

10 HABITS, 10 POINTS EACH

The contractor website checklist

Ten yes/no habits that separate a website that actually books work from one that just sits there. Check each one off, or use the free score tool at tannerpreserve.co/tools/website-score.

No signup, just download. Score yourself out of 100.

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Ten habits, ten points each

Answer each honestly. Every "no" is a real, specific cost, not a vague ding.

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1. Does it load on a phone in under 3 seconds?

If not: Most visitors on a job site or in a truck bail before a slow page ever finishes loading.

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2. Is the phone number tap-to-call on every page?

If not: A number you have to copy and dial by hand loses the visitor who was ready to call right now.

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3. Are your service area towns named on the site?

If not: Someone searching "[your trade] near [their town]" has no page that says you cover them.

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4. Do your Google Business Profile hours match the site?

If not: Mismatched hours read as closed or unreliable right when someone is deciding whether to call.

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5. Are reviews shown on the site itself?

If not: A visitor who has to leave your site to check reviews may not come back to it.

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6. Are there photos of real jobs you've done?

If not: Stock photos or no photos at all make it hard to believe the work is actually yours.



7. Does the site load over HTTPS (the padlock, no warning)?

If not: Browsers flag a non-HTTPS site as not secure, which is a hard stop for a lot of visitors.



8. Do form submissions get a reply within 5 minutes?

If not: Lead response time is the single biggest lever on whether a lead turns into a booked job.



9. Is there a dedicated page for each service you offer?

If not: A single page trying to cover every service ranks for none of them as well as it could.



10. Has the site been updated within the last 12 months?

If not: A stale site (old photos, old pricing, a dead promotion) is a quiet signal the business may be too.

TWO PLANS, NO CONTRACT

Run and Grow

Every Tanner Preserve site starts with a free build during a 14-day trial. Card on file, first charge on day 15, no setup fee, no contract.

RUN

\$97 /mo

Keep the website running. Hosting, maintenance, the lead inbox, your forms, analytics, small edits, and an email the moment a lead comes in. The step-down from Grow if you only want the site.

GROW

\$297 /mo

Everything in Run, plus the system that turns leads into jobs: the CRM, missed-call text-back, automated follow-up, the review engine, and the monthly growth work.

tannerpreserve.co/audit, run your audit

tannerpreserve.co/plans for the full breakdown. (262) 474-5794, Delafield, WI.