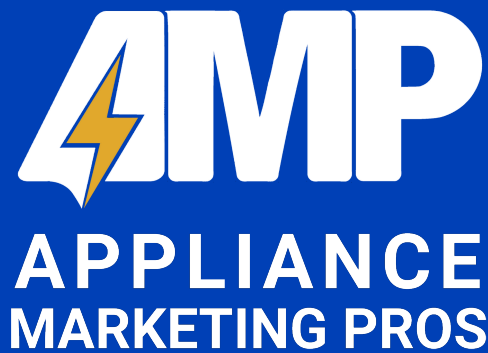




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AMP Up Your Growth.

FREE GUIDE FOR OWNERS

5 Reasons Your Home Service Business Is Invisible Online

And the fixes you can make this week without hiring anyone.

Written for appliance repair, HVAC, and vent cleaning owners by a team that has worked in home services since 2004.

INSIDE THIS GUIDE

- 1** Why your website is not turning visits into calls
- 2** What a neglected Google Business Profile costs you
- 3** The searches you are invisible for right now
- 4** Why reviews decide who gets called first
- 5** Where your ad budget quietly disappears

Start Here

Being good at the work is not the same as being easy to find.

You already know how to do the job. That was never the problem. The problem is that a homeowner with a dead refrigerator opens their phone, types a few words, and calls one of the first names they see. If that name is not yours, the work goes to a competitor who may not be half as good at the actual repair.

That is a frustrating thing to accept. It is also fixable, and most of it is more straightforward than it looks from the outside.

This guide walks through the five reasons we see most often when we audit a home service company that is not getting found. For each one you get the warning signs, what it is costing you, and something concrete you can do this week. No jargon, and nothing that requires hiring anyone.

How to use this guide

Read it once end to end, then go back to whichever reason stung the most. That is almost always where your fastest win is hiding.

"A skilled company that does excellent work should not lose jobs to a competitor with worse service just because that competitor showed up first on Google."

REASON 01

Your Website Is Not Built to Turn Visitors Into Calls

You paid to get someone to your site through search or ads. If the page loads slowly, hides your phone number, or does not answer the question they arrived with, they hit back and call the next company on the list. You paid for that visit and got nothing.

Warning signs

- Your phone number is not visible and tappable on every screen.
- The site takes more than three seconds to load on a phone.
- There is no clear next step above the fold.
- It was built years ago by someone who had never worked in the trades.

What it is costing you

Most repair searches happen on a phone, in a hurry, by someone whose appliance or system just failed. A site that looks acceptable on a laptop and falls apart on a phone is losing the majority of the traffic you are already paying for.

Do this week

Open your own site on your phone using cell data, not your office wifi. Time how long it takes to load. Then try to call yourself in one tap. If either one is slow or awkward, that is what every customer is experiencing.

REASON 02

Your Google Business Profile Is Incomplete or Unoptimized

When someone searches for repair help nearby, Google shows three businesses in the map pack. That block sits above the regular results and takes a large share of the clicks. If your listing is thin, miscategorized, or quiet, you are not in it.

Warning signs

- Your primary category is wrong or too general.
- Your most recent photo is more than a few months old.
- You have never posted an update.
- Your service area is set so wide that you rank strongly nowhere.

What it is costing you

A neglected profile does not just cost you placement. Customers read your reviews, look at your photos, and check whether you respond before they ever visit your website. A profile that looks abandoned tells them you might be too.

Do this week

Search your main service plus your city in an incognito window. Look at the three businesses in the map pack and compare their review counts, photo counts, and categories against yours. The gap you find is your work list.

REASON 03

You Are Not Showing Up for the Words Your Customers Actually Type

Homeowners do not search for professional appliance repair services. They search for the exact thing that broke. Refrigerator not cooling. Dryer not heating. No heat upstairs. If your site has one services page covering everything, it competes for none of those searches well.

Warning signs

- One page tries to cover every service you offer.
- You have no page for the individual cities you drive to.
- Your content uses industry terms instead of customer language.
- You rank for your own business name and very little else.

What it is costing you

Every service you offer and every city you serve is a separate search with separate competition. Without a real page behind each one, you are invisible for the specific searches that produce booked jobs.

Do this week

Write down the five repairs that make you the most money and the five cities you most want to work in. That is a list of ten pages your site probably needs. Start with the single most profitable combination.

REASON 04

You Have No Review System, and Your Competitors Do

Happy customers rarely leave a review on their own. Unhappy ones almost always do. If you are not asking every time, your rating drifts toward whoever was annoyed enough to type something.

Warning signs

- Reviews arrive by luck rather than by process.
- Your newest review is several months old.
- Negative reviews sit unanswered.
- Nobody owns the job of asking.

What it is costing you

Review count, rating, and recency all feed how Google ranks your listing, and they are the first thing a customer checks before letting a stranger into their home. Weak reviews make you both harder to find and harder to trust at the same time.

Do this week

Pick one person to send a review request after every completed job, and give them a short script. Asking consistently beats asking cleverly. A profile with steady recent reviews usually outperforms one with more reviews that stopped two years ago.

REASON 05

You Are Spending on Ads Without Knowing What Produced a Job

Plenty of owners can tell you what they spend each month. Far fewer can tell you which campaign, which keyword, or which channel actually put a truck in a driveway. Without that, you are guessing with real money.

Warning signs

- Nobody asks new customers how they found you.
- Calls from ads are not tracked separately.
- Your reporting shows clicks and impressions but not booked jobs.
- You cannot say what a booked job costs you to acquire.

What it is costing you

When you cannot measure it, you cannot cut the waste or feed the winners. Budget keeps flowing to whatever is easiest to buy rather than whatever is working, and the number that matters most, cost per booked job, stays invisible.

Do this week

Set up call tracking so ad calls are recorded separately from everything else. Then ask one question at intake: how did you hear about us. Two weeks of honest answers will tell you more than a year of impression reports.

What Now

Fix the one that stung the most.

You do not need to solve all five this quarter. Pick the one you recognized fastest and work on it for two weeks. Most owners find that one of these five is doing the bulk of the damage, and closing that single gap changes the call volume more than anything else on the list.

If you would rather have someone look at all five with you, that is what we do. We work only with appliance repair, HVAC, and vent cleaning companies, which is why we can usually tell you where the problem is inside thirty minutes.

A free strategy call, either way

Thirty minutes. We look at where your business stands online and tell you honestly what we would fix first. No pressure and no pitch. If we are not the right fit for you, we will say so on the call.

Schedule a Strategy Call

appliancemarketingpros.com/schedule | (888) 760-0878

We do what we say we are going to do.