

Five parts of one system. Every box you can tick is ground your competitors probably have not covered. The long version, with the reasoning, is free at wellrun.works/guide.

01 PHYSICAL PRESENCE AND BRAND KIT

- ☐ Logo in three formats: primary, stacked, and icon only
- ☐ Color palette with exact HEX, RGB and CMYK codes
- ☐ Two typefaces, one for headlines and one for body, available for print and web
- ☐ Vector files (SVG for web, PDF or EPS for print), not just a picture
- ☐ A transparent version of every logo file
- ☐ Everything stored somewhere a printer or designer can be pointed at without asking you
- ☐ Business cards, 16pt stock or heavier, matte or soft touch rather than gloss
- ☐ A QR code on the back, pointed at whichever destination converts best
- ☐ Yard signs at every active job, 18x24 or 24x18 corrugated
- ☐ Door hangers in the streets where you have just finished work
- ☐ Vehicle decals or a partial wrap on every work vehicle
- ☐ Branded shirts for you and the crew, which also show up in every before and after photo
- ☐ Every physical piece carries the same four things: logo, phone, website, QR code

02 THE WEBSITE

- ☐ Loads in under three seconds on a phone
- ☐ HTTPS active, so browsers do not flag the site as not secure
- ☐ Mobile first, because most local searches happen on a phone
- ☐ Google Analytics installed, with the events that matter configured
- ☐ Google Search Console verified
- ☐ Conversion tracking on calls, forms and bookings
- ☐ UTM parameters on every external link pointing at your site
- ☐ LocalBusiness and Service schema, so search engines are not guessing what you do
- ☐ Home page leading with what you do, where, and one clear next step
- ☐ About page with the owner on it, because people hire people
- ☐ Contact or estimate page, easy to reach from every other page
- ☐ Reviews page aggregating your Google reviews
- ☐ Portfolio of real photos of real projects, before and after where you have them
- ☐ One page per service you actually sell

03 GOOGLE BUSINESS PROFILE

- ☐ Claim and verify the profile
- ☐ Decide between a service area listing and an address listing
- ☐ Business name exactly as registered, with no keywords stuffed into it
- ☐ Primary category set as specifically as possible, matched to your highest-volume service
- ☐ Every relevant secondary category added, treated like a keyword list
- ☐ Description leading with your primary service and city, ending with a next step
- ☐ Every service listed individually, each with its own description
- ☐ Hours correct, including holidays
- ☐ Website URL pointing at the right page, not just the homepage
- ☐ A local area code phone number rather than a toll free one
- ☐ At least ten real photos: vehicle, team, equipment, before and afters
- ☐ Messaging enabled so prospects can text you from the profile
- ☐ Service area listing every city and zip you actually cover
- ☐ Attributes set: free estimates, licensed, insured

04 SOCIAL AND PAID READINESS

- ☐ Facebook business page, every field complete, username claimed
- ☐ Instagram business account, connected to the page
- ☐ Both managed through Meta Business Suite rather than separately
- ☐ A business ad account inside Business Suite, separate from any personal one
- ☐ Advertiser verification completed
- ☐ Nextdoor business page, which is free and carries real weight for home services
- ☐ Before and afters, which are the bread and butter for every trade
- ☐ Short process clips: the crew working, the job in progress
- ☐ Seasonal and timely work, tied to what is actually happening this month
- ☐ Straight answers to questions you get asked on every estimate
- ☐ Screenshots of good reviews, posted with the relevant job photo
- ☐ Conversion tracking installed and verified as actually recording
- ☐ Meta pixel on the site, which takes ten minutes and is free
- ☐ Google Ads account created and advertiser verification completed

05 LEADS IN ONE PLACE, WORKED PROPERLY

- ☐ Every enquiry from every source lands in one list with a status against it
- ☐ Whichever tool you pick, the test is the same
- ☐ You own the account and the data in it, so leaving costs you nothing but the help
- ☐ Every form submission triggers an immediate automated text and email
- ☐ The lead is created automatically with everything they submitted, with no retyping
- ☐ You get a notification the moment it arrives
- ☐ Missed-call text-back on your business number
- ☐ Every source connected: website forms, profile messages, ad leads, referrals
- ☐ Day 0, immediately: automatic confirmation text and email
- ☐ Day 0, within five minutes: a real attempt to call, and a voicemail if there is no answer
- ☐ Day 1: automatic text checking in, offering a time this week
- ☐ Day 3: automatic email with recent projects nearby
- ☐ Day 7: automatic text making sure it did not fall through the cracks
- ☐ Day 14: a final email, no pressure, one click when they are ready