

Is Your Business Invisible to Local Homeowners?

A 10-Point Visibility Checklist for Local Service Businesses

01 Reach & Visibility

02 Brand & Credibility

03 Strategy & Systems

HOW TO USE THIS CHECKLIST

Check every statement that is currently true about your business.

Count your checks at the end — then read your score on page 3.

Be honest. Every gap is an opportunity.

Every "no" on this list is a client going to your competitor.

This checklist shows you exactly where the gaps are — and what to do about them.

- **10 visibility checkpoints** *covering reach, brand, and marketing systems*
- **Why each one matters** *so you understand the real cost of each gap*
- **Your score + next steps** *a clear action plan based on your results*

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Your 10-Point Local Visibility Checklist

Check every statement that is currently true about your business right now.

SECTION 1 — REACH & VISIBILITY

- 1** **Physical presence in mailboxes**
My business name reaches homes in my service area at least once per quarter through a physical medium.

Why it matters: A postcard on the counter keeps your name present before homeowners know they need you.

- 2** **Exclusive in my neighborhood**
I am the only business in my trade consistently putting my name in front of local homeowners in my area.

Why it matters: If a competitor is more visible locally, they get the call — even if your work is better.

- 3** **Homeowners can find me in 10 seconds**
A homeowner who has never heard of me can find my phone number within 10 seconds of searching my trade.

Why it matters: Speed of findability determines whether the call goes to you or whoever appears first.

SECTION 2 — BRAND & CREDIBILITY

- 4** **Consistent brand across every platform**
My website, business card, and social media all look like one business — same colors, fonts, and quality.

Why it matters: Inconsistent branding signals carelessness. Consistency signals professionalism before a word is spoken.

- 5** **Website works fast on mobile**
My website loads in under 3 seconds on a phone and makes it clear how to contact me within 5 seconds.

Why it matters: Over 70% of local searches happen on mobile. A slow site loses the client before they call.

- 6** **My marketing looks as good as my work**
My materials — online and in print — reflect the quality I put into the actual job.

Why it matters: Homeowners judge your work before they see it. Poor presentation costs you before you even show up.

- 7** **A clear offer — a reason to call me first**
When someone sees my ad, there is a specific reason to call me now: a discount, free estimate, or deal.

Why it matters: Without an offer, you're asking strangers to trust you on faith. An offer gives them a low-risk reason to try you.

SECTION 3 — STRATEGY & SYSTEMS

- 8** **Marketing runs consistently — not just when slow**
My marketing runs on a consistent schedule year-round, not only when business drops off.

Why it matters: Homeowners hire who they remember. Memory requires repetition. Inconsistent marketing builds nothing.

- 9** **I know what brought me clients last quarter**
I can name at least one channel that brought me measurable new clients in the last 90 days.

Why it matters: If you can't track it, you can't improve it. Knowing what works lets you invest more there.

- 10** **My marketing works while I work**
At least one piece of my marketing is actively reaching potential clients right now, without effort from me today.

Why it matters: The best systems generate leads passively — a mailer in the field, a website that ranks.

Score your results on page 3 · zeltmedia.com

How did you score?

9–10 Strong foundation.

Your visibility foundation is solid. The focus now is consistency and scale — making sure what's working keeps running even when you're busy. Consider where you can expand your reach.

6–8 Closer than you think.

You have the instincts but a few critical gaps are costing you clients quietly. One or two targeted changes — a physical mailer, a cleaner website, a consistent offer — can close the gap faster than you'd expect.

3–5 Real money being left behind.

Homeowners in your area need your service right now. They're calling someone else — not because that person is better, but because they showed up first. The framework for fixing this is straightforward and affordable.

0–2 Your best opportunity is right in front of you.

You're effectively invisible to local homeowners — and that's entirely fixable. Every point on this checklist is addressable. The businesses that move first in a local market tend to own it.

Zelt Media addresses every gap on this checklist.

- **Spotlight Direct Mail** \$175/issue · your name in every qualifying home · one per category · quarterly
- **Website Design** Custom, fast, mobile-first — converts visitors into calls, matches your brand
- **Logo & Brand Identity** One consistent look across postcard, website, card, and social media
- **Business Cards & Brochures** Premium print materials that represent the quality of your work
- **Social Media Graphics** On-brand posts and templates — every platform looks like you mean business