



THE CONTRACTOR'S GROWTH GUIDE

# Getting Found, Getting Chosen & Getting **Booked**

A practical playbook for fencing, remodeling, and roofing contractors who are great at the work — but losing jobs to competitors who are simply easier to find online.

## Why this guide exists

If you do good work but the phone isn't ringing the way it should, the problem usually isn't your work. It's that homeowners can't find you — or when they do, something makes them pick the other guy.

Here's the uncomfortable truth about home improvement in the internet age: the contractor who *shows up first* and *looks most trustworthy online* wins the job — even when a better contractor is sitting one town over, quietly waiting for the phone to ring.

That's not fair. But it's fixable. And fixing it doesn't require you to become a marketing expert or spend a fortune on ads that stop working the moment you stop paying.

This guide breaks the whole problem into three simple stages — the same three stages every homeowner moves through before they hire someone:

### 1. Get Found

Show up when homeowners in your area search for the work you do.

### 2. Get Chosen

Be the contractor they trust enough to actually call, out of all the options.

### 3. Get Booked

Turn that call or form fill into a scheduled job — instead of a missed opportunity.

Each section explains the problem, why it's quietly costing you money, and exactly what to do about it — with real examples for fencing, remodeling, and roofing businesses.

### A NOTE ON HONESTY

There are no magic tricks in here, and nothing that asks you to mislead anyone. Just the fundamentals that actually move the needle for contractors. If you apply even half of it, you'll be ahead of most of your competition.

## THE VISIBILITY PROBLEM

## 01. Get Found

When a homeowner needs a fence, a kitchen remodel, or a new roof, their first move is almost never a phone book or a referral. It's a search. If you're not there, you don't exist to them.

### The way homeowners actually search

Nearly every home improvement job now starts the same way: someone types something like "fence company near me," "kitchen remodeler in [city]," or "roof replacement [city]" into Google. What comes back is a small map with three businesses (the "map pack") and a list of websites below it.

Here's what matters: the vast majority of homeowners pick someone from that first screen. They rarely scroll to page two. If your business isn't in that map pack or near the top of those results, you're invisible to the exact people ready to hire — no matter how good your work is.

*What it costs you: every week you're not showing up for those searches, a competitor is booking jobs that could have been yours — and you never even knew the homeowner was looking.*

### Your Google Business Profile is your storefront

That map pack is powered by Google Business Profiles. For a local contractor, a complete, active, well-optimized profile is often more important than your website. Most contractors either don't have one, or set it up years ago and forgot it.

The basics that make a difference: the correct business category, your real service area, current photos of your actual work, accurate hours, listed services, and a steady flow of recent reviews (more on those in Part Two).

#### Fencing

Homeowners search seasonally and urgently — "privacy fence installer near me," "fence repair after storm." A profile with clear photos of wood, vinyl, and chain-link jobs helps you show up and get picked before the neighbor's project even starts.

#### Remodeling

Remodel searches are research-heavy — "kitchen remodel [city]," "basement finishing near me." Project galleries and specific service listings (kitchen, bath, additions) help Google match you to the right searches.

#### Roofing

Roofing is the most competitive local trade online, and searches spike after storms. A fully optimized profile with reviews and inspection photos is what separates the roofers who get the map-pack calls from those who don't.

### **DO THIS FIRST**

Search your own main service — "[your trade] near me" — from your phone, not logged into your own account. Are you in the top 3? On page one at all? That honest look tells you exactly how big your visibility gap is.

## Ranking, and staying ranked

### Why some contractors rank and others don't

Showing up isn't luck. Google decides who to show based on a few things you can actually influence: how relevant your online presence is to the search, how close you are to the searcher, and how trustworthy and established you look. That last part — trust and authority — is where most contractors fall short and where the biggest opportunity lives.

### Your website still matters (but not how you think)

You don't need a fancy website. You need one that clearly says what you do, where you do it, and why someone should trust you — and that loads fast on a phone, because that's where most homeowners are looking. A slow, confusing, or outdated site quietly sends people back to Google to pick someone else.

### Content that answers real questions

When your site answers the questions homeowners actually ask — "how much does a new fence cost," "how long does a kitchen remodel take," "signs you need a new roof" — Google sees you as relevant and helpful, and starts showing you more often. This is the slow, compounding work that keeps paying off long after it's done.

*What it costs you: contractors who skip this stay dependent on paid ads forever. The moment they stop paying, the leads vanish. Organic visibility, once built, keeps working.*

### The authority gap

Google trusts businesses that other reputable sites and directories reference and link to. Most contractors have almost none of this, which is *good news* — it means even modest, legitimate authority-building can push you past competitors who've never bothered. This is careful, ongoing work: quality references, real listings, genuine mentions. Done right, it's what moves you from page two to the map pack and keeps you there.

#### THE HONEST TIMELINE

Anyone promising you page-one rankings in two weeks is not being straight with you. Real local SEO typically shows meaningful movement over a few months and compounds from there. Fencing and remodeling often move faster than roofing, since roofing is so competitive. Slower, but it lasts.

## THE TRUST PROBLEM

## 02. Get Chosen

Getting found gets you onto the homeowner's shortlist. But being seen isn't being hired. Between "I found three contractors" and "I'm calling this one" sits a fast, gut-level trust decision — and you can influence it.

### Reviews are the new word of mouth

When a homeowner is choosing between contractors, the first thing they look at is reviews — how many, how recent, and how you respond. A contractor with 40 recent, positive reviews will beat one with 6 old ones almost every time, even if the second contractor does better work.

It's not enough to *have* good reviews. You need a steady, ongoing flow of them, because homeowners trust recent reviews far more than old ones. A five-star rating from three years ago quietly reads as "maybe they're not busy anymore."

*What it costs you: a thin or stale review profile makes homeowners nervous — and a nervous homeowner picks the contractor who feels like the safe choice, not necessarily the best one.*

### How to build reviews the right way

- Ask every satisfied customer, every time — most happy clients are glad to help but simply never get asked.
- Make it effortless: send a direct link by text right after the job, while the good feeling is fresh.
- Respond to every review, positive or negative. It shows homeowners (and Google) that you're active and you care.
- Never fake reviews or buy them. Homeowners spot generic fake praise, and it destroys the trust you're trying to build.

#### Fencing

Fence jobs finish fast, so the moment of satisfaction is immediate — the perfect time to ask. A quick "here's your new fence, mind leaving a quick review?" text the same day works wonders.

#### Remodeling

Remodels are high-stakes and emotional for homeowners. A detailed review describing a smooth kitchen or bath project is gold — it reassures the next nervous homeowner spending a large sum.

#### Roofing

Roofing buyers are the most scam-wary of all, thanks to storm-chasers. A strong, recent review profile is your single most powerful trust signal in a crowded, skeptical market.

## The trust signals beyond reviews

### Your website has about 5 seconds

When a homeowner clicks through to your site, you have seconds to make them feel "these are real professionals." A few things do most of the heavy lifting:

- **Real photos of your own work** — not stock images. Homeowners can tell the difference, and seeing actual completed jobs builds instant credibility.
- **Clear service area and services** — so they immediately know you do their kind of job in their town.
- **Licensing, insurance, and guarantees** — stated plainly. These quietly remove the fear of getting burned.
- **An easy way to get in touch** — a visible phone number and a simple form, on every page.

### Look established, even if you're lean

You don't need to be a big company to look like a trustworthy one. Consistent branding, a professional logo, tidy photos, and clear, confident language all signal "this is a real, dependable business." Homeowners aren't hiring your company size — they're hiring their own peace of mind.

*What it costs you: a homeowner who lands on a confusing, sparse, or amateur-looking site rarely calls to give you a chance. They just quietly click back and choose someone who looked more put-together.*

### Consistency everywhere

Your business name, address, and phone number should match exactly across Google, your website, Facebook, and every directory. Mismatches confuse both homeowners and Google — and small inconsistencies quietly erode the trust and rankings you're working to build.

#### A QUICK TEST

Show your website to a friend who knows nothing about your business for five seconds, then take it away. Ask them: what do we do, where, and would you trust us? If they can't answer clearly, neither can a homeowner.

## THE CONVERSION PROBLEM

## 03. Get Booked

This is where the most money quietly leaks out of a contracting business. You did the hard work to get found and get chosen — the homeowner called or filled out your form — and then the lead slips away. Often without you even realizing it happened.

### Speed is everything

The single biggest factor in whether a lead becomes a job is how fast you respond. A homeowner who fills out a form or leaves a voicemail is contacting several contractors. The one who responds first often wins — not because they're best, but because they were there when the homeowner's interest was hottest.

Studies of home service leads consistently show that responding within minutes dramatically outperforms responding within hours. Wait until the end of the day and that lead has often already booked someone else.

*What it costs you: a contractor who takes hours (or days) to call back can lose half their leads or more — leads they already paid for, in time and money, to earn. It's the most expensive silent leak in the business.*

### Missed calls are missed jobs

Many contractors are on a ladder or behind a saw when the phone rings — understandably. But a homeowner who reaches voicemail usually just calls the next contractor on the list. Every missed call that never gets returned quickly is very likely a lost job.

- Return every missed call as fast as humanly possible — ideally within minutes.
- Use a simple text-back so a missed caller immediately hears "Got your call, I'll ring you right back." That alone holds the lead.
- Make sure form submissions hit your phone instantly, not an email you check tonight.

#### Fencing

Fencing leads are often ready to move quickly. A same-hour callback to schedule a quick measure-and-quote frequently locks the job before a competitor even responds.

#### Remodeling

Remodel leads are higher-value and worth real care. A fast, warm response and an easy path to book a consultation sets the professional tone homeowners want before a big investment.

#### Roofing

After a storm, roofing homeowners contact many companies at once. Speed-to-lead isn't just helpful here — it's often the entire difference between booking the inspection and losing it.

## Turning conversations into jobs

### Follow up more than once

Not every lead books on the first contact — and most contractors give up far too early. A homeowner who didn't answer or hasn't decided isn't a dead lead; they're often just busy. A couple of polite, spaced-out follow-ups (a quick call, a friendly text) win a surprising number of jobs that would otherwise have quietly disappeared.

*What it costs you: contractors who contact a lead once and move on leave a huge share of winnable jobs on the table — jobs a single extra follow-up would have closed.*

### Make booking easy

Every extra step between "I'm interested" and "I'm scheduled" loses people. Give homeowners the easiest possible path: a clear next step, simple scheduling, and no friction. The contractor who makes it effortless to say yes gets the job.

### Keep the ones who aren't ready yet

Some homeowners are researching now but won't buy for weeks or months — especially for larger remodels and roofs. Stay in gentle, helpful contact rather than forgetting them, and you'll be the name they remember when they're finally ready. Most contractors never do this, which is exactly why it works so well.

#### THE WHOLE SYSTEM IN ONE LINE

Get found so homeowners see you, get chosen so they trust you, get booked so you actually win the job — then keep doing all three, consistently. That's not a trick. It's just the fundamentals, done better than your competition.

### Where most contractors get stuck

Reading this, you may already see gaps in your own setup. That's normal — almost every contractor has them, because they're busy running the actual business. The work of getting found, chosen, and booked is ongoing, and it's exactly the kind of thing that's easy to keep putting off while the phone stays quieter than it should.

WHERE TO GO FROM HERE

# Want to know exactly where **you're** losing jobs?

You've now got the full picture of how homeowners find, choose, and book a contractor — and probably a few ideas about where your own business is leaking opportunities.

If you'd like a straight, no-pressure look at where those gaps are, that's exactly what we do at Panther Leads. We work specifically with fencing, remodeling, and roofing contractors — so we already understand your business.

## Book a free strategy call

We'll look at how you show up online, where the opportunities are, and whether we're a fit. No jargon, no pressure. Worst case, you walk away with a clear picture of where you stand.

On the call, we'll look at:

- How visible you are for the searches that matter in your area
- How your reviews and trust signals compare to local competitors
- Where leads may be slipping away before they become booked jobs
- The one or two changes likely to make the biggest difference first

## Panther Leads

Marketing for fencing, remodeling & roofing contractors

[pantherleads.com](https://pantherleads.com)