

WHAT A SEPTIC WEBSITE NEEDS

Six things. Three jobs. Check your own site against them tonight.



FOUND

1 WHO, WHERE, WHAT ☐

DO

Open your site on your phone. Without scrolling, find your company name, your town and "septic pumping."

WHY

Someone with a backed-up drain wants those three answers fast.

2 YOUR TOWNS ☐

DO

List the towns you really serve, one per line. Make your Google service area match.

WHY

Each town you name tells that neighbor you come out there.

TRUSTED

3 YOUR REVIEWS ☐

DO

Copy three good Google reviews onto your site, word for word. Ask every customer for one.

WHY

Your customers say it better than you can.

4 YOUR TRUCK AND NAME ☐

DO

Put a real photo of your truck, with your name on it, near the top. Match your hours to your Google listing.

WHY

A real truck and a real name tell people who they're calling.

REACHED

5 CALL BUTTON ☐

DO

Tap your number on your phone. It should dial. Keep a call button in reach as people scroll.

WHY

Backed up at 10 pm? One tap. No hunt for your number.

6 TWO DOORS ☐

DO

Give a problem a call button. Give a pump-out that's due a short request form.

WHY

Each one gets the right door.



SEE THE SAMPLE: UGLYWARTHOG.COM/SAMPLE

Do it yourself with the checklist. Or I handle it: \$750 to build, \$150 a month, your domain stays yours.

MIKE HUGHES, UGLY WARTHOG, HAGERSTOWN MD. 240-210-9140

What would have made this worth your time? Text Mike: 240-210-9140