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The Trades Website Checklist, win the first-call job in 2026

This is the checklist we use when we take on a UK trade. A trade's website has two jobs. When something has gone wrong, it turns a worried person holding a phone into a call: plainly registered for the work, plainly covering their street, and one tap from your number. When the job is planned, it turns a homeowner weighing up a few firms into a quote request you can price. This checklist covers both.

A GUIDE FOR UK OPERATORS

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Audience
UK builders, electricians, plumbers, roofers and construction trades.

The checklist is opinionated. Where we say "do this", we mean we would not let a trade go live without it. Where we name a registration or a scheme, we are describing how it works, not telling you which to hold: that depends on your trade, your ticket and the work you take on. Where the source of a rule is quoted, it is listed at the end with the day we checked it.

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01 The checklist at a glance

#	ITEM	LIVES UNDER
1	Click-to-call number fixed on screen, every page	The first call
2	Tappable `tel:` link, not a number in an image	The first call
3	Callback and quote request form that reaches your inbox	The first call
4	Emergency or out-of-hours line stated if you offer one	The first call
5	Accreditations shown high on the page	Trust
6	Registration numbers correct and current	Trust
7	Public liability and any guarantees stated plainly	Trust
8	Real photos of finished jobs, not stock tools	Trust
9	Coverage area as a clear list of towns and postcodes	Coverage
10	The same areas set on your Google Business Profile, by town or postcode	Coverage
11	Out-of-area customers told plainly to look elsewhere	Coverage
12	Services listed in plain words, not vague jargon	Website
13	Site is built for a phone and quick on a weak signal	Website

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#	ITEM	LIVES UNDER
14	Name, address, phone as real, crawlable text	Website
15	Simple navigation, no more than a handful of pages	Website
16	Quote form lets a customer attach a photo	Website
17	Google Business Profile claimed and verified	Local SEO
18	Primary category set to your actual trade	Local SEO
19	You ask every customer for a review the same way, after the job	Local SEO
20	NAP matches across every directory	Local SEO
21	An area page only where you have something real to say about it	Local SEO
22	LocalBusiness structured data on the site	Local SEO

02 The first call, why click-to-call wins the job

If you do one thing from this guide, do this. A customer with a burst pipe or no hot water is not filling in a five-field contact form with wet hands. They want to ring, and the number has to be one tap away.

2.1 A tappable number, fixed on the screen

Your phone number must be a `tel:` link, so one tap dials it, and it must be visible on every scroll, not just in a footer they never reach. On a phone, a number baked into an image cannot be tapped. Make dialling you the single easiest thing on the page.

2.2 A callback and quote form as the fallback

Not everyone rings at once, and not every job is an emergency. A short quote request form, name, postcode, a line about the work, catches the customer who is comparing a few trades in the evening. Keep it to the fields you actually need, and say why you ask for each.

2.3 Let them attach a photo

A photo of the leaking roof, the tripping consumer unit, the crack in the wall, tells you more than three paragraphs of description. Let the quote form take an image. You can price the job roughly before you drive out, which saves you both a wasted visit and makes you look sharp for replying with a real answer.

2.4 Say what happens next

If you cannot always answer the phone, say so, and say in your own words when you ring back, then keep to it. A callback form that emails you at once, and tells the customer what happens next, keeps the job warm while you are up a ladder.

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03 Accreditations and trust, the badge that gets you rung

A customer is about to let a stranger into their home, or up onto their roof, and pay them for it. Before they call, they want to know you are qualified, insured and real, and they want to be able to check it.

3.1 Show the badge that matters for the work

The registration that matters depends on the trade. For gas work it is the law, not a badge: the HSE says work on gas fittings in homes, and in workplaces such as shops and restaurants, "must be carried out by a Gas Safe registered engineer who is qualified to do the work", and that it is illegal for anyone else to do it. For electrical work in homes, the government's guidance on competent person schemes lists the authorised scheme operators, Certsure (which trades as NICEIC) and NAPIT among them. Show the one you hold, high on the page.

3.2 Get the registration numbers right

A badge with a wrong or lapsed registration number is worse than no badge. Put your real, current number beside it, and link the register where a customer can check it. The HSE says a Gas Safe registration can be checked on the Gas Safe Register's website or by phone. The government's guidance says an installer who joins an electrical scheme is included in the electrical competent person register, "designed to provide a single place for householders to find registered electricians in their area."

3.3 State your insurance and any guarantees

Public liability cover, and any workmanship guarantee you stand behind, are exactly what a nervous homeowner wants to read before a big job. State what you hold, plainly, and only what you hold.

3.4 Real photos beat stock every time

A stock photo of a spanner or a generic hard hat proves nothing, and a customer who has seen it on ten other sites knows it. Your own finished jobs, the rewire, the re-tiled roof, the fitted kitchen, show your actual standard. Group them by the kind of work, with a line on each saying what was done.

04 Coverage area, calling the right customers

Vague coverage costs you twice. A customer in the next town cannot tell if you travel to them, so they do not risk the call, and you lose a near job. Meanwhile you waste time quoting jobs thirty miles out that were never worth the diesel. Drawing your area plainly fixes both.

4.1 List the towns and postcodes

Write out the towns and postcode areas you actually serve, as real text on the page. A customer wants to see their town named. Set the same areas on your Google Business Profile: Google asks for service areas by city, postcode or another type of area, and allows up to 20.

4.2 Towns and postcodes, not a radius

Google says you cannot set your Business Profile's service area as a radius around your business, so name the places instead, on the site and on the profile alike. A short list a customer can scan turns "we are not sure if they come out this far" into "yes, that is us". No area page should promise a response time the drive cannot keep.

4.3 Tell the out-of-area customers plainly

It sounds backwards, but telling someone you do not cover them is a favour to you both. It stops you fielding calls and driving quotes for jobs you would never take, and it stops a customer waiting on a trade who was never going to come. Clear edges to your patch make every enquiry that does come in a better one.

05 The website itself

The website's job for a trade is narrower than people think: prove you are qualified, prove you cover their area, show the work, and get them to call. Build it for a phone on a weak signal, because a customer is often standing over the problem when they look.

5.1 Built for a phone, quick on a weak signal

Assume a phone with one bar, not a desktop on fibre. Compress the photos, keep the scripts light, and test it on an actual phone away from your wifi. A page that is slow to load keeps a worried customer waiting for your number.

5.2 Services in plain words

List the work you take on in the words a customer would use, boiler repair, full rewire, flat-roof replacement, loft conversion, not vague phrases like "comprehensive property solutions". A customer skims for the exact job they have, so name it the way they would.

5.3 NAP consistent and crawlable

Your **Name, Address, and Phone** must appear as real text on the site, commonly in the footer, spelled and formatted identically to your Google profile. Not baked into an image: it has to be readable as text. Keep it the same on the site, the profile and every listing.

5.4 Keep the navigation simple

A trade site needs maybe five things: home, services, areas covered, your work, and contact. Resist adding more. Every extra menu item is one more decision between a worried customer and the phone call you want them to make.

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06 Google and local SEO for "near me" searches

Google says its local results are mainly based on relevance, distance and popularity, and that there is no way to request or pay for a better local ranking. So the work is a complete, accurate profile, reviews asked for after every job, and a site behind the listing that says the same thing. Nobody can promise a position, and we do not.

6.1 Claim and verify the Google Business Profile

Your free Google Business Profile is what shows in Maps and the local results. Claim it at **business.google.com**, verify it, and complete it fully. Google says businesses with complete and accurate information are more likely to show up in local search results.

6.2 Set the right primary category

Set your **primary category to your actual trade**, "Electrician", "Plumber", "Roofing contractor", "General contractor". Google describes relevance as how well a profile matches what someone is searching for, and the category is how you tell it what you do. Add secondary categories only where they are genuinely true, and never stuff ones you do not serve.

6.3 Earn reviews, and reply to them

Google says more reviews and positive ratings can help a business's local ranking. Ask every customer for a review the same way, when the job is done, and never offer anything for it. Reply to every review, good and bad: a calm reply to a complaint tells the next reader more than the complaint does.

6.4 An area page only where it has something to say

Google's spam policies say: "Doorway abuse is when sites or pages are created to rank for specific, similar search queries", leading users to intermediate pages that are not as useful as the final destination, and that sites that violate its policies "may rank lower in results or not appear in results at all." So an area gets a page of its own when you can show real work there, with its own words and photos, and the rest are listed plainly as places you cover.

6.5 Structured data for local business

Add **LocalBusiness structured data** (schema.org markup) to the site. It is a small block of machine-readable code that hands Google your name, address, phone, hours and area served in a format it can trust. It does not guarantee a ranking. State in it only what the page visibly says.

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07 What we do NOT do, the anti-checklist

A few opinionated negatives. These are positions we take when building a trade's presence.

- **We do not display a registration you do not hold.** A Gas Safe or NICEIC badge without a real, current registration behind it misleads the customer, and for gas work only a registered engineer may do the job at all. Show the badge only where you hold the ticket, with the number and the way to check it.
- **We do not tell you to leave a lead directory, or to rely on one.** We name no directory and quote none of their terms: what each charges, and whether it sends the same job to other trades, is its own to state, so ask before you renew. On your own site a quote request reaches you under your own name, and we charge nothing per lead.
- **We do not write, buy or filter reviews.** Reviews are quoted as your customers wrote them, linked to where they were left.
- **We do not keyword-stuff the business name.** Your Google profile name is your real trading name, not "Dave's Plumbing | Emergency Plumber | Boiler Repair Leeds".
- **We do not hide the price of everything behind a call.** Where you can give a call-out fee, an hourly rate or a "from" price, showing it tells a customer what to expect before they ring.

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08 Sources + further reading

Each source below was opened on 29 November 2026, and the checklist says of it only what it says.

- HSE, Gas safety for employers, checked 29 November 2026 · `hse.gov.uk/gas/employers.htm`
- GOV.UK, Competent person scheme: current schemes and how schemes are authorised, checked 29 November 2026 · `gov.uk/guidance/competent-person-scheme-current-schemes-and-how-schemes-are-authorised`
- Google Business Profile Help, Manage your service areas, checked 29 November 2026 · `support.google.com/business/answer/9157481`
- Google Business Profile Help, Tips to improve your local ranking on Google, checked 29 November 2026 · `support.google.com/business/answer/7091`
- Google Search Central, Spam policies for Google web search, doorway abuse, checked 29 November 2026 · `developers.google.com/search/docs/essentials/spam-policies`

If you would rather we did it

Everything in this checklist is yours to use as it stands. If you would rather we built and ran the site and the Google profile for your trade, tell us what you need at `veryseoly.com/contact` and we will send you a written quote.