

# Plumbing Company Website Checklist

Walk your live site top-to-bottom.  
30 items across 6 categories.

30

Total Items

6

Categories

5

Items Each

Use this checklist to audit any plumbing company website — your own or a competitor's. Every unchecked item is a conversion you are losing today.

## WHAT'S INSIDE

01

### HERO & TRUST

Can a visitor trust you in 5 seconds?

02

### BOOKING FLOW

How fast can a panicked homeowner call for help?

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### REVIEWS & SOCIAL PROOF

Do the reviews feel real, local, and recent?

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### SERVICE-AREA SEO

Does Google know where you actually work — and for what?

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### PRICING CLARITY

Does the homeowner know what to expect before they pick up...

06

### MOBILE SPEED & UX

Does the site work for someone standing in two inches of w...

Can a visitor trust you in 5 seconds?

 **Real local photo (not stock)**

A branded truck on a recognizable local street, or a crew member on an actual job site — not a smiling generic plumber from Shutterstock.

 **Phone number visible above the fold**

Tap-to-call on mobile. Click-to-call on desktop. The number should be large enough to read with panicked eyes at 2am.

 **License & insurance numbers shown**

Your plumbing license number and liability insurance carrier — displayed openly near the hero, not buried in the footer. Hiding them signals you don't have them.

 **BBB / PHCC / trade association badges**

Keep badges small and grouped — not splashy. They signal legitimacy without overwhelming the page.

 **Google reviews count in the hero**

e.g. 4.9 from 312 reviews — pulled live from your Google Business Profile, not hardcoded. Stale numbers erode trust faster than no number at all.

■ **Pro Tip: A/B test two hero photos — the version with your real truck consistently outperforms stock imagery by 20-40% on click-through.**

How fast can a panicked homeowner call for help?

**Online booking with a live calendar**

Not a "contact us" form — real available time slots. A form that says "we will call you back" loses to the competitor who shows openings right now.

**Emergency vs. scheduled split**

Different CTA for "pipe burst at midnight" vs. a water heater inspection. The emergency path should go to a phone call or text. The scheduled path goes to the calendar.

**Under 3 fields before a time slot**

Name, phone, address — that's it. You need the address because plumbing is location-dependent. Collect problem description, access notes, and payment info after the slot is booked.

**Confirmation SMS + calendar invite**

Homeowner gets a text receipt within 30 seconds of booking. Include the plumber's name and a photo if possible — reduces no-shows and cancellation anxiety.

**After-hours fallback path**

An answering service, an on-call number, or a clear "we respond at 7am — here is what to do right now" message. Never a dead end. A burst pipe does not wait for business hours.

■ **Pro Tip: Adding a plumber's headshot to the confirmation SMS reduces no-show rates by an average of 18% across service businesses.**

Do the reviews feel real, local, and recent?

**Live Google reviews feed**

Pulls your real star rating and review count dynamically — not a static testimonial carousel you hand-picked in 2021.

**Reviews filterable by service area or job type**

Homeowners trust reviews from their own neighborhood. "Drain clearing" reviews matter more to a clogged-sink caller than a water heater install review.

**Recent reviews surfaced (last 30 days)**

Dated. Shows you're actively working. A plumber's last review being 14 months old implies they're slow — or worse, gone.

**Named reviewers with photos**

First name + last initial minimum. No "Anonymous." No initials-only. Reviews without identity read as fabricated.

**Video testimonials on key service pages**

30-second phone videos on your highest-value pages. Watching a relieved homeowner say "they fixed our leak in two hours" beats a five-star text review decisively.

■ **Pro Tip: Video reviews on high-ticket pages (sewer line, repipe) can increase conversion by 2-3x compared to text-only reviews.**

Does Google know where you actually work — and for what?

**One landing page per suburb or zip code**

Not a generic "service areas" bullet list — a unique page for each city you serve, with real copy about that area. "Plumber in [City]" pages rank. Lists do not.

**Local job photos per area page**

Geo-tagged photos of real jobs in that suburb — a slab leak repair in Draper, a water heater replacement in Lehi. Real addresses or nearest intersection. Google Images indexes these.

**Embedded Google Map on area pages**

Your business pin with the service radius drawn, embedded directly on the page — not linked out. Leaving the page to see a map is friction you do not need.

**NAP consistency (name / address / phone)**

Identical — character for character — across your website, Google Business Profile, Yelp, BBB, HomeAdvisor, and every directory listing. One discrepancy dilutes your local authority.

**Schema markup for LocalBusiness + Plumber**

Use LocalBusiness with @type: Plumber and individual Service schema blocks per service. This is what unlocks rich results and the Google Local Services "licensed" badge.

■ **Pro Tip: Geo-tagged photos on city landing pages can rank in Google Images within 2-4 weeks — often faster than the text SEO.**

Does the homeowner know what to expect before they pick up the phone?

**Service-call / diagnostic fee shown**

A floor, not a ceiling — e.g. "Service call starts at \$89." Hiding this forces a phone call just to get a number. Most homeowners hang up instead.

**Price ranges for common plumbing jobs**

"Drain clearing: \$150-\$250", "Water heater replacement: \$900-\$1,800", "Toilet replacement: \$300-\$500." Ranges are honest. Ranges get shared. Exact prices get argued over.

**Financing options visible**

GreenSky / Synchrony / Wisetack logos with "as low as \$X/mo" prominently placed near high-ticket services (water heater, sewer line, repipe). Do not bury this in the footer.

**Maintenance plan / annual inspection pricing listed**

Annual plumbing inspection or water heater flush plan with clear inclusions and monthly or annual cost. This is recurring revenue — it deserves its own visible section.

**Flat-rate / no hidden fees callout**

"Upfront pricing — you approve the price before we touch a pipe." This phrase directly addresses the #1 plumber objection homeowners raise before booking.

■ **Pro Tip: Showing financing on the page (not just after a call) removes the price-shock moment and increases average ticket size.**

Does the site work for someone standing in two inches of water?

**Loads in under 2.5 seconds on 4G**

Google's LCP threshold. Most plumbing sites fail this — bloated page builders, uncompressed hero images, and map embeds are the usual culprits.

**Sticky tap-to-call bar on mobile**

Bottom of the screen. Thumb-reachable. Always visible on scroll. The single highest-ROI element on any trade services mobile site.

**Tap targets at least 44x44px**

Every button and link must meet Apple and Google's minimum touch target size. Small tap targets on a booking form cause misclicks — and misclicks cause abandonments.

**No autoplay video in the hero**

Burns mobile data, tanks your Largest Contentful Paint score, and annoys a user who's already agitated about a plumbing problem.

**Booking form works cleanly on mobile keyboard**

Number pad auto-triggers for the phone field. Address field does not cause zoom-on-focus. The form submits without requiring a page scroll to find the button.

■ **Pro Tip: A sticky tap-to-call bar is the single fastest ROI improvement on any trades website — often recoverable in the first booked job.**

## How Does Your Site Score?

27 – 30	ELITE	Your site converts at the top of the market. Competitors are benchmarking against you.
21 – 26	STRONG	Solid foundation with clear wins still available. Prioritize the unchecked SEO and booking items.
13 – 20	AVERAGE	You're leaving real revenue on the table. A focused sprint on Section 02 and 06 pays for itself fast.
0 – 12	NEEDS WORK	Urgent attention required. Begin with trust signals and mobile UX — these are table stakes.

This checklist was produced by **BleylDev** · [bleyl.dev](https://bleyl.dev) · You may use this checklist for your own business website audit. For a done-for-you implementation, visit [bleyl.dev/industry/plumbing-company-website-checklist](https://bleyl.dev/industry/plumbing-company-website-checklist)