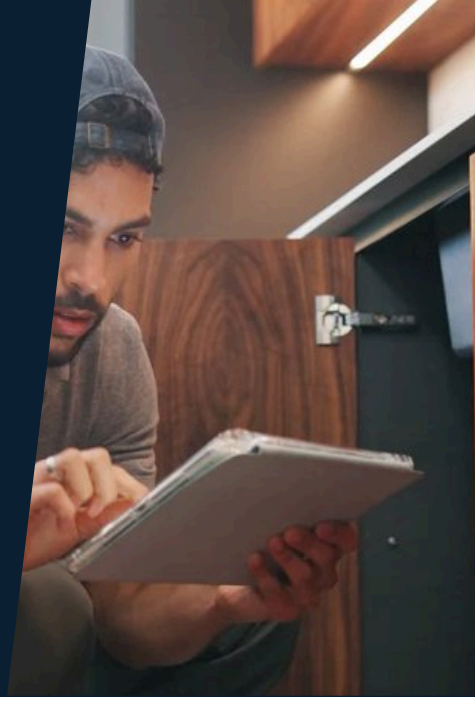
PrimeStart

FREE PRINTABLE CHECKLIST

20 things every tradesperson can do to get more local enquiries



Tick them off one at a time. Most are free. None need a marketing budget, and none promise a number of jobs. They simply make it easier for local customers to find you, trust you and get in touch.

1 Be easy to find

- [ ] **1. Claim and verify your Google Business Profile.**
  It is free, and it is how you show up when someone searches for your trade nearby.
- [ ] **2. Choose the right main category and list every service you offer.**
  Be specific: "boiler repair" tells Google and customers more than "plumber" alone.
- [ ] **3. Set your service areas to the towns or postcodes you really cover.**
  Google lets you add up to 20, defined by place rather than a radius.
- [ ] **4. Keep your hours and contact details accurate, bank holidays included.**
  Out-of-date details lose you calls from people who were ready to book.
- [ ] **5. Add recent photos of your own work to your profile.**
  Real jobs, finished and tidy. Not stock images.

2 Give people a reason to trust you

- [ ] **6. Ask every happy customer for a Google review when the job is finished.**
  Share your review link or QR code from your profile. Never offer a discount or gift in return: Google prohibits it.
- [ ] **7. Reply to every review, good or bad, calmly and politely.**
  Future customers read your replies as well as the reviews.
- [ ] **8. Take before-and-after photos from the same spot on every job.**
  Ask the customer first, and leave out house numbers and faces.
- [ ] **9. Show the insurance, registrations and memberships you genuinely hold.**
  Only those. Never claim one you do not have.
- [ ] **10. Put a name and a face to the business.**
  One photo of you and two honest lines about what you do and where.

3 Make it easy to ask for a quote

- [ ] **11. Put a tap-to-call number and a short enquiry form on every page of your website.**
  Most people look on a phone. If it takes more than a tap, some will go to the next name.
- [ ] **12. Ask only for what you need: name, number, postcode, what the job is and photos.**
  The shorter the form, the more people finish it.
- [ ] **13. Write one page for each main service, using the words customers use.**
  "Bathroom fitting" and "emergency leak repair" are different searches.
- [ ] **14. Write a clear page naming the areas you cover.**
  Real towns and neighbourhoods, and only the ones you will travel to.
- [ ] **15. Say how quickly you reply, and then keep to it.**
  "We reply the same day" is a promise. Only make it if you can keep it.

4 Keep the work coming

- [ ] **16. Reply to every enquiry the same day.**
  Even "I will ring you tomorrow after 4" beats silence.
- [ ] **17. Follow up each quote once, two or three days later.**
  One polite message. Not a chase.
- [ ] **18. Join your local Facebook community groups and be useful first.**
  Answer questions, follow each group's rules on recommendations, and do not spam.
- [ ] **19. Swap recommendations with three trades who do different work from you.**
  A plumber, an electrician and a decorator can all send each other customers.
- [ ] **20. Ask every new enquiry how they found you, and write it down.**
  Look at the list once a month. Do more of what works.

Where to start: do numbers 1, 6 and 16 this week. A complete Google Business Profile, a review request at the end of each job, and a same-day reply cost nothing and need no website.

Want a website that does the heavy lifting?

PrimeStart builds, hosts and looks after websites for tradespeople, with a quote form and your areas and services set out clearly. See what is included at **primestart.co.uk/websites-for-tradespeople**. Read the full guide at **primestart.co.uk/blog**.