



FREE CHECKLIST · FULL FUNNEL

Home Service Marketing Checklist

The complete marketing health check for owner-operators - local SEO, paid ads, website conversion, reviews, and attribution. Use before annual planning or agency RFPs.

Estimated time: 90 minutes

Pro tip: Measure cost per booked job, not cost per lead. A cheap lead that never closes is more expensive than a qualified call.



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: Work through all five pillars. Score each section: 0 = not started, 1 = in progress, 2 = dialed in.

FIX FIRST Local SEO & Map Pack

- ☐ GBP fully optimized (see GBP checklist)
- ☐ Review velocity: 4+ new Google reviews per month
- ☐ Map Pack tracked for top 10 keywords
- ☐ NAP consistent across top 20 citations
- ☐ Service + city pages live for each market

THIS MONTH Paid Advertising

- ☐ Google Ads or LSA account with conversion tracking
- ☐ Geo-targeting matches service area only
- ☐ Landing page matches ad intent (service + city)
- ☐ Negative keyword list maintained weekly
- ☐ Call-only or call extensions on mobile campaigns
- ☐ Monthly CPL and cost per booked job calculated

**THIS MONTH****Website & Conversion**

- ☐ Mobile PageSpeed score 80+ on money pages
- ☐ Trust badges: licensed, insured, reviews visible
- ☐ Before/after gallery or project photos on site
- ☐ Click-to-call sticky on mobile
- ☐ Form submits trigger CRM / email alert under 5 min

ONGOING**CRM & Follow-Up**

- ☐ Every lead logged in one system (CRM or spreadsheet)
- ☐ Missed-call text-back automated
- ☐ Source attribution on every booked job
- ☐ Speed-to-lead under 5 minutes during business hours
- ☐ Estimate follow-up sequence (day 1, 3, 7)

**ONGOING****Reporting & Goals**

- ☐ Monthly dashboard: spend, leads, jobs, revenue
- ☐ 90-day goals set with owner accountability
- ☐ ROAS or marketing ROI calculated per channel
- ☐ Annual budget aligned to target job count



Do & Don't

Do	Don't
Track booked jobs by channel	Optimize for form fills alone
Align SEO, ads, and website messaging	Run disconnected campaigns per channel
Review numbers monthly with your team	Wait until Q4 to check if marketing worked

Quick Answers

What should a contractor spend on marketing?

Typically 5-12% of revenue; competitive metros often need \$2k-\$8k/mo to start.

SEO or ads first?

Both for most trades - ads for immediate calls, SEO for compounding Map Pack presence.

How long until marketing works?

Ads: 2-4 weeks. SEO: 60-90 days for movement, 6-12 months for compounding.

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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