

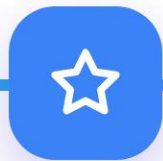
A HELIXEDGE FIELD GUIDE

CLICKED TO BOOKED

The 5 stages between a Google search and a booked job, where customers slip away, and a 2-minute check for each one.



01

Found

02

Picked

03

Convinced

04

Captured

05

Booked

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Swipe →

HOW TO USE THIS GUIDE

RUN THE CHECKS. FIND YOUR LEAK.

1 Read each stage

Every customer passes through all 5 before they book. Each slide shows where they slip away.

2 Run the 2-minute check

Do it on your own business, on your phone. Each check takes about 2 minutes.

3 Fix the first fail

The earliest stage that fails is where your jobs go missing. Start there.

WHY LISTEN TO US

100+

generator installation leads in one month for one HelixEdge client, from paid ads.

THE PATH

SEARCH TO BOOKED JOB



01

Found

Do they see you?



02

Picked

Do they choose you?



03

Convinced

Does your site earn the call?



04

Captured

Does someone answer?



05

Booked

Does it hit the calendar?

Lose them at any stage and the click was wasted.





STAGE 01



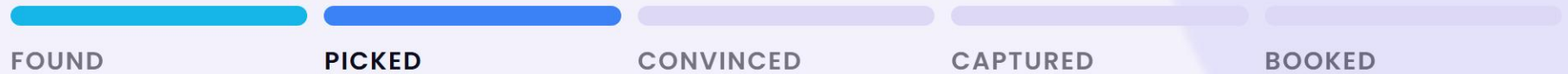
FOUND

Do they see you?

- ✗ You're missing from the Google Maps results for your main service
- ✗ Your Google Business Profile is missing services, photos, or recent posts
- ✗ AI tools like ChatGPT can't find you, so they recommend someone else

**CHECK IT YOURSELF**

On your phone, open a private tab and search your main service plus your city. Are you in the top 3 on the map?



STAGE 02

**PICKED**

Do they choose you?

- ✗ Fewer or older reviews than the business listed next to you
- ✗ Ads that say what everyone says: “quality service, call today”
- ✗ Stock photos instead of your real trucks, crew, and jobs

**CHECK IT YOURSELF**

Put your listing next to the #1 result. Count the reviews and the real photos. Honestly, who would you call?



STAGE 03



CONVINCED

Does your site earn the call?

- ✗ The phone number is buried or can't be tapped on a phone
- ✗ The page loads slow, so they hit back and pick the next result
- ✗ No proof of real work: no job photos, no reviews, no service area

**CHECK IT YOURSELF**

Open your site on your phone. Can you call yourself with one tap, without scrolling?



STAGE 04



CAPTURED

Does someone answer?

- ✗ Calls that come in during a job go to voicemail
- ✗ Form leads sit until someone checks email that night
- ✗ Nobody texts back a missed call, so they call the next company

**CHECK IT YOURSELF**

Call your own number after 5 PM. Then fill out your own website form and time how long the reply takes.



STAGE 05



BOOKED

Does it hit the calendar?

- ✗ Estimates go out and nobody follows up
- ✗ Leads get one touch, then they're forgotten
- ✗ No reminder before the appointment, so they no-show or book someone else

**CHECK IT YOURSELF**

Pull last month's quotes. How many got a follow-up after the first one went out?

WHEN YOU GET FOUND

10 TIMES

MORE GOOGLE SEARCH APPEARANCES IN ONE WEEK

A website we manage, one week after relaunch.

Found first. **Then booked.**





CLICKED TO BOOKED 10 / 10

YOUR NEXT STEP

FIND YOUR LEAK.

We'll walk your path from search to booked job and show you where customers fall out.

Free audit + growth plan



Talk to Brady

Based in Mississippi,
working nationwide

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helixedge.io

No contracts