

FREE PACK FOR HOME SERVICE BUSINESSES

The Own-Your-Calls Pack.

Stop losing calls and renting leads. Fix your phone, your Google profile and your reviews in 30 days.

FOR	INSIDE	FROM
Owner-run trade businesses	**Check, worksheet, templates, plan**	**Gigabit**

Use it in 30 minutes.

Three steps. Each one tells you where to go next.

1

Take the check

Ten yes or no questions. Count your noes.

→ PAGE 3

2

Run the numbers

What a shared lead really costs you per job won.

→ PAGE 4

3

Fix the biggest gap

Open the page with the most noes. Do its first item today.

WHAT IS INSIDE

5

Google profile

A 30-minute checklist and a description to adapt.

6

Reviews

Ask within Google's rules. Reply calmly.

7

Phone

Greetings, a text-back and a call opener.

8

Service pages

A page template and a checklist.

9

30-day plan

One week at a time.

10

What is next

What takes ongoing time.

10 pages
Nothing to install

30 minutes
To get started

$0
Free. No signup.

Say only what is true. No storm, insurance or result promises in a template, a reply or a page. Put in only what you can prove: licence, warranty, how you price.

Ten questions. Two minutes.

Answer for your business as it is today. Every no points to the page that fixes it.

01

When you can't answer, does the caller get a call-back promise or a text?

Yes No If no, page 7

02

Do you know how many calls and quote requests you miss in a week?

Yes No If no, page 4

03

Do you control your Google profile, with a second manager added?

Yes No If no, page 5

04

Do name, phone, hours and service area match on Google and your site?

Yes No If no, page 5

05

Is your main Google category your trade, with few others and no keywords?

Yes No If no, page 5

06

Does each main service you sell have its own page on your site?

Yes No If no, page 8

07

On a phone, can a homeowner call or request a quote in two taps?

Yes No If no, page 8

08

Do you ask every finished-job customer for a review, not only the happy ones?

Yes No If no, page 6

09

Do you reply to every review within a few days, without arguing?

Yes No If no, page 6

10

Do you know what each lead source costs you per job won?

Yes No If no, page 4

Count your noes by page. **The page with the most noes is your first week.**

What does a shared lead cost per job?

Five numbers from your last month. Yours to set; none is a benchmark.

A

Leads a month

Shared or marketplace leads you bought

_____ leads

B

Price per lead

What you paid for each

_____ $

C

Become jobs

Share you actually win

_____ %

D

Average job

Revenue per job

_____ $

E

Gross margin

Share of a job you keep after direct costs

_____ %

THE MATH

1
Lead spend a month
A × B

_____

2
Jobs won a month
A × C

_____

3
Cost per job won
(1) ÷ (2)

_____

4
Gross profit per job
D × E

_____

5
Lead cost as share of profit
(3) ÷ (4)

_____

WORKED EXAMPLE. INVENTED NUMBERS, NOT A BENCHMARK.

20 leads a month · $60 a lead · 25% become jobs · $800 a job · 40% margin

Spend $1,200. 5 jobs won. $240 a job won. $320 gross profit a job.

Leaves out the time you spend chasing leads that never become jobs.

75%

OF EACH JOB'S PROFIT

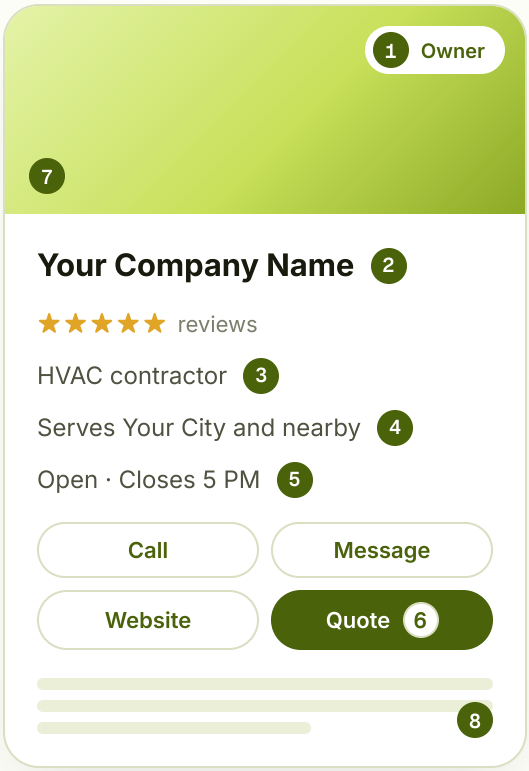
TALLY ONE WEEK OF MISSED CALLS.

	Mon	Tue	Wed	Thu	Fri	Sat
Missed calls						
Left a message						
Quote requests						

The same math is in our online calculator: gigabit.agency/home-services/tools/shared-lead-cost-calculator/

Your Google profile in 30 minutes.

For many homeowners your Google listing is what they check before they call.



Google has been retiring the Q&A section on profiles. Put your frequently asked questions on your own website instead.

1 Ownership
Sign in to the owning account. Add a second manager. ☐

2 Name
Exactly your company name. No taglines, no services or cities added, no "best". ☐

3 Categories
Your exact trade first. Add only other services you truly offer. ☐

4 Service area and phone
No storefront? Hide your address and list the towns you serve. Use a number that gets answered. ☐

5 Hours
Regular hours. Show 24 hours only if a person really answers. ☐

6 Quote link
Point the button at your quote request page. ☐

7 Photos
Real jobs, trucks and crew, with the owner's permission. No house numbers or faces without consent. ☐

8 Description
Plain and factual. No links, offers or prices. ☐

DESCRIPTION TEMPLATE

[Company name] is a [trade] company serving [city and nearby towns]. We handle [4 to 6 services you really do]. [Licensed and insured, licence number: only if true.] Call [phone] or request a quote online.

Ask within the rules. Reply calmly.

Google allows you to ask for reviews, but not to reward them or to ask only the happy ones. Keep replies short and factual.

Asking for reviews

- ✓ Ask every finished-job customer with your Google link or a QR code.
- ✗ Offer a discount, gift or free service for a review.
- ✗ Ask only the customers you expect to be happy.
- ✗ Pressure anyone to post while your tech is still there, or set review quotas for staff.

In a public reply, never

- ✗ Argue the job in public.
- ✗ Post a customer's address, name or job details.
- ✗ Blame a named employee.
- ✗ Offer money or work for changing the review.
- ✗ Promise results, or storm or insurance outcomes.

ASK FOR A REVIEW

Thanks for choosing [Company name]. If you would like to share how we did, this link opens our Google review page: [your review link]. Reviews are voluntary, and we welcome all feedback.

REPLY TO A KIND REVIEW

Thank you for the kind words. We have shared them with the crew. - [Your name], [Company name]

REPLY TO A CRITICAL REVIEW

Thank you for telling us. We are sorry this fell short and want to look into it. Please call [name] at [phone] so we can make it right. - [Your name], [Company name]

Why the caution. Google does not allow rewards for reviews. The FTC's rule on reviews and testimonials also bars incentives that depend on what a review says, and unfounded legal threats to get one removed. Courts can impose civil penalties for knowing violations.

When you can't pick up, win it back.

A homeowner who reaches nobody may call the next company. Make every miss recoverable.

Call comes in

Answered live
Use the call opener

Missed
Voicemail promises a call-back

→ **Text-back**
Within minutes

→ **Call-back**
Same business day

Voicemail greeting

You have reached [Company name]. We are on a job right now. If this is an emergency, call 911. [For urgent service call on-call number, or delete this line.] Otherwise leave your name, number and what you need, and we will call you back by [time], or request a quote at [web address].

Text-back (only to a number that just called you)

Hi, this is [Company name]. Sorry we missed your call. Reply with what you need, or call [number], and we will get back to you by [time].

Texting rules vary. Check consent rules with your phone vendor or attorney.

New job call opener

Thank you for calling [Company name], this is [your name]. What is going on? May I have your name, the address and the best number, in case we get cut off? The next opening is [day and time]. Shall I book it for you?

Reply to a quote request

Thank you for contacting [Company name]. We will call you at [number] on [day] between [hours] to set up a visit. To book now, use [booking link]. Please do not send payment details by text or email.

One rule, written on the wall: every missed call gets a call-back the same business day, emergencies first. Name one person who owns the voicemail list.

Make it easy to ask for a quote.

A homeowner decides fast. Give each service a page and make the next step one tap.

SERVICE PAGE, ONE PER SERVICE

yourcompany.com/ac-repair/

[Service] in [City]

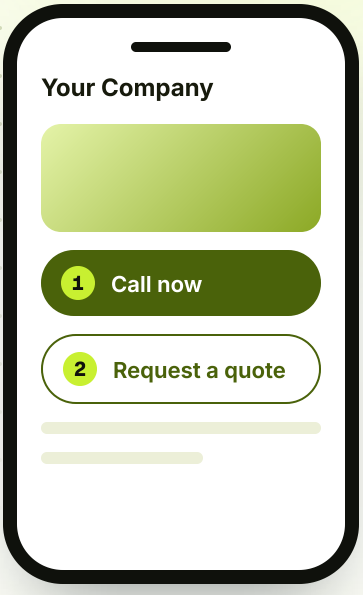
We [repair / install / replace] [what you really do] for homes in [towns you serve].

How we price: [free estimate / flat rate / diagnostic fee: only what is true].

Call [phone] or request a quote. We reply by [time you can keep].

Request a quote

One page per service you want calls for. Say only what is true: licence, warranty and pricing.



TWO TAPS FROM THE HOME PAGE

WEBSITE CHECKLIST

- [ ] **Phone**
  A number you can tap, without scrolling.
- [ ] **Service area**
  The towns you serve, the same as on Google.
- [ ] **Two taps**
  Call or request a quote from the home page.
- [ ] **One page per service**
  Each main service gets its own page.
- [ ] **How you price**
  Free estimate, flat rate or diagnostic fee, whichever is true.
- [ ] **Licence and insurance**
  Only if true, with the number.
- [ ] **Real photos**
  Your jobs and crew, with permission.
- [ ] **Reviews**
  A link to your Google reviews.

One week at a time.

Do the weeks in order. Each one has a finish line, so you know when to stop.

1 WEEK Measure

- ✓ Take the check (page 3).
- ✓ Tally missed calls for a week.
- ✓ Find your cost per job by source.
- ✓ Read your last ten review replies.

DONE WHEN
You know your missed-call number and what each lead costs per job.

2 WEEK Fix the phone

- ✓ Record the voicemail greeting.
- ✓ Set up the text-back.
- ✓ Write the call-back rule on the wall.
- ✓ Name the voicemail owner.

DONE WHEN
Every missed call has a reply path.

3 WEEK Google and reviews

- ✓ Work down the profile list (page 5).
- ✓ Ask every customer for a review.
- ✓ Reply to the last ten reviews.

DONE WHEN
Profile matches your website. Every review has a calm reply.

4 WEEK Website and routine

- ✓ Add one page per main service.
- ✓ Add the website checklist items.
- ✓ Add "How did you hear about us?".

DONE WHEN
A homeowner can call or request a quote in two taps.

EVERY MONTH AFTER THAT

Tally a week of calls
Compare with last month.

Reply to new reviews
Check each against page 6.

Check profile and site
Hours, service area, holidays.

Count jobs by source
And what each cost you.

What takes ongoing time.

You can run everything in this pack yourself. These parts keep taking time every month.

Review replies

Every review, within a few days.

Profile posts

Regular posts and fresh photos.

Listings

The same name, area and phone everywhere.

Website upkeep

Pages, hours and service areas kept current.

Monthly summary

What changed and what is next.

Want it handled?

Gigabit runs it for home service businesses as a flat monthly service.

gigabit.agency/home-services/growth/ →

Want a second opinion first?

A free audit of your website and Google profile, the way a homeowner sees them.

gigabit.agency/home-services/#audit →

Either way, this pack is yours.

SOURCES

Google Business Profile Help: names, categories, hours, service areas, descriptions (support.google.com/business/answer/3038177)
Google Business Profile Help: reviews and incentives (support.google.com/business/answer/3474122)
FTC: Consumer Reviews and Testimonials Rule, Questions and Answers (ftc.gov)
Search Engine Roundtable: Google removing Q&A in Maps (seroundtable.com)

Templates and checklists to adapt. Not legal advice. Check texting and consent rules with your phone vendor or attorney. Example numbers are invented.