A free ten minute self audit from Plumbing & Heating Growth

The Plumber & Heater's Boiler Enquiry Checklist

What a local homeowner actually sees when they look for someone to fit their new boiler, and what to fix first.

How to use it. Pick up your phone and search Google for **boiler installation [your town]** and **new boiler [your town]**, exactly as a homeowner would, without signing in to your business account. Open your firm's Google listing and your website. Work through the ten checks, ticking Yes or No honestly. Where you tick No, the line underneath gives you one thing to try. Then finish with the box at the bottom.

Being found

1 **Does your firm appear in the map results or on the first page for boiler installation [your town], for at least one town you cover?** ☐ Yes ☐ No

If no, try this: put the words "boiler installation" and the towns you actually serve, in plain English, on your homepage and in your Google profile description.

Your Google Business Profile

2 **Is boiler installation listed as a named service on your profile, and is your service area set to the towns you cover rather than a single pin?** ☐ Yes ☐ No

If no, try this: edit the profile, add the service with a one line description, and set the service area to match where you will genuinely travel.

3 **Do your profile photos include recent, well lit shots of finished boiler installs, your van and your team, all taken in the last year?** ☐ Yes ☐ No

If no, try this: take five photos on your next install, with the customer's permission, and upload them the same evening.

4 **Do your three most recent reviews mention a boiler install or replacement, and is at least one from the last three months?** ☐ Yes ☐ No

If no, try this: ask every install customer for a review on handover day and text them your direct review link before you leave.

Your website, on a phone

5 **Does your site have a page or clear section saying which boiler brands you fit, what install day involves, how long it takes and what happens after you quote?** ☐ Yes ☐ No

If no, try this: write it in plain English, show your Gas Safe registration number, and link it from the homepage menu.

6 **On your phone, can a visitor tap to call you or request a quote within a few seconds of landing, without zooming or hunting for a number?** ☐ Yes ☐ No

If no, try this: add a tap to call button and a short quote form at the top of the page, then test it on a phone that is not yours.

Local Services Ads

7 **In your search, do Google Guaranteed listings sit above the map for boiler installation [your town], and is your firm one of them?** ☐ Yes ☐ No

If no, try this: LSAs are open to UK plumbing and heating firms that pass Google's business, insurance and background checks. Check your eligibility and what a lead costs in your area before you commit.

8 **If you already run LSAs, are boiler installation and your real service area selected, and have you flagged any lead that was out of area or the wrong job?** ☐ Yes ☐ No

If no, try this: tighten the job types and area in your LSA profile, answer LSA calls live, and review every lead so unsuitable ones are flagged for credit in time.

Qualifying the enquiry

9 **Does your quote form or phone script ask what you need to judge the job: postcode, current boiler type and where it sits, number of bathrooms, and timing?** ☐ Yes ☐ No

If no, try this: add those questions to the form and put them on a card by the phone so whoever answers asks the same things.

Responding in time

10 **Ring your number from another phone on a working day. If nobody answers, does the caller get a text back, and do web enquiries get a reply within a working hour?** ☐ Yes ☐ No

If no, try this: record a proper voicemail with an automatic text reply, send form alerts to a phone that is always with someone, and agree who calls back and by when.

> Getting an enquiry and winning the install are two different jobs. This page covers the first. Winning it still comes down to your survey, your quote and your follow up.

Score: ____ Yes of 10

The number shows where the gaps are. It says nothing about how many enquiries you will get, so the Nos matter more than the total.

Your first fix

Pick the single No most likely to cost you an enquiry this week, and commit to it here.

The No I am fixing first _____

What I will do about it _____ **By when** _____