

WEBSITE CHECKLIST

# The Service Business Website *Checklist*

A 23-point self-check for Houston and Katy service businesses. Grab your phone, open your own website the way a customer would, and see what they see.

**BEFORE YOU START**

## Compliments do not pay invoices. *Calls do.*

A website is working when it turns a visitor into a call, a booking, or a message. Check every box on your phone first, because that is where most of your customers are. Every box is one point; tally your score at the end.

**SECTION 1**

### The First Five Seconds

- The page loads in under 3 seconds on your phone, on cell data, not office wifi
- The first screen says what you do and where you do it, without scrolling
- There is one obvious button: call, book, or get a quote
- It looks right on a phone: no tiny text, no sideways scrolling, no overlapping pieces
- The photos are your real work and team, not stock images

**WHY IT MATTERS** Most visitors decide in seconds, and most of them are on a phone.

**SECTION 2**

### Trust Signals

- Your phone number is visible on every page, and tapping it starts a call
- Reviews or testimonials appear on the site, with names or businesses attached
- The about page shows the real owner with a real photo
- Your service area is named: the cities, not just “the greater area”
- Licenses, certifications, and insurance are mentioned where they apply

**WHY IT MATTERS** Service customers are inviting you into their home or business. They are looking for reasons to trust you.

SECTION 3

**The Conversion Path**

- The contact form is short: name, phone, what you need. Nothing more
- You have submitted a test through your own form this month, and it arrived
- A booking link or scheduler works end to end, if you offer one
- Services are explained in plain words, with prices or starting prices where you can
- After someone submits, they see a confirmation that says what happens next

**WHY IT MATTERS** Every extra field and every dead form is a customer who called someone else.

SECTION 4

**Being Found**

- Each page title names the service and the city, like Drain Cleaning in Katy TX
- Every page has a written meta description, the text under your name on Google
- Photos have alt text describing the work shown
- Google Analytics and Search Console are connected, so someone can see what is working

**WHY IT MATTERS** Google reads structure. These four basics decide how it understands your site.

SECTION 5

**Upkeep**

- Something on the site changed in the last 90 days: a project, a post, a photo
- No broken links or out-of-date offers anywhere on the site
- The address bar shows a lock: your site runs on https
- You control the logins: domain, hosting, and site editor are yours, not a vanished developer's

**WHY IT MATTERS** A stale site whispers that the business might be stale too.

19 TO 23 · STRONG

**You lead**

Keep it fresh and test the form monthly.

12 TO 18 · OPPORTUNITY

**Fixable**

Real gaps, mostly quick. Start with Sections 1 and 3.

0 TO 11 · AT RISK

**Act now**

Start with the first five seconds, today.

**This is the same lens we use when we rebuild service business websites.**

The fix is usually weeks, not months. Book a free 30-minute session, no pitch.

[poppymarketingandconsulting.com/contact](http://poppymarketingandconsulting.com/contact) · (941) 777-4933 · English y Espanol