



# ESSENTIAL CHECKLIST:

DOES YOUR HANDYMAN WEBSITE HAVE THESE 5 FEATURES?

Audit your own website to increase organic traffic

Need assistance?

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## Checklist Overview



### 1. Mobile-Friendly Design

access anytime and anywhere



### 2. Online Booking & Scheduling

make it easy



### 3. SEO Optimization

increase website traffic



### 4. Portfolio or Project Showcase

display completed projects



### 5. Customer Reviews & Testimonials

create trust

## About this Guide

A well-designed website is one of the most powerful tools for growing a handyman business. This checklist is designed to help you evaluate and improve your website by focusing on five essential features—from mobile responsiveness to SEO and customer reviews. Whether you're building a new site or optimizing an existing one, use this guide to ensure your website attracts more clients and drives real results. Brought to you by DesignWhiz, your partner in high-performance handyman web design.



# MOBILE-FRIENDLY DESIGN

- Ensure your website adapts seamlessly to all screen sizes.**
- Test on mobile devices to check loading speed and navigation.**
- Avoid small text and hard-to-click buttons.**

**TIP:** Use Google's Mobile-Friendly Test to check responsiveness.



# ONLINE BOOKING & SCHEDULING

- Make it easy for customers to book your services online.**
- Integrate a scheduling tool or contact form.**
- Offer automated confirmations and reminders.**

**TIP:** Use tools like Calendly or embedded booking systems.



# SEO OPTIMIZATION

- Optimize your site for “local handyman” and related keywords.**
- Set up a Google Business Profile to improve local SEO.**
- Ensure your website loads quickly and is mobile-friendly.**

**TIP:** Write keyword-rich service descriptions and blog posts.



# PORTFOLIO OR PROJECT SHOWCASE

- Display high-quality images of completed handyman jobs.**
- Organize before-and-after photos to highlight your work.**
- Add client reviews next to each project to boost credibility.**

**TIP:** Use a gallery feature with easy navigation.



# CUSTOMER REVIEWS & TESTIMONIALS

- Collect and display real testimonials from happy clients.**
- Include a star rating system or video testimonials.**
- Ensure your contact info is easy to find for more inquiries.**

**TIP:** Ask satisfied customers to leave Google and Facebook reviews.