



BURKSUP DESIGN · FOR HOME SERVICE BUSINESSES

FREE CHECKLIST

THE 5-MINUTE WEBSITE **TEARDOWN** CHECKLIST

The 10 checks that show you where your website is quietly handing jobs to your competitor.

10 CHECKS ■ 5 MINUTES ■ JUST YOUR PHONE

WEBSITES THAT BOOK JOBS — NOT JUST SIT THERE.

BEFORE YOU START

SOMEONE IS ON YOUR SITE RIGHT NOW

While you're reading this, somebody in your service area is on your website deciding whether to call you or the next company on the list.

They're not reading your "About" page. They're looking for three things in about five seconds: is this the right kind of company, can I trust them, and how do I get this handled. If your site makes any of those three hard, they hit the back button and land on a competitor who made it easy. You never see it happen. There's no missed-call log for the visitor who quietly left.

That's the whole game. Not traffic, not looks. Whether the person already on your site takes the next step or leaves. This teardown walks the exact path that visitor walks, and shows you where they fall off.

do this first

Grab your phone, pull up your own site on cell data (not wifi), and go check by check. That's how most of your customers see it.

HOW TO RUN THIS IN 5 MINUTES

- 1** Open your site on your phone, on cell data. Start a timer.
- 2** Go check by check. Mark each box honestly — you either pass or you don't.
- 3** Don't fix anything yet. Just find the leaks.
- 4** Add up your score, then hit the three fixes that move money first.

Five minutes to see your site the way a ready-to-buy customer sees it.

Rather have someone walk it with you? There's a free website audit at the end.

WALK THE VISITOR'S PATH

☐ 01

THE 5-SECOND TEST

CAN A STRANGER TELL WHAT YOU DO, WHERE, AND THAT YOU'RE OPEN — IN THE FIRST THING THEY SEE?

LOOK FOR

Top of the page, before scrolling. It should name the service and the area in plain words — "Emergency plumbing in Nashville." Not a slogan, not a stock sunset, not "Welcome to our website."

WHY IT COSTS YOU JOBS

A visitor who can't confirm in five seconds that you do their thing, in their town, assumes they're in the wrong place and leaves. You lose the job before they scroll.

THE FIX

One clear headline that names the service and the city, with a way to take action right next to it.

☐ 02

PHONE NUMBER & TAP-TO-CALL

IS YOUR NUMBER TOP-RIGHT ON EVERY PAGE, AND DOES IT DIAL WHEN TAPPED?

LOOK FOR

A number you can actually tap to call, on every page — not buried in a footer.

WHY IT COSTS YOU JOBS

Every second between "I want to call" and the phone ringing is a chance to change their mind. A number they have to copy by hand doesn't get dialed.

THE FIX

Phone number top-right, on every page, as a real tap-to-call link. Test it on your own phone right now.

03

THE BOOKING GAP

CAN A CUSTOMER BOOK WITHOUT CALLING — RIGHT NOW, AT 9PM ON A SUNDAY?

LOOK FOR

A real "book online" option that works when your phone line is closed.

WHY IT COSTS YOU JOBS

The buyer who can't book doesn't leave a voicemail and wait. Online booking catches them at the exact moment they decided to act, before that decision cools off or a competitor grabs it. It also kills phone tag — the back-and-forth that quietly loses jobs no one counts.

THE FIX

A real booking widget on the site. Pick a time, confirm, done. It works while you're on a roof, asleep, or at dinner — the difference between a website and a second employee who never clocks out.

04

THE PRICING GAP

ANY SENSE OF WHAT THINGS COST — OR DOES IT GO SILENT WHEN MONEY COMES UP?

LOOK FOR

A number to anchor on. Silence on price is not neutral.

WHY IT COSTS YOU JOBS

When your site says nothing about price, buyers don't assume "reasonable." They assume "expensive, and hiding it," and go get a number from someone else.

THE FIX

Give them something to anchor on. "Service calls start at \$89." "Most installs run \$X-\$Y." Worried about boxing yourself in? Price the range on the high side — a padded number still beats silence, still filters tire-kickers, and still protects you when it's time to quote the real job.

05

PROOF YOU'RE THE REAL THING

REAL REVIEWS AND REAL PHOTOS ON THE HOMEPAGE — NOT BURIED ELSEWHERE?

LOOK FOR

Star ratings, a few quotes with real names, and photos of actual jobs. Not stock images.

WHY IT COSTS YOU JOBS

Trust is the thing between a visitor and a call. No proof, no trust, no call. Stock photos are worse than none — buyers can smell them.

THE FIX

Pull your best Google reviews onto the homepage. Add photos from real jobs, even phone photos. Show the truck, the crew, the finished work.

06

LICENSE, INSURANCE &
GUARANTEE

DOES IT PLAINLY SAY YOU'RE LICENSED, INSURED, AND STAND BEHIND THE WORK?

LOOK FOR

"Licensed and insured" and a simple guarantee, near the top and near every call to action.

WHY IT COSTS YOU JOBS

A buyer choosing between two companies picks the one that made them feel safe. If your competitor says it and you don't, they win the coin-flip jobs.

THE FIX

State it plainly. Badges, a sentence, a guarantee line. Make the safe choice the obvious one.

07

SPEED

**ON YOUR PHONE, ON CELL DATA —
IS IT USABLE IN ABOUT THREE
SECONDS?**

LOOK FOR

Fast first load. Big unoptimized images and bloated pages are the usual killers.

WHY IT COSTS YOU JOBS

People bail on slow sites, fast. Every second of load time is buyers leaving before your site gets a chance to work. You paid for that visit — a slow page throws it away.

THE FIX

Compress the images, cut the bloat, load the important stuff first. Speed is the price of admission.

08

THE ONE-HANDED MOBILE TEST

**REACH "CALL" OR "BOOK" WITH
JUST YOUR THUMB — EASY, OR A
FIGHT?**

LOOK FOR

Big tap targets, readable text, buttons always in reach.

WHY IT COSTS YOU JOBS

A site that fights the thumb is a site people give up on. They won't switch to a laptop to hire you. They'll switch to a competitor whose site just works.

THE FIX

Design for the thumb first. "Call" and "book" always in reach, text you never have to pinch.

09

ONE OBVIOUS NEXT STEP

ONE CLEAR THING TO DO — OR FIVE LINKS PULLING EVERY DIRECTION?

LOOK FOR

One primary action per page, louder than everything else.

WHY IT COSTS YOU JOBS

A confused visitor does nothing. The more options in front of a ready buyer, the more likely they pick the easiest one of all: leaving.

THE FIX

Decide the single most valuable action — book or call — and make it the loudest thing on every screen. Everything else supports it or gets cut.

10

AFTER THEY REACH OUT

DOES ANYTHING HAPPEN AUTOMATICALLY — OR DOES THE LEAD SIT IN AN INBOX?

LOOK FOR

An instant response the moment a lead lands, not a form you have to personally catch.

WHY IT COSTS YOU JOBS

Speed to lead wins jobs. The first company to respond usually gets the work. A lead that waits an hour is often already talking to someone else. Manual follow-up is where busy owners drop the ball — not because they're lazy, but because they're working.

THE FIX

Automate the first touch. An instant text back, automatic reminders, follow-ups that fire on their own. That's the quiet engine that turns your website from a brochure into a system that books jobs and saves you hours every week.

FILLABLE

YOUR SCORECARD

One box per check. Be honest — the leaks you skip are the ones that keep costing you.

- ☐ **01** The 5-second test
- ☐ **02** Tap-to-call, on every page
- ☐ **03** Online booking, 24/7
- ☐ **04** A pricing signal
- ☐ **05** Real reviews + real photos
- ☐ **06** Licensed, insured, guaranteed
- ☐ **07** Loads fast on cell data
- ☐ **08** Easy one-handed on mobile
- ☐ **09** One obvious next step
- ☐ **10** Instant lead follow-up

TOTAL CHECKED

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

___ / 10

Not loving your number? Every one of these is fixable — and the audit's free. Last page.

READ YOUR RESULT

SCORE YOUR *site*

Count your checked boxes.

0-4

YOU'RE LEAKING JOBS EVERY DAY.

The traffic is showing up and walking away. The good news: these are fixable, and the gap to a site that books work is smaller than it looks.

5-7

YOU'VE GOT THE BONES.

A few fixes on trust, booking, and follow-up would meaningfully change what your site produces.

8-10

YOUR SITE IS DOING REAL WORK.

Tighten the last details and make sure the automation behind it is actually running.

Wherever you landed, the pattern's the same. The companies winning your market aren't the ones with the prettiest site. They're the ones whose site makes it easy to trust them, easy to book, and whose follow-up is automatic. **That's a system — and it can be built.**

PRIORITIES

IF YOU ONLY FIX THREE THINGS THIS WEEK, FIX THESE

You're busy — you're on a truck, not behind a laptop. So don't try to fix all ten at once. These three move the most money for the least effort, and they're the three most home service sites get wrong.

1

MAKE IT DEAD-SIMPLE TO REACH YOU. CHECKS 02 + 03

Tap-to-call in the top corner, on every page — plus online booking that works at 9pm on a Sunday. Most owners lose jobs right here without ever knowing it. The customer doesn't complain. They just call the next guy.

2

PUT YOUR PROOF UP FRONT. CHECKS 05 + 06

Real reviews and real job photos on the homepage, plus "licensed and insured" near every call to action. This is what turns a stranger who's never heard of you into someone who picks up the phone.

3

RESPOND THE SECOND A LEAD COMES IN. CHECK 10

An automatic text back the moment someone reaches out. Speed to lead wins jobs — the first to respond usually gets the work — and this is the one that keeps working while you sleep.

Notice the pattern: none of these are about a prettier site. They're about making it easy to trust you, easy to book you, and hard to ignore you. **That's a system — and it's exactly what we build.**



BURKSUP DESIGN

WANT SOMEONE TO BUILD IT FOR YOU?

You've got the checklist now. You can absolutely work down it yourself. But if you'd rather have it handled, that's what we do. We build home service websites that book jobs — with the booking, the pricing, the trust, and the automation wired in from day one, so your site works while you're on the truck.

NO RISK

WE BUILD IT FIRST AND SHOW YOU EXACTLY HOW IT HELPS YOUR BUSINESS BEFORE YOU PAY FOR IT. YOU SEE THE WORK BEFORE YOU SPEND A DOLLAR.

Start with a free website audit. We get on a quick call, walk your current site together, and show you exactly where it's losing jobs and what a rebuild would change. No pitch, no pressure, no obligation.

BOOK YOUR FREE WEBSITE AUDIT

burksup.com/book-audit

A RESULT WE CAN POINT TO

Six jobs in the first month on the rebuilt site — four new bookings, plus two more saved that would have slipped away.

— Lamont Johnson, Mr. C's Chimney · Billings, MT

WHY US

Nashville-based, home service only. We build your site first and show you exactly how it books jobs — before you pay a dollar.

- Nick, BurksUP Design

Built from what we see tearing down home service websites every week.
No fluff, no fabricated stats — just the patterns that book jobs.