

Is your service page ready?

Check each item after testing it. Save a copy or print this page for your team.

Page URL

Reviewed by

Review date

- ☐ The ad and page name the same service, area and offer.
- ☐ The first screen explains the service and provides a clear contact option.
- ☐ Scope, exclusions, availability and the next step are accurate.
- ☐ Photos, reviews, credentials and guarantees can be verified.
- ☐ The page is readable and usable on a real phone.
- ☐ The call link dials the correct business number.
- ☐ Someone has confirmed receipt of a labeled test inquiry.
- ☐ Required fields, errors and retry behavior have been tested.
- ☐ The form confirmation describes what actually happened.
- ☐ Keyboard users can reach and operate the form and buttons.
- ☐ Loading, responsiveness and layout shifts have been checked.
- ☐ Tracking separates contact clicks, inquiries and qualified leads.

What needs fixing? Include the owner and how you will check the fix.

Recheck date

Hold paid traffic for a wrong number, missing inquiry or misleading promise. A checked list does not guarantee leads or sales.