The Contractor Website Playbook

Build a premium contractor website on Wix that turns visitors into estimate requests

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Contractor marketing specialists · 20+ years of marketing experience

smallbizmarketing.net

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PART 1

The essentials

The core steps, in order. Start here.

SECTION 02

How to use this playbook

Work through one section a day. By the end of the week you will have a professional contractor website that clearly says what you do, where you work and how to hire you.

SECTION 03

Your first 60 minutes

- Write down your three most profitable services
- List the five cities or areas where you want more work
- Pick 12 of your best project photos and put them in one folder
- Write one sentence on what makes you different from other contractors nearby

SECTION 04

Step 1: Choose your platform

We build contractor websites on Wix because it combines easy editing, forms, bookings, payments and a blog in one place, and you can update project photos from your phone.

RECOMMENDED TOOL

Wix

Website builder we use for client sites. Start on a free plan, upgrade when you connect your domain.

Visit Wix at wix.com →

SECTION 05

Step 2: Plan your pages

- Home: what you do, where you work, proof and a contact form
- One page for each main service, such as tile installation, bathroom remodeling or kitchen remodeling

- One page for each main city or area you serve
- Projects gallery with your best recent work
- About: your story, licenses, insurance and experience
- Contact page with a short form

SECTION 06

Step 3: Write a homepage that sells in five seconds

Use this formula for your headline: [Premium service] in [City or region]. Example: Luxury bathroom and tile remodeling in Sacramento.

- Subheadline: who you serve and what makes you different
- Three proof points: years in business, licensed and insured, review rating
- A clear button: Request an estimate
- Three to six real project photos
- A short contact form above the footer

SECTION 07

Step 4: Build service pages that rank and convert

- Page title with service and city
- What the service includes, in plain words
- Your process from first visit to final walkthrough
- Photos of that exact type of project
- Five common homeowner questions with short answers
- A contact form at the bottom

SECTION 08

Step 5: Photos that win high-end jobs

- Shoot in daylight, lights on, room cleaned

- Take wide shots plus close-ups of details like tile edges and fixtures
- Name image files descriptively, such as walk-in-shower-large-format-tile.jpg
- Add alt text describing what is in the photo

SECTION 09

Step 6: SEO basics

- Unique page title and description on every page
- Connect Google Search Console from your Wix SEO settings
- Link your Google Business Profile to your site
- Keep business name, phone and service areas identical everywhere

SECTION 10

Launch checklist

- [ ] Domain connected and site published
- [ ] Every page has a unique title and description
- [ ] Contact form tested and emails arriving
- [ ] At least 12 real project photos
- [ ] Google Business Profile links to the site
- [ ] Site checked on a phone

PART 2

Going deeper

The strategy behind each step, with frameworks and diagrams.

SECTION 12

Deep dive: how homeowners actually choose a contractor online

Most homeowners planning a remodel look at three to five contractor websites before they reach out to anyone. They are not reading every word. They scan for four things: do you do the exact work they want, do you work in their area, does your work look like the result they imagine, and is it easy to contact you.

Your website should answer those four questions in the first screen of every page. If a homeowner lands on your bathroom page from Google, they should see bathroom photos, your service area and a contact option without scrolling.

High-end homeowners also look for signs of professionalism: a consistent look, clear writing without typos, a real About page with faces, and evidence that you are licensed and insured. These small signals separate you from the cheapest bidder before you ever meet.

- Answer what, where, proof and how-to-contact on every page
- Show faces: your team builds trust faster than a logo
- Keep design simple; clutter reads as cheap
- Proofread everything, or have someone else read it once

SECTION 13

Deep dive: writing words that convert

Write the way you talk to a homeowner during a consultation. Short sentences, plain words, and a focus on what they get, not on what you do. Instead of We provide comprehensive tile installation services, try We install custom showers and floors that look great and last for decades.

Every page needs one clear next step. On a contractor site that is almost always Request an estimate. Repeat the same button wording across the site so visitors always know what to do.

Use the questions homeowners ask you most often as your page FAQs. They already tell you what they worry about: cost, timeline, mess, permits and warranties. Answering those openly builds trust and helps you show up for more searches.

- Lead with the outcome, then explain how you deliver it

- One call to action per page, worded the same everywhere
- Turn real client questions into FAQs
- Cut any sentence that could appear on any contractor's site

SECTION 14

Deep dive: launch week and the first 30 days

Launching is the start, not the finish. In the first week, test every form on a phone and a computer, connect Google Search Console and submit your sitemap, and update your Google Business Profile with the new website link.

In the first 30 days, add at least one new project, ask five recent clients for reviews that mention the service they bought, and check which pages people visit. If a service page gets visits but no form submissions, add better photos, a clearer process and an FAQ.

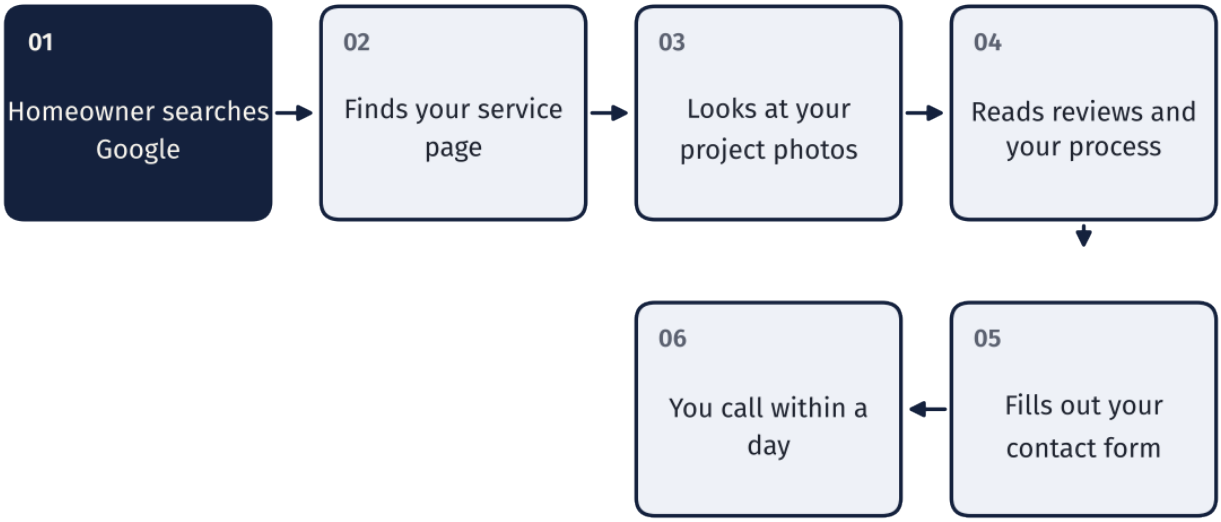
- Week 1: test forms, connect Search Console, update Google profile link
- Week 2: add one new project to your gallery
- Week 3: request five reviews
- Week 4: review which pages get visits and improve the weakest

SECTION 15

The big picture: how your website wins jobs

Think of your website like your best salesperson. It works nights and weekends, it never forgets to mention your warranty, and it shows every homeowner your best work. Its only job is to turn a stranger into an estimate request.

Every visitor goes through the same steps. They find you, they check you out, they decide you look trustworthy, and they reach out. If any step is weak, you lose the job before you ever hear about it.



The path almost every homeowner takes before they contact a contractor. Your website should make each step easy.

SECTION 16

Where to spend your time first

You don't have time to do everything at once, and you don't need to. Some website tasks bring in jobs quickly and take little effort. Others take a lot of work for a small gain. Start in the top-right box and work your way around.

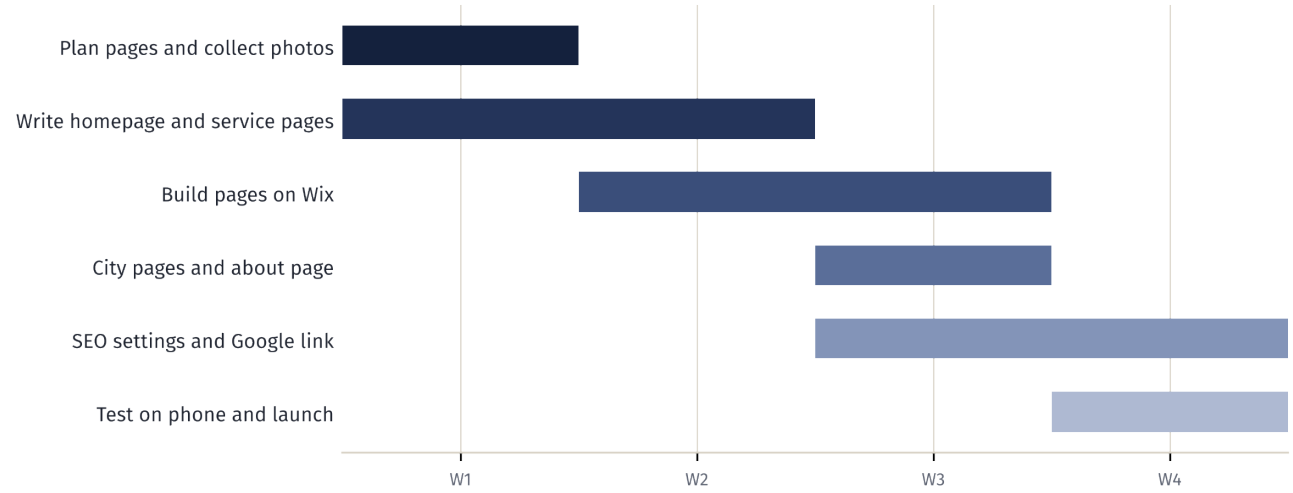


A simple way to decide what to do first. Do the high-impact tasks before the polish.

SECTION 17

Your website launch timeline

Most contractors can launch a strong website in about four weeks working a few hours a week. Here is a realistic schedule. Some steps overlap, and that's fine.



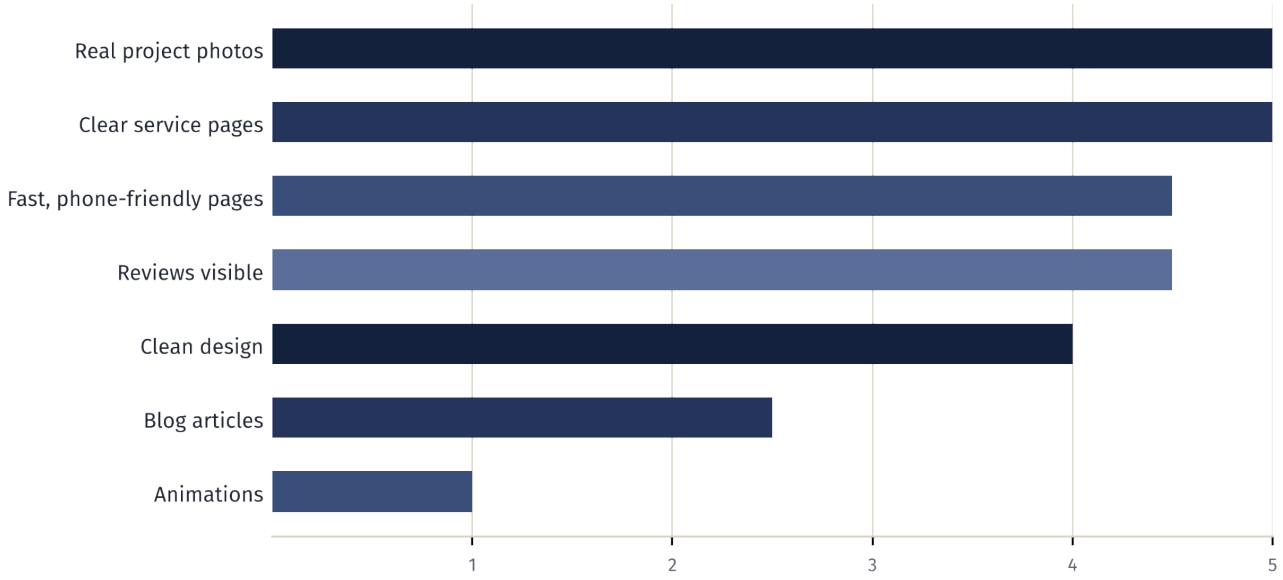
A four-week plan, a few hours a week. W = week.

SECTION 18

What makes a contractor website look premium

A premium website is mostly about restraint. High-end homeowners notice clutter, mismatched fonts and blurry photos, and they quietly decide you might be messy on the job too.

- Lots of white space around text and photos
- Two fonts at most: one for headlines, one for body text
- Two or three brand colors used the same way on every page
- Large, sharp project photos with the room cleaned and lights on
- Short paragraphs and clear headings, so people can skim
- Consistent buttons: same color, same wording, everywhere



Our view of what matters most to homeowners judging a contractor website, rated 1 to 5. Based on our experience building contractor sites, not a survey.

SECTION 19

Real-world scenario: a tile contractor's first website (illustrative)

This is an illustrative example, not a real client. Imagine Marco, who runs a three-person tile company outside Sacramento. Most of his work comes from referrals, and his only online presence is an old one-page site with a phone number and a few blurry photos.

Marco follows this playbook over four weeks. He picks his three best services: walk-in showers, heated floors and kitchen backsplashes. He builds one page for each, plus pages for Roseville, Rocklin and Folsom. He replaces stock images with twelve of his best project photos and adds a short contact form to every page.

He writes a clear headline: Custom tile showers and heated floors in Roseville and Sacramento. He adds his license number, years in business and his Google rating under it. Then he connects Google Search Console and links his Google Business Profile to the new site.

The lesson: nothing Marco did was complicated. He made it obvious what he does, where he does it, and how good his work looks, and he made contacting him easy.

SECTION 20

Troubleshooting: when the website isn't bringing leads

People visit but nobody fills out the form	Shorten the form, add a form to every page, and put your best photos and reviews near it.
Nobody visits the site	Check that your Google profile links to it, build service and city pages, and connect Search Console.
Leads are small, low-budget jobs	Show your largest projects first and describe premium services in your headlines.
Site looks fine on a computer but not a phone	Preview every page in mobile view and fix text size and button spacing.
Visitors leave quickly	Make the headline say exactly what you do and where, and speed up pages by compressing large images.

PART 3

Tools you can use today

Examples, templates, worksheets, calendars and trackers.

SECTION 22

Worked example: homepage copy for a tile contractor

EXAMPLE

Headline: Luxury tile and bathroom remodeling in Roseville and Sacramento.

Subheadline: Custom showers, heated floors and large-format tile, installed by a licensed, insured team with 15 years of experience.

Proof bar: Licensed and insured · 4.9 stars on Google · 300+ bathrooms completed

Button: Request your estimate

Section under photos: Every project starts with a free in-home consultation. We help you choose materials, give you a clear written quote, and finish on schedule.

SECTION 23

Worked example: a service page outline

EXAMPLE

Page title: Walk-In Shower Remodeling in Sacramento | Your Company

Intro: Turn a cramped tub into a spa-style walk-in shower, with curbless entry, built-in niches and bench seating.

What's included: demolition, waterproofing, tile installation, glass coordination and final cleanup.

Process: 1. Consultation 2. Design and quote 3. Demo and prep 4. Waterproofing 5. Tile 6. Final walkthrough.

FAQ: How long does a shower remodel take? Most take one to three weeks depending on size and materials.

SECTION 24

Worksheet: your page plan

Main service 1 and its page title

Main service 2 and its page title

Main service 3 and its page title

City pages you will build first

Your homepage headline

Three proof points for your homepage

SECTION 25

Common mistakes to avoid

- Putting every service on one long page instead of giving each its own page
- Using stock photos instead of your real work
- Long contact forms that ask for too much
- No city or service area mentioned anywhere on the homepage
- A phone-unfriendly layout; most homeowners will visit on a phone

SECTION 26

FAQ

Do I need a blog?

Not on day one. Start with strong service and city pages. Add helpful articles later to rank for more searches.

How many photos do I need?

Aim for at least 12 good ones to launch, then add new projects every month.

Should I list prices?

Many high-end contractors list starting ranges or none at all. A clear process and strong photos matter more.

30-DAY ACTION CALENDAR

Your first 30 days to a live, lead-ready website

Do one task a day. Tick the box in your head, or print this page and cross off each day as you go.

DAY 1 List your 3 best services	**DAY 2** List 5 target cities	**DAY 3** Pick 12 best photos	**DAY 4** Write your one-line difference	**DAY 5** Choose a Wix template
DAY 6 Write homepage headline	**DAY 7** Write homepage proof points	**DAY 8** Draft service page 1	**DAY 9** Draft service page 2	**DAY 10** Draft service page 3
DAY 11 Write FAQs	**DAY 12** Write about page	**DAY 13** Build homepage	**DAY 14** Build service pages	**DAY 15** Add photo gallery
DAY 16 Build contact page	**DAY 17** Build city page 1	**DAY 18** Build city page 2	**DAY 19** Set page titles	**DAY 20** Write page descriptions
DAY 21 Add alt text to photos	**DAY 22** Connect domain	**DAY 23** Connect Search Console	**DAY 24** Link Google profile	**DAY 25** Test forms
DAY 26 Test on phone	**DAY 27** Ask a friend to review	**DAY 28** Fix issues	**DAY 29** Publish	**DAY 30** Ask 5 clients for reviews

SECTION 28

copy-ready templates

TEMPLATE · COPY AND CUSTOMIZE

Homepage hero section

Headline: [Premium service] in [City] and [City]

Subheadline: [What you build] for homeowners who want [result], installed by a licensed, insured team with [X] years of experience.

Proof bar: Licensed and insured · [X] years in business · [Rating] stars on Google

Button: Request your estimate

TEMPLATE · COPY AND CUSTOMIZE

Service page structure

Title: [Service] in [City] | [Company name]

Opening: Turn your [old space] into [dream result]. We handle [main steps] from start to finish.

What's included: [list 4 to 6 items]

Our process: Consultation, design and quote, preparation, installation, final walkthrough.

Questions homeowners ask: [3 to 5 real questions with short answers]

Closing: Ready to start? Request your estimate and we'll be in touch within one business day.

TEMPLATE · COPY AND CUSTOMIZE

About page

[Company] was started by [Name] in [year] after [short story]. Today our team of [number] specializes in [services] across [area]. We're licensed and insured, and every project is led by [Name/role] from first visit to final walkthrough.

TRACKER

Monthly website results

Month	Estimate requests	Top page	New photos added	Notes
Month 1				
Month 2				
Month 3				
Month 4				
Month 5				
Month 6				
Month 7				
Month 8				
Month 9				
Month 10				
Month 11				
Month 12				

SECTION 30

glossary

Domain	Your website address, like yourcompany.com.
Page title	The clickable headline Google shows in search results.
Meta description	The short summary under the title in Google results.
Alt text	A written description of an image, read by Google and screen readers.
Call to action	The one thing you want a visitor to do, like Request an estimate.
Search Console	Google's free tool that shows how your site appears in search.
Mobile-friendly	A site that is easy to use on a phone without zooming.

SECTION 31

Recommended tools

Every tool recommended in this playbook, in one place. Some links may be affiliate links; we only recommend tools we use or would set up for clients.

RECOMMENDED TOOL

Wix

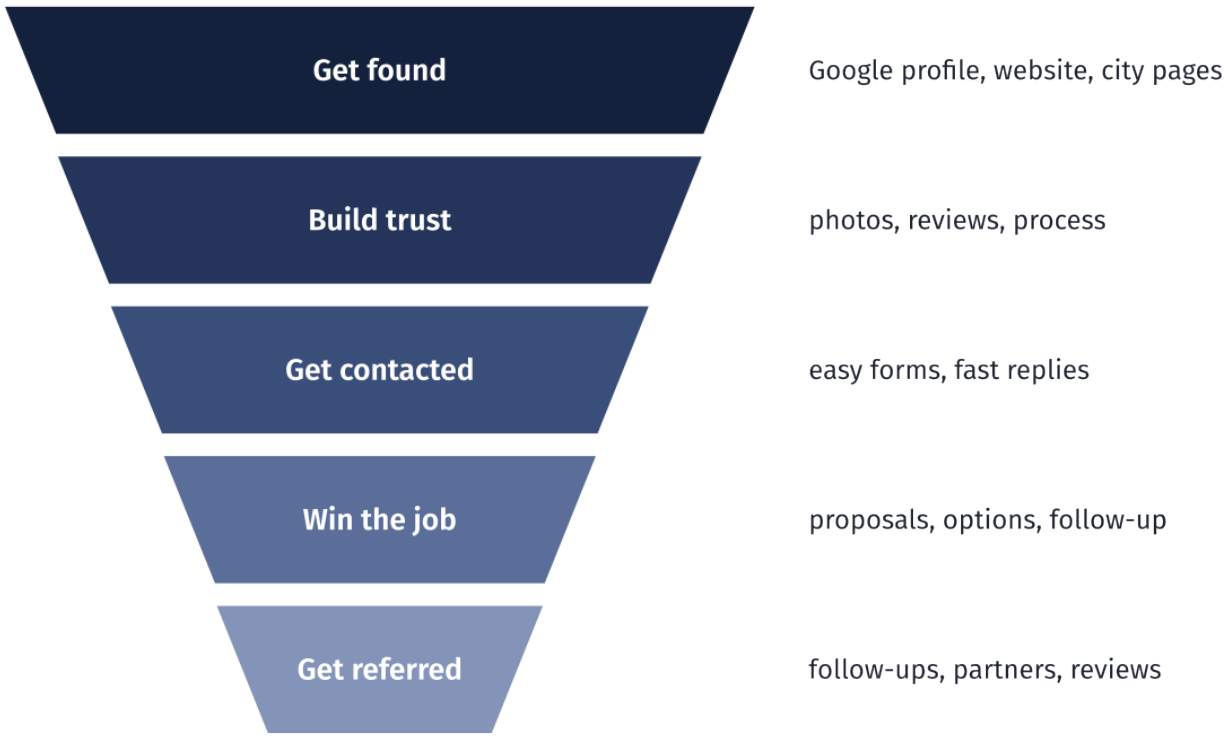
Website builder we use for client sites. Start on a free plan, upgrade when you connect your domain.

Visit Wix at wix.com →

SECTION 32

Bonus: the contractor marketing system on one page

Every playbook in this series fits into one simple system. Homeowners find you, trust you, contact you and refer others. Each part supports the next.



The five stages of contractor marketing and the tools for each.

SECTION 33

Bonus: your weekly marketing hour

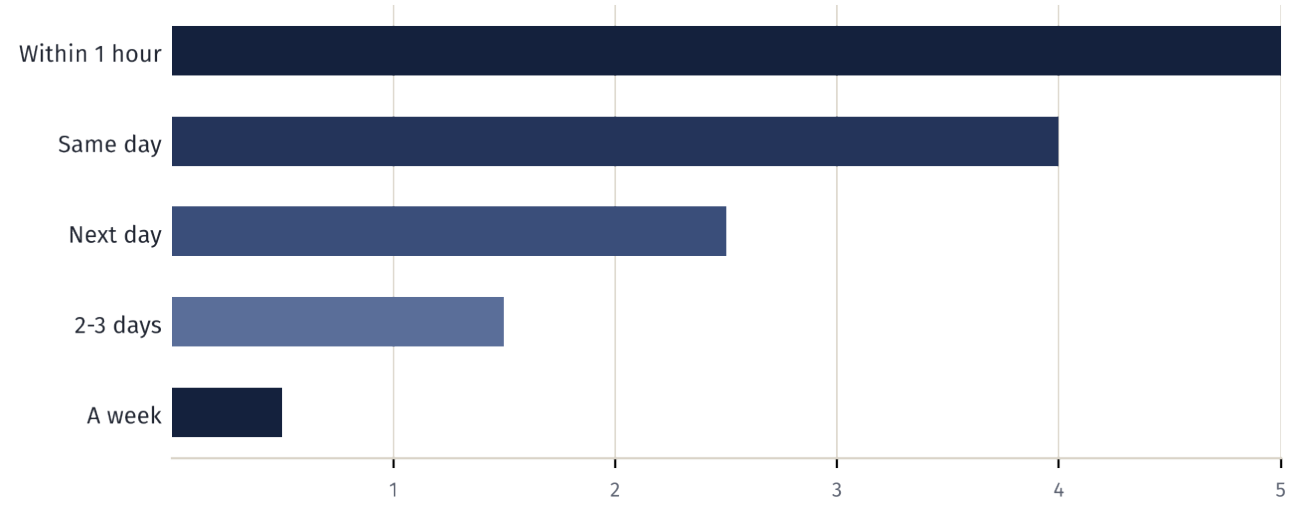
You don't need a marketing department. One focused hour a week, done consistently, beats occasional bursts of effort.

- First 15 minutes: answer every new lead and message
- Next 15 minutes: send review requests for finished jobs
- Next 15 minutes: upload new project photos to your website and Google
- Last 15 minutes: work on one improvement from your current playbook

SECTION 34

Bonus: how fast to reply to a lead

Homeowners often contact several contractors at once. The first professional reply makes a strong impression.



Our view of how reply speed affects your chances of winning the job, rated 1 to 5. Based on experience, not a study.

SECTION 35

Bonus: master checklist

- [ ] Website with a page for each main service
- [ ] Contact form on every page
- [ ] Google Business Profile complete and active
- [ ] Review request after every job
- [ ] Real project photos added monthly
- [ ] Pages for your top cities
- [ ] Job management software for quotes and payments
- [ ] Follow-up with past clients and partners
- [ ] One marketing hour every week

SECTION 36

Bonus: when to get help

Doing it yourself works if you have the time. If your calendar is full of jobs, it's often worth having a professional set up the foundation so you can focus on the work you do best. SmallBiz Marketing builds premium contractor websites and Google setups and can run your monthly marketing for you.

ABOUT SMALLBIZ MARKETING

SmallBiz Marketing builds premium websites and Google visibility for home-improvement contractors. Our team brings 20+ years of marketing experience, and every playbook is built from the same systems we use for client websites.

Rather have it done for you?

We build premium websites and Google setups for contractors, live in 5 days. Tell us about your business through the contact form at smallbizmarketing.net/contact.

Contact us →

Contractor website	$2,495
Website + Google setup	$3,495
Monthly growth plan	$995/mo

Some links in this playbook may be affiliate links. We only recommend tools we use or would set up for clients. Tool features and pricing change; check each company's site for current details.