

The Trade Website Playbook

6 Fixes to Get More Traffic and Win More Work

Introduction



Your website is probably costing you jobs right now.

Either you're **not getting enough of the right people** visiting it...

Or the people who do land on your site are **leaving without getting in touch**.

In most cases, it's both.

Left unchecked, this quietly costs you thousands a year.

There are **six common problems** that cause this and most trade businesses have three or four without realising.

The good news? They're all fixable.

This guide shows you how to get more of the right people onto your website and how to turn them into real enquiries once they land.

No jargon. No fluff.

Just **what's broken and how to fix it**.

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Part 1

Getting Found on Google

We'll Look at The Three Main Reasons Google Isn't Sending You Traffic

Reason 1 You Don't Have Service Specific Pages

Reason 2 You Don't Have Location Specific Pages

Reason 3 A Neglected Google Business Profile

Reason 1 **You Don't Have Service Specific Pages**

The Problem

When someone searches "*emergency boiler repair near me*", Google does its best to send them to a page that's specifically about emergency boiler repair.

Not a generic "Services" page that lists everything you do.

If your site has one catch-all services page, **you're invisible** for the vast majority of searches people are actually making.

Think about how your customers search. They don't type "*plumbing services*". They type:

- "Boiler service Sheffield"
- "Bathroom installation Bristol"
- "Emergency plumber near me"
- "Landlord gas safety certificate Leeds"

Each of those is a different search, with different intent and Google looks for the best possible match.

One page can't rank for all of them.

Reason 1 **You Don't Have Service Specific Pages**

The Fix

Create one dedicated page for each of your core services. Not a paragraph on a generic “Services” page.

A proper, standalone page.

At a minimum, each page should include:

- The service name in the page title
- What the service involves
- Who it's for
- A photo of work you've done
- Reviews mentioning that service
- A clear way to get in touch



Quick Tip!

Start with your top four services. The ones that make up the bulk of what you do. Four targeted pages will outperform one generic page every time.

Reason 2 **You Don't Have Location Specific Pages**



The Problem

"Plumber in Sheffield" and "Plumber in Rotherham" are different searches.

People searching in Rotherham want a plumber in Rotherham.

Google knows this and it will look specifically for websites that have location-specific content to find the best match.

You might cover both locations, but Google needs to know that, and it needs to be very clear.

If you cover four towns but only mention them in passing on your contact page, you're leaving jobs on the table.

Reason 2 **You Don't Have Location Specific Pages**

The Fix

Build a dedicated page for each area you work in. The format is simple: combine your service with your location.

- Plumber in Sheffield
- Plumber in Rotherham
- Plumber in Barnsley
- Plumber in Doncaster

Each page doesn't need to be long. A few hundred words covering what you do in that area, a mention of local landmarks or neighbourhoods you cover, your reviews, and a clear contact option is enough to start ranking.



Quick Tip!

Don't just duplicate the same page with a different town name. Google penalises thin, copy-paste content. Add something specific to each location. Even one or two genuine sentences about the area.

Reason 3 **A Neglected Google Business Profile**

The Problem

You know that box that appears at the top of Google when you search for a local business?

The one with the map, the photos, the star rating, and the phone number? That's the Google local pack and it often sits **above paid ads**.

Most tradespeople either haven't claimed their Google Business Profile, or they set it up once years ago and never touched it again.

An ignored profile is a missed opportunity. A well-managed one is one of the most powerful free tools available to any trades business.

Some businesses will be paying Google thousands of pounds a month for ads, and your business can **appear above them for free** with a strong Google Business Profile.

Reason 3 **A Neglected Google Business Profile**

The Fix

Claim your profile at **business.google.com** if you haven't already. Then:

1. **Fill everything in**

Business name, address or service area, phone number, website, opening hours. Every blank field is a missed signal.

2. **Add real photos**

Before-and-afters, your van, your team on site. Profiles with photos get significantly more clicks.

3. **Get reviews and reply to them**

Ask every happy customer to leave a Google review. When they do, reply to it. Google notices. So do potential customers.

4. **Post regularly**

Share a completed job, a seasonal offer, or a tip. Once a week is ideal. Once a month is better than nothing.



Quick Tip!

The recency of your reviews matters. A profile with 50 reviews from three years ago isn't as strong as one with 10 reviews from the last few months. Keep asking.

Part 2

Converting Visitors into Leads

We'll Look at The Three Reasons Why Your Website Isn't Turning Visitors into Leads

Reason 1 The Trust Gap

Reason 2 You Don't Have A Funnel

Reason 3 The 5 Minute Rule

Reason 1 **The Trust Gap**



The Problem

When someone lands on your website, they have one question running through their head before anything else:

"Are these guys any good?"

They don't know you. They've probably been let down by a tradesperson before. They're cautious.

And if your website doesn't immediately give them reasons to trust you, they'll hit the back button and click the next result.

This is the trust gap, and most trade websites fall straight into it.

Signs you have a trust gap:

- No reviews on the website (or reviews that are old)
- Only stock photos, no real photos of your work
- No guarantee or reassurance of any kind
- Nothing that shows the face behind the business

Reason 1 **The Trust Gap**

The Fix

Close the trust gap with three things:

1. Recent reviews, prominently placed

Don't bury your reviews on a separate page. Put your best three or four on the homepage, where people can see them the moment they land. Keep them fresh and add new ones regularly.

2. Real photos

Stock photos scream "generic" or worse "cowboys". Real before-and-afters, pictures of your team, your van, your finished work - these tell a customer far more than words can.

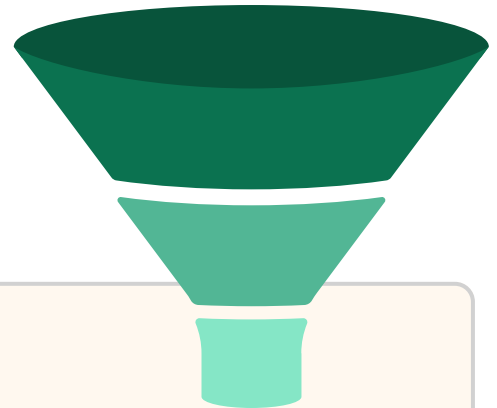
3. A clear guarantee

Something as simple as "We turn up on time, clean up after ourselves, and don't leave until the job's right or we come back for free" does more for conversion than any headline. It removes the risk for the customer.

**Quick Tip!**

Add a short "About" section with a real photo of you or your team. People hire people, not businesses. Showing the face behind the name builds trust faster than anything else on the page.

Reason 2 **You Don't Have A Funnel**



The Problem

Traffic without direction is wasted.

Most trades websites get a visitor, show them a wall of text, and then... nothing.

No clear path. No obvious next step.

The visitor isn't sure what to do, and people who aren't sure never become customers.

An enquiry doesn't happen by accident. It happens because the website makes it easy.

The path looks like this:

Visitor lands on your page → Sees exactly what they need → Trusts you → Takes action

Every step matters. Drop the ball at any point and you lose them.

Reason 2 **You Don't Have A Funnel**

The Fix

Build a clear, simple path through your website. What marketers call a funnel.

Step 1: The landing page

The visitor arrives from a search. The page should match exactly what they searched for (this is why Fix 1 and Fix 2 matter). It should be obvious what you do, where you do it, and why you're the right choice.

Step 2: Social proof

Before they scroll to the contact form, they need a reason to trust you. This is where your reviews, photos, and guarantee come in.

Step 3: A friction-free enquiry

Your contact form or callback option should be simple. Name, phone number, brief description of the job. That's it.

Step 4: Instant acknowledgement

The moment they submit, they should get a confirmation. Not silence. Silence feels like it didn't work, and they'll go back to Google and try someone else.



Quick Tip!

Put a phone number and a contact form on every page. Don't make someone hunt for how to reach you. If they have to look, they're already losing confidence.

Reason 3 **The 5 Minute Rule**



The Problem

This is the one that costs the most and it's the one almost no trade has solved. Respond to every enquiry in 5 minutes or less.

Here's the reality:

78% of customers hire the first business to respond to their enquiry.

Not the best price. Not the most reviews. The first to respond.

And there's more.

Respond to an enquiry within five minutes, and you're 21 times more likely to convert that lead into a customer compared to responding after 30 minutes.

It probably sounds familiar. A lead that comes in while you're on the roof gets a response two hours later. By then, they've already booked someone else.

This is **The 5 Minute Rule**. And for most tradespeople, it's silently costing them thousands of pounds a year in missed jobs.

Reason 3 **The 5 Minute Rule**

The Fix

The businesses that consistently win work aren't necessarily the best at the job. They're the best at responding. They have a system that means no enquiry goes cold, even when they're on site at 9am with their hands full.

Answering enquiries within 5 minutes, 24/7, isn't something a person can do. But it is something a system can do.

This is the gap that Kantr was built to close. Kantr is a Sales Assistant that sits on your website and responds to visitor questions the moment they arrive, day or night.

It answers the first questions and captures the lead so **you get home to qualified leads instead of missed calls.**



Quick Tip!

Get started for free in 10 minutes at kantrsoftware.com.
Because you can't be on the tools and at your desk at the same time.

Part 3

Your 6-Fix Checklist

Work through this list and tick off what you've already got in place.

Anything you haven't done yet is traffic or leads you're currently leaving behind.

Traffic Fixes

Service Pages

Four service specific pages focusing on what you do

Location Pages

Four location specific pages focusing on where you cover

Google Business Profile

An active, up to date Google Business Profile

Conversion Fixes

The Trust Gap

Reviews and testimonials that are easy to find

Build A Funnel

A defined path through your website to turn visitors into leads

The 5 Minute Rule

Aim to respond to enquiries in under 5 minutes to win more work



While You're Out On a Job, Your Website Should Be Winning You the Next One

Kantr is a Sales Assistant that lives on your website and knows your business inside out.

It replies instantly to enquiries, answers common questions and collects details to leave you with a ready-to-quote lead.

So you get home to qualified leads instead of missed calls.

Get Started For Free →

In less than 10 minutes