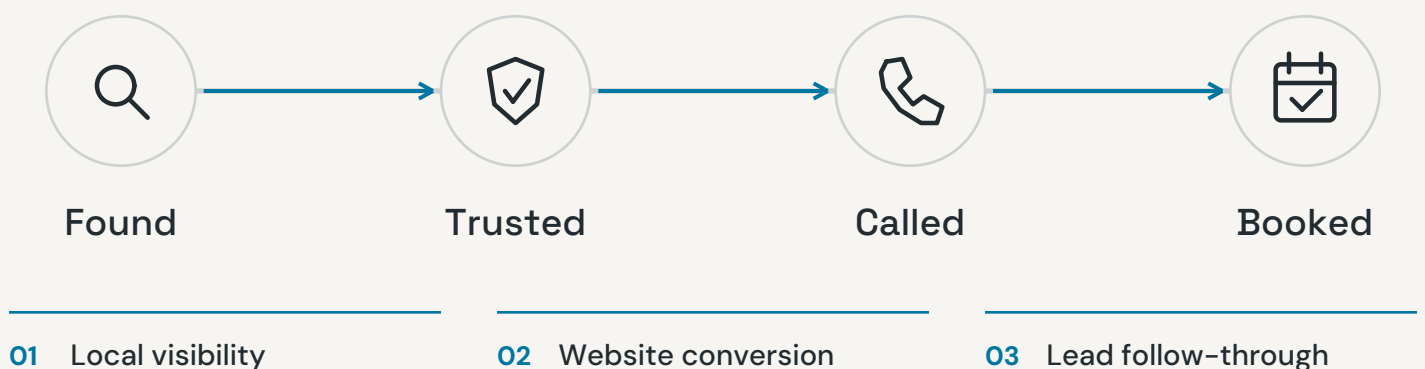


A PRACTICAL PREVIEW

A sample local marketing audit

Three opportunities to make the path from local search to a booked job work harder.

For HVAC, plumbing, electrical, roofing and septic businesses with \$2M+ in annual revenue. See the evidence we look for and what we would prioritize.



HOW TO READ THIS SAMPLE

Every example is hypothetical. The diagrams illustrate a customer journey; they are not screenshots, measured findings, rankings or results from a real client.

Your actual audit: three business-specific opportunities, the evidence behind them and a clear starting priority. Delivered in 3 business days.

A starting point for an ongoing, full-service marketing partnership.

OPPORTUNITY 01 / LOCAL VISIBILITY

Connect valuable services to the places you serve

A broad homepage can leave an important service or service area underexplained.

HYPOTHETICAL SEARCH PATH



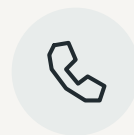
Search intent

AC replacement
in a service area



Relevant page

Specific service
and coverage



Clear next step

Call or request
an estimate

WHAT WE CHECK

How priority services and real service areas appear across the website, Google Business Profile and relevant local search results.

WHY IT MATTERS

A homeowner needs to recognize the right service, confirm the location and decide whether the company is a credible fit.

HYPOTHETICAL EVIDENCE

An HVAC company promotes replacements, but the linked page groups every service together and barely explains its replacement work or coverage.

IGG WOULD PRIORITIZE

Strengthen the highest-value service page with useful local context, verified proof and a clear contact path. Confirm the search and profile evidence before expanding.

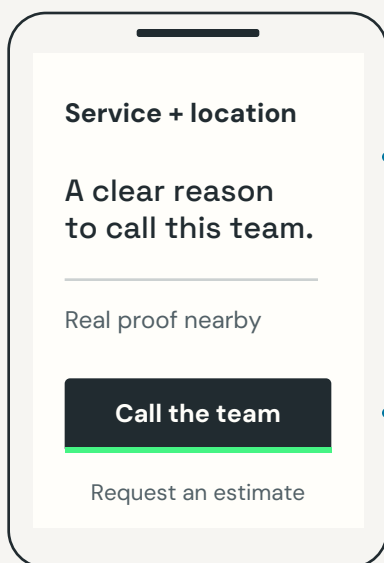
Evidence in an actual audit: page and profile links, dated observations and examples of the search queries reviewed. Visibility varies by query and location.

OPPORTUNITY 02 / WEBSITE CONVERSION

Make the first inquiry easy on a phone

When someone is ready to contact you, the next step should be obvious.

ILLUSTRATIVE WIREFRAME



Answer the first question

What do you do, where do you work and why should I trust you?

Give one clear next step

Make calling or requesting service easy to find. Set a truthful expectation for what happens next.

WHAT WE CHECK

The mobile service page, phone link, request form, relevant proof and confirmation message.

HYPOTHETICAL EVIDENCE

The phone number appears only in the footer, while a long form asks for details that could wait until the first conversation.

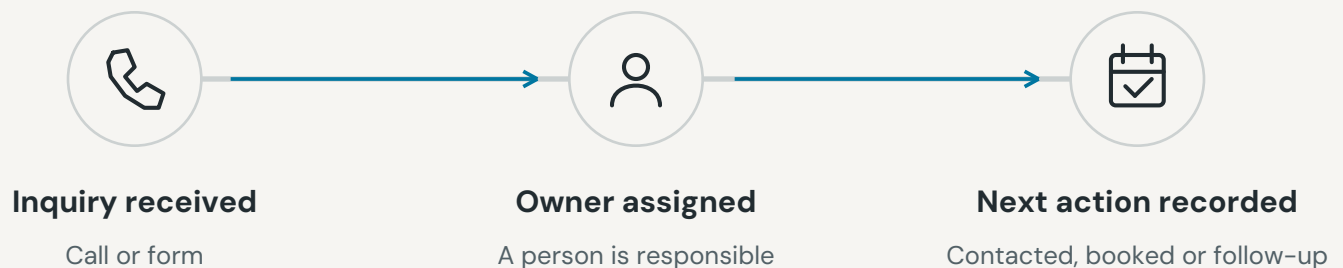
Why it matters: extra effort can interrupt a ready-to-act visitor. **IGG would prioritize:** a visible mobile contact option, fewer essential fields and a clear confirmation. Test the full inquiry path before adding traffic.

OPPORTUNITY 03 / LEAD CAPTURE AND FOLLOW-UP

Give every inquiry an owner and a next step

The handoff after a call or form submission is part of the marketing experience.

ILLUSTRATIVE HANDOFF



WHAT WE CHECK

With the right access, how calls and forms reach the team, who owns the response and whether the outcome is recorded.

HYPOTHETICAL EVIDENCE

A web form sends an email to a shared inbox, but no owner or next action is visible. Response timing and the outcome remain unverified.

Why it matters: a generated lead still needs a useful response. **IGG would prioritize:** confirm routing and ownership first, then review response and outcome records with the team. Match the process to real staffing.

Get your own three-opportunity audit

Free / Delivered in 3 business days

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