BILL'S HOME TECH

Home & Small Business Tech Solutions

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A Simple One-Page Website or Profile to Get Hired

A simple website or profile — so people can find you and hire you

Tech Made Simple. Service Made Personal.

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Book a visit · billshometech.com/book

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THE 60-SECOND VERSION

1 The 60-Second Version

The whole idea on one page.

To get hired, you don't need a fancy website — you need one clear page that answers three questions: who are you, what do you do, and how do people reach you. That page can be a free Google Business Profile (which also puts you on Google Maps), a free one-page website, a LinkedIn profile, or even a simple Facebook Page — whichever suits your work.

Fill it with a plain headline, a short friendly bio, a few photos of your work, a kind word or two from past customers, and your phone number right at the top. Keep it simple and current, make it easy to find, and it quietly works for you day and night.

- The goal: one tidy page — who you are, what you do, how to reach you.
- Free tools do it: Google Business Profile, a one-page site, LinkedIn, or Facebook.
- Plain words, a few photos, a happy quote, your phone number up top.
- Make it findable on Google and keep it current.

> **TIP**
>
> Before building anything, write three sentences on paper: who you are, exactly what you do, and the area or people you serve. That little paragraph is the heart of the whole page — get it clear first, and the rest is just putting it online.

THE GOAL

2 What 'One Page to Get Hired' Means

Small on purpose.

The whole point here is simplicity. People imagine 'a website' as a big, expensive, many-page project — and for getting hired, that image is exactly what stops folks from ever starting. You don't need any of it. You need the single page someone lands on when they look you up, that makes them think 'yes, I'll call them.'

Think of it as a digital version of a good business card crossed with a word-of-mouth recommendation. When a neighbor says 'I know a great handyman,' and a friend searches your name or your service, your one page is what greets them. It needs to look trustworthy, say clearly what you do, and make calling you effortless. That's the entire job.

> **GOOD TO KNOW**
>
> Small is a feature, not a limitation. A clean, clear, one-page presence beats a sprawling, half-finished website every time — it loads fast, it's easy to read on a phone, and nobody gets lost. You can always add more later, but most people never need to.

THE TOOLS

3 The Free Tools That Do It

Pick the one that fits your work.

Several free tools can be your one page, and the best choice depends on the kind of work you do. You can even use two together — say, a Google Business Profile plus a simple site.

Free tool	Best for
Google Business Profile	Local services — gets you on Google Maps & Search
A one-page site builder	A clean personal page with a shareable link
LinkedIn profile	Professional and office-type work, résumés
A Facebook Page	Local work where customers are already on Facebook

For most local, hands-on work — a handyman, cleaner, caregiver, landscaper — a free Google Business Profile is the single most powerful choice, because it puts you right on Google Maps and Search when someone nearby looks for your service. For office

or professional work, a LinkedIn profile is expected. For a general shareable page, a free one-page builder (there are several simple, no-cost ones) gives you a tidy link to put everywhere.

TIP

Start with just one tool — whichever best matches your work from the table above. Getting one page done and live beats spreading yourself thin across four half-finished ones. You can always add another later.

THE ESSENTIALS

4 What Goes on the Page

The five must-haves.

Whatever tool you use, the page needs the same handful of ingredients. Miss one and it works less well; include all five and you've got everything that gets someone to hire you.

- Who you are: your name and, in a line, what you do.
- What you offer: the specific services, in plain words.
- Where/who you serve: your town, service area, or the kind of clients.
- Proof: a few photos of your work and a short, warm bio.
- Contact and a nudge: your phone and email, and a clear 'call me for a free quote.'

That's it — no more is required. Resist the urge to add pages of history, long policies, or anything that doesn't help someone decide to call. Every extra thing you add is one more thing to keep current and one more place for a reader to lose the thread. Five clear ingredients, well done, is the whole recipe.

GOOD TO KNOW

Put the most important things highest: your name, what you do, and your phone number should be visible the instant the page opens, before anyone scrolls. Many readers decide in seconds, so lead with the essentials.

THE HEADLINE

5 Your Headline and What You Do

Plain beats clever.

The first words someone reads should instantly tell them what you do and whether you're what they need. This is no place for clever slogans — plain and specific wins. 'Jane Smith — House Cleaning in Ravenna & Kent' tells a reader everything in a glance; 'Jane's Sparkle Dreams' makes them guess.

- Lead with your name and your trade or service.
- Name the area you cover or the clients you serve.
- List your actual services as a short, plain list.
- Use the words people would actually search for — 'handyman,' 'dog walking,' 'bookkeeping' — not fancy titles.

Under the headline, a short list of exactly what you do does the rest: 'Interior and exterior painting, drywall repair, deck staining,' say. Specifics build trust and help you turn up when someone searches for that exact thing. Write the way your customers talk about the work, not the way a brochure would.

WATCH OUT

Say what you don't do, too, if it saves everyone time — 'small jobs welcome; no electrical or plumbing,' for instance. Being clear about your lane makes the calls you get the right ones.

Rather not do this yourself? I'll come to your home and set it up for you — a flat $99 first visit across Portage County, Ohio and nearby communities. Outside the area? I also help remotely by phone or screen-share. Book at billshometech.com/book or call (330) 200-8042.

PROOF

6 Proof: Photos, a Bio, and a Kind Word

What turns interest into trust.

People hire people they trust, and a page earns trust with three simple kinds of proof: a few photos, a short human bio, and a testimonial or two. None of it needs to be professional — honest and real beats polished and generic.

Photos

A handful of clear photos of your actual work — a painted room, a tidy garden, a repaired fence — are worth paragraphs. A friendly photo of you helps too; people like to see who they'd be hiring. Phone photos in good light are perfectly fine.

A short bio

Three or four warm, plain sentences: who you are, your experience ('fifteen years of carpentry,' 'a retired nurse offering companion care'), and why you do it. It makes you a real, trustworthy person rather than a faceless listing.

A kind word

One or two short quotes from happy customers — 'On time, fair price, cleaned up after himself. — Carol R.' — are powerful. Ask a satisfied customer if you may use their words; most are glad to help.

> **GOOD TO KNOW**
>
> If you're just starting and have no reviews yet, that's fine — a clear page with good photos and an honest bio stands on its own. Add a kind word or two as soon as you earn them; each one makes the next customer more comfortable.

CONTACT

7 The Contact and the Call to Action

Make hiring you effortless.

The whole page exists to produce one thing: contact. So make contacting you utterly effortless, and tell people plainly what to do next.

- Put your phone number near the top and again at the bottom — don't make anyone hunt for it.
- Include an email, and a text option if you prefer texts.
- On a phone, make the number tappable so it dials with one touch (most tools do this automatically).
- End with a clear call to action: 'Call or text me for a free quote,' with the number right there.

A 'call to action' just means telling the reader the next step in plain words. Don't assume they'll figure it out — invite them. 'Call Bill at (330) 200-8042 for a free estimate — I'm happy to come take a look' converts far better than leaving a number to sit there silently. Warmth and a clear invitation do a lot of work.

> **WATCH OUT**
>
> Double- and triple-check your phone number and email are exactly right, everywhere they appear. A single wrong digit means every bit of this effort sends your customers into the void — it's the one mistake that quietly costs you jobs.

GET FOUND

8 Getting Found on Google

A page nobody sees can't hire you.

Building the page is half the job; the other half is making sure people can find it. For local work, the single best free step is a Google Business Profile — it's what puts you on Google Maps and in the local results when someone nearby searches your service.

1. Go to Google Business Profile and start a free profile for your business or service.
2. Enter your name, what you do, your service area, phone, and hours.
3. Verify it (Google confirms you're real, usually by a code) — this step is what makes you show up.
4. Add photos of your work and a clear description.
5. Ask happy customers to leave a Google review — reviews lift you in the results.

Once verified, your profile can appear when someone in your area searches 'handyman near me' or your specific service — free advertising to exactly the people looking for you. Beyond that, share your page's link everywhere: in your email signature, on Facebook, on a physical business card, and by text to anyone who asks what you do.

> **GOOD TO KNOW**
>
> Google reviews are gold for local work: they both reassure new customers and help you rank higher in searches. Make a habit of politely asking satisfied customers to leave one — a simple 'if you were happy, a quick Google review really helps me' is all it takes.

KEEP IT SIMPLE

9 Keeping It Simple and Current

The mistakes to avoid.

The two ways a get-hired page fails are being too complicated to finish and going stale once it's up. Both are easy to avoid.

- Don't over-build: resist adding pages, fancy features, or paying for things you don't need — one clear page is the goal.
- Don't let it go stale: update your phone number, photos, services, and whether you're currently available.
- Don't bury the essentials under clever design — plain and readable wins.
- Don't forget the phone: a beautiful page with no obvious way to reach you is useless.

A good rhythm is to glance at your page every few months, or whenever something changes — a new phone number, a new service, a great new photo of finished work, or a change in whether you're taking on jobs. Five minutes keeps it honest and working. A page that says you're available when you retired two years ago, or lists an old number, does more harm than no page at all.

> **TIP**
>
> Set a simple reminder — the first of each season, say — to spend five minutes checking your page is still accurate. That tiny habit is the difference between a page that keeps earning and one that slowly goes stale.

GO LIVE

10 Getting It Live This Week

From idea to hired.

None of this needs to take long. A clear one-page presence is genuinely an afternoon's work, and here's the whole path from nothing to findable.

1. Write your three sentences: who you are, what you do, where/whom you serve.
2. Pick one free tool that fits your work (Google Business Profile for local services is a great default).
3. Fill in the essentials: headline, services, bio, a few work photos, phone and email.
4. Add a kind word or two if you have them, and a clear 'call me' line.
5. Publish, verify it on Google, and start sharing the link everywhere.

Done once, this quietly works for you around the clock — it's there every time someone looks you up, turning curiosity into calls while you sleep. For the small effort it takes, few things do more to help you get hired or keep the work coming.

GOOD TO KNOW

If you'd like a hand building it — setting up a free Google Business Profile, making a simple one-page site, choosing and arranging your photos, or getting the wording clear and warm — that's exactly the kind of practical help I enjoy. We can get you live in an afternoon. Bill's Home Tech, (330) 200-8042.

CHEAT SHEET

Everyday Cheat Sheet

Keep this page handy. It points you straight to what to do for each task.

I want to...	Do this...
Know the goal	One tidy page that says who you are, what you do, and how to reach you
Pick a free tool	Google Business Profile, a free one-page site, LinkedIn, or a Facebook Page
Say what you do	A plain headline: your trade or service and the area you cover
Show proof	A few photos of your work, a short bio, and one or two happy quotes
Make contact easy	A phone number and an email right up top, and a clear 'call me'
Get found on Google	A free Google Business Profile puts you on Google Search and Maps
Keep it simple	One page, plain words, current info — not a big complicated site
Keep it current	Update your phone, photos, and whether you're available every so often
Get help	Call Bill: (330) 200-8042

AT A GLANCE

A Picture to Follow Along



Illustration — a schematic. Set-up screens differ; each takes only a few minutes.

AT A GLANCE

A Second Look

Building It

Four steps to live

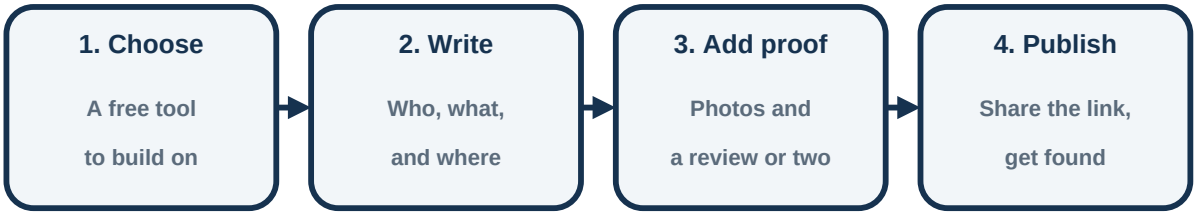


Illustration — a schematic. The order is a suggestion; do one box at a time.

A schematic of the plan — company steps vary; the order does not have to.

BEFORE YOU GO

A Note From Bill

A quick note from Bill. I write these guides to make home tech a little less frustrating, and I do my best to keep every step accurate and up to date. Still, every home, device, and setup is a bit different, so I can't promise a guide will match yours exactly or fix your particular problem. These guides are for general information only — they're not professional, legal, or financial advice, and they don't replace your device's own manual or the manufacturer's instructions. Please go slow, use your own good judgment, and use everything here at your own risk. If a step involves electrical wiring, a gas appliance, a water heater, plumbing, or climbing a ladder — or if anything just doesn't feel safe — please stop and call a licensed professional (or give me a call at 330-200-8042). Bill's Home Tech and Bill Davis can't be responsible for any damage, data loss, or injury that results.

HOW I CAN HELP

Your Visit — and My Promise

You don't have to remember all of it — just that a friendly, patient person is one call away, whenever you'd rather have a hand.

KEY SPECS

In your home — $99 flat for the first visit, no contracts and no surprises, with a 30-day come-back-free follow-up. In-home visits cover Portage County, Ohio and nearby communities.
Outside the area? Remotely — $49 for a screen-share session (free for Support Plan members, $39/mo), refundable if I can't fix it — and credited toward a visit if you'd rather have me in person. Book either at billshometech.com/book.

GOOD TO KNOW

My promise — If you're not 100% satisfied with your visit, I'll come back at no charge, or refund the full $99. No questions, no awkwardness. That's how I'd want to be treated.

Whenever you're ready, I'll come to your home anywhere in Portage County, Ohio and nearby communities, at your pace. Too far for a house call? I also help remotely. Book at billshometech.com/book or call (330) 200-8042. — Bill

Call or text (330) 200-8042 · bill@billshometech.com

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