

THE ULTIMATE LEAD GENERATING HOME INSPECTION WEBSITE

OPTIMIZED FOR CONVERSION

- Web Analytics & Tracking Installed for consistent improvement
- Clear & Compelling Call-To-Action
- Answer WIFM (What's in it for me?)
- Split tested form fields to increase on-page conversion
- Page speed optimized
- Effective use of white space
- Heatmap tracking in place for continual optimization

OPTIMIZED FOR SEARCH ENGINES

- Keyword rich content so qualified customers to discover website
- DoFollow backlinks (equivalent to a 'thumbs-up' in Google's eyes)
- Backlink & guest blog deals with other Home Inspection sites
- Topical/Regional Citations (100+. Or more than all competition)
- Schema markup for prominent visible in Google Search Results
- Action orientated Page Titles & Descriptions to increase clicks
- Website URL includes primary keywords, e.g. Home Inspection

OPTIMIZED FOR GOOGLE MAPS

- Automated process to secure 4 & 5 star customer reviews
- Keywords used in business descriptions & image ALT tags
- Surrounding service area webpages to increase reach
- Regular Google My Business Posts
- Geo-Tagged images
- Regular business and customer generated photos uploaded

HOME-INSPECTION.com

LOGO

HEADER (not a time to be cute)
- What You Do
- How You Make Your Customer's Life Better
- Make it Easy to Contact You

Strong Call-To-Action

Navigation | Service Pages | Testimonials | Contact Us

Customer testimonial that demonstrates the transition from the before to 'after-state'

PROMINENT CONTACT FORM WITH SOCIAL PROOF

Aspirational 'end-result' imagery that shows people

1500+ words of commercial searcher intent, keyword rich content. No Keyword Stuffing

555-555-5555
Trackable Number with Reporting & Analytics