



FREE CHECKLIST · 14-DAY PLAN

14-Day Marketing Autopsy

A two-week diagnostic for home service businesses - one focused task per day to find where leads leak before you spend more on ads or SEO.

Estimated time: 14 days (30 min/day)

Pro tip: Day 1-3 are free data from GBP and Search Console. Don't skip them for another logo redesign.



Your strategy team

Senior home service marketers
Roofing · Plumbing · HVAC & more

UNITED STATES · 2026 EDITION

delta@deltamarketingdigital.com

deltamarketingdigital.com

Free marketing audit available



How to use this guide: Complete one block per day. By day 14 you'll know whether the leak is visibility, conversion, or follow-up.

Days 1–3: Visibility baseline

- ☐ Day 1: Export GBP insights - calls, directions, website clicks (28 days)
- ☐ Day 2: Google Search Console - top queries, pages, indexing errors
- ☐ Day 3: Search your top 5 money keywords in incognito - note Map Pack rank

Days 4–6: Website & conversion

- ☐ Day 4: Mobile PageSpeed on homepage + top service page
- ☐ Day 5: Mystery-shop your form and click-to-call - does it work?
- ☐ Day 6: Compare landing page message to ad/GBP promise - any mismatch?



Days 7–9: Paid & attribution

- ☐ Day 7: Google Ads search terms - add 10 negatives minimum
- ☐ Day 8: Calculate CPL and cost per booked job last 30 days
- ☐ Day 9: Verify call tracking fires on ads and organic sample

Days 10–12: Reviews & trust

- ☐ Day 10: Review count vs. Map Pack competitors
- ☐ Day 11: Respond to all unanswered reviews
- ☐ Day 12: Add 5 new photos to GBP from recent jobs



| Days 13–14: Plan & accountability

☐ Day 13: List top 3 leaks ranked by revenue impact

☐ Day 14: Assign owner, deadline, and metric for each fix



Quick Answers

Can my office manager run this?

Yes - days 1-6 need no ad platform expertise.

What if I'm not running ads yet?

Skip day 7-8; double down on days 1-6 and 10-12.

Want a second set of eyes?

Book a free marketing audit. We'll review your trade, cities, Map Pack position, ad waste, and where qualified leads are going in your market.

Book Free Consultation

delta@deltamarketingdigital.com

deltamarketingdigital.com/free-marketing-audit/

Delta Marketing · Home service marketing for US contractors. This guide is educational only. Results vary by market, trade, and competition. Not a guarantee of rankings or lead volume.