LOCAL LIFT STUDIO

EPISODE 3 COMPANION

Page and Presence — Score Your Facebook Page and Your Website Side by Side

Companion to the video: "Website vs Facebook Page: Which One Books Jobs?" **Series:** Contractor Tips — Johnston County · Local Lift Studio

Hey neighbour — in the video we put your Facebook page and a website head-to-head, honestly, including the rounds Facebook wins. This is the scorecard that goes with it. Ten minutes, ten jobs, no technical knowledge needed. All you need is your phone and your last ten jobs in mind.

For each job below, mark who does it for you today: your **Page**, your **Website**, **Both**, or **Neither**. Be honest with the answers. Nobody sees this but you — and whatever it tells you, it's better to know.

The scorecard

☐ 1. Being found by a stranger who is searching

The moment: A homeowner with a problem opens Google and types "roofer near me" or "AC repair Clayton." A shortlist of two or three names forms in the next few minutes — before she calls anybody. - **Page:** Barely shows up in that moment. Your page might appear for a search of your exact business name — but she doesn't know your name yet. - **Website:** This is the website's home ground. Google's results are built from websites — business profiles backed by websites, review profiles, service pages. - **Mark it:** If the honest mark is Neither, you were never in the running for that job — and you'll never know it existed.

☐ 2. Standing on Google's shelf

Check: When she searches, Google shows a map with a few businesses pinned on it, star ratings beside their names, and how many reviews they've earned. That's the shelf she shops from. - **Page:** A Facebook page, by itself, almost never stands on that shelf. - **Website:** A business with a website and a proper Google presence can. - **Mark it:** Your page can be her second click — where she checks you're real, current, and neighbourly. It's a fine second click. It just can't be the first one.

☐ 3. Being checked by people who already know you

The job: The neighbour who saw your truck, the past customer, the group member — when they look you up, do they find you real, current, and neighbourly? - **Page:** This is what a page is for. It serves people who already know you — and it serves them well. - **Website:** Also does this, but the page usually does it warmer and faster. - **Mark it:** If your page is doing this job, the video's verdict is to keep it doing it. Nothing below argues for deleting your page.

☐ 4. Posting the day's work the minute it wraps

The job: Photos from the truck, posted the minute a job is done — no login to a website, no calling anybody. - **Page:** Wins this round outright. Free, fast, and social is Facebook's honest strength. - **Website:** Not built for this, and doesn't need to be. - **Mark it:** A point for the page, counted fairly — the head-to-head only matters if this part is honest.

☐ 5. One-tap messages and the community groups

The job: A customer messages you in one tap, the way a lot of people prefer — and when somebody in a Johnston County group asks "who does good roofs around here?", you can show up there as a business. - **Page:** Home turf. Groups are Facebook's ground, and a page lets you stand on it. - **Website:** Doesn't do this job. - **Mark it:** Another fair point for the page.

☐ 6. Reviews where neighbours can see them

The job: Your reviews live where people can find them and weigh them. - **Page:** Your reviews live right on the page, where neighbours can see them. A real strength. - **Website:** Also carries your reviews — on the pages where a searching stranger is deciding. - **Mark it:** Both can do this job. The question is which audience sees them — people who know you, or the stranger forming her shortlist (that's job 1 and 2 again).

☐ 7. Taking the job at eleven at night

The job: A ready-to-buy customer lands somewhere and finds an estimate path, service pages for each town you cover, and your prices, your proof, and your phone number in one screen. - **Page:** A page can show your work, but it can't really take the job — no estimate path at eleven at night, no service pages, no one screen that closes. - **Website:** Built to close. This is the job it exists for. - **Mark it:** A page is built to be seen. A website is built to close. If Neither is marked here, interested customers are drifting.

☐ 8. Booking the jobs that start with your name

Count it: Think of your last ten jobs. How many started with your name — the neighbour who saw your truck, the past customer sending her sister your way, the group member who remembered your post? - **Page:** Books these jobs, and books them well — as long as people keep remembering you exist. - **Website:** Helps here too, but this is the page's pool. - **Mark it:** Write the number down. These are the page's jobs, and they're real work.

☐ 9. Booking the jobs that start with a problem

Count it: Now the harder question — how many searches happened in your towns this month, for exactly what you do, that you never heard about? - **Page:** Can only book from the pool of people who already know you — and that pool only grows when something else feeds it. - **Website:** Books the jobs that start with a problem: the leak, the dead AC unit, the kitchen finally getting redone. Those homeowners search, form the shortlist, and call two or three names. - **Mark it:** You can't count these, and that's precisely the point. The page's jobs are visible to you. The search jobs are invisible — they were booked by somebody else before you knew they existed.

☐ 10. Ground you control

Ask yourself: The audience you've built — who does it belong to? - **Page:** Rented land. A post reaches only a slice of the people who follow you, an account problem can take the page dark with your photos and reviews inside it, and if you ever leave, the followers don't come with you. You can't pack up a page and take it somewhere else. - **Website:** The opposite arrangement — your name, your pages, your ground. An asset you hold. (Episode 1 of this series covers ownership in full.) - **Mark it:** The page is a channel you're borrowing. The website is an asset you hold.

Your score

Count where your marks landed:

- **Page strong, Website strong — The verdict, achieved.** Page and website, each doing the job it's actually good at: the page loud — job photos, reviews, community groups — and the website closing. Keep both fed.
- **Page strong, Website missing or weak — The common gap.** You're visible to people who know you and invisible at the exact moment money changes hands. That's the gap worth closing first.
- **Website strong, Page quiet — You're closing without being seen.** The site can close the job, but the page is your personality and your visibility — every post can point to the site. Worth warming the page back up.
- **Neither doing much — Start where you're weakest.** The video's rule: if you can only start one this month, start with the gap that costs you at the search moment — the website — because strangers are where growth comes from.

One next step, only if you want it

This checklist is the free tool from the middle of the video — yours to run any time, on your own. The video also mentioned a second, different thing at the end, and they're not the same: if you'd like a person to look your setup over, we run a **free website audit** for Johnston County contractors at **locallliftstudio.com** — a straight answer on where you're findable and where you're not. No pitch. Read it, sit with it, decide for yourself.

The page feeds the site. The site closes the job. One rents attention in a place people socialise — the other owns the ground where people buy.

— Local Lift Studio, Clayton, North Carolina Websites for contractors in Johnston County — owned outright, $0/month hosting.