

A FREE GUIDE FOR SERVICE BUSINESS OWNERS

Your Google Profile Isn't **Enough.**

Why every plumber, electrician, roofer, and service pro needs a real website they own — the 12 reasons, the tips, and the questions everyone asks.

Made for people who are great at the job
and tired of a quiet phone.

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START HERE

You've Got a Google Profile. Maybe a Facebook Page. That Feels Like Enough.

It isn't. And it's quietly costing you jobs you never even hear about.

Here's the trap almost every service business falls into. You set up a Google Business Profile. You post to Facebook now and then. Customers can find you, so it feels like the website box is checked.

But a profile and a social page are **rented land**. You don't own them. The platform owns them. They decide who sees you, they change the rules whenever they want, and they can shut you down tomorrow with no warning and no appeal. You've built your storefront on someone else's lot.

A website is the one piece of your online presence you actually own. Your address, your files, your name. Nobody can change the rules on you or take it away. Everything else points back to it.

This guide lays out exactly why that matters, in plain terms, with tips you can use today. Read it once and you'll never think a profile alone is "enough" again.

58%

of all web traffic is on a phone —
where a slow or missing site loses
half your visitors

61%

of top Google profiles link out to a
real website. The winners use both.

100x

more likely to reach a lead when
you respond in 5 minutes vs. 30

Rented Land vs. Land You Own

Picture two business owners in the same town, same trade, same skill.

The one who rents

Everything he has lives on platforms he doesn't control. When Facebook changes its feed, his reach drops overnight. When a competitor pays for the top ad slot, he's pushed down. When a bad actor mass-reports his page, it vanishes and he waits weeks for a human to answer. He's always one algorithm change away from starting over.

The one who owns

She has a profile *and* a website. The profile helps people find her. The website is where they land, learn, and decide to call. It works the same on a Tuesday as it did last year. No feed to fight, no rules to follow. If every platform disappeared tomorrow, her website and her customers would still be there.

Here's the part most people miss: Google actually looks at your website as a trust signal when it decides how high to rank your Business Profile. So a website doesn't compete with your profile — it makes your profile show up higher. You need both, and the website is the foundation.

A Business Profile is a great front door. A Facebook page is a great flyer. But a front door and a flyer are not a store. The website is the store — open 24 hours, working while you're on a job, and owned by you.

12 Reasons a Website Beats a Profile Alone

None of these are "nice to have." Each one is a job you're winning or losing right now.

1 You own it, forever

Your site, your domain, your files. No platform can change the rules, bury you, or shut you down. It's an asset that's actually yours.

2 It survives every algorithm change

Feeds change. Ad prices change. Your website doesn't care. It works the same today as it will next year.

3 It makes your Google Profile rank higher

Google treats a real website as a trust signal for your profile. Having one lifts you in the local map results — the profile and the site work together.

4 No barrier to your customers

A Facebook-only page shuts out anyone not logged in. A website opens for everyone, on any device, no account required.

5 You control the whole story

A profile is a tiny card that looks like everyone else's. Your website says who you are, why you're the right call, and what makes you different — in your words.

6 You show your actual work

Real photos of real jobs you're proud of. That's the proof that turns a nervous stranger into a booked customer, and a profile has almost no room for it.

7 You capture leads you own

A form on your site drops a lead straight in your inbox — yours to keep. Compare that to lead apps that sell the same "lead" to four of your competitors.

8 You look legit

Fair or not, people trust a business with a real website more than one with only a Facebook page. No website plants a small seed of doubt at the worst possible moment — right before they call.

9 You get found for the job, not just your name

Customers don't search your company name — they search "drain cleaning near me" at 6am. A website built around those searches puts you in front of them.

10 AI can find and recommend you

More people ask ChatGPT and Google's AI "who's the best electrician near me?" A properly built website is what those tools read and cite. A profile alone rarely gets named.

11 It sells while you sleep

Your website answers questions, shows your prices and process, and takes the booking at 11pm when you're asleep and the phone's off. It's your best salesperson, working 24/7.

12 It's an asset that compounds

Every month it builds trust, ranking, and brand equity that you own. A rented page builds equity for the platform. A website builds it for you.

Add it up: a profile gets you found. A website gets you *chosen*. You need both, and only one of them is truly yours.

Profile or Page Alone vs. Your Own Website

The honest comparison. The goal isn't to ditch your profile — it's to give it a home to point to.

What matters	Profile / Social page alone	A website you own
Who owns it	The platform	You do, completely
Survives an algorithm change	No	Yes
Room to tell your story	A tiny card	As much as you need
Show your real work	Very limited	Full gallery
Customer needs an account	Often, yes	Never
Leads land in your inbox	Rarely	Yes, and you own them
Helps your Google ranking	On its own, weakly	Yes — a trust signal
Found by AI search	Rarely named	Yes, when built right
Can be shut down without warning	Yes	No — it's yours

Best setup: a Google Business Profile pointing at a real website you own. The profile gets you found fast; the website turns that visitor into a booked job and keeps working no matter what the platforms do.

5 Things That Make a Website Actually Bring In Jobs

Whether we build yours or you do it yourself, get these five right and you'll beat most of your competition.

1 Put your phone number at the very top

Big, tappable, and above everything else. Most visitors are on a phone with a problem right now. Make calling you the easiest thing on the page — don't bury the number in a footer.

2 Answer "why you" in the first sentence

Not "Welcome to our website." Say what you do, where, and why you're the safe choice: "Licensed emergency plumber in Toledo. We answer the phone and we show up." Clarity beats clever every time.

3 Show real photos of real jobs

Not stock photos of a stranger's crew. Your truck, your team, your finished work. Real proof is the single biggest thing that turns a nervous visitor into a phone call.

4 Make it load in under 3 seconds

Every extra second loses you visitors. Skip the heavy sliders and giant images. A fast, simple page beats a slow, fancy one for getting the call — every time.

5 Ask for the review — then show it

Text happy customers a direct link to leave a Google review. Then put your best reviews right on your website, near the phone number. Nearly half of people won't even consider a business with too few reviews.

The Questions Every Owner Asks

Q. I already have a Google Business Profile. Do I really need a website too?

A. Yes. The profile gets you found; the website gets you chosen — and it makes the profile rank higher. The most successful local businesses run both, with the profile pointing at the site.

Q. Isn't a Facebook page basically the same thing?

A. No. A Facebook page is rented land you don't own, it shuts out non-users, and its reach drops whenever the feed changes. A website is yours, open to everyone, and works the same forever.

Q. Can't I just use a free website builder like Wix?

A. You can, but on the free plan it usually puts its own ads on your site, gives you an address like yourbiz.frebsite.com instead of your own, and you don't truly own the site. Some free builders have shut down and taken sites with them.

Q. How many pages do I need to start?

A. One good home page beats no website by a mile. Your services, your proof, your town, and a way to reach you — on one fast page — is a real start. You can always add more later.

Q. I'm not techy. Isn't this going to be a headache?

A. It doesn't have to be. The hard parts — the writing, the design, the setup — can be done for you. Your only job is to answer a few questions and send a few photos.

Q. What does a website like this actually cost?

A. Anywhere else, a one-page professional site runs about \$1,000 to \$5,000. Right now, PHIT Web builds them free. More on that on the next page.

HERE'S THE PART YOU'LL LIKE

We'll Build You a Website. Free. You Keep It.

You just read every reason a website matters. Here's how to get one without spending a dollar.

PHIT Web is a new company building its portfolio. So right now we build service businesses a real one-page website — by hand, on your own web address — for free. It's yours to keep, forever.

A site like this normally
runs

~~\$1,000—~~
~~\$5,000~~

You pay
\$0

The only thing we ask: let us feature your finished site in our portfolio. You don't write a thing. No card, no monthly fee, no catch.

Step 1. Go to phitweb.com and fill out the short form (about a minute).

Step 2. We ask a few questions and get your photos. You keep working.

Step 3. Your website goes live on your own address. It's yours.

Claim your free website at phitweb.com