



Day Five WORKBOOK

## Day 5:

## Web Page & Google Business Profile

#### Why This Matters

These days, before a customer picks up the phone, they Google you. If your online presence is poor—or worse, non-existent—you're making it hard for people to trust and hire you.

Your website and Google Business Profile act as your digital shop front. If they look professional, up to date, and focused on your niche, customers will see you as the expert you are.

This is all about **Awareness (A)** and **Positioning (P)** in the S.P.A.R.K.S Blueprint. It's how you stand out before the phone rings.

Done well, your website and profile will:

- ✓ Attract better customers
- ✓ Pre-sell your value and minimum charge
- Reinforce your niche and ideal area
- ✓ Turn visitors into leads automatically





### **Step-by-Step Instructions**

Step 1: Review Your Website (or Get One Built)

Use the free website provided in your ToolBox membership or update your existing one.

Click here to request your Free website

#### It should clearly show:

- What you specialise in
- > Where you work
- > Trust-building elements (reviews, photos, accreditations, guarantees)
- One clear call-to-action ("Call Now" / "Request a Quote")

Keep it simple. The goal is clarity and trust, not clever design

## Step 2: Optimise Your Google Business Profile

Log in and check:

- Is your business name correct and consistent?
- Have you added good photos of real jobs and your team?
- ➤ Is your niche service mentioned in the description?
- ➤ Have you selected the right categories and service areas?

Open't forget to ask happy customers for Google reviews regularly—this boosts visibility and trust massively.





# Step 3: Online Presence Summary

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Updates	Needed o	n My Go	ogle Pro	file:		
			,			
Where I	ll Ask for I	More Rev	iews Thi	s Week:		
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			,			
My Mair	n Call-to-A	ction Will	Be:			







# \*\*TASK: Make Your First Online Impression Count

➤ Does my website clearly show who I am, what I do, and where I work?
"It says I do everything—I'll change it to focus on my niche."
Would I trust this business if I was the customer?
"Needs better photos and customer reviews."
Have I used the free resources available in the ToolBox?
"I'll submit the form to get my free website build started this week."



Examples of Web & Google Messaging
✓ "We're the go-to electricians for [postcode]—trusted by homeowners and landlords alike."
✓ "No job too small—but every job done right. Based in [town]."
"Serving [Area] with safe, reliable, and professional electrical work."
Questions I Need to Ask Myself
Am I proud to send someone to my website or Google listing?
Does it reflect the kind of customer I want to attract?
Is there anything that could cause doubt or confusion?





## Questions I Should Ask in the ToolBox

(Write your own below — these are just examples)

- o Can I get feedback on my website layout or copy?
- o How have others optimised their Google profiles?

Vhat works better—mobile-first design or desktop-focuse	eu r

## ▲ Common Mistakes to Avoid

- X Making it all about YOU and not about the customer
- X Listing every possible service instead of focusing on your niche
- X Not updating your profile or photos for months
- X Using stock images instead of real work photos







Notes & Takeaways	

- **₹** ToolBox Resources
- ✓ <u>Website Build Form</u> Included in Membership
- ✓ Google Business Profile Optimisation Guide
- ✓ <u>Facebook Members Group</u> Get Feedback on Your Web Presence









