

Website Design & Marketing Systems For Contractors

A complete system: lead capture, missed-call text-back, review automation, one-click marketing campaigns, GMB optimization & local SEO — all in one platform.

★ STANDARD PACKAGE INCLUDES:

Lead Capture

Missed Call

Reviews

Marketing

GMB Optimization

★ PREMIUM PACKAGE ALSO INCLUDES:

Full SEO Roadmap (6 Months)

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SYSTEM OVERVIEW — 6 CORE FEATURES

- 1 Website + Lead Capture** [Standard]
Quote form, chat widget & CRM inbox. Every lead auto-captured with instant SMS confirmation.
- 2 Missed Call Text-Back** [Standard]
Auto-SMS any missed call within seconds. Follow-up automatically asks for project details.
- 3 Review Automation** [Standard]
Auto-sends review requests after jobs. Google reviews display live on the website.
- 4 One-Click Marketing Campaigns** [Standard]
Review → referral → return-customer offers. Runs 1–3 years automatically.
- 6 GMB Optimization** [Standard]
Full Google Business Profile setup & optimization. Boosts local map rankings so customers find you first.
- 5 6-Month SEO Roadmap** [Premium]
Transparent monthly plan: audits, GBP, content, backlinks & reporting. Full local SEO — no vague promises.

FEATURES DEEP DIVE

1. Website + CRM Lead Capture [Standard]

- Professional contractor website with quote form & live chat widget
- Every submission auto-enters CRM with full contact details
- Customer gets instant SMS/email confirmation on submission
- Contractor receives mobile notification for every new lead
- Full conversation history in one organized team inbox

■ *Why it matters: Most contractors lose leads simply because there's no fast, professional way to capture them. This system ensures zero leads fall through the cracks — 24/7, even when you're on a job.*

2. Missed Call Text-Back Automation [Standard]

- Detects missed incoming calls automatically
- Sends polite SMS reply within seconds of missed call
- Follow-up message requests project details from the customer
- All replies organized in CRM team inbox for easy management
- Contractor reviews & responds professionally anytime

■ *Why it matters: Studies show 78% of customers go with the first business that responds. Missing a call no longer means losing a job — you respond instantly, automatically.*

3. Customer Review Request System [Standard]

- Website auto-displays latest Google reviews in real time
- Review request sent automatically after job completion
- Simple star-rating form — 1 to 5 stars, fully mobile-friendly
- All ratings continue directly to public Google review step
- Contractor notified when new reviews or feedback arrive

■ *Why it matters: 90% of customers read reviews before hiring. This system builds your Google reputation on autopilot, turning happy customers into public proof that gets you more jobs.*

4. One-Click Marketing Campaign System [Standard]

- Contractor enters customer name + phone after job — that's it
- Campaign auto-starts: review requests for first 4 weeks
- Then referral messages & return-customer discount offers
- Messages at planned gaps: 1 month, 2 months, 3 months
- Runs 1 year automatically — extendable to 2–3 years

■ *Why it matters: Your past customers are your best source of new business. These automated campaigns keep your brand top-of-mind so when they need work again — or know someone who does — they call you.*

6. GMB Optimization (Google Business Profile) [Standard]

- Full Google Business Profile setup and optimization
- Keyword-rich business description & category targeting
- Photo uploads, service areas, hours & attributes configured
- GMB posts published regularly to boost local visibility
- Helps contractor appear in Google Maps "3-Pack" results
- Drives free organic traffic from local search — no ad spend needed

■ *Why it matters: Google Maps is where local homeowners search for contractors first. A fully optimized GMB profile puts you in the "3-Pack" — the top 3 results — without paying for ads.*

5. 6-Month Local SEO Roadmap [Premium]

- Month 1: Kickoff, keyword research, site audit, title/description tags, indexing
- Month 2: Homepage & internal page updates, schema markup
- Month 3: Photo geo-tagging, blog article, directory resubmission
- Month 4: Backlink review, technical SEO health checks, reporting
- Month 5: Campaign analysis, keyword performance, social SEO alignment
- Month 6: Full review, link earning, conversion opportunities, forward roadmap

■ *Why it matters: SEO compounds over time. Each month builds on the last, so by month 6 you have a strong, lasting presence in local search that keeps generating leads for years.*

HOW THE SYSTEM WORKS TOGETHER

- Step 1** Customer visits your website and submits a quote request or calls.
- Step 2** If they call and you miss it — they get an instant auto-text reply within seconds.
- Step 3** All leads land in your CRM inbox. You respond from one place, on any device.
- Step 4** After the job — one form entry starts an automated marketing campaign for that customer.
- Step 5** Automated review requests build your Google reputation without you lifting a finger.
- Step 6** GMB Optimization + SEO work in the background to bring in new leads organically every month.

Fully Connected	Fast Automation	GMB + Reviews	Long-Term Value
All 6 features work as one integrated system.	Missed calls, leads & follow-ups handled in seconds.	Local rankings + reputation built automatically.	Follow-up campaigns running up to 3 years.

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