

The Blue Collar Growth Blueprint

Bloo-Collar · A PaperChaseWebb Company

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Four checklists to get found, get trusted, and get booked — without the enterprise bloat.

By Bloo-Collar — a PaperChaseWebb company. Hard work, smart systems.

Why this exists

Most great contractors lose work for one reason: they're invisible online. The competition isn't better at the trade — they're better at being found. This blueprint is the exact checklist we run when we modernize a blue-collar business. Work through it in order. Each box you check is a job you stop leaving on the table.

1 • Website Checklist

The website is your 24/7 salesperson. If it's slow, ugly on a phone, or missing a phone number, it's costing you calls.

- Loads in under 3 seconds on a phone
 - Phone number is tappable and visible in the first screen
 - One clear primary action (“Call now” / “Get a quote”)
 - Services, service area, and hours are obvious
 - Real photos of your work and your crew (no stock)
 - Reviews/testimonials visible on the homepage
 - A simple quote/contact form that actually emails you
 - Licensed/insured/veteran/family-owned badges shown
 - Works flawlessly on an iPhone and an Android
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2 • Google Business Profile Checklist

For local trades, your Google Business Profile beats almost everything else. It's free and it's where buyers actually look.

- Profile claimed and verified

- Correct name, address, phone (matching your website exactly)
 - Every service category added
 - Service area set to the towns you cover
 - 10+ recent photos (jobs, trucks, team)
 - Hours accurate, including holidays
 - Posting an update at least weekly
 - Q&A section seeded with common questions
 - Responding to every review — good and bad
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3 · Reviews & Reputation Checklist

Reviews are the single biggest trust lever for a local business. The fix is a system, not willpower.

- Asking for a review after every completed job
 - Sending the review link by text (not just verbally)
 - Automated request fires within 1 hour of job completion
 - Responding to every review within 48 hours
 - Featuring your best reviews on the website
 - A plan for handling a negative review calmly and publicly
 - Tracking your star rating monthly
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4 · AI & Automation Checklist

This is where working-class businesses are getting priced out — and where the biggest hours-back wins live. None of it requires you to be technical.

- Missed-call text-back (every missed call gets an instant SMS)
- AI receptionist answers calls and books jobs 24/7
- Instant reply to web-form leads (speed wins the job)
- Automated appointment reminders (cut no-shows)
- Follow-up sequence for quotes that didn't close
- Reactivation campaign to past customers
- One dashboard to see leads, jobs, and reviews
- You own the system — no rented black box

The 90-day move

You don't need all of this at once. Pick the three weakest boxes and fix them first — that's exactly what the **free Bloo-Collar AI Audit** scores for you.

1. **Week 1–2:** Fix the website basics + claim/optimize Google.
 2. **Week 3–6:** Turn on review automation + instant lead response.
 3. **Week 7–12:** Add the AI receptionist and follow-up automations.
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Ready for the shortcut?

We'll build you a **working homepage preview in 24 hours — free, no obligation**. If you like it, we talk. If not, you keep the ideas.

Take the free AI Audit: bloo-collar.com/audit **Book a 15-minute call:** calendly.com/paper-chasewebb/15min **Call or text:** (808) 646-3758

Bloo-Collar — modern systems for blue-collar businesses, without the enterprise bloat.