



FREE CHECKLIST · WEBSITES

Contractor Website Checklist

Conversion and SEO essentials for home service websites - speed, mobile UX, trust, service pages, forms, and tracking.

Estimated time: 35 minutes

Pro tip: If your site scores under 80 on mobile PageSpeed, fix speed before buying more ad clicks.



Your strategy team

Senior home service marketers
Roofing · Plumbing · HVAC & more

UNITED STATES · 2026 EDITION

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Free marketing audit available



How to use this guide: Audit your homepage plus top three service pages. Fix red items before your next ad or SEO push.

FIX FIRST Speed & Mobile

- ☐ Mobile PageSpeed score 80+ on homepage
- ☐ Phone number is tap-to-call on mobile
- ☐ Font size readable without zoom (16px+ body)
- ☐ Images served as WebP with lazy loading
- ☐ No intrusive popups blocking CTA on first visit

FIX FIRST Trust & Credibility

- ☐ License and insurance mentioned above fold
- ☐ Real team and truck photos (not stock only)
- ☐ Years in business or jobs completed stat
- ☐ Google review rating displayed with link
- ☐ Service area cities listed clearly

THIS MONTH Service & Location Pages

- ☐ One page per major service line
- ☐ Unique copy per page (not duplicate templates)
- ☐ Internal links between related services
- ☐ City or neighborhood pages for target markets
- ☐ FAQ section on each money page

**THIS MONTH****Forms & Tracking**

- ☐ Short form: name, phone, service, ZIP
- ☐ GA4 events on form submit and phone clicks
- ☐ CRM or email alert on new lead within minutes
- ☐ Thank-you page or instant confirmation
- ☐ Call tracking on paid and organic if possible



Do & Don't

Do	Don't
Build service-specific landing pages	Send all SEO and ads to homepage only
Show proof: reviews, photos, badges	Use generic template with no local proof
Test forms monthly	Leave broken forms live during peak season

Quick Answers

How many pages does a contractor site need?

Typically 15-40: core services × cities + about, contact, reviews.

Do I need a blog?

Helpful for SEO; prioritize service and city pages first.

WordPress or custom?

Either works if fast, secure, and easy to update.

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

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