

Plumbing Website Checklist and Guide

Based on article: **Do Plumbers Really Need a Website? The Answer Depends on How You Want to Win Work**

Core idea

A plumber does not need a website simply to exist or stay busy. A website becomes strategically important when the business wants new customers outside referrals, stronger Google visibility, better lead conversion, and clearer measurement.

Website priority decision checklist

- ☐ Are we already at full capacity with profitable work?
- ☐ Do we want more jobs from customers who do not already know us?
- ☐ Do people search Google for the services we want more of?
- ☐ Are competitors visible in Maps, organic results or ads?

☐ Do referrals search our business name before calling?

☐ Can we currently measure where enquiries come from?

Five jobs of the website

☐ Discovery: help customers find service pages through Google.

☐ Validation: confirm referrals and recommendations.

☐ Conversion: turn urgent searches into calls or enquiries.

☐ Control: own the content, tracking, landing pages and calls to action.

☐ Measurement: show which activity produces worthwhile enquiries.

Essential plumbing website checklist

☐ Clear homepage explaining services, service areas and contact options.

☐ Prominent click-to-call phone number on mobile.

☐ Useful pages for distinct services such as blocked drains, emergency plumbing, hot water repairs and leaking pipes.

☐ Service-area information without thin, duplicated suburb pages.

☐ Trust signals such as licences, insurance, genuine reviews, team photos and job photos.

☐ Clear next step: call, request a quote or send an enquiry.

☐ Mobile-friendly layout with readable text and tappable buttons.

☐ Conversion tracking for calls, forms and quote requests.

Google Business Profile checklist

☐ Business name, phone, hours and service areas are correct.

☐ Service-area business settings are appropriate.

☐ Categories and services reflect the actual plumbing work.

☐ Photos and reviews are current.

☐ Reviews are requested and responded to consistently.

☐ The website and profile reinforce each other.

Avoid these mistakes

☐ Expecting a website alone to improve Google Maps rankings automatically.

☐ Creating many near-identical suburb pages.

☐ Sending urgent Google Ads clicks to a generic homepage.

☐ Hiding the phone number behind navigation.

☐ Rebuilding a site before diagnosing traffic, conversion or visibility problems.

Practical next steps

1 Search for the main plumbing services plus your suburb and record competitors.

2 Check whether the current Google Business Profile answers customer basics.

3 List the services that deserve their own pages.

4 Test the website on mobile using an urgent customer scenario.

5 Set up tracking so calls and forms can be linked to marketing activity.