

The Website Optimization Playbook

MASTERS
OF HOME
SERVICE

For 20 years, the game was simple. Someone Googled a keyword, landed on your website, read through your services, and called you.

But the rules are changing fast. AI search has changed how customers find local businesses. If your site isn't built for it, you're quietly losing leads.

Luckily, there's plenty you can fix right now to win more work and get ready for where search is headed.

"If you haven't touched your website in a while, now is the time to re-evaluate how your website is driving leads to your business."

– Adam Sylvester, Charlottesville Lawn Care and Gutter Pros

With advice from Phil Risher of Phlash Consulting, this playbook shows you what to fix today, what to build over the next six to 12 months, and what to start laying the foundation for now. By the end, you'll have:

- A website conversion checklist you can use this week
- The three must-haves for showing up in AI search
- A copy-paste prompt that turns customer calls into content
- A starting point for your home service business's knowledge base

HOW TO USE

Section one is what to fix this week, section two is the next six to 12 months, and section three is groundwork for a few years out. Read through each section and check off what's already in place. Any unchecked box is your next action step.



1 Fix What's Leaking Right Now

Phil's benchmark for a healthy website: **100 visitors should turn into 10 leads.**

If you're below that, your site is leaking, and most of the time it's not about design.

It's about friction. The harder it is to reach out, the more leads you lose.

"When they go to the website, they don't want to be hunting for a contact form or phone numbers."

– Phil Risher, Phlash Consulting

→ Here are the five changes you can make with the biggest payoff.

1. Add sticky headers on mobile

About **50% of your visitors are on a phone**. A sticky header keeps your call button and “Get a Quote” on screen no matter how far someone scrolls. When Phil was asked for the single highest-impact change to a mobile site, this was his answer.

2. Put a short form above the fold on your homepage

If someone has to hunt for your contact page, and the form takes more than 10 seconds to fill out on a phone, you’re losing people. Put a short form right at the top of your homepage and ask for three things: their first name, last name, and email.

“**Below the first scroll that says get an estimate. It takes seven seconds. Click right here. There's no hunting or thought that needs to happen.**”

– Phil Risher, Phlash Consulting

3. Move your promo to the homepage

Most businesses save their best offer for the quote, but that's too late. Put your discount at the start of the buying journey, not the end.

Phil worked with a basement waterproofing company that gave every customer \$500 off, but only mentioned it during the estimate. Instead, they moved it to the front and put it right on the website. “The first time we implemented it, they got **50 leads** from that one thing the next month,” said Phil.

4. Make it easy to reach a human

People are still going to websites to convert. Consider adding a chat widget, a promo pop-up, and a phone number that’s tappable on mobile.

5. Pass the grunt test

Phil highlights Donald Miller's grunt test: a visitor should instantly know what you do, how it makes their life better, and what to do next. That means no hunting, no thinking, and no scrolling to find a phone number.

Website Conversion Checklist:

- ☐ Sticky header on mobile with call button and quote CTA
- ☐ Short contact form visible on the homepage, above the fold (e.g., ask for their first name, last name, and email)
- ☐ Form takes less than 10 seconds to complete on a phone
- ☐ Best promo or offer featured in a pop-up or homepage banner
- ☐ Chat widget installed, so leads can easily reach out for help
- ☐ Phone number is clickable on mobile and easy to spot
- ☐ Homepage clearly states what you do, who you serve, and how to get started

Pro Tip: Open your own website on your phone right now and move through it like a customer would. Where does it slow down? Where are you making people work to reach you? Do this every few months and you'll catch the leaks yourself.

2 Show Up in AI Search

Google just made its biggest change to search in 25 years. Where the button used to say “Search,” it now says “AI Mode,” and clicking it doesn’t take you to a page of ads and blue links. It takes you straight to Gemini.

“58% of searches that are happening end with zero clicks. They don't go to a website,” said Phil. This means the goal isn't getting the click anymore. It's getting named in the answer. That often happens in two ways:

- **Share of voice.** How often your content shows up in the answer at all. This comes down to how much you publish and how many formats you use, including videos, blogs, and FAQs.
- **Mention rate.** Whether you’re named as the company to actually call. This comes down to whether AI trusts you.

Mention rate relies on trust, and reviews can be one of the strongest trust signals AI has to go on. Jobber can automatically ask customers for a review once the job is done, so you build that signal without chasing anyone.

→ To do well on both, Phil says every home service business needs three things.

1. A pricing page

People are asking AI what things cost. If you don't have anything for it to pull from, you won't be part of the answer. A pricing page or pricing guide is now the bare minimum, even if all you publish is a range or a "starting at" price.

2. Online booking

Once someone's checked you out, the next question is how to book. Some platforms now let people book without ever leaving the search results, which is known as **agentic booking**. If you don't have online booking connected, you're invisible at the exact moment a customer is ready.

Jobber's online booking lets you embed a short request form directly on your homepage or Google Business Profile so customers can book without ever clicking through to your website. When someone submits it, the job request flows straight into Jobber, meaning no manual entry and no missed leads.

3. Content that answers real customer questions

This is the one most businesses miss. Content isn't about likes, views, shares or going viral anymore. It's about giving AI specific, local, expert information so it recommends you when someone types the question into Google, ChatGPT, or Claude to solve their problem.

“People are not searching for ‘HVAC repair near me.’ They're searching for ‘I turned on my thermostat and my fan is blowing, but no air's coming out. What's going on?’ It's a more conversational diagnosis.”

– Phil Risher, Phlash Consulting

AI Search Readiness Checklist:

- ☐ Pricing page or pricing guide published on your website
- ☐ Online booking enabled and linked from your Google Business Profile
- ☐ Reviews actively being collected and responded to
- ☐ List of the top 10 questions customers ask you by phone
- ☐ At least one blog post, video, or FAQ page written per customer question
- ☐ Each piece of content is unique to your city, neighborhood, or service area
- ☐ Each blog post includes 3+ internal links to other pages on your site

→ Turn Your Next Customer Call Into a Blog Post

The questions customers ask on the phone are the same ones they type into AI search. After your next call, paste this prompt into your AI tool of choice (e.g., Claude, Gemini, ChatGPT).

Blog Post AI Prompt:

I run a [type of home service] business in [city/area].

A customer just asked me: [paste the question]

Write a 200-word blog post that:

- Opens by restating the question in plain language
- Answers it clearly, mentioning my city or area
- Explains one reason a homeowner should hire a pro for this
- Ends with a simple call to action

Tone: conversational and helpful. No jargon.

Pro Tip: Don't just publish a post and hope Google's bots find it. "You need to put three links in your blog post. It makes it crawlable across all the different pages, and it makes it indexable," said Phil.

3 Start Building Your Knowledge Base

Right now, customers search for you. But in the next two or three years, a homeowner will ask their AI assistant to find a plumber, check the reviews, and book the job. Phil calls this **agent-to-agent protocol**.

Here's the catch: AI can only recommend you if it knows things about you. If nothing is written down, there's nothing to find.

"Businesses that don't have a knowledge base about their company, they're going to want all of these tools, but they're not going to have any information about their business. So they're not going to be able to do anything."

– Phil Risher, Phlash Consulting

What a “knowledge base” actually is

A knowledge base is just everything your business knows, written down in one place, including:

- The questions customers ask you
- The answers you give them
- What you charge
- How your process works
- Where you work

This means every blog post and FAQ you wrote for section two can go straight into it.

Start here: record your calls

You already say these answers out loud 20 times a week, but you just might not be saving them for your knowledge base. Here’s how to start:

- Turn on call recording using a tool like [Quo](#) or [RingCentral](#)
- Record your sales calls too, not just the ones coming in
- Keep the transcripts somewhere you can search

“Your knowledge of your business is probably the best digital asset that you can have. Be mindful of: how am I going to be extracting as much knowledge from my business as I can on a day-to-day basis? So like call transcripts, recordings, those types of things.”

– Phil Risher, Phlash Consulting

Set up Google Search Console

[Google Search Console](#) is free and shows you the exact words people type to find you, words that could be your very next blog posts. Google also lets you connect your business information to your website through it, so AI has a verified source to pull from.

Knowledge Base Starter Checklist:

- ☐ Call recording turned on (Quo, RingCentral, etc.)
- ☐ Sales calls recorded too, not just incoming calls
- ☐ Transcripts saved somewhere you can search
- ☐ Top 10 customer FAQs written down with clear answers
- ☐ Pricing, services, and service area written in plain language
- ☐ Google Search Console is set up
- ☐ One customer question answered in writing each week

Feed Your Website, Fill Your Schedule

Phil's framework comes down to putting what you know about your work, your customers, and your local market onto your website. Done well, that can help you prepare for all three:

- **Website conversions today.** Sticky headers, short forms, promo up front, and an easy way to reach a human.
- **AI search visibility in the next 6 to 12 months.** A pricing page, online booking, and hyper-local, unique content.
- **Agent-to-agent bookings in the next two to three years.** A knowledge base that gives agents clear, reliable information about your business.

While AI search may change how people find you, the fundamentals haven't changed: be helpful, show what you know, and do great work. Optimize your website so the right people can find you, then give them a reason to hire you.



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