Ten must-haves for growing a contracting business online

Work top to bottom. Ads come after item 10.

DeckScale Labs
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- [ ] **01 You own every account**
  Domain, hosting, site, Google Business Profile, ad accounts, analytics, tag manager, call tracking, CRM. You are the admin, agencies are users.
  Test: Could you remove your agency tomorrow and keep everything?

- [ ] **02 A website you control, with a consenting form**
  Your login. One phone number shown the same everywhere. A form with name, phone, email, need, and a text-consent checkbox. Hidden fields supported.
  Test: Can you log in and edit the form yourself?

- [ ] **03 Google Business Profile, claimed, with a review habit**
  Primary owner. Correct categories, service area, hours, photos. A review request after every completed job.
  Test: When was the last review posted?

- [ ] **04 Call, text and form tracking**
  One main line as the default. Separate numbers for trucks, yard signs, billboards and the Google Business Profile. Website numbers swap by source. Forms and texts land in the same tool. Auto-tagging, no custom URL parameters.
  Test: Does every call, text and form show a source?

- [ ] **05 The source travels with the lead**
  Click ID and source captured into hidden form fields and stored on the contact. Calls carry theirs through the tracking tool.
  Test: Open a form lead in your CRM. Is the click ID on it?

- [ ] **06 A system of record with three fields**
  CallRail, a sheet, Airtable or a CRM. Every lead lands in it with Source, Status and Job value. Every sold job gets a value.
  Test: Pick five sold jobs. Do all five show source and value?

- [ ] **07 Live answer in business hours, plus a missed-call rule**
  A person answers calls, texts and forms during hours. Missed call gets a text within a minute. Form lead gets a call within minutes.
  Test: What was last week's answer rate?

- [ ] **08 Speed to lead for off hours and overflow**
  Automatic text within a minute to any lead nobody reached. Acknowledge, ask one question, name a callback time.
  Test: Submit your own form at 9pm. What happens?

- [ ] **09 Follow-up for the unbooked and the unsold**
  Scheduled sequences for leads that never booked, quotes not signed, and past customers. Each stops on a reply.
  Test: What happens to a quote nobody signed after two weeks?

- [ ] **10 Reporting, to you and back to the platforms**
  Monthly channel table: spend, appointments, sales, revenue, return. Sold jobs and values sent back to Google, Meta and Bing. One conversion per event.
  Test: Can you name last month's cost per sold job by channel?

Then, and only then, test channels.

One platform at a time, fixed budget, long enough for jobs to close, judged on cost per sold job. Give every lead aggregator its own tracking number.