

Top 10 Quick Wins Checklist

Implement these high-impact actions to quickly improve your online presence, boost engagement, and drive measurable results. Each step is simple, practical, and proven to enhance visibility and conversions.

1. Set Correct GBP Primary Category + Add 5 Services/Products

Ensure your Google Business Profile category accurately represents your business and add at least five services or products. This boosts your visibility for a wider range of local search terms.

2. Upload 20 Fresh Project Photos (Geographically Varied)

Add new, high-quality photos from recent projects in different neighborhoods. Google favors fresh content and customers trust real, location-based work examples.

3. Publish 2 GBP Posts (Project + Offer) with a “Book” CTA

Create one project highlight and one promotional post each month with a clear 'Book Now' or 'Schedule Consultation' call-to-action. Consistent posting signals activity to Google and encourages conversions.

4. Add a Sticky Click to Call Button on Mobile

Make it effortless for visitors to contact you from their phone. Adding a sticky call button improves conversion rates, especially for mobile users.

5. Rewrite Your Homepage H1

Use a location specific, keyword-rich headline like 'Custom [Product] in [City] – Free In-Home Consultation.' This strengthens local SEO relevance and improves visitor engagement.

6. Create or Fix the Top 'Money Page' (Shades/Blinds/Shutters)

Revamp your best performing service page with a comparison table, clear benefits, and real photos. This improves both ranking and conversion.

7. Add a Shortform Review Request Sequence (QR Card + 2 Texts)

Use a simple review collection system: a QR code on a thank you card and two automated text follow ups. It's an easy way to boost your review volume and local credibility.

8. Compress Images Site-Wide; Lazy Load Galleries

Improve page load speed by compressing large image files and using lazy loading. Faster websites perform better in SEO and provide a smoother user experience.

9. Turn One Recent Job into a Case Study Post

Document a project's journey—problem, solution, and results—then include 6 real photos. Case studies create powerful proof of expertise and improve keyword depth.

10. Add UTM's to GBP Website Button and All Ad Links; Verify Call Tracking

Use UTM tags to track traffic sources and confirm call tracking works properly. This data helps you understand what's actually generating leads and ROI.