

Towing Website Call-Readiness Checklist

27 checks in 7 sections · TowMomentum ·

<https://towmomentum.com/resources/towing-website-call-readiness-checklist>

Help a driver quickly understand your services, coverage, and next step. Open your site on a phone, on mobile data if you can, and work through each section. Start with service clarity and contact paths, then review the supporting details.

Scoring: Count the checks that pass in each section. A section is ready when every check passes. Anything failing in Sections 1 and 2 is worth fixing this week, before spending anything more on advertising.

01 Service clarity

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Can a stranger tell in one screen what you do and whether you can help them?

☐ The first screen on a phone says you are a towing company, without scrolling.

Why: People confirm they are in the right place before they read anything else. **Test:** Load the homepage on a phone. Do not scroll. Is the word towing (or tow truck, roadside) visible?

☐ The main services are listed in plain words: light-duty, heavy-duty, roadside, recovery, transport, whichever you run.

Why: A driver with a box truck needs to know you can take it before calling. **Test:** Find the services list. Would a non-towing person understand each item?

☐ The page says whether you run 24 hours, and if not, when you are open.

Why: Drivers need to know whether someone is available when they contact you. **Test:** Search the page for hours. Are they current and specific?

☐ The primary contact action is clear, easy to reach, and appropriate to how your team handles requests.

Why: A clear priority makes the next step easier. Secondary contact options should have an owner too. **Test:** Look at the first screen. Can you immediately find the main contact action and understand what happens next?

If this section fails: A visitor may leave without understanding whether you can help. Clarify the service before adding more detail.

Does the site tell people where you go, and does the number actually dial?

- ☐ The service area is stated by city, county, or highway corridor, not just a radius or a state.

Why: People search with a place in mind. Naming it confirms you will come. **Test:** Find the service area. Would someone in your farthest regular town see themselves in it?

- ☐ The phone number is visible on the first screen on a phone.

Why: Scrolling to find the number is where impatient visitors leave. **Test:** Load the page on a phone. Is the number on screen without scrolling?

- ☐ Tapping the number opens the phone dialer with the number filled in.

Why: A number that is only text forces copying and pasting on a roadside. **Test:** Tap the number on a phone. Does the dialer open with the full number?

- ☐ Every displayed number and telephone link has a confirmed destination, including any tracking numbers.

Why: Different tracking numbers can be intentional. Each must route to the right business and preserve attribution.

Test: Map visible number, link target, intended recipient, and tracking purpose. Arrange an approved routing test before changing numbers.

- ☐ A call button stays reachable while scrolling on a phone, or the number repeats at least every two screens.

Why: Someone who reads down the page should never have to scroll back up to call. **Test:** Scroll to the bottom on a phone. Is a call action within one thumb move at every point?

If this section fails: Calls from outside your area waste a dispatcher's time, and a number that does not dial loses the call outright.

03 Mobile readability and speed

Does the page load and read on a real phone with a weak signal?

- ☐ The service information and contact action load promptly on a phone using mobile data.

Why: Useful content should not wait for a large image, video, or animation. **Test:** Test a fresh load on mobile data. Note delays, then use a performance tool to investigate; a stopwatch is not a Web Vitals measurement.

- ☐ Body text is readable without zooming, and buttons are large enough to tap with a thumb.

Why: Tiny text and tiny targets cause mistaps and give up. **Test:** Read a paragraph and tap each button on a phone without zooming.

- ☐ Nothing overlaps, cuts off, or scrolls sideways on a phone.

Why: Layout breakage reads as an abandoned business. **Test:** Scroll the full page on a phone. Any horizontal scrolling or overlapping elements?

- ☐ No pop-up, cookie banner, or chat widget covers the number or the call button.

Why: Overlays on a phone hide the one thing the visitor needs. **Test:** Load the page fresh on a phone. Is the call action fully visible for the first ten seconds?

If this section fails: Slow loading and cramped layouts can make it harder to find and use the contact action.

04 Relevant trust information

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Does the page give someone a reason to believe you are real, nearby, and will show up?

☐ **Real photos of your trucks and people appear on the site. No stock tow trucks.**

Why: Permissioned photos of the actual operation help a visitor understand who may perform the work. **Test:** Check every photo. Would you recognize the truck in your lot?

☐ **The business identity, services, and coverage agree with the Google Business Profile.**

Why: Contradictory information makes it harder to know who is providing the service. **Test:** Compare the site and profile. Check contact routing separately where legitimate tracking numbers differ.

☐ **Payment methods, licensing or insurance basics, and what to expect on price are stated.**

Why: Unanswered questions become hesitation, and hesitation becomes another search. **Test:** Find how you charge and how customers pay. Is it stated plainly?

☐ **Reviews shown on the site are real, recent, and match your public profile.**

Why: Invented or ancient reviews are easy to spot and cost more than they gain. **Test:** Pick two reviews on the site and find them on the public profile.

If this section fails: Review whether the page gives a customer specific, truthful reasons to contact this business.

05 Broken links and dead ends

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Does every path on the site lead somewhere useful?

☐ **Every link in the header and footer opens the right page.**

Why: Navigation is the first thing people try when the homepage does not answer their question. **Test:** Tap each header and footer link on a phone. Any 404s, blank pages, or wrong destinations?

☐ **Service pages exist for the services you actually sell, and they each show the phone number.**

Why: Ads and searches often land on a service page, not the homepage. **Test:** Open each service page directly. Is the number on the first screen?

☐ **Social links, map links, and directions links open the correct profile or location.**

Why: A link to the wrong business or an empty profile looks careless. **Test:** Tap each external link. Does it land on your profile?

If this section fails: A dead link at the wrong moment ends the visit.

If someone uses a form instead of calling, does it reach a person?

- ☐ **An approved test submission reaches the person responsible within your agreed response process.**
Why: Forms break quietly when email settings change or plugins update. **Test:** Agree on a test with the business, label it clearly, and confirm receipt with the intended person.
- ☐ **The form asks only what dispatch needs: name, phone, location, vehicle, situation.**
Why: Unnecessary fields add work before someone can request help. **Test:** Count the fields. Would a dispatcher use each answer on the first call back?
- ☐ **After submitting, the visitor sees a confirmation that says what happens next and shows the phone number.**
Why: Silence after a submission makes people assume it failed. **Test:** Submit the test and read the confirmation as a customer would.

If this section fails: A form can look successful while the request never reaches the team. Check the whole delivery path.

07 Basic measurement

Can you tell which calls came from the website, and what they became?

- ☐ **Phone-button clicks, connected calls, and unique service requests are measured as different things.**
Why: A tap-to-call event does not prove a call connected, and a callback can belong to the same request. **Test:** Review the report labels and measurement setup. Can you explain what each count includes and excludes?
- ☐ **Form submissions are counted alongside calls.**
Why: A form and a later call can describe one request. The outcome log should connect them. **Test:** Check whether last month's form count is known.
- ☐ **Ad clicks and organic visits are separated, so website calls can be attributed to a source.**
Why: Without source separation, ads and organic get credit for each other. **Test:** Check whether analytics distinguishes paid from organic traffic to the site.
- ☐ **Someone records whether website inquiries were booked and completed, even in a spreadsheet.**
Why: A call is not a job. The outcome record is where the real numbers come from. **Test:** Review a defined inquiry cohort. Check completed work against records and leave unresolved outcomes Unknown.

If this section fails: Without measurement, decisions about ads and the site are guesses.