LOCAL LIFT STUDIO

EPISODE 4 COMPANION

Why Your Website Gets No Calls — The Printable 60-Second Self-Test

Companion to the video: "Why Your Website Gets No Calls: 5 Mistakes" **Series:** Contractor Tips — Johnston County · Local Lift Studio

Hey neighbour — in the video we walked the five fixable reasons a website that looks fine still gets no calls. This is the printable version of that test. Print it, phone in hand, and walk your own site with it. Ten minutes for the full pass — sixty seconds for the quick test at the end. No technical knowledge needed.

Be honest with the answers. Nobody sees this but you — and whatever it tells you, it's better to know. One thing before you start: it probably isn't traffic. On most contractor sites, the visitors are coming. They're just leaving without calling.

The five mistakes — check your site against each one

☐ Mistake 1: Your phone number is hiding

Check: Open your site the way a customer does — on a phone, one thumb, in a hurry. Can you tap the number and be dialling, or is it a line of text in a footer, only on the contact page, or numbers printed on a screen that don't do anything when you tap them? - **Pass:** A tap-to-call button that's always on screen, top of every page, that dials when it's touched. Your number is the easiest thing on your website to use — easier than leaving. - **Fail:** A visitor has to hunt, copy, or remember your number. A homeowner with water coming through the ceiling is tapping, or she's leaving. - **Also check the quiet cousin:** the old number. If your number changed in the last few years, look at your own site tonight — plenty of sites still carry a number from two phones ago, or the number baked into a photo, where no finger can tap it. A picture of digits is not a phone number to a phone. You may be paying to send customers to a dead line.

☐ Mistake 2: No proof where the decision happens

Check: Stand on your homepage — the place the decision actually happens — and look for your reviews. Real names, real towns, real words. - **Pass:** Reviews on the homepage, on the service pages, near the phone number — where the choosing happens. - **Fail:** Reviews nowhere, or on a testimonials page from years ago that nobody clicks to, while the homepage shows a stock photo and a paragraph about quality workmanship. The customer is at the exact moment of choosing, and the proof is in another room. - **If you failed this one:** What your past customers say about you carries more weight than anything you say about yourself. Proof isn't decoration — it's the argument your happiest customers make for you while you're up on a roof.

☐ Mistake 3: Google can't tell where you work

Check: Read your site the way Google does. Does it name every town you serve — in a way Google can use — and does each service you offer have its own real page? - **Pass:** Each town you serve and each service you offer has its own real page — your work there, your words, your proof. - **Fail:** The site says you serve "the greater area," or names your home town once and stops — while you run jobs in four towns it never mentions. Or one page lists everything ("we do roofs, gutters, siding, and more, call for details") and asks Google to rank one page for four different searches. It ranks for none of them. - **If you failed this one:** Google isn't punishing you. It genuinely doesn't know. A site that could belong to a contractor anywhere will rank like it belongs nowhere. Depth beats a list, every time.

☐ Mistake 4: It crawls on a phone

Check: Load your site on your phone — nearly every customer who finds you finds you there, in a truck, on a couch, standing in the room with the problem. Does it load and settle fast, with text you can read and buttons you can hit, or does the layout slide around while you're trying to read it? - **Pass:** Fast to load, clean on a phone, nothing making a stressed homeowner wait and squint. - **Fail:** Built to look good on a big monitor; slow, small, and shifting on the phone your customers actually use. - **Feel it for yourself — the 30-second neighbour test:** Hand your phone to somebody who doesn't know your business — a neighbour, a teenager, anybody — pull up your site, and say: "Your roof is leaking. Hire somebody." Then just watch. Where their thumb hesitates is where your customers hesitate.

☐ Mistake 5: There's no next step

Check: Stand on any page of your site as a visitor who believes you and wants a quote. What happens next — is it obvious? - **Pass:** Every page has one clear step: call this number, or request an estimate here, and here's what happens when you reach out. - **Fail:** A contact form from another decade, or nothing at all — no estimate path, no "here's what happens next." Interested people don't push through fog. They drift to the site that tells them exactly what to do next. - **If you failed this one:** Certainty closes. Fog doesn't.

The 60-second self-test

Phone in hand, timer on. Five questions, straight from the video:

1. Can you tap your number and be dialling in under three seconds?
2. Can you find real reviews without hunting?
3. Does your site name your towns where a stranger would see them?
4. Does the page load and settle fast enough that you'd wait for it?
5. Is there one obvious next step on the page you're standing on?

Your score

- **Five yeses — Your site is doing its job.** The phone should ring from the traffic you already get. Keep the number, the proof, and the next step exactly where they are.
- **Any no — You've just found your first fix.** And it probably isn't traffic. Work the mistakes in order; the earliest no on this page is the one costing you calls today.
- **An honest word, from the video:** if you're booked out for months on referrals alone and the phone rings more than you can answer, a new website is not your problem — don't let anybody sell you one. These five mistakes matter for the contractor who needs the phone to ring.

One next step, only if you want it

If any of these answers bother you, we run a **free website audit** for Johnston County contractors at **locallliftstudio.com**: we walk your site the way a customer does, score it against these five mistakes, and tell you plainly what we'd fix first — whether you hire us or not. No pitch. Read it, sit with it, decide for yourself.

Your website is the one salesperson your business has working around the clock. Make sure a customer can actually call it.

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