

FREE GUIDE · TRADESPRO 2026

10 Reasons Your Tradie Website Isn't Getting You **More Jobs**

And the 10-minute fix for each one

PAGES	READING TIME	YEAR
14	~15 min	2026

You Have a Website. Your Phone Isn't **Ring**ing. Here's Why.

You built a website (or hired someone to build one). It looks professional. But you're getting zero leads from it, or maybe 1-2 a month when you should be getting 5-10.

Your website is getting traffic (you can see it in Google Analytics). But that traffic isn't converting to calls or enquiries.

This is the #1 frustration we hear from Australian tradies. And it's fixable.

WHAT THIS GUIDE COVERS

10 reasons tradie websites fail to generate leads, with a 10-minute fix for each one.

Each reason includes how to spot it on your current site, the fix, a difficulty rating, and whether TradesPro handles it automatically.

01

Difficulty: Easy

✓ TradesPro handles this

Your Phone Number Is Buried

Not Tap-to-Call at the Top

THE PROBLEM

Your phone number exists on your website, but it's hidden in small text at the bottom of the page, not clickable on mobile, and not visible within the first 2 seconds. A mobile visitor lands on your site, scrolls down, finds no call button, and bounces. You lost the lead in 3 seconds flat.

HOW TO SPOT IT ON YOUR SITE

- Is your phone number visible above the fold on mobile (no scrolling)?
- Is it wrapped in a `tel:` link so tapping it dials you directly?
- Does it stand out visually (big text, contrasting colour)?
- On mobile, does tapping the number actually call you?

THE FIX

Add a prominent "CALL NOW" button at the top of every page. Make it 44px+ tall, orange or green, wrapped in ``. Mobile users tap once and they're calling you. Desktop users see and copy the number instantly.

✓ TradesPro handles this

Every TradesPro site has a prominent tap-to-call button in the hero section, styled to stand out. Functional on mobile from day 1.

02

Difficulty: Medium

✓ TradesPro handles this

Your Site Loads in 5+ Seconds

Customer Bounces Before It Opens

THE PROBLEM

Your Wix, GoDaddy, or Squarespace site takes 3–5 seconds to load on mobile. A customer Googles "emergency plumber near me" while their kitchen is flooding. They click your site. It's still loading at second 3. By second 4 they've clicked the next result. You lost the job before they even saw your services.

HOW TO SPOT IT ON YOUR SITE

- Go to pagespeed.web.dev, paste your URL, and look at LCP on mobile.
- Is LCP under 2.5 seconds? If not, you're losing leads to bounce rate.
- Does your hero section load in under 1 second on a 4G connection?
- Can you see your call button within 2 seconds on mobile?

THE FIX

Switch to faster hosting and a CDN. Shared hosting (GoDaddy, Wix, Squarespace) averages 2.5–4 seconds. Cloudflare CDN with a Sydney-origin server loads in 0.7–0.9 seconds. That difference costs you real jobs every month. Don't try to optimise: switch platforms.

✓ TradesPro handles this

Every TradesPro site runs on Cloudflare CDN with Australian origin. Average load time <0.8s on mobile, globally. Built in from day 1.

03

Difficulty: Medium

✓ TradesPro handles this

No Service Area Pages

Google Can't Rank You Locally

THE PROBLEM

Your site says "We serve Greater Sydney" in one line of generic text. Google can't create separate rankings for "plumber Parramatta," "plumber Penrith," "plumber Campbelltown." A customer Googles "plumber Parramatta" but your generic site doesn't rank because it's not optimised for Parramatta. Your competitor with a dedicated Parramatta page ranks higher. You're invisible to most local searches.

THE FIX

Create a service area page for every suburb you serve. Each page needs the suburb in the H1 and title, local context ("We serve Campbelltown, Narellan, Minto"), Google LocalBusiness schema, and a link back to your main site. If you serve 5 suburbs, you need 5+ location pages, not just "Greater Sydney."

HOW TO SPOT IT ON YOUR SITE

- Google your trade + a suburb you serve (e.g., "plumber Campbelltown"). Does YOUR site appear on page 1?
- Do you have separate pages for each suburb or postcode you serve?
- Does each page mention the suburb name in the title, H1, and schema markup?

✓ TradesPro handles this

You tell us your service areas and postcodes. We create location-specific pages, optimise them for Google, and sync them to your Google Business Profile. No ongoing work from you.

04

Difficulty: Easy

✓ TradesPro handles this

No Before/After Photos

Visitors Don't Trust You're Legit

THE PROBLEM

Your site has no photos of your actual work, just generic text saying "We're professional" or stock photos of someone in a hard hat who isn't you. Visitors don't believe you've done real work. They bounce and call the competitor who shows actual before/after photos. Trust equals proof. No proof equals no conversion.

THE FIX

Add a photo gallery showing 5–10 of your best jobs. For each: a before photo (the problem), an after photo (your solution), and a brief description. It takes 30 minutes to gather and upload. It's the single highest-converting element on any tradie site.

HOW TO SPOT IT ON YOUR SITE

- Does your homepage have a gallery showing real photos of jobs you've completed?
- Are they photos of YOUR work (not stock images)?
- Do you have before/after pairs showing the problem and your solution?

✓ TradesPro handles this

During onboarding you provide 5–10 job photos. We build them into a before/after gallery with professional captions. No photos? We provide templates and guidance.

05

Difficulty: Easy

✓ TradesPro handles this

Missing Trust Signals

No Licence, No ABN, No Reviews

THE PROBLEM

Your site doesn't display your licence number, ABN, years in business, or customer reviews. A visitor has no way to verify you're legit (not a scammer or unqualified operator). They call the competitor who displays all of this prominently. Trust signals are one of the biggest drivers of whether a visitor calls you or your competitor.

HOW TO SPOT IT ON YOUR SITE

- Is your licence number visible on your homepage (above the fold)?
- Is your ABN displayed (in the footer or about section)?
- Do you show customer reviews or testimonials (Google embedded, Trustpilot, etc.)?
- Do you mention years in business or certifications?

THE FIX

Add a Trust section to your homepage showing: licence number, ABN, years in business, certifications (blue card, white card, etc.), and Google reviews if you have 4+ stars. Put this above the fold, not just in the footer.

✓ TradesPro handles this

During setup you provide your licence and ABN. We display them prominently and integrate your Google reviews automatically (if you have a Google Business Profile).

06

Difficulty: Easy

✓ TradesPro handles this

No Clear Call-to-Action

Visitors Don't Know What to Do Next

THE PROBLEM

A visitor reads your services page and thinks "I want to hire you." But there's no "Get a Quote" button, no "Book Now" button, no visible form. They leave, thinking "I'll come back later". They don't. Or they look for contact details, can't find them fast enough, and bounce. You lose the lead to friction, not disinterest.

THE FIX

Add one prominent CTA button on every service page. It should be visible (above the fold), stand out (orange or green), say something clear ("Get a Free Quote" or "Book Now", not "Submit"), and go somewhere useful (a simple form or your phone number).

HOW TO SPOT IT ON YOUR SITE

- Does every page have a clear "Get a Quote" or "Book Now" button?
- Is it visible above the fold (no scrolling needed)?
- Does it stand out visually with a contrasting colour?
- Does clicking it actually work (form or phone link, not a dead link)?

✓ TradesPro handles this

Every TradesPro page has a prominent CTA button. Forms are pre-built and wired to lead notifications (SMS + email + dashboard). Zero friction from interest to enquiry.

07

Difficulty: Hard

✓ TradesPro handles this

Not Mobile-Optimised

70% of Your Traffic Bounces

THE PROBLEM

Your DIY builder's mobile version is broken: text is too small to read without zooming, buttons are cramped and tap the wrong target, navigation is hidden, forms are impossible to fill. 70% of tradie site traffic is mobile (Google data). If your mobile experience is bad, you're losing 70% of your potential leads before they can even contact you.

HOW TO SPOT IT ON YOUR SITE

- Test your site on a real phone, not browser resizing.
- Can you read all text without zooming in?
- Can you tap the call button with one thumb, without hitting something else?
- Can you submit a contact form on mobile without errors or horizontal scrolling?

THE FIX

Rebuild with mobile-first design: 16px+ font size, 44px+ tap targets, single-column layout, compressed images for fast 4G loading, and simplified forms (one field per question). Don't try to patch a desktop-first site. Start mobile-first.

✓ TradesPro handles this

Every TradesPro site is mobile-first by design. All pages render perfectly on mobile, load fast, and have large tap targets. No custom work needed.

08

Difficulty: Medium

✓ TradesPro handles this

No Lead Capture System

Enquiries Disappear Into the Void

THE PROBLEM

A customer fills out your contact form. Where does it go? Email inbox you check twice a day? Spam folder you never see? Meanwhile your competitor responds in 5 minutes and wins the job. You're losing leads not because of your site design, but because your lead capture is broken. Speed to respond is the #1 driver of job win rate.

THE FIX

Set up a lead capture system that sends you SMS immediately (within 30 seconds), sends email as backup, stores leads in a CRM for follow-up tracking, and optionally integrates with your booking system. Most tradies use email only. You need SMS + email + dashboard.

HOW TO SPOT IT ON YOUR SITE

- When someone fills out your form, do you get notified immediately (not hours later)?
- Do you get SMS + email (or just email, which is easy to miss)?
- Can you see all your leads in one dashboard, or are they scattered across email threads?

✓ TradesPro handles this

Every form submission sends you SMS + email + appears in your TradesPro dashboard within 30 seconds. Respond immediately, win more jobs.

09

Difficulty: Easy

✓ TradesPro handles this

Not Synced to Google Business Profile

You're Invisible on Local Search

THE PROBLEM

You have a website, but your Google Business Profile is outdated, missing, or not connected to it. A customer Googles your business name and your profile shows old information. They Google "plumber near me" and Google doesn't know your website is relevant because there's no link. Your website exists but Google doesn't know what you do or where you serve.

THE FIX

Claim your Google Business Profile (if not already done), update all info (hours, phone, address, services), add 10+ photos (business, team, jobs done), collect reviews from happy customers, and link your website to your GBP. This takes 30–60 minutes and is 100% free.

HOW TO SPOT IT ON YOUR SITE

- Google your business name. Does your Google Business Profile appear?
- Are the hours, phone, address, and service areas correct and up to date?
- Do you have 5+ recent photos in your GBP?
- Does your GBP link to your website?

✓ TradesPro handles this

We set up your Google Business Profile (if needed) or sync your existing profile to your TradesPro site. Automatic updates, photos, and review integration.

10

Difficulty: Easy

✓ TradesPro handles this

No Way to Measure Results

You Don't Know What's Working

THE PROBLEM

You have a website but you have no idea how many people visit it, which pages they read, whether they call you from the site, or which service pages get the most traffic. Without data you're flying blind. You can't fix what you don't measure, and you can't double down on what's working.

HOW TO SPOT IT ON YOUR SITE

- Do you have Google Analytics installed and configured?
- Do you know your monthly visitor count?
- Do you know how many form submissions or calls you get from your website each month?
- Do you check your analytics at least monthly?

THE FIX

Install Google Analytics (free, 5-minute setup), configure goal tracking for form submissions and phone calls, check analytics monthly, and adjust based on what the data tells you. When you know which service page converts best, you can replicate it across all pages.

✓ TradesPro handles this

We install Google Analytics for you and set up goal tracking. You get a monthly report showing visitors, leads, conversion rate, and trends. Zero guessing.

Score Your Site: How Many Apply to You?

Check each reason that applies to your site. Count your total. The more boxes you check, the more jobs your website is losing right now.

<input type="checkbox"/> Reason #01: Your Phone Number Is Buried Easy	<input type="checkbox"/> Reason #02: Your Site Loads in 5+ Seconds Medium
<input type="checkbox"/> Reason #03: No Service Area Pages Medium	<input type="checkbox"/> Reason #04: No Before/After Photos Easy
<input type="checkbox"/> Reason #05: Missing Trust Signals Easy	<input type="checkbox"/> Reason #06: No Clear Call-to-Action Easy
<input type="checkbox"/> Reason #07: Not Mobile-Optimised Hard	<input type="checkbox"/> Reason #08: No Lead Capture System Medium
<input type="checkbox"/> Reason #09: Not Synced to Google Business Profile Easy	<input type="checkbox"/> Reason #10: No Way to Measure Results Easy

0-2

Your site is solid

Focus on tweaks: more photos, collect reviews, add location pages for high-value suburbs.

3-5

Significant gaps

You're leaving real work on the table. Fix these and you'll see more enquiries convert.

6-10

Site is costing you jobs

Your site is actively costing you jobs. A rebuild is your fastest path to more work.

THE SOLUTION

Fix All 10 Problems. 48-Hour Setup.

You don't need to fix these one by one. You don't need to hire a developer for 8 weeks. You don't need to spend \$3,000 upfront.

✓ Fast site: Cloudflare CDN, <0.8s load

✓ Tap-to-call button in hero section

✓ Service area pages with local SEO

✓ Before/after gallery, professional layout

✓ Trust signals: licence, ABN, reviews

✓ Clear CTAs on every page and section

✓ Mobile-first design, perfect on phones

✓ SMS + email lead alerts in 30 seconds

✓ Google Business Profile sync and setup

✓ Google Analytics + monthly reporting

\$30

AUD / month

No setup fee.
Live in 48 hours.

[Get Your TradesPro Site Live →](#)

tradespro.productquant.dev/start