

General contracting growth checklist

Make the first project conversation more useful

Mark each item: Done / Needs work / Not applicable. Add evidence and one next action.

1. Show project scope clearly

Describe the renovation or construction services you actually deliver. Use verified project photos and avoid invented budgets or completion times.

Status: _____ Evidence / next action: _____

2. Capture project fit

Ask for location, project type, stage of planning and desired timing. Clarify consultation expectations before arranging a visit.

Status: _____ Evidence / next action: _____

3. Keep proposals moving

Record consultation, proposal sent, follow-up due and decision. Assign an owner for each next step without promising project availability prematurely.

Status: _____ Evidence / next action: _____

4. Make the next step obvious

On a phone, can a visitor identify your service, area and call or quote button without searching? Test the form with a marked test inquiry, then remove it from reporting.

Status: _____ Evidence / next action: _____

5. Check your business information

Compare your website, Google Business Profile and major directories. Correct your business name, phone, hours, services and actual service area; do not create fake locations.

Status: _____ Evidence / next action: _____

6. Follow one inquiry end to end

Record when it arrived, its source, who responded, the next action and the outcome. Do not count a button click as a booked job.

Status: _____ Evidence / next action: _____

7. Ask for honest reviews

Invite real customers to share their experience without rewards, review gating or prewritten praise. Respond helpfully without exposing customer details.

Status: _____ Evidence / next action: _____

8. Measure customers, not just clicks

Each month record qualified leads, booked appointments, customers won and total acquisition spending. Cost per customer is spending divided by new customers; leave it unknown when data is missing.

Status: _____ Evidence / next action: _____

Choose three priorities. Fix a broken contact path first, then the biggest verified gap in discovery or follow-up.

Free researched assessment: <https://weleadlab.com/assessment/>

Updated October 9, 2026. No outcome or ranking is guaranteed.