

Local services growth checklist

Connect local discovery to a customer decision

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

1. Name the service and customer

Explain the specific problem you solve, who you serve and your realistic service area.

Status: _____ Evidence / next action: _____

2. Match the contact path to the job

Use appointment booking for appointments, quote requests for estimates and a phone option when a conversation is necessary.

Status: _____ Evidence / next action: _____

3. Clarify trust signals

Publish only current licenses, insurance, certifications, reviews and client examples you can substantiate. Explain the scope behind any claim.

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.