

FREE DOWNLOAD:

7 FIXES CHECKLIST

Purpose: Get the core fixes that move your online presence from invisible to irresistible.

Fix #1 – Clarify Your Value & Niche

- Write your niche-specific value proposition (e.g., “Premier pool service in [City] for clean-closing contracts”).
- Ensure all website & GBP messaging reflects that clear focus.

Fix #2 – Google Business Profile (GBP) Optimization

- Confirm your profile is claimed & verified.
- Add geo-tagged photos, a keyword-rich description, and correct categories, and business hours.
- Check that “Services” or “Menu” items reflect your main offerings.

Fix #3 – Website Conversion Layer

- Ensure the homepage loads in ≤ 3 seconds and the mobile layout is clean.
- Include one clear CTA above the fold (“Request an Estimate”).
- Add proof (reviews, badges, project photos) near the top of the page.

Fix #4 – Review & Reputation Engine

- Set up a system to request reviews after every job (SMS or email).
- Monitor and respond to all new reviews within 48 hours.
- Display the best reviews prominently on your homepage.

Fix #5 – Local Listings/NAP Consistency

- Check Name-Address-Phone (NAP) consistency across major directories (Google, Bing, Yelp, industry listings).
- Fix any mismatches or duplicates.
- Maintain category relevance (e.g., Pool Service, Pool Store).

Fix #6 – Content & Service-Area Landing Pages

- Verify your website has dedicated pages for each key service and service area.
- On each page, include local keywords (city/town), before/after project photos, and CTA.
- Link internally to your main “Services” hub for SEO flow.

Fix #7 – Performance Tracking & Dashboards

- Confirm you have access to Google Analytics & Search Console (or equivalent).
- Set up a weekly dashboard with core metrics: calls, form submissions, GBP searches and review count.

Review results monthly and adjust as needed.

Keep this checklist on your desk. Completing these seven fixes will up your odds of being found, chosen, and booked. Want help launching or scaling them? Book a strategy session now.

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<https://poolpatiodigital.com/discovery-call/>