

MadebyCebo

The Local Search Growth Checklist

25 Quick Wins Every Home Service Business Should Complete to Get More Calls from Google

Discover the hidden issues preventing your business from ranking higher on Google, earning more trust, and converting more local customers.

Business Name	
Owner	
Website	
Primary Service	

City	
Current Google Rating	
Current Monthly Leads	
Date Completed	

Introduction

For home service professionals, visibility isn't just about branding—it is the lifeline of your daily operations. When a pipe bursts, an air conditioner fails, or a homeowner needs a locksmith immediately, they do not browse social media or flip through directories. They turn directly to Google.

Securing a dominant position on Google Maps and local search results places your business in front of high-intent customers precisely at the moment they need your services. Dominating local search instantly establishes institutional trust; modern consumers unconsciously view Google's top recommendations as a stamp of superior quality and reliability.

This diagnostic workbook strips away complex SEO jargon to provide a structured, high-impact assessment strategy. Designed for fast-moving business owners, it takes fewer than 20 minutes to complete. To gain an accurate picture of your operational visibility, review each item honestly. Acknowledging existing gaps is the critical first step toward capturing unassigned market share in your local region.

"The best place to hide a dead body is page two of Google search results."

— Industry Maxim

1. Google Business Profile Health Check

Your Google Business Profile (GBP) operates as the digital front door to your business. Before Google calculates your maps visibility, it validates the structural completeness and accuracy of your core profile attributes.

Status	Audit Optimization Criteria
☐	My primary business category is correct and explicitly matches my core trade.
☐	My business name is accurate, legal, and free of artificial keyword stuffing.
☐	My phone number is correct, active, and routes to a live representative.
☐	My address is correct, matches official registries, or is set correctly as a service area.
☐	My website link works perfectly and routes directly to an optimized landing page.

Status	Audit Optimization Criteria
☐	My business hours are completely updated, including specific holiday availability.
☐	I have uploaded more than 20 high-resolution photos of projects, vehicles, and teams.
☐	I upload new photos regularly to demonstrate consistent field activity to Google's algorithm.
☐	My business description clearly outlines my main services and target service cities.
☐	Every specific service offered is listed correctly in the dedicated services menu backend.
☐	My service areas are accurate and tightly defined by specific zip codes or standard counties.
☐	Customers can easily contact me through activated Google Messaging features.

Section 1 Score

 / 12

Pro Tip

A fully optimized Google Business Profile significantly influences Google's local proximity algorithm. Ensuring complete accuracy across these 12 factors can drive a direct increase in direct phone calls and inbound web inquiries within days.

2. Online Reputation Audit

Reviews represent the ultimate currency of trust online. Google prioritizes businesses that actively cultivate high-volume customer feedback, as it signals ongoing reliability and real-time operational authority.

Status	Reputation Criteria
☐	I have at least 50 verified Google reviews displaying raw customer feedback.
☐	I receive new reviews consistently every single month without experiencing long droughts.
☐	I reply to every review promptly, utilizing target terms naturally where possible.
☐	I reply professionally, calmly, and solutions-oriented to any negative reviews.

Status	Reputation Criteria
☐	Customers naturally mention my specific services and geo-locations inside their reviews.
☐	My aggregate, historical average star rating is sustained safely above 4.7.
☐	I have fresh, relevant reviews published by consumers within the trailing 30 days.
☐	I have a formalized, mandatory internal process for requesting reviews from every client.

Section 2 Score

 / 8

Reputation Strategy Note

Review recency acts as an active algorithmic signal. Google views recent reviews from the last 30 days as proof of reliable current service, carrying significantly more conversion weight than older historical reviews.

3. Website Performance Checklist

Your website serves as the primary engine for converting visibility into physical revenue. If your site structure introduces technical friction, users will return to Google to choose a competitor.

Status	Performance Metric
☐	The entire website loads and renders visually in under 3 seconds on standard connections.
☐	The website layout is entirely mobile-friendly and optimized for field smartphones.
☐	The primary phone number is fully clickable, initiating direct phone calls seamlessly.
☐	The standard contact and booking forms process entries securely without errors.
☐	Every single webpage features a single, clear, unambiguous call-to-action (CTA).
☐	My core services are exceptionally easy to understand within 5 seconds of entry.
☐	Real client testimonials are displayed prominently on key traffic pages.
☐	High-quality before-and-after photos are shown to visually validate workmanship.

Status	Performance Metric
☐	A valid, functional SSL certificate is properly installed (HTTPS enabled).
☐	The overall visual design feels thoroughly trustworthy, modern, and elite.
☐	Contact information is exceptionally easy to find without forcing deep scrolling.
☐	The navigation structure is simple, direct, and limited to essential operational pages.

Section 3 Score

 / 12

UX Insight

An attractive website is useless if it fails to convert traffic. A website's primary function is to direct local traffic through a clean, friction-free path directly toward a conversion, call, or booked appointment.

4. Local SEO Checklist

Local SEO bridges your digital assets directly with Google's indexing system. Proper optimization ensures search bots accurately map your services to regional intent.

Status	SEO Architecture Requirements
☐	My primary page titles explicitly include both my main service and target location.
☐	Meta descriptions are fully optimized to maximize organic click-through rates.
☐	Every individual service offered has its own dedicated, high-depth content page.
☐	All site images include descriptive, keyword-conscious alternative (alt) text.
☐	Clear internal links connect relevant content blocks across the entire domain.
☐	Name, Address, and Phone (NAP) data is perfectly identical across all digital listings.
☐	My business reliably appears on Google Maps for target categorical searches.
☐	I regularly publish highly specific, location-focused regional landing content.

Status	SEO Architecture Requirements
☐	Local Schema structured markup code is accurately implemented within the backend.
☐	I have acquired authority backlinks from relevant local directories and partners.

Section 4 Score

/ 10

Search Alignment Tip

Data consistency across the internet builds institutional trust with Google. Even slight variations in your NAP details can fracture your authority footprint and limit your visibility in maps blocks.

5. Lead Conversion Checklist

Maximizing traffic yield requires an intentional design architecture. The conversion layer focuses on minimizing friction and clearly demonstrating value to drive consumer action.

Status	Conversion Criteria
☐	Every single sub-page maintains a clear, highly visible CTA above the fold line.
☐	The primary office phone number is clearly positioned in the header area.
☐	A dedicated WhatsApp or SMS button exists to facilitate direct mobile chat.
☐	Contact and quote request forms are short, requesting only vital initial details.
☐	High-impact customer testimonials sit directly alongside key conversion fields.
☐	Recognized industry badges and guarantee logos are clearly displayed near forms.
☐	A comprehensive FAQ section proactively resolves primary customer pricing objections.
☐	Minimum starting pricing or basic estimation procedures are highly transparent.
☐	Clear, dedicated paths exist specifically to handle immediate emergency dispatch requests.
☐	Prospects have multiple fluid options to engage (Call, Text, Form, or Chat).

Section 5 Score

/ 10

Conversion Advantage

Optimizing your website's conversion rate is far more cost-effective than buying more traffic.

Doubling your onsite conversion rate yields twice the revenue from your current visitor baseline.

6. Business Automation Checklist

Modern lead capture requires immediate engagement. Automation systems ensure that inquiries are captured instantly, preventing hot leads from turning to competitors.

Status	Automation Requirements
☐	Missed inbound calls trigger an automated text response within 30 seconds.
☐	Every web lead receives an immediate, automated confirmation email.
☐	Every new web lead triggers a synchronized SMS notification directly to the user.

Status	Automation Requirements
☐	Outstanding customer quotes trigger a multi-step automated follow-up sequence.
☐	Review requests are sent automatically to clients immediately following job completion.
☐	Appointment confirmations and text reminders are fully automated for bookings.
☐	All incoming leads are cleanly fed directly into a centralized operational CRM.
☐	Past customers automatically receive seasonal maintenance nurture campaigns.
☐	The operational workflow ensures zero active leads fall out of the nurture loop.

Section 6 Score

/ 9

Efficiency Notice

Automation bridges the gap between field work and customer service. Instant response systems secure hot leads before competitors can reply, saving manual dispatch hours and protecting your marketing ROI.

Final Visibility Scorecard

Aggregate your score across all six diagnostic sections to calculate your business's overall visibility and growth health rating.

Diagnostic Category	Your Score
1. Google Business Profile Health Check	_____ / 12
2. Online Reputation Audit	_____ / 8
3. Website Performance Checklist	_____ / 12
4. Local SEO Checklist	_____ / 10
5. Lead Conversion Checklist	_____ / 10
6. Business Automation Checklist	_____ / 9

Diagnostic Category	Your Score
TOTAL ATTRIBUTE SCORE	_____ / 61

Performance Level Classifications

Locate your score range below to understand your local market position and map your path to growth.

Score 0–20

Critical Exposure Risk

Your business is likely missing a significant number of potential customers online. Major visibility and conversion gaps are driving high-intent local phone calls directly to your immediate competitors.

Score 21–35

Needs Core Improvement

You have a basic foundation in place, but there are several opportunities to improve visibility and conversions. Addressing structural alignment issues will help stabilize your inbound lead volumes.

Score 36–50

Strong Market Competitor

Your business is performing well and only needs targeted improvements to stay ahead of competitors. Implementing deep optimization steps will help secure top-three maps placement.

Score 51–61

Excellent Operational Dominance

You have built a strong local marketing foundation. Continue refining and scaling your systems to maintain your advantage and block out aggressive market entrants.

10 Quick Wins You Can Complete This Week

To kickstart your growth, execute these high-impact, straightforward updates over the next 5 business days.

☐	Add 10 new Google photos: Upload sharp geotagged images from recent job locations directly via smartphone.
☐	Ask five customers for reviews: Send direct SMS links to your five most recent satisfied clients.
☐	Respond to every review: Reply to every unanswered review to show activity to Google's indexing crawl.
☐	Speed up your website: Compress oversized image media files to instantly improve mobile load times.

☐	Add FAQs: Place 5 clear service FAQs on your primary landing page to address common buyer questions.
☐	Create a dedicated service page: Build out a deep, location-focused content landing page for your top trade.
☐	Update business hours: Double-check and lock down your exact operations hours across your profile.
☐	Test every contact form: Submit test leads through your site to verify your backend notifications work correctly.
☐	Check every phone number: Ensure your clickable header phone digits route cleanly without drops.
☐	Add trust badges: Display clear licensing logos and guarantee stickers near your inquiry forms.

Want an Expert to Audit Your Business?

If you're serious about generating more leads, ranking higher on Google, and converting more visitors into paying customers, MadebyCebo can help.

Our comprehensive Local Growth Audit reviews your entire platform: Website architecture,

Google Business Profile health, local SEO configuration, end-to-end customer journey friction points, landing page lead conversion potential, and automated follow-up workflows.

[Book Your Free Strategy Call](#)

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