Build a stronger path from search to signed work.

A practical operating guide for construction owners with a real crew, real capacity, and room to grow.

Start here: More attention helps only when the right work can make it through your business. Choose one service, one market, and one bottleneck before adding more activity.

01 / Choose the work you want more of.

Name the next good project.

Write a specific answer: service, project size, customer type, service area, and the production capacity you can realistically support. "More leads" is too broad to guide a useful website or campaign.

Example, not a client result: Commercial concrete jobs within our operating area, with enough notice for crew scheduling and a clear site contact. Avoid advertising work your team does not want, cannot service, or cannot price responsibly.

02 / Make the first visit do its job.

A buyer needs to know	Your check
Can you do my type of work?	Show the actual service and suitable project examples.
Do you work in my area?	Use a clear service-area description, without implying an office where there is none.
Can I trust you with this?	Use attributed photos, relevant reviews, and a clear explanation of the process.
How do I start?	Make the phone, form, and next step obvious on a phone-sized screen.

Open your site on a phone and ask someone unfamiliar with the business to find those four answers. Watch where they hesitate. That hesitation is your first improvement list.

Give every inquiry an owner and a next step.

A simpler, more consistent handoff is often the first system worth building.

03 / Capture the details that change the decision.

Collect the basics once: name, reliable contact method, location, requested service, project timing, and enough scope to choose the next step. Ask for detailed plans or uploads only when they help the actual workflow.

Stage	Exit condition
New inquiry	A named person owns the inquiry and has reviewed the request.
Contacted	The owner has reached the buyer or set the next follow-up.
Qualified	Service, area, scope, timing, and next decision are understood.
Site visit / estimate	An appointment or estimate has a date and owner.
Decision pending	The buyer has what they need, and the next check-in is agreed.
Won / not proceeding	The outcome and reason are recorded; delivery handoff is clear.

04 / Follow up with a purpose.

A useful follow-up answers a question, confirms a next step, or removes a blocker. Keep a short history so the buyer does not have to start over with every person. Use the companion playbook for scripts you can adapt.

> The handoff test: If the person who first answered the phone is away tomorrow, can someone else see what was requested, what was promised, and what must happen next?

Run a weekly growth conversation.

Keep the review close to real work. Use the same definitions and date ranges so the numbers can tell a useful story.

05 / Review the whole path.

Question	Useful evidence
Are we being discovered for relevant work?	Search queries/pages, impressions, local profile activity, and service-area relevance.
Does discovery become interest?	Clicks, useful page visits, calls, and form starts.
Does interest become a real conversation?	Valid inquiries, response ownership, and qualified-project rate.
Does the process move forward?	Site visits, estimates, decisions, and reasons projects do not proceed.
Is the work right for the business?	Project fit, capacity, delivery experience, and the outcome your team tracks.

Your next seven days

- Choose one priority service and its ideal next project.
- Test the website journey on a phone and fix the clearest point of confusion.
- Put every live inquiry in one shared list. Assign an owner and next action.
- Review unresolved inquiries and contact the ones that need a useful next step.
- Choose a weekly review time. Record decisions, not just metrics.

Do one thing well: Pick the weakest connection in the journey and improve it before adding another tool. The goal is a business that can turn the right opportunities into well-run work.

General workflow ideas: adapt them to your team, customer permissions, capacity, and existing systems. Search activity is not a promise of contracts or revenue.