

VAU! AGENCY

7 Things Your Contractor Website **Must Have**

Most contractor websites lose jobs every week without the owner ever knowing. This checklist shows what the winning ones do differently — and what it costs you when they're missing.

1

A phone number that taps to call

Over 70% of your visitors are on a phone, usually standing on a job site or in a truck. If they have to memorize your number to dial it, half of them won't. Every phone number on your site should be a one-tap call link, and one call button should stay visible while scrolling.

Check: open your site on your phone. Tap your number. If nothing happens, you're losing calls today.

2

Your trade and your town in the first headline

"Welcome to our website" tells Google and your visitor nothing. "Excavation & land clearing in Johnson County" wins twice: visitors instantly know they're in the right place, and Google knows exactly which searches you belong in.

Check: does the first big text on your homepage name what you do and where? If not, you're invisible for "your trade + your town" searches.

3

Real job photos, not stock images

Homeowners can smell stock photos instantly, and nothing builds trust like your actual equipment on an actual local job. Six real photos beat sixty perfect stock images. Bonus: name the town in the caption ("Site prep in Granbury") — it doubles as local SEO.

Check: would a local recognize the jobs in your photos? If your photos could be from any company in America, they're working against you.

4

Your Google reviews, on the site (most are missing this)

You worked years for those 5-star reviews, and they sit on Google where only some searchers see them. Put your best 2-3 review quotes on your homepage with names. Reviews are the single strongest closing tool a contractor has — use them everywhere.

Check: does your site show a single real customer quote? Pick the review that mentions a specific result and put it front and center.

5

A quote form with 4 fields or fewer

Every extra field costs you leads. Name, phone, what the job is, where — that's all you need to call them back. Long forms feel like paperwork, and your customers hate paperwork as much as you do.

Check: count your form fields. More than 5? Cut it down and watch requests go up.

6

Loads in under 3 seconds on a phone

53% of mobile visitors leave a site that takes over 3 seconds to load, and Google ranks slow sites lower on top of that. The usual culprits: huge photos straight from a phone camera and bloated website builders stuffed with plugins.

Check: test your site free at pagespeed.web.dev. Score under 70 on mobile means you're paying for it in lost jobs and lower rankings.

7

An up-to-date Google Business Profile that links to it

Your Google Business Profile (the map listing) is often seen by more people than your website. They work as a pair: the profile catches the search, the website closes the job. A profile with no website link, old photos, or unanswered reviews quietly sends work to the next name on the map.

Check: google your company name. Is the website link there and working? Photos from this year? Every review answered?

Want this done for you — without lifting a finger?

We build hand-coded websites for contractors: every item on this checklist included, live in about a week, flat price from \$699, and you own the site outright. We'll even build a free draft of your site first, so you see it before you pay a cent.

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