

Contractor marketing and website checklist

Use this checklist for the actual service, product, site and jurisdiction. Leave missing evidence unresolved until the responsible person confirms it. Record the decision and its source before proceeding.

Business job date and responsible person

- ☐ Choose a specific customer group and a realistic service area.
- ☐ Describe only services the sealcoating, paving, crack sealing, striping or sweeping business can deliver.
- ☐ Use real job photos with permission and accurate captions.
- ☐ Publish business identity, service area, contact path and clear scope.
- ☐ Explain how a customer requests a site visit or estimate.
- ☐ Check phone usability, readable text, links and contact routing.
- ☐ Track each lead source and actual resulting work.
- ☐ Review all claims, names and quoted costs against retained evidence.

Unresolved items evidence and next action

Decision owner and follow up date

Sources and record notes

Author NPMCA. Worksheet version 1.0; guide record as of 2026-10-11. Technical limits and prices must come from the exact current product instructions, official rule or dated written quote.

SBA marketing and sales: <https://www.sba.gov/business-guide/manage-your-business/marketing-sales>

Guide: <https://www.npmca.org/start/marketing-website>