

The local website checklist.

Two lists on one page. On the left, everything we would need to build your site. On the right, a twelve point test you can run on any website in about four minutes, including the one you already have.

What we would need from you

Send what you have. Skip what you do not. Nothing here is required.

- ☐ **What you do, in your own words**
Two sentences you would say on the phone.
- ☐ **Services and roughly what they cost**
A range is fine. Hidden pricing costs you calls.
- ☐ **Hours, and whether you do emergencies**
Including the honest answer about weekends.
- ☐ **The towns you actually serve**
And the ones you will not drive to.
- ☐ **Photos from your phone**
Finished work, the shop, the truck, the crew. Ten is plenty.
- ☐ **Two or three reviews you are proud of**
Screenshots are fine.
- ☐ **Licenses, certifications, years in business**
Two seconds of reading, a lot of reassurance.
- ☐ **A logo, if you have one**
Any file. If not, we draw you one at no charge.
- ☐ **A domain, if you already own one**
Even one you bought years ago and forgot.

Twelve point test

Open a website on your phone and tick what is true. Be honest about your own.

- ☐ **The phone number is tappable in the first screen**
- ☐ **It loads in under three seconds on cell service**
- ☐ **You can tell what the business does in five seconds**
- ☐ **Prices or price ranges appear somewhere**
- ☐ **Hours are correct today, including holidays**
- ☐ **The service area is named, town by town**
- ☐ **Real photos of real work, not stock images**
- ☐ **Reviews or a rating are visible without hunting**
- ☐ **One obvious action, not five competing buttons**
- ☐ **Text is large enough to read without zooming**
- ☐ **A form that goes somewhere a person checks**
- ☐ **It appears on Google Maps with photos and hours**

Scoring, roughly

10 to 12: you are ahead of nearly everyone in your trade. 6 to 9: the site works, and the gaps are the calls you are not getting. Under 6: your competition is being chosen for reasons that have nothing to do with the quality of your work.

What it costs with us

Every number we charge, in one row. Nothing is quoted based on what you look like you can afford.

WEBSITE

\$500

One time, up to five pages. Paid only if you keep it.

SOCIAL ADS

\$500

Per month. Eight ads and a Friday report. Cancel anytime.

HOSTING

\$10

Per month. Domain, SSL, backups, uptime, small edits.

CHANGES LATER

\$40

Flat, per change. A full rebuild is \$300. Both free on the retainer.

The See It First Promise

- 1** No deposit. Nothing is paid before the site exists.
- 2** No fee for the presentation, whatever you decide.
- 3** No contract, no term, no cancellation charge.
- 4** No deadline on your answer. The price holds.
- 5** You own the site, domain and accounts outright.