Service Business Road Map

Davis Digital
Consulting

Step 0: The Ten Point Audit

Stop guessing and start measuring. This audit checks if your business is actually ready to turn visitors into customers. It identifies the "leaks" in your current setup—like slow loading times or confusing headlines—that are costing you money.

Run the Audit ⟶

Step 1: Branding and Identity

1. Unique Value Proposition (UVP): Write a one-sentence statement explaining exactly how you solve a specific problem better than competitors.
2. Brand Style Guide: Select 2 brand fonts (1 Header, 1 Body) and a 3-color hex code palette to ensure consistency across all platforms.
3. Professional Assets: High-resolution headshot of the founder/team and 5–10 "Action Shots" of services being performed (avoid stock photos)
4. Social Proof Inventory: Collect 3–5 written testimonials and 1 video testimonial to anchor the brand in credibility.



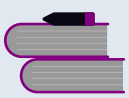
How To Write a UVP ⟶ | Testimonials Guide ⟶

Simple Brand Guide ⟶ | Digital Assets Guide ⟶

Step 2: Website and Conversion

1. Domain, Hosting, Website: Buy your domain, point it to a hosting platform, and build your website. Note: if possible, do not use Wix, Squarespace, or AI builders.
2. Follow the "Above the Fold" Rule: Ensure the top 20% of the homepage has a clear headline, a sub-headline, and a CTA like "Book Now" or "Get Quote" button.
3. Contact Friction Reduction: Implement a click-to-call phone number and a simple 3-field contact form (Name, Email, Project Type)
4. Speed Optimization: Compress all images to under 200kb and ensure a Google PageSpeed Insights score of 80+.

Bonus: Service Pages: Create individual SEO-optimized pages for every core service offered (e.g., "Emergency Plumbing" vs. "Water Heater Repair").



Websites Guide ⟶ | Landing Page Guide ⟶

Speed Op Guide ⟶

GET A FREE LANDING PAGE

Doing this yourself takes time you probably don't have. If you'd prefer to skip the learning curve, we'll build your first high-performance landing page for you. This isn't a "free trial"—it's a professional-grade asset designed to convert local traffic into actual leads. We handle the technical setup; you own the finished product.

Build My Page for $0 ⟶

Step 3: Google Setup Required

1. GTM Container: Install one Google Tag Manager snippet to manage all future tracking without editing website code directly.
2. GA4 Conversion Events: Set up specific "Key Events" in Google Analytics 4 to track form submissions and phone calls, not just "page views."
3. GBP Optimization: Claim the Google Business Profile, set precise service areas, and upload 5 new photos immediately.
4. Review Automation: Set up a system (QR code or email) to ask every customer for a Google Review within 24 hours of service completion.



GTM Install ⟶ | GMB/GBP Op ⟶

GA4 and Pixels Guide ⟶ | Review Automation ⟶

Step 4: Ads for Scaling

1. Google Local Services Ads (LSA): Apply for the "Google Guaranteed" badge to appear at the top of search. Now you can likely leverage Pay-Per-Call ads through LSA.
2. Keyword Strategy: Build a "Negative Keyword List" (e.g., "jobs," "free," "training") to prevent wasting budget on non-customers.
3. Landing Page Match: Ensure the ad headline matches the website headline exactly to maintain a high Quality Score and lower lead costs.
4. Retargeting Pixel: Install the Meta/Google pixel to show "Reminder Ads" to users who visited the site but didn't book.



Websites Guide ⟶ | Landing Page Guide ⟶

Websites Guide ⟶ | Speed Op Guide ⟶

Additional Resources

1. Domain, Hosting, Website: Buy your domain, point it to a hosting platform, and build your website. Note: if possible, do not use Wix, Squarespace, or AI builders.
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