spark momentum

FREE CHECKLIST FOR MELBOURNE SPARKIES

5 quick fixes to get more calls from Google.

Simple changes to your Google Business Profile and website. Each one takes under an hour, costs nothing, and works whether or not you ever work with us.

- ✓ Under an hour each
- ✓ 100% free
- ✓ Do it yourself today

1 Set up your Google Business Profile properly

Make **Electrician** your primary category. Then add every service you want more of, like **safety switches, rewires, lighting or EV chargers**, and list every suburb you cover.

⚡ Google only shows you for the jobs it knows you do.

2 Post real job photos every week

Add before-and-after shots, neat finished work, your van and you on site. One or two a week is plenty. **Never use stock photos.**

⚡ Fresh, real photos build trust. Homeowners book the sparky they can see.

3 Ask every happy customer for a review, the same day

In your Google Business Profile, tap **Ask for reviews** to copy your review link. Text it before you leave the job. Then reply to every review, good or bad.

> "Thanks again today! If you're happy with the work, a quick Google review would really help me out: [your link]"

⚡ Reviews are often why one sparky gets the call over another.

4 Add a tap-to-call button to your website

Open your website on your phone. Your number should sit right at the top, with a button that **rings you in one tap**. If it doesn't, fix this first.

Most people looking for a sparky search on their phone. Every extra tap costs you calls.

5 Say what you do and where, in your headline

Your homepage headline and your Google Business Profile description should both say **what you do and where you do it**.

> For example: "Licensed electrician in Brighton and Bayside"

People search "electrician" plus their suburb, and Google matches those words to your page.

RATHER HAVE IT ALL DONE FOR YOU?

We'll handle all five, and a lot more.

We build your website, set up your Google Business Profile and run your Google Ads, plus missed-call text-back and quote follow-ups so no job slips away. Live in 7 days, with no lock-in contracts.

Get your free Google audit

sparkmomentum.com.au