Grow That Local

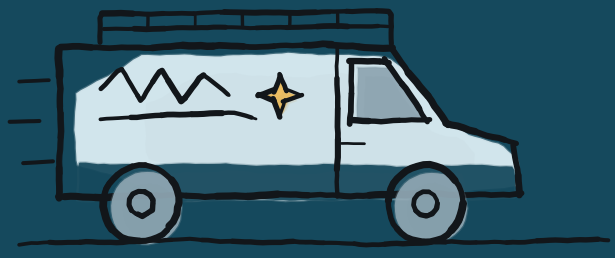
a free guide

The 12 things every call-getting website has

Check your site against the twelve things that make a phone ring, one minute each.

For owners about to pay someone for a site.

- 12 short sections in 4 parts
- 37 things you can do in the next 24 hours
- An example in every section
- Sources for every figure



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Before you start

A website has one job for a local trade: get the call, the text or the quote request. Most sites that fail don't fail on looks. They fail because the number is hard to find, the page is slow on a phone, or nothing on it says you're safe to let in the house.

This checklist has twelve things. Each section says why it matters, shows it on a made-up business in one of six trades, and gives you a check that takes about a minute on your own phone. Then there's a short list to fix it in the next 24 hours.

Do the checks on your phone, not a computer. That's where most of your customers will see you.

Two rules we kept while writing it:

- Every number has a public source you can check, listed at the end. When we didn't have one, we say "GTL estimate" and tell you why we think it.
- Every example is made up to show the idea. None of them are real businesses.

If you'd rather get a quick score first, our free 8-question website check tells you if your site may be costing you calls.



Part 1

Make the call easy

1 Your phone number at the top of every page

The idea. Someone with a leak or a broken AC doesn't read your page. They scan it for a number. Put it in the header, top right on a computer and in the top bar on a phone, on every page. Use the number you answer, not a main line that rings in an empty office.

> **Example.** A made-up plumber's header on a phone: the logo on the left, and on the right "(555) 010-0142" in bold with a small phone icon. It stays at the top as the visitor scrolls.

The 1-minute check. Open three pages of your site on your phone: the home page, a service page and the contact page. Count the seconds until you see your number on each. If any takes more than three seconds, or you have to scroll, fix it.

Do it in 24 hours

- [ ] Do the three-page check and write down which pages fail.
- [ ] Ask whoever runs your site to put the number in the header of every page.
- [ ] Call the number from another phone. Make sure it rings someone who picks up.

2 A tap-to-call button, and a tap-to-text one

The idea. On a phone, a number that isn't a link makes people copy it by hand. Many won't. Make it a button that starts the call with one tap. Add a second button to send a text, because plenty of people would rather text a photo than talk.

Make the buttons big enough for a thumb. Google's web.dev guide recommends tap targets of about 48 pixels, spaced about 8 pixels apart (web.dev: Accessible tap targets, web.dev).

Example. A made-up roofer's first screen has two buttons side by side: "Call now" and "Text us a photo." After a storm, most new jobs start with a photo of a missing shingle sent from the driveway.

The 1-minute check. On your phone, tap your number in the header. Does the phone offer to call? Now look for a text button. Tap it. Does a text open, addressed to your business?

Do it in 24 hours

- [ ] Do the tap check on your home page and one service page.
- [ ] Ask for the number to be a call link everywhere it appears.
- [ ] Add a "Text us" button next to the call button, pointed at a number that can get texts.

3 A short quote form that asks for very little

The idea. Some people can't call from work, and some like to ask after hours. A form catches them. Keep it short: name, phone, town or address, and what they need. Every extra box is a reason to give up.

Say what happens next, right on the form: who replies, and roughly when, using a time you can really keep.

Example. A made-up landscaper's form has four boxes: name, mobile number, street address, and "What would you like done?" with a photo upload. Under the button: "We reply by text, usually the same day."

The 1-minute check. Fill in your own form on your phone. Count the boxes. Did you get a confirmation on screen? Did the message reach the inbox or phone you check every day?

Do it in 24 hours

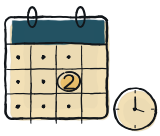
- [ ] Send yourself a test request through your form.
- [ ] Cut every box you don't need to quote the job.
- [ ] Add one line under the button saying who replies and when.
- [ ] Make sure form messages land somewhere you look every day.

or we can do it for you

Free sample: A preview of your new site

Websites start at $1 a month, with a 7-day full refund.

Websites: growthatlocal.com/services/websites



Part 2

Say what you do and where

4 A first screen that says what you do, and where

The idea. In the first few seconds, a visitor needs to know two things: you do the job they need, and you work in their town. A clever slogan doesn't tell them either. Name the trade and the area in the headline.

Example. A made-up HVAC company's first screen: "Heating and air conditioning repair across (your county). Same-week tune-ups." Then a real photo of a technician at a unit, and the call and text buttons.

The 1-minute check. Show your home page to someone who's never seen it. Give them five seconds, then take the phone back. Ask: "What do we do, and where?" If they can't say both, rewrite the headline.

Do it in 24 hours

- [ ] Run the five-second test with a friend or family member.
- [ ] Write a new headline with your trade and your area in it.
- [ ] Swap any stock photo on the first screen for a real one of your crew or work.

5 A clear list of the towns you serve

The idea. People search with their town in mind: "plumber near me" or "roofer in (town)." A list of the towns and neighborhoods you cover tells them you'll come out, and helps Google match you to those searches. A phrase like "and surrounding areas" does neither.

Example. A made-up house cleaner's footer lists the eight towns they cover, each a link to a short page for that town. The home page says: "Serving (town), (town) and (town). Not sure if we reach you? Text your zip code."

The 1-minute check. Search your site for the name of your third-biggest town. Is it there? Now check your Google Business Profile service area. Do the two lists match?

Do it in 24 hours

- [ ] Write down every town you're happy to drive to.
- [ ] Add the list to your home page or footer.
- [ ] Make the list match your Google Business Profile service area.

6 A page for each main job

The idea. People search for the job, not the trade: "water heater replacement," "cabinet painting," "move-out cleaning." A page for each main job, with its own photos and a call button, gives Google something to show for that search. It also tells the visitor you do exactly that.

Example. A made-up painter's menu: Interior painting · Exterior painting · Cabinet painting · Areas we serve. The cabinet page shows six before-and-after kitchens and explains the prep in plain words.

The 1-minute check. Write down your three best-paying jobs. Look at your site's menu. Does each one have its own page, or are they all squeezed into one "Services" list?

Do it in 24 hours

- [ ] List your three best-paying jobs.
- [ ] Note which ones have no page of their own.
- [ ] Pick five real photos for each missing page.

or we can do it for you

Free sample: A preview of your new site

Websites start at $1 a month, with a 7-day full refund.

Websites: growthatlocal.com/services/websites



Part 3

Show you're safe to hire

7 Prices, or price ranges with what moves them

The idea. "How much?" is the question everyone has and few sites answer. You don't need a full price list. A "from" price, or a range with the things that move it up or down, helps people decide to call. It also cuts the calls from people who could never afford the job.

Example (sample numbers). A made-up house cleaner's pricing section:

> **Regular cleaning:**
> **from $140 a visit for a two-bedroom home.**
>
> **Deep clean:**
> **from $260. Price depends on size, how long since the last clean, and pets.**
>
> **Not sure?**
> **Text us your bedrooms and bathrooms and we'll text back a price.**

The 1-minute check. Pretend you're a customer and look for any number on your site that says what a job costs. If you can't find one in a minute, nor can they.

Do it in 24 hours

- [ ] Pick your two most common jobs and write a "from" price or a range for each.
- [ ] Write the three things that make the price go up or down.
- [ ] Add them to the page for that job.

8 Real photos of your work, crew and trucks

The idea. Stock photos look like every other site in town, and people can tell. Your own photos prove you're real and local: your truck on a street they know, your crew in uniform, a finished job with the before shot next to it.

Phone photos are fine. Ask whoever runs the site to shrink them for the web, so they don't slow the page down (see section 11).

Example. A made-up roofer's home page has three photos: the owner beside the truck, a crew on a roof, and a before-and-after of one finished job. The full gallery lives on its own page.

The 1-minute check. Scroll your home page. Count the photos that came from your own phone. Count the ones that came from a stock photo site. Which number is bigger?

Do it in 24 hours

- [ ] Take three photos this week: you, your crew, your truck.
- [ ] Pick your best before-and-after pair from the last month.
- [ ] Replace every stock photo on your home page with your own.

9 Reviews from real customers, recent ones

The idea. People check reviews before they let a stranger into their home. In BrightLocal's 2026 survey of US adults, 97% said they read reviews for local businesses, and 74% look for reviews written in the last three months (BrightLocal Local Consumer Review Survey 2026, brightlocal.com).

Show real reviews on your site, word for word, with the first name and the town. Your newest Google reviews are the best ones to use. Add a link to your Google profile so people can read the rest.

Example. A made-up HVAC company shows three short Google reviews under its first screen, each with a first name, a town and the month. Below them: "Read all our Google reviews," linking to the profile.

The 1-minute check. Find the reviews on your site. When was the newest one written? If it's older than three months, your site looks quieter than you really are.

Do it in 24 hours

- [ ] Copy your three newest Google reviews, word for word, onto your home page.
- [ ] Add a link to your Google profile's reviews.
- [ ] Text your review link to every customer from the last month, not only the happy ones.

10 Your license and insurance, where people can see them

The idea. The FTC tells homeowners to consider only contractors who are licensed and insured, to check the license with their state or county, and to ask for proof of insurance (FTC: How To Avoid a Home Improvement Scam, consumer.ftc.gov). Save them the step. Put your license number, and the words "licensed and insured," near the bottom of every page and on your contact page.

If your trade or state doesn't need a license, say "insured" and what that covers. Never claim a license you don't hold.

Example. A made-up painter's footer: "Licensed and insured. (State) contractor license #(number). Lead-safe certified for homes built before 1978." The contact page adds: "Ask us for a copy of our insurance certificate."

The 1-minute check. Look at the bottom of your home page. Is your license number there? Look up your own license on your state's lookup site. Does the name match the name on your site?

Do it in 24 hours

- [ ] Find your license number and your insurance certificate.
- [ ] Add "licensed and insured" and the license number to your footer.
- [ ] Check that your business name matches your state's license record.

or we can do it for you

Free sample: Your first 10 requests sent

Review requests is $100 a month, with a 7-day full refund.

Review requests: growthatlocal.com/services/reviews



Part 4

Work on any phone

11 Fast on a phone, even on a weak signal

The idea. A slow site loses people before they see your number. Google's research found that 53% of mobile visits were abandoned when a page took longer than 3 seconds to load (Think with Google, thinkwithgoogle.com, 2016 data).

Google also publishes the speed targets it uses, called Core Web Vitals. The main part of the page should appear within 2.5 seconds, the page should react to a tap within 200 milliseconds, and things shouldn't jump around as it loads (web.dev: Web Vitals, web.dev). Google says Core Web Vitals are used by its ranking systems (Google Search Central: Page experience, developers.google.com).

The usual cause on a trade site is heavy photos straight off a phone camera.

Example. A made-up landscaper's home page had a dozen full-size project photos. They cut it to three, shrank each for phones and moved the rest to a gallery page. The page now loads in about half the time on the same phone.

The 1-minute check. Go to pagespeed.web.dev on your phone or computer and enter your home page address. Look at the mobile result. Is "Largest Contentful Paint" under 2.5 seconds?

Do it in 24 hours

- [ ] Run the mobile test at pagespeed.web.dev and write down the score.
- [ ] Turn off Wi-Fi, stand where you get one or two bars, and load your site. Time it.
- [ ] Ask whoever runs your site to shrink every photo and cut the home page to a few.

12 Built for a thumb: readable, no pop-ups, nothing to pinch

The idea. Google uses the mobile version of a site's content for indexing and ranking (Google Search Central: Mobile-first indexing, developers.google.com). So the phone version is the real one. Text should be big enough to read without pinching, buttons big enough for a thumb (section 2), and nothing should cover the page.

Google advises against pop-ups and full-screen boxes that block the content, and suggests a small banner instead (Google Search Central: Avoid intrusive interstitials, developers.google.com). A coupon box that hides your phone number costs you the call.

Example. A made-up plumber removed the coupon pop-up from their home page and put the offer in a thin bar above the header instead. The number and the call button now show the moment the page opens.

The 1-minute check. Open your site on your phone and use one thumb only. Can you read every line without zooming? Did anything pop up and cover the page? Can you reach the call button without stretching?

Do it in 24 hours

- [ ] Do the one-thumb check on your home page and contact page.
- [ ] Remove any pop-up that covers the page, or turn it into a small banner.
- [ ] Note any text you had to zoom to read and ask for it to be made bigger.

or we can do it for you

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Websites: growthatlocal.com/services/websites



Your first 24 hours, in one list

If you only do five things this week, do these:

- [ ] Check that your number is at the top of every page and that tapping it starts a call (sections 1 and 2).
- [ ] Rewrite your headline so it names your trade and your area (section 4).
- [ ] Add a "from" price or a range for your two most common jobs (section 7).
- [ ] Put your three newest Google reviews and your license number on the home page (sections 9 and 10).
- [ ] Run the mobile test at pagespeed.web.dev and shrink your photos (section 11).

Want to know what a better site is worth? Our free website payback calculator works out how many jobs it takes to pay for one.



If you'd rather hand it off

Grow That Local builds websites with all twelve of these things, and looks after them each month. Each service starts with a free sample, so you see the work before you pay.

Best fit for this guide: Websites. Free sample: a preview of your new site. Websites start at $1 a month, with a 7-day full refund.

Websites — **from $1 a month · 7-day full refund**
A fast, good-looking site that turns visitors into calls. Free sample: a preview of your new site.

Google Business Profile — **$200 a month · 7-day full refund**
Show up in the map when neighbors search for what you do. Free sample: a profile check-up with 10+ fixes.

Review requests — **$100 a month · 7-day full refund**
More 5-star reviews, without the awkward asking. Free sample: your first 10 requests sent.

Social media posts — **$200 a month · 7-day full refund**
Fresh posts every week, made from your real job photos. Free sample: two weeks of posts, ready to go.

Email newsletter — **$50 a month · 7-day full refund**
Stay top of mind, so past customers call you first. Free sample: your first newsletter, written.

SEO — **$400 a month · 7-day full refund**
Climb Google for the searches that bring in jobs. Free sample: a ranking check and 10 fixes.

Win-back texts — **$100 a month · 7-day full refund**
Bring past customers back for their next job. Free sample: your first 25 customers texted.

Neighborhood postcard — **$400 a month · 7-day full refund**
Your ad in mailboxes across nice neighborhoods. Free sample: your ad, designed and shown on the card.

Monthly report card — **free**
See how you stack up against local competitors. Free sample: your first report card, this month.

Text us at (423) 924-2014, or start at growthatlocal.com/start.

Sources

Every statistic and rule above, with where to check it:

1. web.dev, Accessible tap targets: tap targets of about 48 pixels, spaced about 8 pixels apart. web.dev (sections 2 and 12)
2. BrightLocal Local Consumer Review Survey 2026 (1,002 US adults): 97% read reviews for local businesses. brightlocal.com (section 9)
3. Same survey: 74% look for reviews written in the last three months. (section 9) (brightlocal.com)
4. FTC, How To Avoid a Home Improvement Scam: consider only licensed and insured contractors, check the license with the state or county, ask for proof of insurance. consumer.ftc.gov (section 10)
5. Think with Google: 53% of mobile visits abandoned when a page takes longer than 3 seconds to load (2016 data). thinkwithgoogle.com (section 11)
6. web.dev, Web Vitals (updated October 2024): Largest Contentful Paint within 2.5 seconds, Interaction to Next Paint of 200 milliseconds or less, Cumulative Layout Shift of 0.1 or less, measured at the 75th percentile of page loads. web.dev (section 11)
7. Google Search Central, Understanding page experience: "Core Web Vitals are used by our ranking systems." developers.google.com (section 11)
8. Google Search Central, Mobile-first indexing best practices: Google uses the mobile version of a site's content for indexing and ranking. developers.google.com (section 12)
9. Google Search Central, Avoid intrusive interstitials and dialogs: avoid elements that block the content; use a small banner instead. developers.google.com (section 12)

GTL estimates

These are our own judgment, not measured facts:

1. Three seconds is the limit for finding your number (section 1). Reasoning: someone with an urgent problem scans rather than reads, and if the number isn't in the first glance they go back to the search results.
2. Four boxes is enough for a quote form (section 3). Reasoning: name, phone, place and job are what you need to call back and quote; anything else can wait for the call.
3. A "from" price or range brings more of the right calls (section 7). Reasoning: people who see a number they can live with call with more confidence, and people who can't afford it don't take up your time.
4. Three photos on the home page, the rest in a gallery (sections 8 and 11). Reasoning: three is enough to show you, your crew and your work, and every extra full-size photo slows the page on a phone.
5. Your newest reviews beat your best old ones (section 9). Reasoning: shoppers look for recent reviews, so a fresh date tells them you're busy and still doing good work.

want it done for you?

Every part of this guide is something we do.

Each one starts with a free sample, so you see the work before you pay. Text us at (423) 924-2014 or start at growthatlocal.com/start.

Grow *That* Local