

THE FORT WAYNE

Growth Playbook

7 Google Fixes That Bring Your Business More Calls

A practical guide for Fort Wayne home-service, dental, legal, med-spa, and chiropractic businesses that want more qualified conversations without wasting money on more traffic.

See the business the way a new customer does.

Search for your business from a phone. Do not use a bookmarked link. Start on Google and follow the same path a new customer would take. Score each part from 0 to 2, then fix the lowest score first.

Findability

Can a customer find you for the service they need, not only by searching the business name?

Trust

Do recent reviews, real photos, and clear credentials make the business feel current and credible?

Clarity

Can someone tell what you do, where you work, and what happens after they contact you?

Response

Can a customer call or book in one tap, including after hours and when the team is busy?

SIMPLE RULE

Do not add more traffic until the path from search to conversation works. More clicks will not fix a missed call, a weak offer, or slow follow-up.

01 Claim and complete your Google Business Profile.

Your profile is often the first thing a local customer sees. Complete, accurate information gives the customer fewer reasons to keep searching.

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- 01 **Confirm ownership.** Verify the existing listing. If someone else controls it, request access before creating a duplicate.
 - 02 **Choose the closest primary category.** Pick the category that best describes the work you most want to sell. Add only relevant secondary categories.
 - 03 **Keep hours accurate.** Add regular hours, holiday hours, and appointment-only details. Review them every month.
 - 04 **List the actual services you offer.** Write a short description for each core service using the language customers use when they call.
 - 05 **Add current, real photos.** Show the team, building, vehicles, treatment rooms, finished work, or equipment.
 - 06 **Check the basics everywhere.** Your business name, address, phone number, website, and hours should match the information on your website.
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15-MINUTE ACTION

Open the profile as a customer. Fix one wrong hour, missing service, old photo, or broken contact detail right now.

02 Build a review process your team can repeat.

Reviews are proof and a local search signal. Ask politely at the moment a satisfied customer is most willing to help.

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- 01 **Pick the right moment.** Ask after the appointment, completed job, signed settlement, or other clear point of satisfaction.

 - 02 **Make it one tap.** Use your direct Google review link in a short text or email. Do not send customers to your home page.

 - 03 **Give the team simple words.** A natural verbal ask is easier to use than a long script.

 - 04 **Respond to every review.** Thank positive reviewers. Answer criticism calmly without arguing or sharing private details.

 - 05 **Make one person accountable.** Decide who checks for new reviews, who answers them, and how often.

 - 06 **Track the trend.** Record how many requests were sent and how many reviews arrived each month.
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REVIEW REQUEST TEXT

Thanks again for choosing [Business]. If we made this easy, would you mind sharing a quick Google review? Here is the direct link: [review link]

03 Make calling or booking a one-tap decision.

A customer should never have to hunt for the next step. On a phone, the path from interest to conversation should be obvious and fast.

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- 01 **Put the phone number near the top.** Keep it visible in the mobile header and label it with a clear action such as Call now.
 - 02 **Use click-to-call links.** Every phone number should open the dialer on a mobile device. Test each link yourself.
 - 03 **Repeat the next step.** Add a call or booking option after service details, proof, and pricing information.
 - 04 **Keep forms short.** Ask only for the information your team needs to begin a useful conversation.
 - 05 **Say what happens next.** Tell customers when they should expect a response and who will contact them.
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PHONE TEST

Hand the site to someone who has never seen it. Ask them to call, book, and request a quote. If any task takes more than a few seconds, simplify it.

04 Respond when the team cannot answer.

Local customers search when the need is on their mind, not only during office hours. A missed-call text and useful booking chat can keep a good lead moving.

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- 01 **Turn on missed-call text-back.** Confirm the call was received and ask one useful question.
 - 02 **Route the alert to one owner.** New calls and forms need a clearly assigned person, not a shared assumption.
 - 03 **Ask what service is needed.** A specific opening question helps the team prepare for the reply.
 - 04 **Offer real appointment windows.** Connect booking to the correct calendar and protect unavailable time.
 - 05 **Create a human handoff.** Urgent or unusual requests should reach a person quickly.
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MISSED-CALL TEXT

Hi, this is [Name] with [Business]. Sorry we missed your call. What can we help you with today?

05 Follow up every open quote.

Many businesses send an estimate and wait. The customer gets busy, compares options, or forgets. A short, respectful sequence keeps the decision moving.

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- 01 **Record every open quote.** Include the customer, service, value, date sent, and next follow-up date.
 - 02 **Send a same-day summary.** Restate what is included, the next step, and the easiest way to ask a question.
 - 03 **Check in after one business day.** Ask whether anything needs clarification.
 - 04 **Follow with useful context.** Share a relevant detail about timing, materials, financing, preparation, or fit.
 - 05 **Close the loop.** Ask whether the project is still active. If not, learn why and update the record.
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QUOTE FOLLOW-UP

Hi [Name], I wanted to make sure you received the estimate for [service]. Is there anything you would like me to clarify before you decide?

06 Look active, specific, and trustworthy.

Customers compare what they can see. A business with current proof and clear information is easier to choose than one with old photos and generic claims.

- 01 **Use real photos.** Show the people, place, work, and details a customer will recognize after hiring you.
- 02 **Publish a useful Google post.** Share a completed project, common answer, team update, seasonal reminder, or available appointment window.
- 03 **Answer common questions.** Cover service area, scheduling, insurance, estimates, parking, and concerns that slow a call.
- 04 **Place proof near the decision.** Put reviews, credentials, before-and-after work, and guarantees close to the call or booking button.
- 05 **Use specific claims.** Replace broad words such as quality and best with details a customer can understand and verify.

PHOTO LIST

Capture one team photo, one exterior, three examples of the work, and one image that shows the customer experience. Refresh the set each season.

07 Run ads only after the foundation works.

Advertising can amplify a working path to the customer. It cannot repair a confusing offer, hidden phone number, weak proof, or slow follow-up.

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- 01 **Confirm the offer and next step.** The ad, landing page, and phone response should promise the same service to the same customer.
 - 02 **Track calls and forms.** Know which campaigns create real inquiries, not only clicks.
 - 03 **Start focused.** Begin with one strong service and a practical geography. A narrow campaign is easier to learn from.
 - 04 **Use a matching page.** Answer the main buying questions, show proof, and make calling or booking easy.
 - 05 **Review lead quality weekly.** Remove irrelevant searches and move budget toward qualified conversations.
 - 06 **Listen to the person answering the phone.** Their feedback tells you whether the ad is creating the right kind of lead.
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GREEN LIGHT

Ads are ready when the offer is clear, the page matches the ad, calls are tracked, missed leads get a reply, and someone reviews lead quality every week.

Turn the checklist into a 30-day plan.

Do not try to fix everything at once. Pick the weakest point in the customer path, assign one owner, and measure whether more qualified conversations reach the business.

WEEK 1

Complete the Google profile and correct every contact detail.

WEEK 2

Launch the review request and missed-call response.

WEEK 3

Fix the mobile call path and quote follow-up sequence.

WEEK 4

Review calls, bookings, quotes, and lost leads. Decide what to improve next.

WANT A SECOND SET OF EYES?

Book a free 15-minute growth audit.

Bring your website, Google profile, or the follow-up problem your team keeps running into. You will leave with one practical next step.

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