ Draft a response framework for negative reviews
- ☐ **Note:** if you have fewer than 20 Google reviews, make review generation a Week 1 priority

HOW TO HANDLE NEGATIVE REVIEWS THE RIGHT WAY



1. ACKNOWLEDGE THE EXPERIENCE



2. TAKE IT SERIOUSLY



3. TAKE THE CONVERSATION OFFLINE
Provide a phone number or email.



4. KEEP IT SHORT
Prospects read your response — not your defense.



5. BUILD TRUST
A good response can turn a bad experience around.



BEFORE THEY CALL YOU, THEY JUDGE YOU.
YOUR REPUTATION COMES FIRST.



LESS THAN 20 REVIEWS? MAKE REVIEW GENERATION A WEEK 1 PRIORITY.

PART TWO

GETTING FOUND



People search.
You want to
be the one
they find.



The best business
doesn't always win.

THE BUSINESS THAT
GETS FOUND
WINS FIRST.

You can have the best service in your market
and still lose to a competitor who shows up
and you don't.

This section covers how local search actually
works and what to do about it — without a
marketing degree or a big agency budget.



Google Business Profile
Your foundation for
local visibility.



Local Search
Relevance, distance,
and prominence
decide who shows up.



Your Website
Your digital storefront.
It needs to be fast,
clear, and helpful.



Reviews & Ratings
Social proof that
builds trust and
improves rankings.



Consistency
Your info, everywhere.
Same name, address,
phone, categories.



Visibility creates
opportunity.
Opportunity creates jobs.

SHOW UP IN THE MOMENTS THAT MATTER. ★ BE THE ANSWER. ★ GET THE CALL.

2.1

HOW LOCAL SEARCH ACTUALLY WORKS



When someone types “water heater repair near me” into Google, they see two distinct types of results: the map pack and organic results. Understanding the difference changes how you prioritize your time and money.



THE MAP PACK

The map pack is the block of three businesses that appears near the top of a local search result, usually with a map, star ratings, and basic business info. This is prime real estate. Studies consistently show that the map pack captures **40–60% of all clicks** on local search results.

MAP PACK RANKINGS ARE DRIVEN PRIMARILY BY THREE FACTORS:



RELEVANCE — how well your GBP and website match what the person searched for



DISTANCE — how close your business is to the searcher (you can't change this, but you can define your service area)



PROMINENCE — how well-known and trusted Google considers your business to be, based on reviews, citations, links, and activity



This is why Part 1 matters so much. A complete, active GBP with strong reviews directly improves your map pack ranking. There's no shortcut around it.



ORGANIC RESULTS

Below the map pack are the traditional “blue link” organic results. These are ranked by your website's authority, content relevance, and technical health. Organic rankings take longer to build but are highly durable — a well-optimized service page can drive consistent traffic for years with minimal ongoing effort.



THE GOAL: SHOW UP IN BOTH

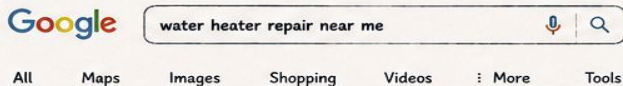
A business in the map pack and the organic results for the same search effectively doubles its visibility. That's achievable for most local service businesses within 6–12 months of consistent effort.



THE LOCAL PACK VS. PAID ADS

You've also noticed the ads that appear above the map pack — usually labeled “Sponsored.” These are Google Ads (pay-per-click). They can drive immediate traffic but cost money every time someone clicks. When you stop paying, they stop appearing.

Local SEO — getting into the map pack and organic results — takes longer to build but costs nothing per click and keeps working without ongoing spend. The businesses that dominate their local market long-term invest in both: paid ads for immediate demand, organic and GBP for compounding visibility.



PAID ADS

- Appear above the map pack
- Pay-per-click (Google Ads)
- Immediate visibility
- Stop paying, stop showing



MAP PACK

- Top 3 local businesses
- Prime visibility
- 40–60% of clicks
- Driven by relevance, distance, prominence



ORGANIC RESULTS

- Traditional “blue link” results
- Driven by website authority, content, and technical health
- Takes longer to build
- Highly durable over time



KEY INSIGHT

Most of your competitors are either running ads with no SEO foundation, or doing neither. Very few are doing both well. **That gap is your opportunity.**

2.2

THE KEYWORD STRATEGY

FOR HOME SERVICE BUSINESSES

Keywords are the phrases people type into Google when they're looking for a solution. For local service businesses, the formula is simple:

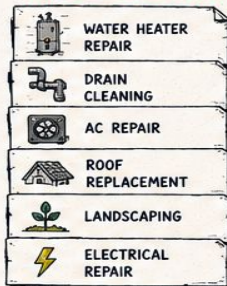
THE LOCAL SERVICE KEYWORD FORMULA

[SERVICE] + [CITY OR AREA]

- plumber Sarasota
- AC repair Bradenton FL
- roof replacement near Venice Florida
- emergency electrician Sarasota
- landscaping company North Port

Your job is to identify every meaningful combination of your services and your target cities, then make sure your website and GBP are optimized to rank for them.

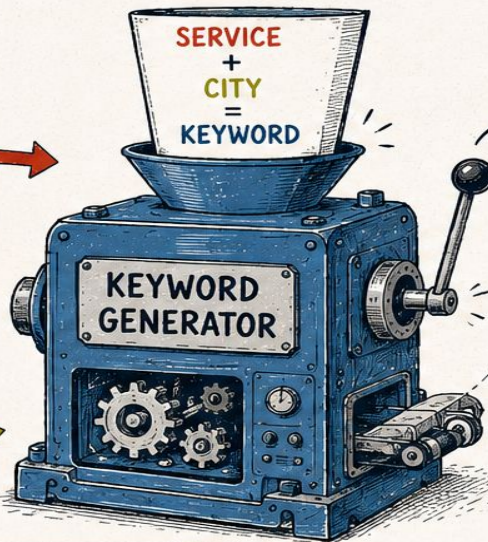
INPUT 1: SERVICES



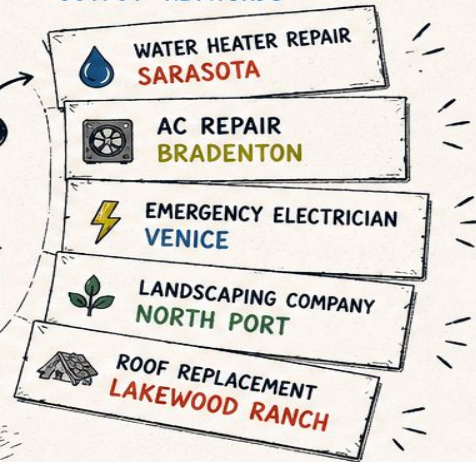
INPUT 2: CITIES



...AND MORE

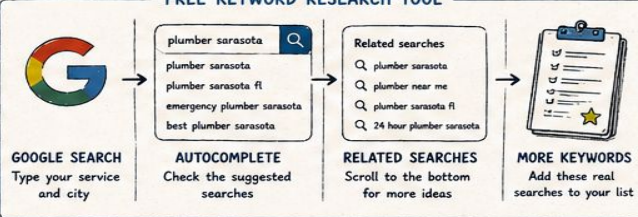


OUTPUT: KEYWORDS



★ Cross every service with every city. That's your master keyword list. Every combination is a search someone is making right now.

FREE KEYWORD RESEARCH TOOL



THREE TIERS OF KEYWORDS TO TARGET

1 HIGH INTENT — GO AFTER THESE FIRST

People who need help right now. They're ready to buy.



Emergency Plumber Sarasota
AC Not Working Bradenton
Roof Leak Repair Venice

★ HIGHEST PRIORITY

2 RESEARCH INTENT — GREAT FOR BLOG CONTENT

People researching a problem and looking for answers.



How Much Does a Water Heater Cost?
When Should I Replace My AC Unit?
Signs of a Slab Leak

★ GREAT FOR BLOG CONTENT

3 COMPARISON INTENT — WHERE TRUST GETS BUILT

People close to deciding and comparing options.



Best Plumber in Sarasota
Top HVAC Company Bradenton
Cheapest Roofer vs Best Roofer

★ TRUST-BUILDING SEARCHES



KEY TAKEAWAY

- ✓ Keywords = Services + Cities
- ✓ Create pages and content for each
- ✓ Match intent to the right strategy



HIGH INTENT DRIVES TODAY'S JOBS.



RESEARCH INTENT BUILDS TOMORROW'S PIPELINE.



COMPARISON INTENT WINS THE DECISION.

2.3

ON-PAGE SEO:

WHAT TO FIX WITHOUT HIRING A DEVELOPER

On-page SEO is the practice of making your website pages clearly readable by Google — so Google knows what each page is about, which searches it should appear in, and why it's worth showing.

Most of this doesn't require a developer. It requires intention — writing your pages with a specific keyword in mind and structuring them in a way that signals relevance. Here's what actually moves the needle.



QUICK WIN:

Go to your most important service page right now.

- Does the title tag include your service and city?
- Does the H1 include the keyword you want to rank for?

If not, fixing those two things is the highest-leverage 10 minutes you can spend on your website today.



GOOGLE CAN'T RANK
WHAT IT CAN'T UNDERSTAND.



MAKE IT CLEAR

Use the right keywords in the right places.



MAKE IT USEFUL

Answer the searcher's questions completely.



MAKE IT LOCAL

Include your city and service area naturally.

<title> **Sarasota Plumber** | Licensed & Local | ABC Plumbing </title>

<meta name="description" content="Trusted local plumbing services in Sarasota, FL. Fast response, upfront pricing, and 5-star service. Call today for your free quote." />

H1: Sarasota Plumber

Trusted. Local. Licensed.

H2: Our Plumbing Services

- ✓ Water Heater Repair & Installation
- ✓ Drain Cleaning
- ✓ Leak Detection
- ✓ Sewer Line Repair

H2: Why Sarasota Homeowners Choose ABC Plumbing

H2: Service Areas

Sarasota, Siesta Key, Gulf Gate, Osprey, Nokomis, Venice & more.

INTERNAL LINKS

[Water Heater Services](#) → [Drain Cleaning](#) → [Leak Detection](#) →



TITLE TAG

The clickable headline in search results. Include your primary keyword (service + city). Make it unique for every page.



META DESCRIPTION

The short summary under your title. Write it like an ad that makes people want to click. Keep it under 155 characters.



H1 (MAIN HEADING)

Every page needs exactly one H1. Include your primary keyword and make it clear what the page is about.



HEADINGS (H2, H3)

Use H2s and H3s to organize content and include secondary keywords naturally.



PAGE CONTENT

Provide real, helpful information. Aim for 300–500+ words on each service page.



INTERNAL LINKS

Link to other relevant pages on your website. This helps Google understand your site structure and boosts rankings.

2.4

CITATIONS & DIRECTORIES: WHY CONSISTENCY IS EVERYTHING

Citations are online mentions of your business name, address, and phone number (NAP).

Google uses citations to verify that your business is real, legitimate, and located where you say it is.

The more **consistent** your NAP is across the web, the more confident Google is in showing your business in local results.



TIME SAVER:

Run a free citation audit with BrightLocal to see where you're listed, what's inconsistent, and where you're missing.

brightlocal

DIRECTORIES THAT MATTER MOST



Google Business Profile



Yelp



Facebook Business Page



Angi



HomeAdvisor



BBB



Thumbtack



Nextdoor Business



Apple Maps (Apple Business Connect)



Chamber of Commerce

Plus trade-specific directories: ACCA (HVAC) • PHCC (Plumbing) • NRCA (Roofing) • And other industry associations.

GOOGLE IS A DETECTIVE. HELP IT CONNECT THE DOTS.



Google collects clues from all over the web to verify your business information.



Consistent information builds trust, Trust leads to better rankings.

INCONSISTENT NAP = CONFUSING



ABC Plumbing

123 Main St, Sarasota, FL 34236
(941) 555-1234



ABC Plumbing Co.

123 Main Street, Sarasota, FL 34236
941-555-1234



ABC Plumbing Company

123 Main St. Ste 1, Sarasota, FL 34236
941.555.1234



Different name, address, or phone = mixed signals.
Google isn't sure which info is correct.

CONSISTENT NAP = TRUST & RANKINGS



ABC Plumbing

123 Main St, Suite 1, Sarasota, FL 34236
(941) 555-1234



ABC Plumbing

123 Main St, Suite 1, Sarasota, FL 34236
(941) 555-1234



ABC Plumbing

123 Main St, Suite 1, Sarasota, FL 34236
(941) 555-1234



Same information everywhere = clear signals.
Google trusts you more. You rank higher.



FIXING INCONSISTENT LISTINGS

If you've been in business a while, some listings are probably outdated or wrong. Tools like BrightLocal or Moz Local can audit your citations across 100+ directories and flag inconsistencies.

brightlocal

moz
Local

2.5

THE CONTENT PLAY: WHY ONE BLOG POST PER MONTH COMPOUNDS OVER TIME

One blog post won't transform your business overnight, but in 12-18 months you'll have a library of pages that collectively drive consistent, free traffic from searches your competitors don't rank for.

This isn't optional for businesses that want to dominate their local market long-term. It's the strategy that compounds while you sleep.

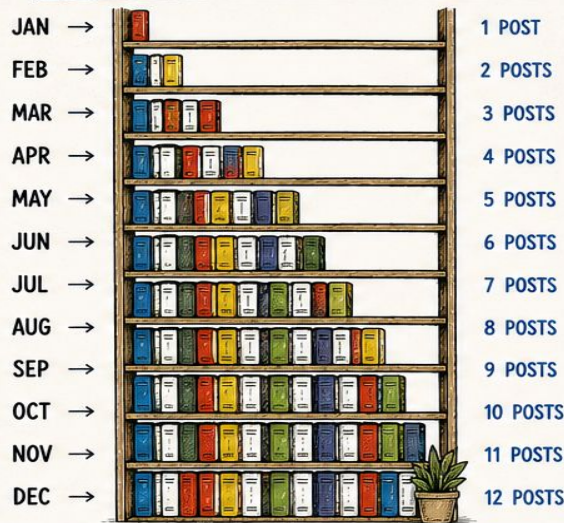


COMPOUND EFFECT:
A post you publish today might not rank for 3-6 months. But when it does, it drives traffic indefinitely. A library of 12 posts a year from now is a 24/7 lead generation asset that costs nothing to maintain.

THE CONTENT FLYWHEEL



12 MONTHS = A CONTENT LIBRARY



BY THE END OF THE YEAR:
A LIBRARY THAT WORKS FOR YOU 24/7.

1. PROBLEM-AWARE POSTS



For someone who knows they have a problem but isn't sure of the solution or cost.

- 5 Signs Your Water Heater Is About to Fail
- Why Is My AC Running But Not Cooling?
- How Much Does Roof Replacement Cost in Florida?

2. EDUCATIONAL POSTS



For someone who wants to understand something about your trade.

- How to Read Your Water Bill and Spot a Leak
- What to Do When Your AC Stops Working
- How Long Do Roofs Last in Florida's Climate?

3. LOCAL SERVICE POSTS



For specific services in specific cities you want to rank for.

- Why Sarasota Homeowners Should Service Their AC
- Best Time to Rseed Your Lawn in Bradenton
- How Florida's Hard Water Affects Your Plumbing

A SIMPLE MONTHLY SYSTEM



PICK TOPIC

Choose one from your running list.



DRAFT

Use AI tools or a simple template. Don't aim for perfect, aim for published.



EDIT

Check for accuracy and voice. 15-20 minutes.



PUBLISH

Add image, title tag, meta description, and internal links.



SHARE AS GOOGLE POST

Share the link on your GBP as a Google Post.

12 POSTS = ASSET | 24 POSTS = ADVANTAGE



CONTENT COMPOUNDS
WHILE YOU SLEEP.

PART THREE

CAPTURING AND CONVERTING LEADS

Getting found is only half the battle.

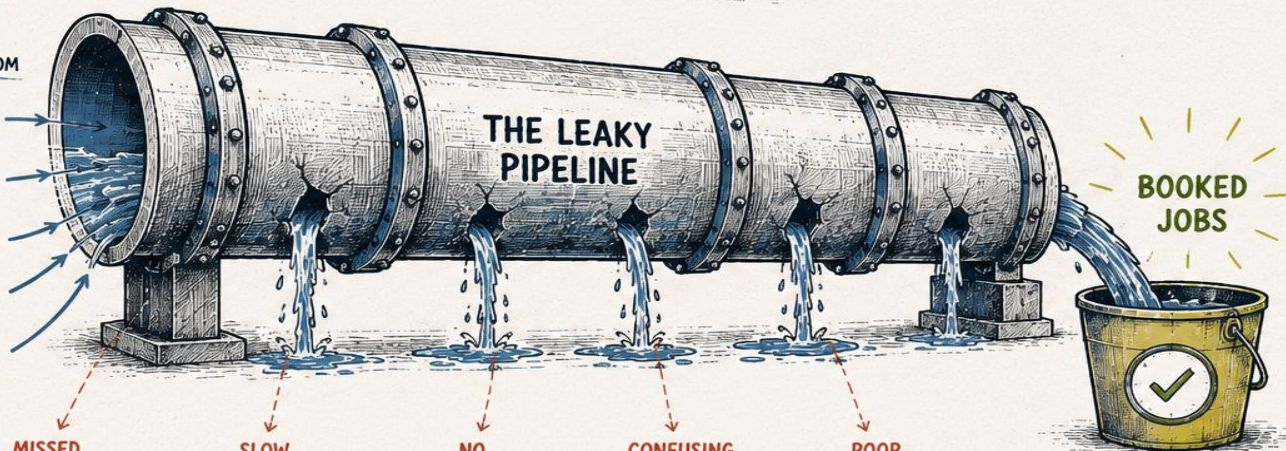
This part covers what happens after someone discovers your business — and why most of the money gets lost right here, in the gap between interest and booked job.

LEADS COME FROM

-  GOOGLE SEARCH
-  WEBSITE VISITORS
-  REVIEWS & REFERRALS
-  CALLS & INQUIRIES
-  FORMS & REQUESTS



Leads are coming in.
But are they making it to the end?



MISSED CALLS



No answer?
They call someone else.

SLOW RESPONSE



Too long to respond?
They move on.

NO FOLLOW-UP



No follow-up?
They forget about you.

CONFUSING WEBSITE



Confusing or unclear?
They give up.

POOR ESTIMATES



Unclear, that or overpriced?
They look elsewhere.

BOOKED JOBS



The leads that make it through become revenue.



TRAFFIC IS NOT THE GOAL.

BOOKED JOBS ARE THE GOAL.



FIX THE LEAKS. CAPTURE MORE LEADS. BOOK MORE JOBS.

3.1

THE FIVE-MINUTE WINDOW

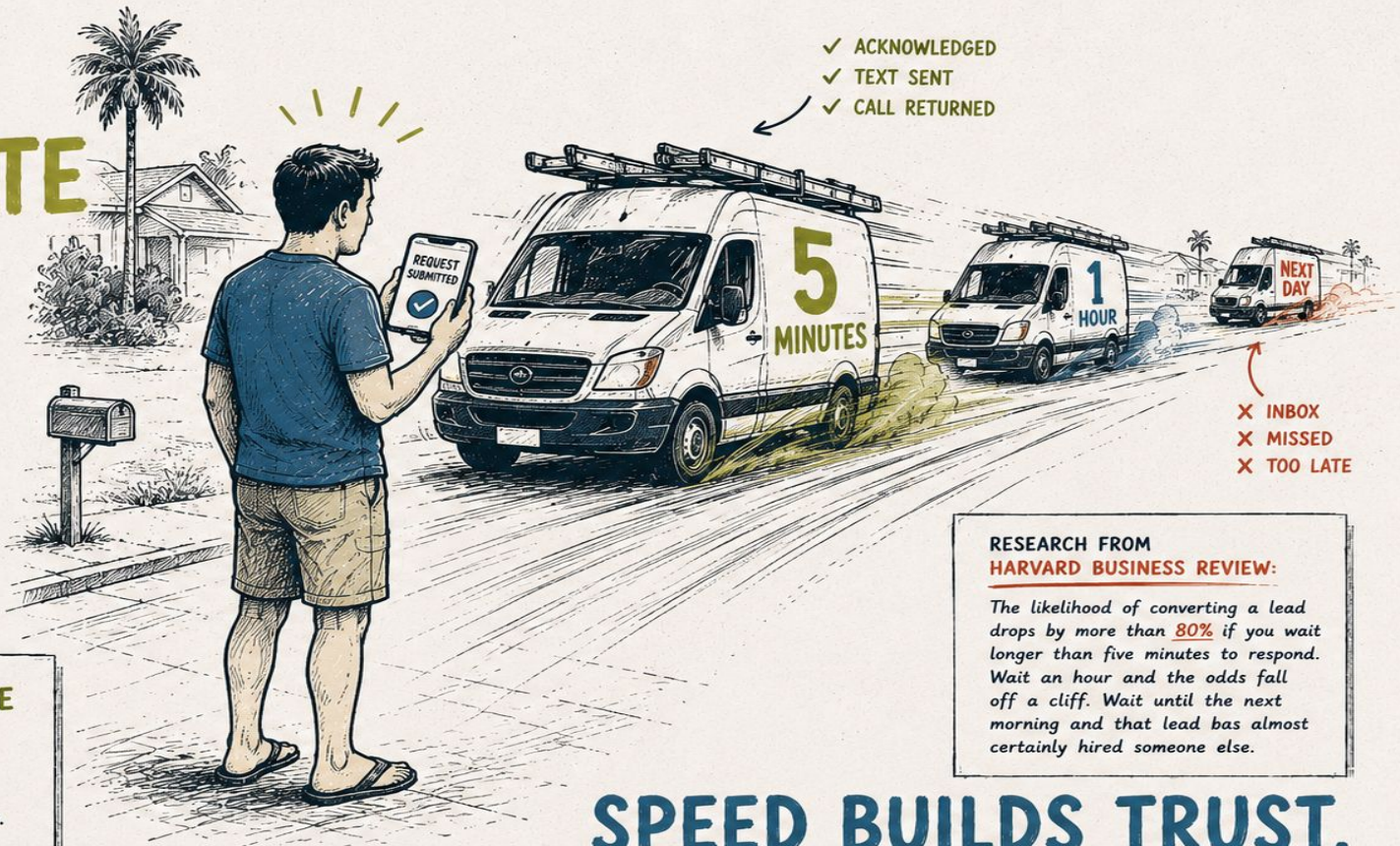
A homeowner's AC stops working on a Tuesday afternoon in July. It's 94 degrees. They search "AC repair Sarasota," find three businesses, and submit contact forms on all three.

The first business to call back gets the job — not because they're the best, not because they're the cheapest, but because they were first.

THE FIVE-MINUTE WINDOW

Most leads don't buy from the best company.

They buy from the first company that responds.



RESEARCH FROM HARVARD BUSINESS REVIEW:

The likelihood of converting a lead drops by more than **80%** if you wait longer than five minutes to respond. Wait an hour and the odds fall off a cliff. Wait until the next morning and that lead has almost certainly hired someone else.

SPEED BUILDS TRUST. TRUST BOOKS JOBS.

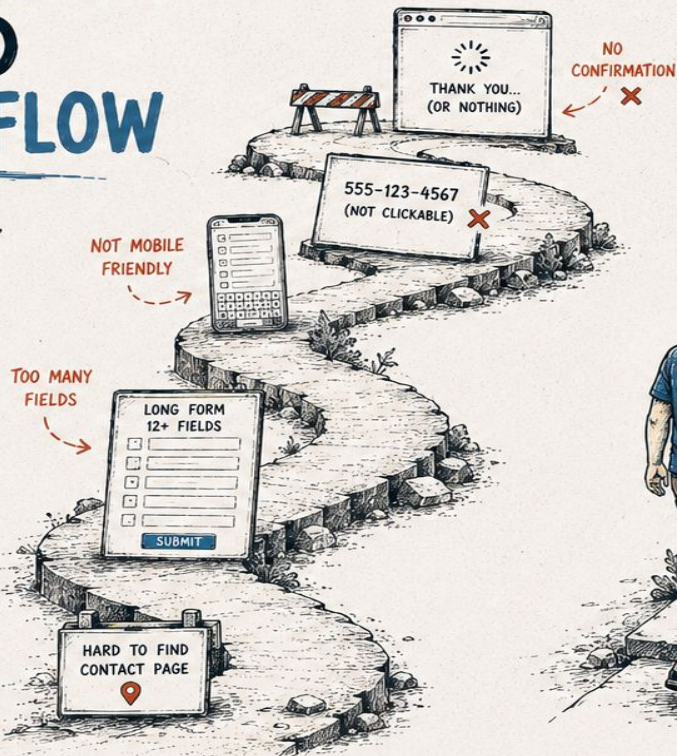


3.2

YOUR CONTACT FORM AND BOOKING FLOW

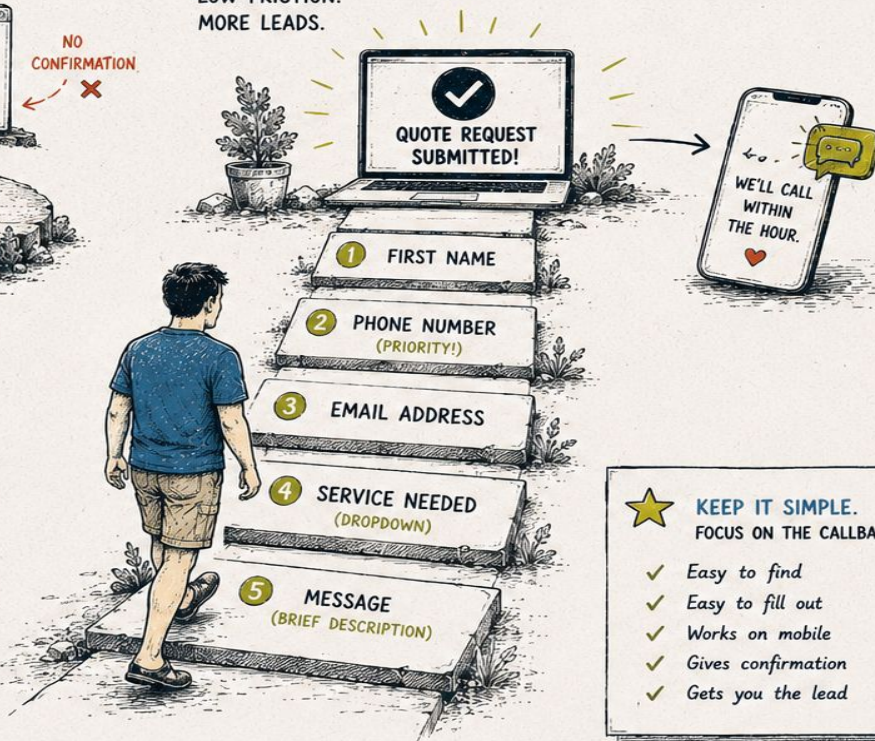
Your contact form is a conversion tool, not a data collection exercise. Every extra field. Every extra step. Every bit of friction costs you leads.

Make it easy to reach you.
Make it simple to say yes.



THE EASY WAY

LOW FRICTION.
MORE LEADS.



★ **KEEP IT SIMPLE.**
FOCUS ON THE CALLBACK.

- ✓ Easy to find
- ✓ Easy to fill out
- ✓ Works on mobile
- ✓ Gives confirmation
- ✓ Gets you the lead

REMOVE FRICTION. CAPTURE MORE LEADS. ★

3.3

AFTER-HOURS COVERAGE

Emergencies don't wait for business hours.

The homeowner in that moment is searching, calling, and submitting forms right now.

The business that responds after hours wins the job.



CATCH THEM IN THE **FIRST HOUR** OF THE BUSINESS DAY.

Don't wait until noon. They'll be gone.



1 AUTO-REPLY TEXT

Instant text replies on missed calls and form submissions.

Low cost. Easy to set up.

Big improvement over silence.



2 AFTER-HOURS ANSWERING SERVICE

Live people answer your calls, take messages, and handle emergencies.

\$200-\$500/month depending on call volume.



3 AI RECEPTIONIST

AI answers calls and texts 24/7, qualifies leads, books appointments, and logs everything to your CRM.

Responds instantly. Never sleeps.

Costs a fraction of an employee.



YOUR AFTER-HOURS OPTIONS

MORNING PROTOCOL

- ✓ Review every after-hours lead
- ✓ Call before 9am
- ✓ Follow up while they're still warm
- ✓ Win more jobs

Discipline here = revenue.



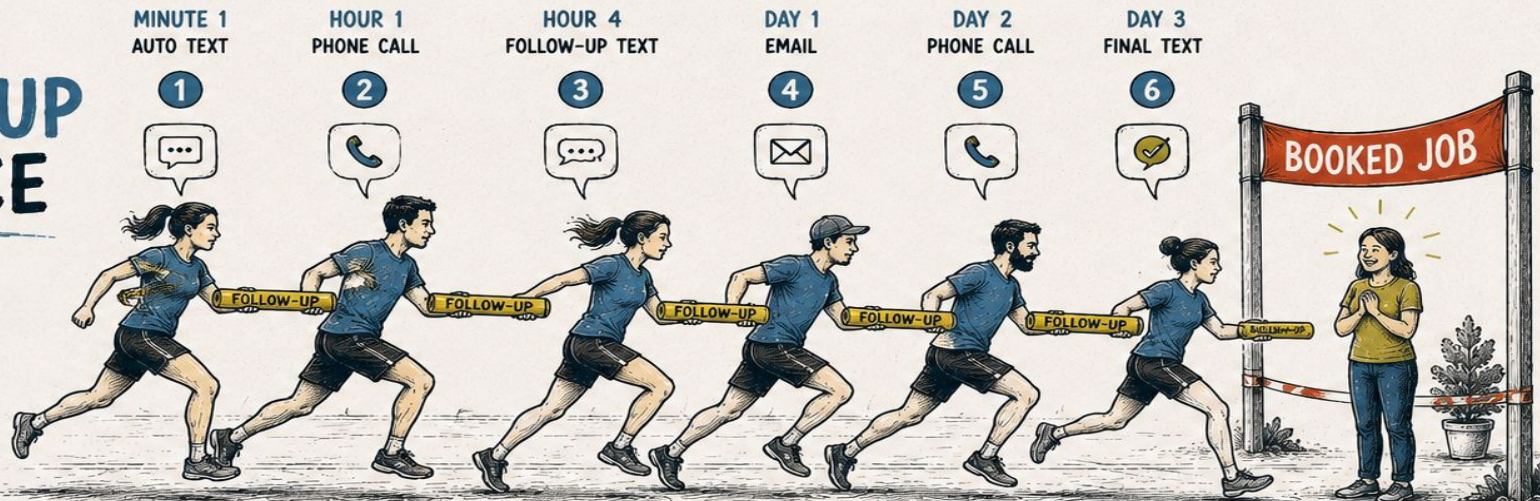
THE BUSINESS THAT RESPONDS AFTER HOURS WINS JOBS WHILE COMPETITORS SLEEP.

3.4

THE FOLLOW-UP SEQUENCE

It takes **5-8 meaningful touchpoints** before a prospect converts. One voicemail isn't a follow-up strategy — it's a coin flip.

Persistence in the service of a prospect who wanted help and just got pulled away.



5-8 TOUCHPOINTS
IS NORMAL.

One voicemail
isn't a strategy.

COMPETITOR
GAVE UP
AFTER ONE
VOICEMAIL

THE LEAD DIDN'T SAY NO. THEY GOT DISTRACTED.

Stay in the conversation.

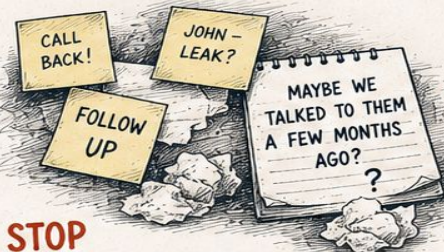
★ WHY IT WORKS

- ✓ Vary the channel.
- ✓ Keep it brief.
- ✓ Make it easy to respond.
- ✓ Always provide value.
- ✓ Make it about them.

3.5

CRM BASICS: STOP LOSING LEADS TO MEMORY AND SPREADSHEETS

A CRM is simply a system that tracks every lead and customer interaction in one place.



STOP
RUNNING YOUR BUSINESS
ON MEMORY AND STICKY NOTES.

WHAT A CRM ACTUALLY DOES



1. STORES

every lead and customer with contact info and service history.



2. LOGS

every interaction - calls, texts, emails, appointments - so anyone has context.



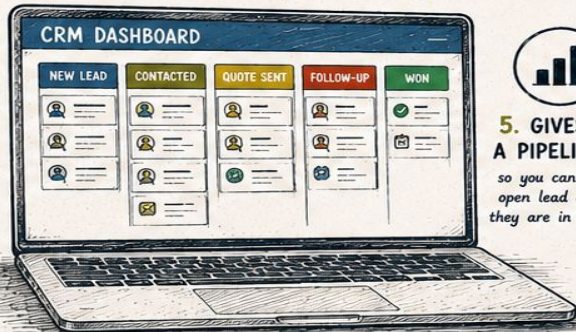
3. REMINDS

you when to follow up so nothing falls through the cracks.



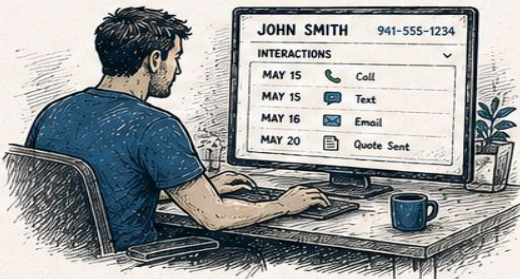
4. AUTOMATES

sequences like the 72-hour follow-up.



5. GIVES YOU A PIPELINE VIEW

so you can see every open lead and where they are in the process.



Build the habit before you invest in the platform.



Start with what you have, get disciplined for **30 days**, then evaluate.

WHICH CRM IS RIGHT FOR YOU?

JUST GETTING STARTED



Start with a free tier. HubSpot CRM is free for basic contact management and has solid pipeline features.

Google Sheets with a disciplined process also works temporarily.



FIELD SERVICE MANAGEMENT BUILT IN



Jobber and Housecall Pro are built for home service pros. They handle scheduling, dispatching, invoicing, and customer communication in one platform.

Great if your team is in the field and you need mobile access.

MARKETING AUTOMATION INCLUDED



GoHighLevel gives you CRM, follow-up automation, SMS, email campaigns, review requests, booking, and reporting all in one.

More powerful for marketing. Less specialized for field ops. Often the right choice when marketing is the focus.



REVENUE YOU'RE ALREADY LEAVING BEHIND

Your existing customer list is one of your most valuable assets. A well-maintained CRM turns that list into a source of repeat business, referrals, and seasonal campaign revenue. Part 5 of this blueprint covers exactly how to activate it.

A CRM DOESN'T JUST ORGANIZE INFORMATION. **IT CREATES OPPORTUNITIES.** ☆

PART FOUR

BUILDING A REPUTATION ENGINE



REVIEWS ARE NOT A VANITY METRIC. THEY ARE A RANKING FACTOR, A TRUST SIGNAL, AND OFTEN THE SINGLE DECIDING FACTOR WHEN A HOMEOWNER IS CHOOSING BETWEEN TWO SIMILAR BUSINESSES.

THIS PART COVERS HOW TO BUILD A SYSTEM THAT GENERATES REVIEWS CONSISTENTLY — NOT OCCASIONALLY.



PLUMBING



HEATING



ELECTRICAL

REPUTATION IS
BUILT IN THE
MOMENTS NO ONE
IS WATCHING.



- ✓ RANK HIGHER
- ✓ BUILD TRUST
- ✓ WIN MORE JOBS

SYSTEMS
CREATE
MOMENTUM.

PART FOUR

4.1 WHY REVIEWS ARE NON-NEGOTIABLE FOR LOCAL SERVICE BUSINESSES ★

You need a plumber. You search Google. Three businesses appear in the map pack. All three might do excellent work. But what you see in the next 10 seconds shapes your decision before you've clicked on a single result.



plumber near me



1 QUALITY PLUMBING
94 reviews
4.8 ★★★★★



2 DEPENDABLE PLUMBING
12 reviews
4.1 ★★★★★☆



3 LOCAL PLUMBING CO.
6 reviews
No rating yet



REVIEWS DO THREE THINGS AT THE SAME TIME.



1. THEY BUILD TRUST AT SCALE.

A single glowing testimonial on your website is easy to dismiss — of course you put your best review on your own site. But 87 reviews on Google averaging 4.9 stars is social proof that's nearly impossible to argue with. The sheer volume says: a lot of real people hired this business and were happy about it.



2. THEY IMPROVE YOUR LOCAL SEARCH RANKINGS.

Google uses review count, rating, recency, and response rate as local ranking signals. A business that consistently generates new reviews will outrank a stagnant competitor with the same number of reviews over time. Fresh reviews signal an active, relevant business. Old reviews signal one that might not be around



3. THEY TIP THE DECISION IN YOUR FAVOR.

When a prospect is comparing two businesses and everything else is roughly equal — price, services offered, service area — reviews almost always decide it. The business with more reviews, a higher rating, and recent activity wins. Not because they're better. Because they look more trustworthy.

WHICH ONE DO I CALL?



THE REVIEW BENCHMARKS TO KNOW

Where does your business need to be? Here's a practical set of benchmarks for the local Florida home services market.



UNDER 20 REVIEWS

You're below the trust threshold. Review generation is your top marketing priority.



20-50 REVIEWS

You're in the game. Focus on consistency — at least 2-3 new reviews per month.



50-100 REVIEWS

You're competitive. Maintain the pace and watch your rankings climb.



100+ REVIEWS

You're in the top tier for most local markets. Now it's about maintaining freshness and rating quality.



RATING BENCHMARKS

Anything below 4.0 is a red flag most consumers won't look past. Between 4.2 and 4.7 is the credibility sweet spot — high enough to inspire confidence, realistic enough not to look fake. Above 4.8 with significant volume is exceptional.



THE RECENCY FACTOR

A business with 200 reviews but none in the last six months looks stagnant. Google sees it too. Consistent, ongoing review generation matters more than a burst of reviews followed by silence. Aim for 2-4 new reviews per month minimum, every month.

4.2

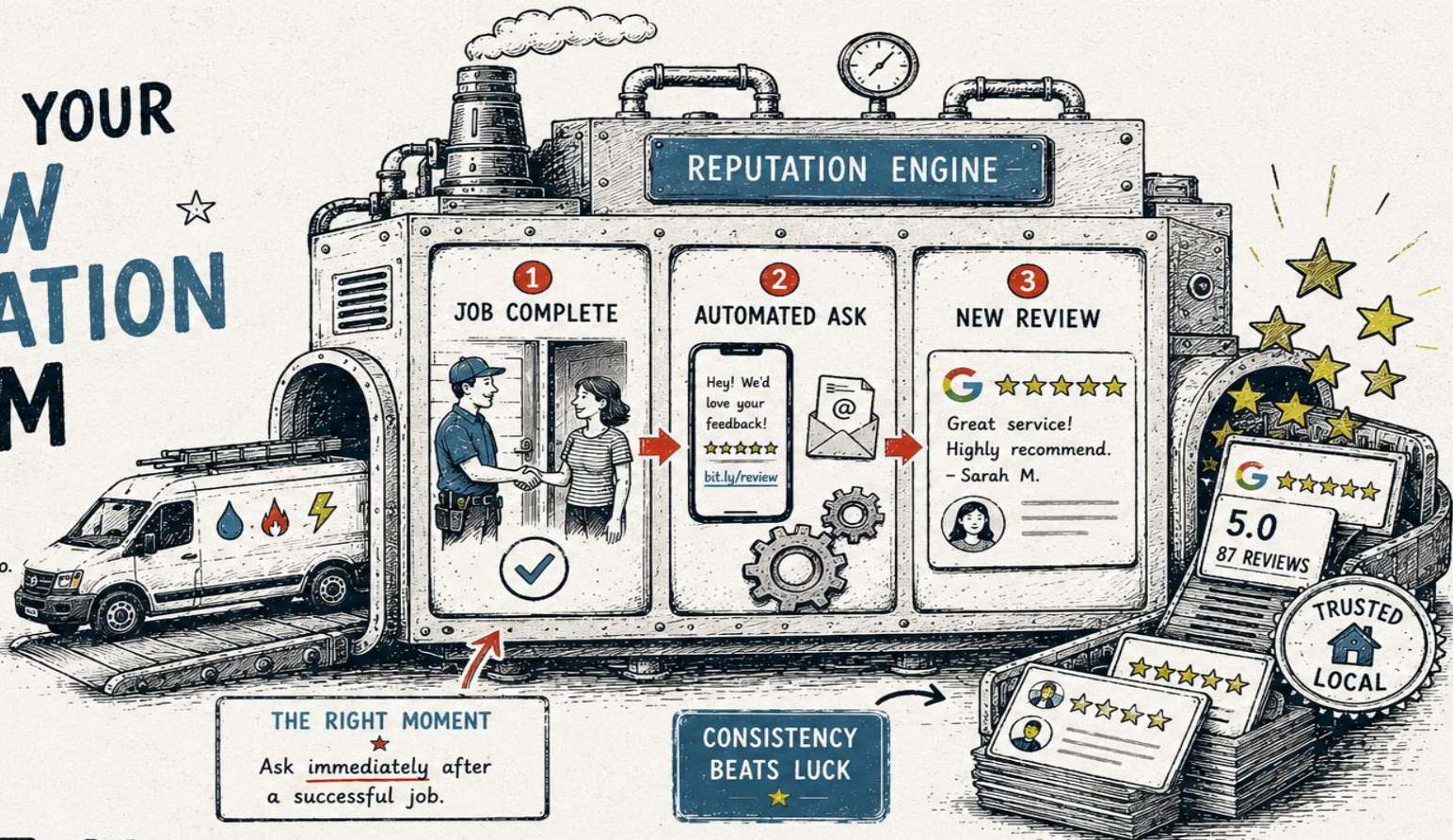
BUILDING YOUR REVIEW GENERATION SYSTEM



Happy customers
don't leave reviews
because they planned to.



They leave reviews
because you made
it easy.



THE RIGHT MOMENT

★
Ask immediately after
a successful job.

CONSISTENCY
BEATS LUCK
★

DON'T HOPE
FOR REVIEWS.

BUILD A SYSTEM
THAT **CREATES** THEM.

4.3

RESPONDING TO REVIEWS: THE PART MOST BUSINESSES GET WRONG ★

Responding to reviews is not optional. Google factors owner response activity into local rankings. More importantly, your responses are read by prospects who are deciding whether to hire you — and how you respond to both praise and criticism tells them everything about how you run your business.

The goal of a review response isn't to win an argument or perform gratitude. It's to demonstrate — publicly, to every future prospect who reads it — that you're a professional who takes customer experience seriously.



RESPONDING TO POSITIVE REVIEWS

Most businesses either don't respond at all, or they use generic template that sounds robotic. Both are missed opportunities.

A good response to a positive review does three things:

- ✓ Thanks the customer by name
- ✓ Acknowledges something specific from their review (shows you actually read it)
- ✓ Invites them back or references a related service

EXAMPLE: POSITIVE REVIEW RESPONSE

“

Thank you so much, Maria! We're really glad the water heater installation went smoothly and that our team kept things clean throughout. That attention to detail matters to us. If you ever need anything else — or know someone who does — we'd love the chance to help. Thanks for trusting us with your home.

”



Keep responses under 100 words. Naturally include your service type or city name occasionally — it's a minor SEO signal and helps your profile feel more contextually relevant.



RESPONDING TO NEGATIVE REVIEWS

A negative review handled well is often more persuasive than a perfect review. Prospects aren't looking for businesses with zero complaints — they know that's unrealistic. They're looking for businesses that handle problems professionally.

Here's a framework that works every time:

1



STEP 1: ACKNOWLEDGE WITHOUT ARGUING.

Don't defend yourself. Don't call the customer wrong. Don't get side-tracked. Just acknowledge that their experience didn't meet expectations and that you take it seriously.

2



STEP 2: APOLOGIZE FOR THE EXPERIENCE, NOT THE FACTS.

"We're sorry to hear this wasn't the experience we aim to provide" is different from "we're sorry we made a mistake." You can express empathy without admitting liability.

3



STEP 3: TAKE IT OFFLINE.

Provide a direct contact — name, phone, or email — and invite them to reach out so you can make it right. This shows everyone reading that you're willing to resolve it, and it moves the conversation out of public view.

4



STEP 4: KEEP IT SHORT.

Long defensive responses look worse than short gracious ones. Three to five sentences maximum. Prospects read the response — they don't read the defense.

EXAMPLE: NEGATIVE REVIEW RESPONSE

“

Hi David — thank you for taking the time to share this. We're sorry to hear the scheduling didn't go as smoothly as it should have. That's not the experience we aim to provide, and we'd like the chance to make it right. Please reach out to us directly at [phone/email] and we'll take care of you personally. — [Owner Name], [Company Name]

”



THE PROSPECT IS WATCHING:

When a prospective customer reads a negative review and then reads your response, they're not judging the complaint — they're judging how you handled it. A calm, professional, solution-oriented response often converts skeptical prospects better than a perfect 5-star rating with no engagement.



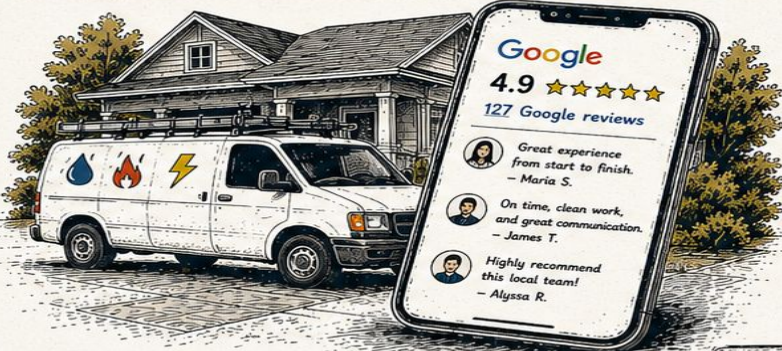
4.4

SHOWCASING SOCIAL PROOF BEYOND GOOGLE ★

Your reviews are only working for you when people can see them. Most businesses let their reviews sit on Google and never move them anywhere else. That's leaving a significant trust-building opportunity unused.



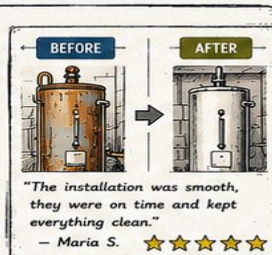
Social proof — reviews, ratings, testimonials, before/after photos, case studies — should be visible everywhere a prospect might encounter your business. The more often they see evidence that other people trusted you and were happy, the more likely they are to do the same.



ON YOUR WEBSITE

Show your rating and reviews prominently. It builds instant trust and boosts conversions.

- Display your Google rating and review count above the fold.
- Use a review widget that pulls from Google.
- Create a dedicated Testimonials page.
- Showcase before/after photos by service.
- Add case studies for larger projects.



ON YOUR GOOGLE BUSINESS PROFILE

GBP posts show up in search and signal an active, real business.

- Share before/after photos.
- Highlight a great review.
- Post team photos and job site shots.
- Aim for at least one post per month featuring real work or real results.



IN YOUR FOLLOW-UP SEQUENCES

Use reviews in emails to close the trust gap and move leads to action.

- Include a review snippet in Day 1 follow-up emails.
- Link to your Google reviews or testimonials page.
- Every email is a chance to reinforce your reputation.

Hi Kevin,
Here's what a recent customer in your area had to say about our work:



"They did an amazing job with our AC install. Professional, clean, and on time."

— Sarah M. | Winter Park, FL

Thanks,
The Team
Your Business



PLUMBING • HVAC • ELECTRICAL

[Read more reviews](#) →



ON SOCIAL MEDIA

Turn your best reviews and job results into content that gets seen and shared.

- Create quote graphics with reviews.
- Share before/after project photos.
- Post real results, real customers, real stories.
- Consistency builds recognition and trust.



PERMISSION NOTE: Before using a customer's name, photo, or story in marketing materials beyond their public Google review, get explicit permission. A quick text asking "Do you mind if we share your review on our website?" is all it takes. Most happy customers say yes immediately.



PART FIVE

STAYING TOP OF MIND



THE MOST EXPENSIVE CUSTOMER
YOU'LL EVER ACQUIRE IS A NEW ONE.

THE CUSTOMERS YOU'VE ALREADY EARNED —
WHO KNOW YOUR WORK, TRUST YOUR TEAM,
AND LIVE IN YOUR SERVICE AREA —
ARE A REVENUE SOURCE MOST
HOME SERVICE BUSINESSES
MASSIVELY UNDERUTILIZE.

THIS PART IS ABOUT FIXING THAT.



STRONGER
RELATIONSHIPS



MORE REPEAT
BUSINESS



HIGHER CUSTOMER
LIFETIME VALUE



MORE
REFERRALS



5.1 THE RETENTION MATH MOST BUSINESSES IGNORE



Here's a number worth sitting with: acquiring a new customer costs **five to seven times** more than retaining an existing one.

Your existing customers already trust you. They've already hired you. They know what it's like to work with your team. The only reason they're not calling you again is that they forgot you were an option — or someone else reached them first.



That's a **systems** problem, not a loyalty problem. And it's fixable.



Who do you use for your lawn service?

You've got to call my guy!

WHAT RETENTION ACTUALLY LOOKS LIKE FOR HOME SERVICES



SHOW UP FIRST

Show up in a past customer's inbox or phone before they need you, so you're the first call when they do.



REMIND THEM

Remind them of seasonal services they might not have thought about yet.



STAY TOP OF MIND

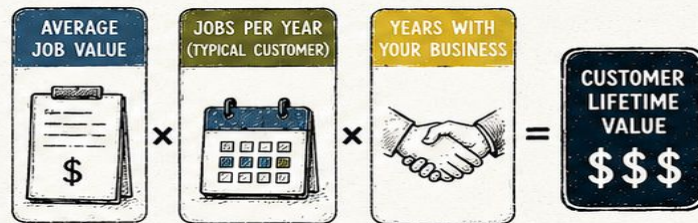
Stay present enough that when their neighbor asks "who do you use for your lawn?", your name comes out of their mouth.



None of this requires a big budget. It requires consistency and a system — which is the theme of this entire blueprint.

THE LIFETIME VALUE CALCULATION

Take a minute to run this math for your business:



Multiply those three numbers together. That's your customer lifetime value. For most home service businesses it's somewhere between **\$1,500** and **\$15,000** depending on the trade.



Now ask yourself: how much are you investing in keeping that customer vs. how much you spend to acquire a new one?



If the answer is "almost nothing," this section is your highest-ROI opportunity in the entire blueprint.

THE REFERRAL MULTIPLIER

A retained customer who refers one new customer per year effectively doubles their lifetime value.

Word-of-mouth referrals from happy past customers close at dramatically higher rates than any cold lead source.

1 HAPPY CUSTOMER



LIFETIME VALUE DOUBLES (OR MORE)



EVERY CUSTOMER YOU KEEP IS A POTENTIAL REFERRAL ENGINE. ★

5.2

EMAIL AND SMS: STAYING IN THE INBOX WITHOUT BEING ANNOYING

The goal of a retention email or text isn't to sell. It's to stay present — to show up in a way that's useful or timely enough that the customer feels glad you reached out, not pestered.

The difference between marketing people appreciate and marketing they ignore is relevance and timing.



A text reminding a **Florida** homeowner to schedule their **AC tune-up in March** — before the summer heat hits — is genuinely useful. The same text in November is noise.

COMPLIANCE NOTE:

For SMS marketing, you are legally required to have explicit opt-in consent from the recipient. The best time to capture this is at the point of service — include a checkbox on your intake form or get verbal confirmation when booking.

"We'll text you updates about your service and occasional seasonal specials — is that okay?"

WHAT TO SEND AND WHEN

You don't need to send a lot. You need to send the right thing at the right time. Here's a practical framework for home service businesses:



POST-JOB FOLLOW-UP (1–2 WEEKS AFTER SERVICE)

A short check-in: "Hey [Name], just wanted to make sure everything is still looking great after your [service] last week. Don't hesitate to reach out if you have any questions." This isn't selling — it's service. It signals that you care about the outcome, not just the invoice. It also opens a natural door for them to leave a review or refer a friend.



SEASONAL CAMPAIGNS (4–6 TIMES PER YEAR)

Tied to relevant seasonal events in your trade. These are expected, useful, and convert well because they arrive at the moment the need is top of mind. See the full seasonal calendar in the next section.



ANNUAL SERVICE REMINDERS (ONCE PER YEAR, SERVICE-SPECIFIC)

For services with a natural annual cycle — HVAC maintenance, pest control, roof inspection, gutter cleaning — an automated reminder sent 11 months after their last service is one of the easiest bookings you'll ever generate. The customer already trusts you. You're just reminding them it's time.



WIN-BACK CAMPAIGNS (FOR CUSTOMERS YOU HAVEN'T SEEN IN 12–18 MONTHS)

A simple "we miss you" message to customers who haven't booked in over a year. Offer a small incentive to welcome them back. Win-back campaigns have surprisingly high open rates because customers genuinely liked you — they just got busy.

TEXT VS. EMAIL: WHICH ONE TO USE

Both have a place. The choice depends on the nature of the message and your customer's preferences:



TEXT (SMS)

Best for urgent, time-sensitive, or short messages. Appointment reminders, immediate post-job check-ins, seasonal offers with a clear deadline.

- ✓ Open rates: around 95%
- ✓ Keep under 3 sentences
- ✓ Include an opt-out option



EMAIL

Best for longer messages, newsletters, detailed seasonal tips, or anything that benefits from formatting (images, multiple links, headers).

- ✓ Open rates: 25–40%
- ✓ Share more context and build relationships over time



For most home service businesses, a combination of both is ideal: text for immediate touchpoints, email for seasonal and value-add content.

Your CRM or marketing platform handles both from a single contact record.

Almost everyone says yes.

5.3

THE HOME SERVICES SEASONAL CAMPAIGN CALENDAR



FLORIDA HAS ITS OWN SEASONAL RHYTHMS THAT DIFFER FROM THE NATIONAL HOME SERVICES CALENDAR.

HERE'S A PRACTICAL 12-MONTH CAMPAIGN CALENDAR BUILT AROUND THE FLORIDA HOME SERVICES MARKET.



KEEP IT SHORT, RELEVANT, AND EASY TO ACT ON.
ONE CLEAR MESSAGE. ONE CLEAR CTA.
YOU'RE NOT WRITING A NEWSLETTER —
YOU'RE SENDING A TIMELY NUDGE.

EXAMPLE: MARCH AC PRE-SEASON TEXT

HEY [NAME] — SUMMER'S COMING FAST
AND AC APPOINTMENT SLOTS ARE
ALREADY FILLING UP.
WE'RE OFFERING PRE-SEASON TUNE-UPS
THROUGH MARCH 31 — REPLY YES
AND WE'LL GET YOU SCHEDULED.
STAY COOL, [COMPANY NAME]

MONTH	CAMPAIGN THEME	CHANNEL	MESSAGE ANGLE
 JANUARY	NEW YEAR TUNE-UP / FRESH START	EMAIL + SMS	NEW YEAR, NEW HOME GOALS
 FEBRUARY	SPRING PREP (EARLY FOR FL)	EMAIL	LAWN, PEST, AND OUTDOOR SERVICES
 MARCH	AC PRE-SEASON TUNE-UP	SMS + EMAIL	BEFORE THE HEAT HITS
 APRIL	HURRICANE SEASON PREP BEGINS	EMAIL	ROOF, GENERATOR, WINDOW/DOOR CHECKS
 MAY	PRE-SUMMER PUSH	SMS	POOLS, LANDSCAPING, PEST CONTROL
 JUNE	HURRICANE SEASON REMINDER	EMAIL	SAFETY AND PREPAREDNESS
 JULY	EMERGENCY SERVICES HIGHLIGHT	SMS	PEAK HEAT = AC FAILURES
 AUGUST	MID-SEASON CHECK-IN	EMAIL	HOW'S EVERYTHING HOLDING UP?
 SEPTEMBER	POST-STORM INSPECTION	EMAIL + SMS	AFTER WEATHER EVENTS
 OCTOBER	SNOWBIRD SEASON WELCOME	EMAIL	SEASONAL RESIDENTS RETURN
 NOVEMBER	HOLIDAY PREP	EMAIL	PRE-HOLIDAY HOME PREP
 DECEMBER	YEAR-END THANK YOU + OFFER	EMAIL	GRATITUDE + LOYALTY OFFER

5.4

SOCIAL MEDIA: REALISTIC EXPECTATIONS AND A SIMPLE SYSTEM



Social media gets oversold to home service businesses. The reality: organic social rarely drives direct job bookings at scale.

What it does — done consistently — is keep you present in the minds of people who already know you, generate referrals, and build the kind of ambient brand recognition that makes your name the first one out of a neighbor's mouth.

That's valuable. It's just not a replacement for the other systems in this blueprint.



Think of social as a retention and referral amplifier, not a lead generation engine.



WHICH PLATFORMS ACTUALLY MATTER

For home service businesses in the Sarasota-Bradenton-Venice-St. Pete market, two platforms drive the vast majority of relevant engagement:



FACEBOOK

Still the dominant platform for homeowners 35 and older — your core audience. Facebook Groups for neighborhoods and communities are particularly valuable.



NEXTDOOR

The most underutilized platform for local service businesses. Highly trusted by neighbors and ideal for local recommendations.



INSTAGRAM

Worth maintaining if you create strong visual content (landscaping, remodeling, before/afters).



LINKEDIN

Largely irrelevant for local home services.

A CONTENT SYSTEM THAT ACTUALLY GETS DONE

The reason most businesses fail at social media isn't lack of ideas. It's the absence of a repeatable system that generates consistent content without requiring hours each week.

THE FOUR CONTENT TYPES — ROTATE THROUGH THEM



1. JOB SPOTLIGHT (BEFORE/AFTER)

Your highest-performing content. Show the problem and the solution side by side.



2. QUICK TIP OR HOMEOWNER ADVICE

Short, useful tips related to your trade. Solve a small problem. Position yourself as the expert.



3. REVIEW OR CUSTOMER STORY

Share real customer feedback. Let your happy customers build trust for you.



4. TEAM OR BEHIND-THE-SCENES

Show the humans behind the business. People hire people they feel like they know.



Post once or twice a week. Use those four types in rotation. Batch your content — spend 30 minutes on a Sunday evening setting up the week's posts and you're done.



THE EASIEST CONTENT HABIT:

Before you leave every job, take two photos: one before and one after. That habit alone gives you 4-8 pieces of content per week.



BUILDING A REFERRAL PROGRAM THAT DOESN'T FEEL AWKWARD



A referred customer comes in with pre-built trust, closes faster, and is more likely to stay.

WORD-OF-MOUTH REFERRALS ARE THE HIGHEST-CONVERTING LEAD SOURCE IN HOME SERVICES.

The challenge is that most businesses leave referrals entirely to chance — hoping happy customers will mention them, but doing nothing to make it easier or more likely.

A referral program doesn't need to be complicated. It needs to be explicit, easy to participate in, and rewarding enough to be worth mentioning.



THE TWO MODELS THAT WORK

1 CUSTOMER-TO-CUSTOMER REFERRAL (MOST COMMON)

You reward existing customers for referring new ones. The reward can be a discount on their next service, a gift card, or a credit toward future work. The key is making the reward meaningful enough to mention but simple enough to explain in one sentence.

EXAMPLE: REFERRAL PROGRAM SCRIPT

“We love referrals more than anything — it's how we built this business. If you refer a friend or neighbor and they book a job with us, we'll send you a \$50 credit toward your next service as a thank you. No forms, no hoops — just have them mention your name when they call.”

2 PARTNER REFERRALS (B2B)

Build relationships with complementary local businesses that serve the same homeowner. When they encounter a homeowner who needs your service, they refer them to you — and you do the same.



This is one of the highest-quality lead sources available to a local service business, and it costs nothing but relationship-building.

HOW TO MAKE IT EASY TO REFER



Include your referral offer in your post-job follow-up message so it's fresh when satisfaction is highest.



Add a brief referral mention to your email signature and invoice footer.



Give customers something physical to pass along — a business card, a magnet, a simple leave-behind with your info and the referral offer printed on it.



Make the referral mechanic simple: “Just have them mention your name” is easier than a referral code or a form.



TRACKING REFERRALS

If you don't track where new customers come from, you'll never know how much of your business is referral-driven.



Add “How did you hear about us?” to your booking intake.



When someone says a friend recommended you, ask for the friend's name.



Make sure the referring customer gets their credit.



Over time, you'll identify your most active referrers — the customers who send you multiple jobs per year. Those people deserve special appreciation: a handwritten note, a better-than-standard reward, or just a personal call from the owner. They are your most valuable marketing asset and most businesses don't even know who they are.

PARTNER OUTREACH IDEA

Identify five complementary businesses in your service area — businesses that serve the same homeowners but don't compete with you.



Reach out to introduce yourself and propose a simple mutual referral arrangement.



Most business owners say yes immediately because it costs them nothing and benefits everyone.

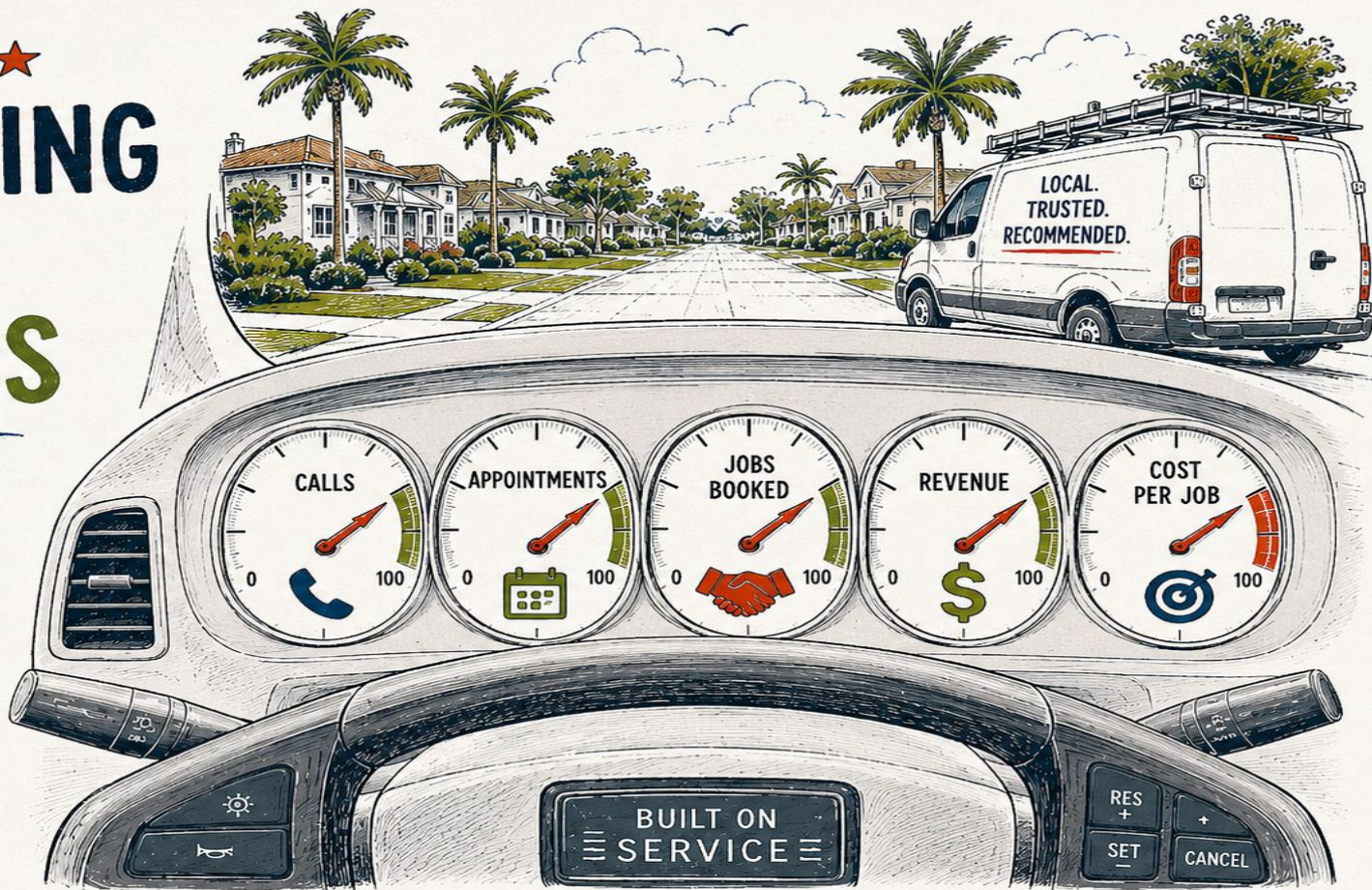
PART SIX



MEASURING WHAT MATTERS

You can't improve what you don't measure.

This section focuses on the five numbers that actually tell you whether your marketing is working.



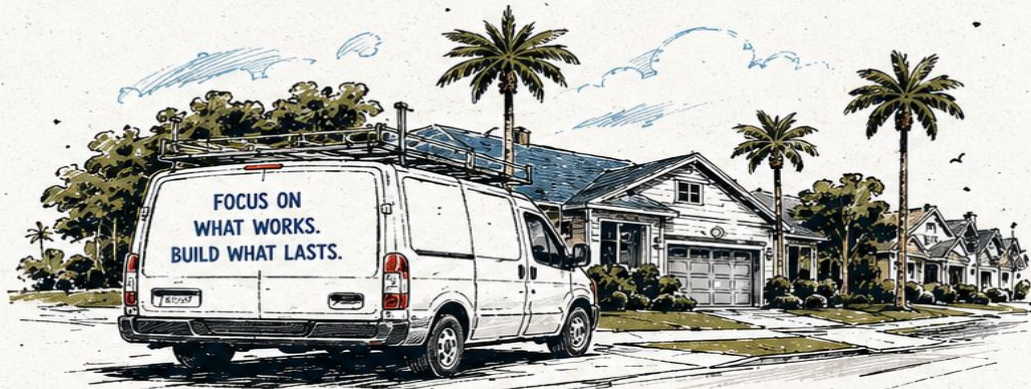
THE RIGHT NUMBERS CREATE THE RIGHT DECISIONS.

6.1

WHY MOST BUSINESSES DON'T MEASURE - AND WHAT IT COSTS THEM

MEASUREMENT HAS A REPUTATION PROBLEM IN SMALL BUSINESS. IT SOUNDS LIKE SOMETHING BIG COMPANIES DO WITH ANALYTICS TEAMS AND DASHBOARDS NOBODY READS. SO MOST LOCAL SERVICE BUSINESSES SKIP IT ENTIRELY, RELYING ON FEEL. "WE HAD A GOOD MONTH" OR "IT SEEMS LIKE WE'RE GETTING MORE CALLS."

"SEEMS LIKE" IS NOT A STRATEGY. AND FEEL IS A TERRIBLE GUIDE WHEN YOU'RE TRYING TO DECIDE WHERE TO SPEND YOUR NEXT MARKETING DOLLAR.



WITHOUT MEASUREMENT, YOU CAN'T ANSWER THE QUESTIONS THAT ACTUALLY DRIVE GROWTH:



1. IS OUR WEBSITE CONVERTING VISITORS INTO LEADS, OR JUST COLLECTING TRAFFIC?



2. WHICH LEAD SOURCE IS PRODUCING THE MOST BOOKED JOBS — GOOGLE, REFERRALS, OR ADS?



3. ARE WE CLOSING MORE LEADS THIS MONTH THAN LAST MONTH, OR JUST GENERATING MORE?



4. DID THAT SEASONAL CAMPAIGN ACTUALLY PRODUCE BOOKINGS, OR DID WE JUST SEND EMAILS INTO THE VOID?



5. IS OUR REVIEW COUNT GROWING, STAGNATING, OR DECLINING?



YOU DON'T NEED A DATA SCIENCE DEGREE

TO ANSWER THESE QUESTIONS. YOU NEED FIVE NUMBERS, A SPREADSHEET, AND 30 MINUTES PER MONTH. THAT'S IT.

THE 80/20 OF MEASUREMENT:

FIVE METRICS WILL TELL YOU 80% OF WHAT YOU NEED TO KNOW ABOUT YOUR MARKETING HEALTH. EVERYTHING ELSE IS NOISE UNTIL YOU'VE MASTERED THESE FIVE.

START HERE, STAY HERE UNTIL THE NUMBERS ARE MOVING IN THE RIGHT DIRECTION, THEN ADD COMPLEXITY IF YOU NEED IT.



6.2

THE FIVE NUMBERS EVERY LOCAL SERVICE BUSINESS SHOULD TRACK

HERE ARE THE FIVE METRICS THAT GIVE YOU A CLEAR, HONEST PICTURE OF HOW YOUR MARKETING IS PERFORMING EACH MONTH. EACH ONE IS FREE TO TRACK AND TAKES MINUTES TO PULL.



METRIC	WHAT IT TELLS YOU	WHERE TO FIND IT	REVIEW
New leads	Whether your visibility and capture systems are working	CRM, contact form submissions, call logs	MONTHLY
Lead-to-booked rate	Whether your follow-up and conversion systems are working	CRM — booked jobs + total new leads	MONTHLY
Website visitors	Whether your SEO and content are driving traffic	Google Analytics	MONTHLY
Google review count & rating	Whether your reputation is growing and staying strong	Google Business Profile dashboard	MONTHLY
Revenue by lead source	Which channels are actually producing paying jobs	CRM or job management software	MONTHLY

1 NEW LEADS

A LEAD IS ANY PERSON WHO MADE CONTACT WITH YOUR BUSINESS EXPRESSING INTEREST IN A SERVICE — A FORM SUBMISSION, A PHONE CALL, A TEXT, OR A DIRECT MESSAGE.

THIS NUMBER TELLS YOU WHETHER YOUR TOP-OF-FUNNEL — YOUR VISIBILITY, YOUR GBP, YOUR WEBSITE, YOUR ADS — IS DOING ITS JOB. IF THIS NUMBER IS FLAT OR FALLING, THE PROBLEM IS AWARENESS. IF IT'S GROWING BUT REVENUE ISN'T, THE PROBLEM IS CONVERSION.

TRACK IT IN YOUR CRM. IF LEADS AREN'T AUTOMATICALLY LOGGED, MAKE THAT YOUR FIRST INFRASTRUCTURE FIX.

2 LEAD-TO-BOOKED RATE

OF EVERY 10 LEADS THAT COME IN, HOW MANY TURN INTO ACTUAL BOOKED JOBS? THAT PERCENTAGE IS YOUR CONVERSION RATE. IT'S ONE OF THE MOST REVEALING NUMBERS IN YOUR BUSINESS.

CALCULATE IT MONTHLY:
 $\text{TOTAL BOOKED JOBS} + \text{TOTAL NEW LEADS} \times 100 = \text{YOUR CONVERSION RATE}$
 WATCH IT TREND OVER TIME. IF IT DROPS, INVESTIGATE WHY BEFORE SPENDING MORE ON LEAD GENERATION.

3 WEBSITE VISITORS

GOOGLE ANALYTICS (FREE) SHOWS YOU EXACTLY HOW MANY PEOPLE VISITED YOUR WEBSITE, WHERE THEY CAME FROM (SEARCH, DIRECT, SOCIAL, REFERRAL), WHICH PAGES THEY VIEWED, AND HOW LONG THEY STAYED.

FOR A LOCAL SERVICE BUSINESS, THE MOST IMPORTANT SUB-METRICS ARE:

- Organic search traffic — visitors found you through Google search. This is the number that grows as your SEO improves.
- Geographic traffic — what percentage of your visitors are from your actual service area? High traffic from outside your market is meaningless.
- Contact page visits — how many people found your contact page? If this is low relative to overall traffic, your site may not be directing people toward conversion.

TARGET: 2-4 NEW REVIEWS PER MONTH MINIMUM.

4 GOOGLE REVIEW COUNT & RATING

LOG YOUR TOTAL REVIEW COUNT AND CURRENT AVERAGE RATING AT THE START OF EACH MONTH.

THIS TELLS YOU WHETHER YOUR REVIEW GENERATION SYSTEM IS WORKING AND WHETHER YOUR RATING IS TRENDING UP, DOWN, OR FLAT.

IF YOU'RE BELOW THAT, YOUR AUTOMATION ISN'T FIRING CORRECTLY OR YOUR TIMING IS OFF. GO BACK TO SECTION 4.2 AND TROUBLESHOOT THE SEQUENCE.

ALSO TRACK YOUR REVIEW COUNT ON YELP AND FACEBOOK.

5 REVENUE BY LEAD SOURCE

WHEN YOU CLOSE A JOB, LOG WHERE THE LEAD CAME FROM: GOOGLE SEARCH, GOOGLE ADS, REFERRAL, SOCIAL MEDIA, PAST CUSTOMER, OR OTHER.

OVER TIME THIS TELLS YOU WHICH CHANNELS ARE PRODUCING ACTUAL REVENUE — NOT JUST CLICKS, NOT JUST LEADS, BUT PAYING JOBS. MOST BUSINESSES DISCOVER THAT 70-80% OF THEIR REVENUE COMES FROM 2-3 SOURCES.

THAT CONCENTRATION TELLS YOU WHERE TO INVEST MORE AND WHERE TO STOP SPENDING. THE CHANNELS THAT PRODUCE NOTHING AFTER 90 DAYS OF CONSISTENT EFFORT DESERVE A HARD LOOK.



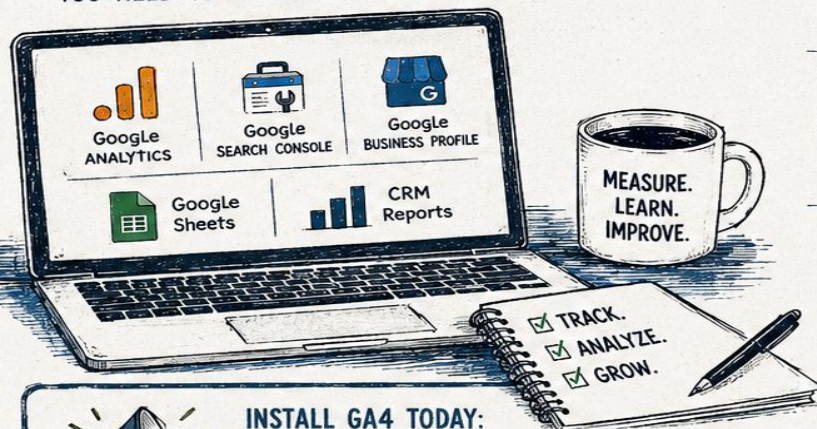
THE INSIGHT MOST BUSINESSES MISS: REFERRALS ALMOST ALWAYS GENERATE THE HIGHEST REVENUE-PER-LEAD OF ANY SOURCE — AND THEY'RE THE MOST UNDERFUNDED. WHEN YOU SEE THIS IN YOUR OWN DATA, IT MAKES THE REFERRAL PROGRAM IN PART 5 FEEL A LOT MORE URGENT.



6.3

THE FREE TOOLS THAT COVER 90% OF WHAT YOU NEED

YOU DON'T NEED TO PAY FOR A MARKETING ANALYTICS PLATFORM. THE FREE TOOLS AVAILABLE TO ANY BUSINESS WITH A GOOGLE ACCOUNT COVER THE VAST MAJORITY OF WHAT YOU NEED TO MEASURE AT THIS STAGE.



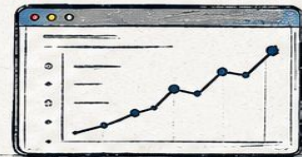
1. GOOGLE ANALYTICS 4 (GA4)

TRACK WEBSITE TRAFFIC, VISITOR BEHAVIOR, TRAFFIC SOURCES, AND CONVERSIONS. SEE THE FULL PICTURE OF HOW PEOPLE FIND AND USE YOUR SITE.



2. GOOGLE SEARCH CONSOLE

SEE WHICH SEARCH TERMS BRING PEOPLE TO YOUR SITE, YOUR TOP PAGES, AND HOW YOUR SITE PERFORMS IN SEARCH. FIND ISSUES. IMPROVE RANKINGS.



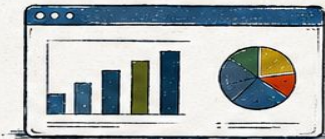
3. GOOGLE BUSINESS PROFILE INSIGHTS

SEE HOW PEOPLE FIND AND INTERACT WITH YOUR BUSINESS ON GOOGLE SEARCH AND MAPS. TRACK CALLS, DIRECTION REQUESTS, WEBSITE VISITS, AND MORE.



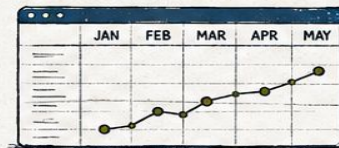
4. YOUR CRM REPORTS

TRACK LEADS, PIPELINE STAGE, AND CLOSED DEALS. SEE WHAT'S WORKING AND WHERE CONVERSIONS ARE HAPPENING.



5. A SIMPLE GOOGLE SHEET

BUILD YOUR OWN MONTHLY DASHBOARD. TRACK KEY METRICS THAT MATTER. KEEP IT SIMPLE. STAY CONSISTENT.



INSTALL GA4 TODAY:

IF YOUR WEBSITE DOESN'T HAVE GOOGLE ANALYTICS INSTALLED, YOU ARE FLYING COMPLETELY BLIND ON YOUR BIGGEST MARKETING ASSET. THE INSTALLATION TAKES 15 MINUTES. EVERY MONTH YOU DELAY IS A MONTH OF DATA YOU CAN NEVER GET BACK.



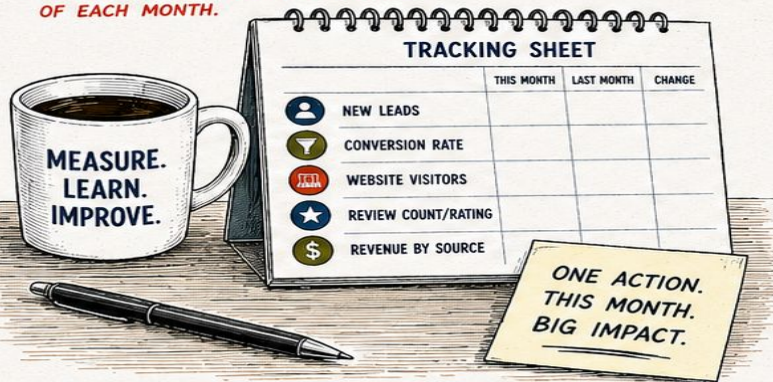
**DON'T WAIT.
MEASURE NOW.
GROW FASTER.**

6.4

THE 30-MINUTE MONTHLY MARKETING REVIEW

DATA WITHOUT ACTION IS JUST HISTORY. THE MONTHLY REVIEW IS WHERE YOU TURN YOUR FIVE NUMBERS INTO DECISIONS — WHAT TO KEEP DOING, WHAT TO FIX, AND WHERE TO FOCUS NEXT MONTH.

HERE'S A SIMPLE PROCESS THAT TAKES 30 MINUTES ON THE FIRST MONDAY OF EACH MONTH.



STEP 1: PULL THE FIVE NUMBERS

(10 MINUTES)

LOG THIS MONTH'S NEW LEADS, CONVERSION RATE, WEBSITE VISITORS, REVIEW COUNT/RATING, AND REVENUE BY SOURCE INTO YOUR TRACKING SHEET. NOTE ANY SIGNIFICANT CHANGES FROM LAST MONTH.



STEP 2: ASK THREE QUESTIONS

(10 MINUTES)

- WHAT WORKED LAST MONTH? (WHAT DROVE THE NUMBERS UP? DO MORE OF IT.)
- WHAT DIDN'T? (WHAT WAS FLAT OR DOWN? DO WE HAVE A THEORY WHY?)
- WHAT'S THE ONE THING TO FOCUS ON THIS MONTH? (ONE PRIORITY. NOT FIVE.)



STEP 3: SET ONE ACTION

(10 MINUTES)

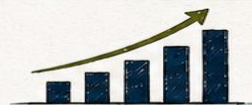
BASED ON YOUR ANSWERS, IDENTIFY ONE CONCRETE ACTION TO TAKE THIS MONTH. NOT A GOAL. AN ACTION. "IMPROVE LEAD CONVERSION" IS A GOAL. "ADD A DAY 2 FOLLOW-UP CALL TO THE SEQUENCE BY FRIDAY" IS AN ACTION. WRITE IT DOWN. CHECK IT OFF NEXT MONTH.



THAT'S THE WHOLE PROCESS. THIRTY MINUTES, THREE QUESTIONS, ONE ACTION. REPEATED EVERY MONTH IT COMPOUNDS INTO A CONTINUOUS IMPROVEMENT LOOP THAT'S HARD TO COMPETE WITH.

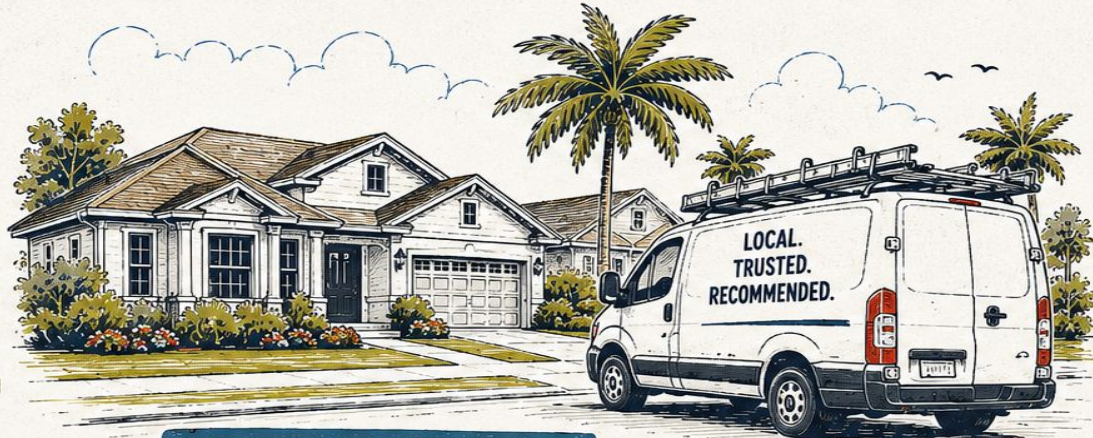


DISCIPLINE OVER SOPHISTICATION: A BUSINESS THAT TRACKS FIVE NUMBERS CONSISTENTLY FOR 12 MONTHS AND ACTS ON WHAT THEY FIND WILL OUTPERFORM A BUSINESS THAT BUILDS A COMPLEX DASHBOARD AND NEVER LOOKS AT IT. THE VALUE IS IN THE HABIT, NOT THE TOOL.



CONCLUSION

WHERE TO GO FROM HERE



YOU'VE JUST WORKED THROUGH THE COMPLETE PLAYBOOK. SIX PARTS, TWENTY-PLUS SECTIONS, MORE THAN 200 ACTION ITEMS.



IT FEELS LIKE A LOT, THAT'S BECAUSE IT IS — A COMPLETE MARKETING SYSTEM FOR A LOCAL HOME SERVICE BUSINESS.



YOU DON'T BUILD IT ALL AT ONCE. NOBODY DOES.



MOMENTUM
IS THE STRATEGY.

90-DAY ROADMAP



BUILD THE FOUNDATION

- ✓ LOCK IN YOUR POSITIONING
- ✓ OPTIMIZE YOUR GOOGLE BUSINESS PROFILE
- ✓ FIX YOUR WEBSITE BASICS
- ✓ SET UP TRACKING AND THE FIVE NUMBERS



GENERATE & CONVERT

- ✓ CREATE OR IMPROVE LEAD MAGNETS
- ✓ BUILD YOUR FOLLOW-UP SYSTEM
- ✓ LAUNCH A SIMPLE REVIEW GENERATION PROCESS
- ✓ START MEASURING AND REVIEWING MONTHLY



GROW & COMPOUND

- ✓ LAUNCH A REFERRAL PROGRAM
- ✓ BUILD YOUR EMAIL SYSTEM
- ✓ OPTIMIZE WHAT'S WORKING
- ✓ DOUBLE DOWN ON WHAT MOVES THE NEEDLE



START WHERE YOU ARE. USE WHAT YOU HAVE. **BUILD WHAT LASTS.**