



Building a
Better Internet

5 FAST FIXES TO KEEP PIPELINES FULL

THE REMODELER'S LEAD PLAYBOOK

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AI is changing the way users search. And how your next job finds you.

Homeowners are turning to tools like ChatGPT and Google's AI Mode for recommendations, going beyond the traditional search engines to find local, reputable service companies. For design-build firms and home service providers, that means that getting to the top of a potential client's call list just got tougher.

This playbook gives you **five fast and easy-to-implement steps** for getting (and staying) top of mind and top of search for your area.

1

Make It Easy to Get In Touch

If someone has to hunt for your phone number, chances are they'll move on.

- ☒ Display your phone clearly on every page of your website.
- ☒ Add quick contact forms and keep them short – name, email, and message is enough.
- ☒ Use clear calls-to-action like **Request a Quote** or **Schedule a Visit** to encourage activity on-site.

2

Show Up Where People Search

Potential clients are looking beyond Google to find and vet vendors. Make sure your business shines wherever your clients look with these tips:

- ☒ Optimize your **Google Business Profile** and keep your service area current.
- ☒ Claim your listings on **Houzz, Angi, Yelp**, and **industry association directories** and verify the information is correct.
- ☒ Engagement is considered a quality signal for search engines, AI, and humans. **Encourage reviews** and **respond** to each one.



PRO TIP: The more places your business appears and the more consistent information like your Name, Address, and Phone Number (or NAP) are, the easier is it to gain AI citations.

3

Turn Referrals into Trust Online

Your website is your best business tool – and it should inspire the same level of confidence people feel when they recommend you.

- ✓ Organize your project gallery by **most recent** and link to related service pages.
- ✓ Add **testimonials**, **video clips**, and **reviews** beside featured projects.
- ✓ Highlight **awards**, **certifications**, and **relevant memberships**. Verify any badges have the most recent year awarded and any images are legible.



PRO TIP: Authentic reviews and real, recent client stories are considered trust signals by search and AI engines. Consider these as tools to build your digital word-of-mouth referral network.

4

Keep up the Comms

No dedicated sales team? No problem. Leverage marketing automation to handle the heavy lifting.

- ✓ Use tools like **HubSpot Sequences** to automate **quick follow-ups** with new leads and past clients.
- ✓ **Keep in touch** post-project. Thank past clients, ask for reviews, and offer small perks for referrals.
- ✓ Let AI lend a hand by **drafting reminder emails** or **suggesting a timeline** for reaching out to potential leads and past clients.

5

Track What's Working

Treat your marketing efforts like a project – **measure**, **refine**, and **repeat**.

- ✓ **Measure:** Use a CRM like HubSpot to drill down and understand where each lead starts: website, referral, social, or local listing. Once you've identified the top performers, double-down.
- ✓ **Refine:** Use web tools like Google Analytics 4 and AI-powered reporting to determine which service pages or ads are bringing in the best quality leads.
- ✓ **Repeat:** Rather than reworking the wheel, reshare top performing content across multiple channels to amplify what's already performing well.



PRO TIP: Publishing consistent, high-quality content in multiple locations reinforces brand authenticity and builds trust for potential clients, search engines, and AI engines.



Build Better, Starting Now

Your next great lead is already searching. Discover opportunities on and offline that keep your business top of mind and top of search.

Book your free 1:1 consultation and let's make your website work as hard as you do.



About Digital Polygon

Trusted Consulting. Practical Innovation

Digital Polygon is the digital operations partner for the builders, contractors, remodelers, and design-build firms behind growing home service businesses.

We bridge the gap between marketing and IT, aligning your site, CRM, and automation tools to drive visibility, referrals, and measurable growth. As AI changes how homeowners search and hire, we make it practical, not complicated — helping you capture more leads, stay visible, and keep projects moving.

The result: a smarter, faster, and more efficient digital ecosystem, build for the future.

Built on Experience. Backed by the Community.

Proudly supporting industry leaders and open-source innovators across marketing, web, and IT.





Building Better starts at

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