

Is Your Business *Invisible to Local* Homeowners?

A 10-Point Visibility Checklist for Local 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.

— 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

Your 10-Point Local Visibility Checklist

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

REACH & VISIBILITY

1 Physical presence in mailboxes

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

2 Exclusive in my neighborhood

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

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

BRAND & CREDIBILITY

4 Consistent brand across every platform

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

5 Website works fast on mobile

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

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

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

STRATEGY & SYSTEMS

8 Marketing runs consistently — not just when slow

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

9 I know what brought me clients last quarter

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

10 My marketing works while I work

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

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 is working keeps running even when you are 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 would expect.

3-5 Real money being left behind.

Homeowners in your area need your service right now. They are 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 are effectively invisible to local homeowners — and that is 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	\$250/issue · your name in every qualifying home · one per category · bi-monthly
Digital Business Card	\$49 · QR code that saves your contact to any phone instantly
Website Design	Custom, fast, mobile-first — converts visitors into calls
Social Media Content Plan	30-day roadmap — what to post, how to say it, how to drive traffic to your link
Logo & Brand Identity	One consistent look across every platform and print material

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