COBANNER.

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Local Contractor Marketing Checklist

For painters, woodworkers, carpenters and other trades: photos, reviews and estimate requests.

Photo shot list (per job)

- [ ] Whole space or piece, before
- [ ] Detail of the problem
- [ ] Work in progress, showing care
- [ ] Finished result, same angle as before
- [ ] Close detail of quality
- [ ] Wide shot in natural light
- [ ] Customer permission, no faces or house numbers

Google Business Profile

- [ ] Claimed and verified
- [ ] Category, services and service area set
- [ ] Phone, website and hours added
- [ ] New photos uploaded each week
- [ ] Reviews and questions answered

Website

- [ ] Estimate button visible without scrolling
- [ ] One page per main service with photos
- [ ] Gallery labeled by job and town
- [ ] License, insurance and area shown
- [ ] Short FAQ: pricing, timing, clean-up

Estimate form fields

- [ ] Name, phone, email
- [ ] Address or area
- [ ] Type of job
- [ ] Photos of the work (optional)
- [ ] Preferred timing

Things that travel

- [ ] Logo and colors chosen
- [ ] Van graphics: name, trade, phone, website
- [ ] Business cards
- [ ] Work shirt or jacket
- [ ] Quote and invoice templates

Weekly routine

- [ ] Photograph each job
- [ ] Post one before-and-after
- [ ] Send review requests for finished jobs
- [ ] Answer every enquiry within hours
- [ ] Note where each enquiry came from

Review request message: "Hi [name], thank you for choosing us for your [job]. If you are happy with the result, could you leave a short review here? It helps other local customers find us: [link]. Thank you!"

Ask for the review within a day of finishing. Need a logo, van graphics or a website? hello@cobanner.com