

BUILDER WEBSITE CHECKLIST

Open your website on your phone. Grab a pen. Tick every box your site already does. Each tick is one point, 20 in all. It takes about 10 minutes.

leadliners.com/guides/builder-website-checklist/

20 CHECKS · 5 PARTS

TICK WHAT YOUR SITE DOES.

Be honest. A box you can't tick is a job someone else is getting. The line under each box tells you how to fix it.

SPEED & MOBILE

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- | | |
|--------------------------|---|
| ☐ | 1 Loads in under 3 seconds on a phone
Fix: shrink the photos. Big photo files are the usual reason a site is slow. |
| ☐ | 2 Works on a phone without pinching to zoom
Fix: turn on the mobile layout. Most site builders have a setting for it. |
| ☐ | 3 Tap-to-call button on every page
Fix: put your number in the header as a tap-to-call link. |
| ☐ | 4 No pop-up blocking the page on a phone
Fix: turn the pop-up off on phones, or wait 30 seconds before showing it. |

GETTING FOUND

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☐ **5 Shows on page 1 when you search your trade + your town**

Fix: one page per town you build in, with the town in the title.

☐ **6 Google Business Profile links to the site**

Fix: add your website link to your Google Business Profile. 2 minutes.

☐ **7 Towns you serve are listed**

Fix: list every town you work in, on the home page or in the footer.

☐ **8 Each service has its own page**

Fix: split "Services" into a page for each thing you build.

TRUST & PROOF

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☐ **9 Real job photos, not stock**

Fix: swap stock photos for phone photos of your own jobs.

☐ **10 Reviews on the site, with names**

Fix: add 3 to 5 real reviews with first names and towns.

☐ **11 License number and insurance shown**

Fix: put your license # in the footer. Takes 2 minutes.

☐ **12 Owner's face and name on the about page**

Fix: add a photo of you and one line about who you are.

LEAD CAPTURE

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☐ **13 Phone number up top**

Fix: put your number in the top corner of every page.

☐ **14 Form asks budget and land**

Fix: add "Own your land?" and "Budget?" to the form.

☐ **15 Form is 6 fields or fewer**

Fix: cut the form to 6 questions or fewer.

☐ **16 One clear next step on every page**

Fix: one button per page that says what happens next.

FOLLOW-UP

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- ☐ **17 Form sends an instant text back**
Fix: send an auto-text inside 60 seconds of every form.
- ☐ **18 Form goes to a phone, not just an inbox**
Fix: send form alerts to your phone as a text.
- ☐ **19 Thank-you page says what happens next**
Fix: tell them who will call and when.
- ☐ **20 Leads land in one list, not 3 inboxes**
Fix: send every form, call and message to one place.

ADD IT UP

YOUR SCORE.

TOTAL: _____ / 20

Score	Grade	What it means
18-20	A	Built to get calls.
16-17	B	Close. A few leaks.
14-15	C+	Good bones. Leaking leads.
12-13	C	Losing some jobs.
Under 12	D	This site is costing you jobs.

ONLY HAVE AN AFTERNOON?

FIX THESE 4 FIRST.

If any of these boxes are empty, start here. They cost you the most jobs.

Text back every form in 60 seconds

Right now a lead waits until you check email.

Ask budget and land on the form

Two questions. Tire-kickers sort themselves out.

Get load time under 3 seconds

Shrink the photos. People leave a slow site on a phone.

Get on page 1 for your town

One page per town you build in. Homeowners search town by town.

Rather tick it on screen? The online version adds it up and picks your top 3 fixes: **20-point website score** (leadliners.com/tools/website-score/).

Want it fixed for you? **Fix my website**: a new site or a fix-up of yours, live in 14 days. (leadliners.com/fix-my-website/)

RATHER HAVE US DO IT?

**WE RUN YOUR SITE,
GOOGLE, ADS AND FOLLOW-
UP, AND SEND YOU CALLS
FROM PEOPLE READY TO
BUILD.**

Take the free 2-minute check: leadliners.com/check/