



HOME SERVICES LEAD MAGNET

The Lead Leak Checklist

21 places home service businesses lose booked jobs (and how to plug them)

More calls. More bookings. Less guesswork.

KEM Marketing LLC · 304 W Michigan Street, Stuttgart, AR 72160 · kemmarketing.com

How to Use This Checklist

Go through all 21 items below. For each one, score yourself honestly:

- 0 — Not doing this at all.
- 1 — Doing it, but inconsistently or half-built.
- 2 — Doing it well, consistently, every week.

Add up your score (max 42) and check the scoring page near the end to see what it means. Most owners find at least 5 to 6 leaks on their first pass. That's normal — every one of these is fixable, and most are cheap or free to fix this month.

Phone & First Contact

- ☐ Missed calls go to a generic voicemail with no text-back. Why it matters: a caller who hits voicemail assumes nobody's there and tries the next number on their search results. Quick fix: forward missed calls to an auto-text ("Sorry we missed you — what do you need done, and we'll call you right back") using your phone carrier, Google Voice, or a missed-call text-back tool.
- ☐ Nobody answers after hours or on weekends, when a lot of real emergency calls come in. Why it matters: plumbing, HVAC, and garage door emergencies don't wait for business hours, and the caller will keep dialing until someone picks up. Quick fix: set an after-hours line that routes to a text, a call service, or whoever's on call that night.
- ☐ Office staff don't have a simple script for "how much do you charge" callers. Why it matters: price-only callers are shopping three other companies at the same time; a flat "I don't know" loses the job on the spot. Quick fix: write a one-page script with ballpark ranges and a line that moves them toward booking a free estimate.
- ☐ Call volume and call sources aren't tracked. Why it matters: without knowing which ad, page, or keyword actually produces a booked job, you can't tell what's working — you're guessing with your budget. Quick fix: use a call-tracking number on your website and each ad so every call is tagged to its source.
- ☐ New inquiries (web form, Facebook message, Google message) sit unanswered for hours. Why it matters: a Harvard Business Review study of 1.25 million sales leads found that companies contacting a new lead within an hour were nearly 7 times as likely to qualify that lead as companies that waited even one more hour — and more than 60 times as likely as companies that waited a day or longer (Source: "The Short Life of Online Sales Leads," Harvard Business Review, March 2011, <https://hbr.org/2011/03/the-short-life-of-online-sales-leads>). Quick fix: turn on instant email/text alerts for every new form or message, and assign someone to answer within the hour, every time.

Website & Online Booking

- ☐ The website is slow or looks broken on a phone. Why it matters: most people searching for "plumber near me" are on their phone, often standing in front of the problem. A page that's slow to load or hard to tap loses them before they ever read a word. Quick fix: test your own site on your phone today. If it takes more than a few seconds or text runs off the screen, that's your first fix.
- ☐ There's no clear phone number or "Book Now" button above the fold. Why it matters: visitors decide in seconds whether to act or leave. If the next step isn't obvious immediately, most won't scroll to find it. Quick fix: put your phone number and one clear button (Call Now / Get a Free Quote) at the very top of every page.
- ☐ The only way to request service is "call us" — no online form or booking. Why it matters: a share of your visitors are browsing at night or during work hours and don't want to make a call right then. No online option means you lose every one of them. Quick fix: add a short quote-request form (name, phone, what's wrong, best time to call) to every page.

- ☐ The site doesn't clearly list your exact service areas and services. Why it matters: Google and your visitors both need to see your towns and your services spelled out in plain text to match you to local searches — vague pages rank worse and convert worse. Quick fix: add a simple "Areas We Serve" list and name every service plainly (not just "Services").
- ☐ No live chat or simple contact widget for someone browsing after hours. Why it matters: a visitor comparing companies at 9pm who can't reach anyone will often just request a quote from whichever competitor answers first. Quick fix: add a chat widget or a short "text us" link that reaches your phone.

Reviews & Reputation

- ☐ Customers finish the job and are never asked for a Google review. Why it matters: in BrightLocal's 2024 Local Consumer Review Survey, 75% of consumers said they "always" or "regularly" read online reviews before choosing a local business, and 71% said they wouldn't consider a business with an average rating under 3 stars (Source: BrightLocal, Local Consumer Review Survey 2024, <https://www.brightlocal.com/research/local-consumer-review-survey-2024/>). No reviews, or too few, is a real reason you lose jobs to competitors. Quick fix: ask for a review on the spot, by text, the moment the job is done and the customer is happy.
- ☐ Review requests go out days later, after the moment has passed. Why it matters: the best time to ask is minutes after a great job, while it's fresh — not three days later in a bulk email blast. Quick fix: automate the review request to send within an hour of marking the job complete.
- ☐ Negative reviews sit unanswered. Why it matters: a bad review with no response reads as "we don't care." A calm, professional reply shows every future reader how you handle problems. Quick fix: respond to every review, good or bad, within 48 hours — never argue, just acknowledge and offer to make it right offline.
- ☐ Your Google Business Profile has outdated hours, old photos, or missing services. Why it matters: this is often the very first thing a prospect sees, before they even reach your website. Stale info reads as "they might be out of business." Quick fix: log in and update hours, add 5 to 10 recent job photos, and list every service you offer.
- ☐ You don't know how your review count and rating compare to your top local competitor. Why it matters: prospects comparing two companies side by side will usually pick the one with more reviews and a higher rating, all else being equal. Quick fix: look up your top competitor's Google rating and review count this week and write down the gap.

Follow-Up, Scheduling & Repeat Business

- ☐ No automatic reminder goes out before the appointment. Why it matters: an unconfirmed appointment is an easy no-show or a last-minute reschedule that leaves a hole in the day's schedule. Quick fix: send a text reminder the day before and the morning of every appointment.
- ☐ Past customers never hear from you again unless they call first. Why it matters: your best, cheapest lead is a past customer who already trusts you and needs seasonal service (tune-ups, gutter cleaning, filter changes) — most companies let that list go cold. Quick fix: set a recurring reminder (text or postcard) to past customers at the point they're due for seasonal service.

- ☐ Quotes go out and nobody follows up if the customer doesn't respond. Why it matters: a quote that goes silent for a week is usually a lost job, not a "maybe" — most people need one more nudge to commit. Quick fix: build a simple 3-touch follow-up (day 2, day 5, day 10) for every open quote.

Visibility & Ads

- ☐ Your Google Business Profile sits inactive — no posts, no new photos. Why it matters: an active profile signals to Google (and to people comparing options) that you're a real, operating business worth calling today. Quick fix: post a photo or update at least once a week — a finished job, a team photo, a seasonal reminder.
- ☐ Ads (if you run any) send traffic to your generic homepage. Why it matters: someone who clicked a "drain cleaning" ad and lands on a general homepage has to hunt for relevance — most will just leave. Quick fix: build (or request) a dedicated page for each service you advertise, matching the ad's exact offer.
- ☐ You don't track which channel actually produces booked, paying jobs. Why it matters: without that, budget keeps flowing to whatever "feels" like it's working instead of what's proven to produce jobs. Quick fix: tag every lead source (call tracking number, form field, or simply asking "how did you hear about us") and review it monthly.

Scoring: What Your Number Means

Add up your score across all 21 items (2 points max each, 42 points total).

-  0–14 — Wide open. You're leaking jobs at almost every stage: the phone, the site, reviews, and follow-up. The good news: the fixes above are mostly quick and cheap. Start with the Quick Wins on the next page.
-  15–28 — Patching leaks. You've got real pieces in place, but enough gaps that competitors with a tighter system are out-booking you on the jobs you should be winning. Pick your 3 lowest scores and fix those first.
-  29–42 — Running tight. You're ahead of most companies in your trade. At this level, the gains come from fine-tuning — faster response times, better-targeted ads, and a sharper follow-up cadence.

Quick Wins You Can Do This Week

-  1 Turn on missed-call text-back today — most phone carriers and Google Voice support a basic version for free.
-  2 Text every customer a review request the moment the job is marked done.
-  3 Update your Google Business Profile hours, photos, and service list — 15 minutes, no cost.
-  4 Add one clear "Call Now" button to the top of your homepage if it isn't already there.
-  5 Pull your last 20 quotes and call anyone who went quiet for more than 5 days.

What We'd Do in Your First 30 Days

Days 1–10

Install missed-call text-back and a website chat widget. Audit and fix your Google Business Profile (hours, photos, services, categories). Turn on automatic review requests that fire the moment a job is marked complete.

Days 11–20

Fix the booking friction on your website — clear calls to action, a short quote-request form, and a page for every service you want to rank for and advertise. Set up instant lead alerts so new inquiries get a response inside the hour.

Days 21–30

Launch a review-response routine (every review answered within 48 hours) and a past-customer follow-up for seasonal work. Put together your first monthly report so you can see exactly where new jobs are coming from.

This is a starting framework, not a guarantee of rankings, leads, or revenue — every business and market is different, and results depend on your market, trade, and starting point.



Your Next Step

Want a second set of eyes on your specific business? The Free Growth Snapshot is a personalized, no-obligation look at your website, your reviews versus your top local competitor, your speed-to-lead, and your booking friction — 2 minutes, no pitch, no pressure.

Get Your Free Growth Snapshot

<https://kemmarketing.com/growth-snapshot>