The Before-Spring Fast List

Make your fast list this week. Park the slow list until next season is filling.

1. Google Business Profile

- [ ] Search your business name on your phone, the way a customer would
- [ ] Services listed match the jobs you want
- [ ] Hours and service area are right
- [ ] Recent photos of your own work and crew

What I fixed: _____

2. Review ask after every job

- [ ] Google review link saved on your phone (or a QR code on the invoice)
- [ ] Text the link to every customer the same day the job is done
- [ ] Reply to new reviews, good and bad
- [ ] No discounts or freebies for reviews (Google prohibits it)

3. Tap-to-call

- [ ] Phone number is tappable at the top of every page, on a phone
- [ ] Number is on every service page
- [ ] Contact form sends, and someone gets it

4. Service pages for the jobs you want

- [ ] One page per job you want more of
- [ ] Each page says what the job is, where you do it, and how to book

Jobs that need a page: _____

5. Ads, once calls are tracked

- [ ] Calls and form fills are counted in Google Ads
- [ ] You can check them against booked jobs in Jobber, ServiceTitan or Housecall Pro
- [ ] If not, set up tracking first. Then turn on ads.

Slow list: plan for later

Full rebrand | New logo | Six-month site rebuild | New business name

Plan them once booked jobs can pay for them. Launch in a slow stretch, not before the rush.