

NOCTURNE

FREE • FOR TRADE OWNERS • NO TECH SKILLS

The Get-More-Calls Kit

21 free fixes and **copy-paste texts** that
get a plumbing, HVAC, roofing or remodel
business more calls from Google.

21 fixes

10 copy-paste scripts

30-day checklist

Water on the floor?
We're on the way.

★★★★★ 4.9 · 312 Google reviews

 **Call now**

\$89
Drain clearing

\$0
Estimates

WELCOME

Your work is better than your website. Let's fix the part that costs you calls.

No coding. Most of this is free and takes minutes. When a fix needs your web person, there's a text you can copy and send them.

1

Pull up your website on your phone. That's what your customers see.

2

Do one fix a day. Check it off on the 30-day list at the back.

3

See a gray box? Copy it, fill in the [brackets], and send or paste it.

WHAT'S INSIDE

Part 1. The first 5 seconds. 6 fixes. What a homeowner checks before they call.

Part 2. Show up on Google. 5 fixes. Page titles, city pages, matching info.

Part 3. Your Google profile. 5 fixes. The free listing that puts you on the map.

Part 4. Reviews. 3 fixes. Get more, reply right, never buy them.

Part 5. Own your stuff. 2 fixes. Make sure no one can hold your name hostage.

Bonus. The call-math worksheet and a 30-day checklist.

NEW WORDS, ONE LINE EACH

Google Business Profile: your free listing on Google Maps, with your reviews, hours and photos.

Tap-to-call: a phone number that dials when someone taps it on their phone.

Page title: the blue headline Google shows for your page in search results.

Service area: the cities you drive to for jobs.

[Brackets]: fill these in with your own details before you copy.

PART 1 OF 5

The first 5 seconds

A homeowner with a problem gives your site about five seconds. These are the things they look for.

1 Make your phone number tap-to-call

On a phone, tapping the number should start the call. If it doesn't, people have to copy it by hand, and many won't.

TEXT YOUR WEB PERSON

Hi [name], can you make our phone number on the website tap-to-call on phones, and put it at the top of every page? Thanks!

2 Put the number on the first screen

Not just the footer. Open your site on your phone. If you can't see the number without scrolling, move it up.

3 Say where you work, up top

People assume you don't come to them unless you say so.

ADD THIS LINE UNDER YOUR HEADLINE

Serving [City], [City], [City] and nearby. Same-day service available.

4 Swap stock photos for real ones

Your truck, your crew, a real job. Stock photos of a smiling guy in a hard hat make you look like everyone else.

5 Put your reviews near the top

Your Google rating and two or three real reviews, close to the top of the homepage. Not hidden on a "Testimonials" page nobody opens.

FORMAT

```
★★★★★ 4.9 from [number] Google reviews  
"[Short real quote from a customer]" · [First name], [City]
```

6 Show at least one starting price

"Call for a quote" makes people assume it's expensive. One honest starting price builds trust.

EXAMPLES

```
Drain clearing from $[price]  
Free estimates on water heaters  
Price in writing before we start
```

PART 2 OF 5

Show up on Google

Google ranks pages, not companies. Help each page say clearly what you do and where.

7 Fix your page titles

The title is the blue headline in Google results. "Home" tells Google nothing.

TEMPLATE

```
[Service] in [City] | [Business Name]  
e.g. Drain Cleaning in El Monte | Ace Rooter
```

8 Write the line under the title

Google often shows a short description under your title. Write it like a pitch, about 150 characters.

TEMPLATE

```
Licensed [trade] in [City]. [Main service], [service] and [service].  
[Years] years, [rating]★ on Google. Call for same-day service.
```

9 One page for each main service

One page that says "we do everything" loses to a competitor's page that's all about water heaters. Start with your top 3 money services.

10 Pages for the cities you serve

Make them real: the neighborhoods, a job you did there, how fast you get there. Copy-paste pages with only the city name swapped don't help.

11 Make your info match everywhere

Business name, address and phone should be exactly the same on your website, your Google profile, Yelp and Facebook. Mismatches confuse Google and customers.

TEXT YOUR WEB PERSON

```
Can you check that our business name, phone and address on the website  
match our Google profile exactly? It should read: [Name] · [Phone] ·  
[Address or "Serving [area]"]
```

PART 3 OF 5

Your Google Business Profile

It's free, and for a lot of local searches it shows up before any website. Log in at business.google.com.

12 Pick the right categories

Your main category matters most ("Plumber", "HVAC contractor", "Roofing contractor"). Then add extra categories for real services you offer, like "Drainage service" or "Water heater installation service".

13 Write a real description

Up to 750 characters. Say what you do, where, and why people pick you. Don't stuff it with keywords or put links in it.

TEMPLATE

```
[Business Name] is a licensed [trade] serving [City], [City] and [City]
since [year]. We handle [service], [service] and [service] for homes and
businesses. Every job gets a price in writing before we start. [Owner
name] and the crew answer the phone [hours].
```

14 List your service area

If customers don't come to your shop, you can hide your address and list the cities you serve instead.

15 Add real photos often

Trucks, crew, jobs in progress, finished work. Fresh photos show you're open and active. Snap two after every good job.

16 Keep your hours right

Add holiday hours. If you take emergency calls, say so. Wrong hours lose calls and annoy people.

NEVER DO THIS

"Joe's Plumbing - Best Plumber LA 24/7 Cheap"

Keyword-stuffed business names can get your profile suspended. Use your real name.

PART 4 OF 5

Reviews

17 Ask in the driveway, not by email

People are happiest the minute the problem is fixed. Text the link before you pull away. Get your link in your Google profile under "Ask for reviews".

COPY THIS TEXT

Hi [first name], thanks for having us out today. If we did a good job, a quick Google review helps a small business like ours a lot: [your review link]. Thank you! - [Your name], [Business]

18 Reply to every review

New customers read your replies. Keep it short, name the job, never argue.

GOOD REVIEW

Thanks [name]! Glad we got your [job] in [City] sorted the same day. We're here if you ever need us again.

BAD REVIEW

[Name], I'm sorry this wasn't the experience we want for anyone. I'd like to make it right. Please call me directly at [phone]. - [Owner name]

19 Never buy reviews

Google filters fake reviews and can restrict or suspend your profile. Years of real reviews aren't worth risking.

PART 5 OF 5

Own your stuff

20 Make sure your domain is yours

Go to lookup.icann.org and type your web address. It shows which company it's registered with. If you can't log in there, someone else is holding your name.

TEXT YOUR WEB PERSON

Hi [name], for our records, can you make sure our domain and website hosting are in an account under my name and email ([your email])? I'd like the login too.
Thanks!

21 Be the Owner on your Google profile

In your Google profile, open People and access. You should be listed as Owner, not just Manager.

BONUS WORKSHEET

What is one call worth to **you**?

Fill in your own numbers. The example on the right is just an example.

Your average job ticket: \$ e.g. \$350

Out of 10 calls, how many book? e.g. 5 → 50%

One call is worth: ticket × booking rate = \$ e.g. \$175

Calls a week your website might be losing: e.g. 2

Per year: calls × call value × 52 = \$ e.g. \$18,200

Per month: divide by 12 = \$ e.g. about \$1,500

That's revenue, not profit, so take your costs out. But it's the number to keep in mind next time someone tries to sell you something, including us. If a fix costs less than a few jobs, it's usually worth it.

THE 30-DAY CHECKLIST

One fix a day. Check them off.

Weekends off. That's it.

Week 1 · The first 5 seconds

- ☐ Open your site on your phone. Take a screenshot.
- ☐ Fix 1: tap-to-call
- ☐ Fix 2: number on the first screen
- ☐ Fix 3: cities up top
- ☐ Fix 4: one real photo

Week 2 · Trust

- ☐ Fix 5: reviews near the top
- ☐ Fix 6: one starting price
- ☐ Fix 17: text 5 recent customers for reviews
- ☐ Fix 18: reply to every review
- ☐ Save the review text in your phone

Week 3 · Google

- ☐ Fix 7: page titles
- ☐ Fix 8: descriptions
- ☐ Fix 11: matching name, address, phone
- ☐ Fix 12: categories
- ☐ Fix 13: profile description

Week 4 · Keep it going

- ☐ Fix 14: service area
- ☐ Fix 15: add 5 job photos
- ☐ Fix 16: hours and holidays
- ☐ Fix 20: domain check
- ☐ Fix 21: Owner on Google profile

After 30 days

- ☐ Fixes 9 + 10: a page for your top service and your top city
- ☐ Open your site on your phone again. Compare it to the screenshot from day 1.
- ☐ Keep asking for reviews after every good job.

IF YOU'D RATHER HAVE IT DONE FOR YOU

See your site **rebuilt**, free, before you pay a dollar.

You can do everything in this kit yourself. If you'd rather not, that's what we do: hand-coded websites, Google profiles and local SEO for trades in LA, Orange County and the Inland Empire.

Free demo. A real page of your business, live in 24 hours, after a 10-minute call.

Launch, from \$1,500. A one-page site on your domain, live in 5 days.

No contract. You own the domain, the account and the files.

Run the free website audit · nocturne.design/audit

Paste your website. Get a grade and every fix in plain English.

QUESTIONS?

DM us on Instagram at [@nocturne.labs](https://www.instagram.com/nocturne.labs) or use the form at nocturne.design. A real person answers.