

Plumbing marketing checklist

Six checks before paying for more plumbing inquiries. Urgent repairs, drain work, planned replacements and commercial service need clear paths.

Mark what you have checked. Use Not applicable only when there is a reason to skip. No email required. Blank printable copy.

01 Can a customer reach your plumbing business?

The company details and response hours should agree wherever customers find you.

Check: Check your active profiles and website on a phone: business name, phone, service area, answered hours and message owner. Confirm your company can sign in.

Fix: Correct stale details and assign account access and replies. Advertise around-the-clock service only when your team actually provides it.

[You can access the accounts](#) / [Your social profiles explain the business](#) / [People can use the contact path on a phone](#)

☐ Verified ☐ Needs fixing ☐ Don't know ☐ Not applicable

02 Does the page match the plumbing job?

An urgent leak, drain problem, water heater replacement and commercial service request need different next steps.

Check: Choose one job you want more of. Can a customer find the work, area and next step without being sent through an unrelated form? Do planned jobs have room to explain the request?

Fix: Use the existing job pages and separate call or estimate paths. Name the equipment or property types you serve. Your team confirms technical scope, availability and pricing.

[The first screen names the work](#) / [The page shows what you do](#) / [People can use the contact path on a phone](#)

☐ Verified ☐ Needs fixing ☐ Don't know ☐ Not applicable

03 Are your Google details accurate?

The profile should describe the plumbing company customers can actually contact.

Check: Check ownership, phone, website, service area, hours and the available category that describes your business. Do not present a home address as a staffed customer location.

Fix: Correct inaccurate details under Google's business-representation rules. Keep advertised coverage and hours aligned with the service your company provides.

[Google Business Profile matches the business](#)

☐ Verified ☐ Needs fixing ☐ Don't know ☐ Not applicable

Plumbing marketing checklist / continued

04 Can you separate a call from a booked job?

More calls can include wrong-area requests, work you do not offer and calls nobody answered.

Check: Read a small recent set of inquiries. Record requested job, service area, answered or missed, booked or not, and the reason. Keep urgent repairs separate from planned replacements.

Fix: Verify Search Console and any agreed website measurement. Record accepted inquiries, scheduled work and completed jobs as different stages in your existing job record.

[You can check the site in Search Console](#) / [Your website measurement records useful actions](#)

☐ Verified ☐ Needs fixing ☐ Don't know ☐ Not applicable

05 Do the tracking tools fit your marketing?

A plumbing website does not need a Meta Pixel just to exist.

Check: If Meta website conversions are part of your advertising, check the data source, event and consent behavior. Also check what happens when tracking is declined.

Fix: Use tracking only for an agreed purpose. Keep customer names, addresses, phone numbers and descriptions of household problems out of analytics. Use Not applicable when the tool is not needed.

[Meta Pixel has a reason to be there](#) / [The privacy choices match what the site does](#)

☐ Verified ☐ Needs fixing ☐ Don't know ☐ Not applicable

06 Who answers, books and follows up?

A form or missed call is not a dispatch confirmation.

Check: Arrange a labeled delivery test. For an open request, identify who replies, checks service area and availability, and records the next action. Check coverage when the usual person is unavailable.

Fix: Keep urgent requests on your approved dispatch path. For planned replacements, record the estimate and follow-up; for commercial work, name the site contact. Your team confirms attendance and technical advice.

[An inquiry reaches the person who handles it](#) / [Every open inquiry has a next action](#)

☐ Verified ☐ Needs fixing ☐ Don't know ☐ Not applicable

[Continue with the online checklist](#)

Restore access or a broken inquiry path first. Assign one next action, owner and due date in your work record. A completed checklist does not guarantee rankings, leads or jobs.

Google guidance checked October 1, 2026. Meta help may require login; account-specific screens were not verified.