

# Home-Service Website Customer Path Checklist

A practical review for HVAC, plumbing, roofing, electrical and other service businesses.

Created by Shahab Shabbir, Founder of Be My Tech.

Open your website on a phone and follow it as a first-time customer. Mark Pass, Review, or N/A, then note the page or detail you checked.

## 1. Service clarity

**CHECK** Can a first-time visitor tell which services you offer?

**WHY IT MATTERS** Visitors can quickly decide whether the business handles their type of work.

**HOW TO TEST IT** Ask someone unfamiliar with the business to review the home page, then compare their answer with your service list.

**RESULT** ☐ PASS ☐ REVIEW ☐ N/A

## 2. Service-area clarity

**CHECK** Can visitors tell where you work and any important coverage limits?

**WHY IT MATTERS** People can see whether their location is within your service area.

**HOW TO TEST IT** Starting from the home page, find the coverage details and check that place names and boundaries are current.

**RESULT** ☐ PASS ☐ REVIEW ☐ N/A

## 3. Tap-to-call

**CHECK** Can a phone visitor find the call action and reach the correct number?

**WHY IT MATTERS** Customers who prefer calling can act without copying or searching for the number.

**HOW TO TEST IT** Tap the call link and confirm the dialer shows the right number. Cancel before placing a call.

**RESULT** ☐ PASS ☐ REVIEW ☐ N/A

## 4. Written service request

**CHECK** Can a visitor find a written way to ask for service?

**WHY IT MATTERS** Some customers need a way to reach you when calling is not convenient.

**HOW TO TEST IT** Follow the request path and review the field labels, required details, and button wording.

**RESULT** ☐ PASS ☐ REVIEW ☐ N/A

## 5. Estimate request

**CHECK** Can a visitor ask about an estimate, quote, visit, or appointment?

**WHY IT MATTERS** The customer can understand the next step before starting.

**HOW TO TEST IT** Read the estimate instructions and confirm any price, fee, visit, and timing details match your current offer.

**RESULT** ☐ PASS ☐ REVIEW ☐ N/A

## Checks 6-9

Continue on your phone. Record a page or detail for each item you review.

### 6. Emergency and routine routes

**CHECK** If you handle urgent work, is that route clear alongside routine service?

**WHY IT MATTERS** Visitors can choose the route that fits their situation and your availability.

**HOW TO TEST IT** Check relevant pages for current urgent-service hours, limits, and instructions. Mark N/A if you do not offer urgent service.

**RESULT** ☐ PASS ☐ REVIEW ☐ N/A

### 7. Trust cues

**CHECK** Are credentials, reviews, photos, warranties, and claims accurate and current?

**WHY IT MATTERS** Visitors can understand who they may hire and what the business stands behind.

**HOW TO TEST IT** Check dates, credential status, review context, photo permissions, and the terms of any guarantee.

**RESULT** ☐ PASS ☐ REVIEW ☐ N/A

### 8. Contact information

**CHECK** Are the business name, phone, hours, and coverage details consistent?

**WHY IT MATTERS** Visitors can find the right information without sorting through mismatched details.

**HOW TO TEST IT** Compare the header, footer, contact page, and key service pages.

**RESULT** ☐ PASS ☐ REVIEW ☐ N/A

### 9. Mobile usability

**CHECK** Can visitors read the page and use its controls without overlap or sideways scrolling?

**WHY IT MATTERS** The next step should remain easy to find on the screen in a customer's hand.

**HOW TO TEST IT** On a phone at normal zoom, review the home page and one service page; try the navigation and main actions.

**RESULT** ☐ PASS ☐ REVIEW ☐ N/A

## Checks 10-12

Finish the review, then choose one item to clarify or improve.

### 10. Form usability and delivery

**CHECK** Can visitors use the form, and can your team confirm delivery?

**WHY IT MATTERS** A form should be understandable to complete and connected to the place your team reviews requests.

**HOW TO TEST IT** Review labels, required fields, keyboard behavior, and confirmation. Verify delivery with provider test mode or a controlled recipient.

**RESULT** ☐ PASS ☐ REVIEW ☐ N/A

### 11. After-submission expectation

**CHECK** Does confirmation explain what happened and what comes next?

**WHY IT MATTERS** Customers can tell whether their request was received and what to expect.

**HOW TO TEST IT** Read the success message and verify any response-time or follow-up promise with your team.

**RESULT** ☐ PASS ☐ REVIEW ☐ N/A

### 12. Relevant service options

**CHECK** If offered, are financing, memberships, maintenance, booking, or scheduling explained clearly?

**WHY IT MATTERS** Visitors can compare the options your business actually provides.

**HOW TO TEST IT** Choose one option and confirm its terms, availability, and next step. Mark N/A for options you do not offer.

**RESULT** ☐ PASS ☐ REVIEW ☐ N/A

### YOUR NOTES

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Want a written review of your site against these checks?

The Website Revenue Diagnostic is a written review for businesses that want an outside assessment. It is \$129 when the service is a fit.

The checklist was created by Shahab Shabbir, Founder of Be My Tech, around the steps visitors can see and take: service, coverage, contact, and follow-up.

References: W3C WCAG 2.2 target-size guidance (mobile usability); FTC reviews and testimonials guidance (trust cues).

Open the complete checklist online: [bemytech.com/home-service-website-checklist/](https://bemytech.com/home-service-website-checklist/)