



**DYGGZ**  
WEB MARKETING  
FOR CONSTRUCTION INDUSTRIES

**WEBSITE ESSENTIALS FOR  
CONSTRUCTION & HOME INDUSTRIES**



# WEBSITE ESSENTIALS FOR CONSTRUCTION & HOME INDUSTRIES

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As a home contractor, you need a steady stream of clients to grow your business and remain profitable. If you don't have a website, or the website you have isn't as effective as it should be, you are missing out on opportunities to generate leads, connect with industry leaders, and earn additional revenue.

***A recent survey by Search Engine Land shows that 85 percent of consumers use the World Wide Web to find information on local businesses.***

This means that without a website, consumers won't be able to find you when they search for home contractors in your area.



# WEBSITES VS. TRADITIONAL MARKETING METHODS

Well-designed websites have lots of advantages over more traditional marketing methods. When you purchase a basic listing in your local phone book, all you get is a few lines with your business name and telephone number. With luck, you'll have enough room for your logo or a short slogan. There's no way to show off your project portfolio or engage with potential clients.

Phone books have moved online, but they only provide basic services and are often still trying to sell you a 'listing'. They lag behind the times.

## TV ADS ARE EXPENSIVE

Advertising on television can be effective, but it's very expensive, especially for home contractors who are just starting out.

You only have 30 or 60 seconds to:

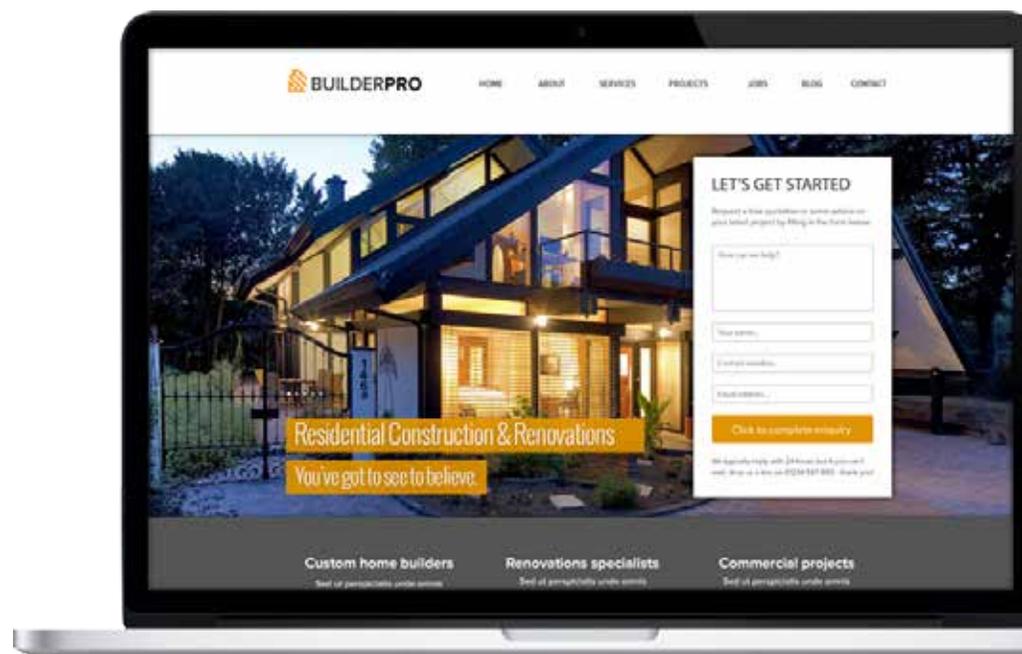
- capture attention
- get your point across, and
- tell clients how to contact you.

If your commercial generates any interest, you need to have someone available to answer the phone and respond to inquiries about your business.

## MAINTAINING A WEBSITE COSTS LESS

A professional website solves many of the problems associated with traditional advertising methods. Maintaining a website costs very little compared to how much it would cost to produce a television commercial or buy advertising space in a local newspaper.

A website also acts as a full-time salesperson for your business. No matter what time you stop working for the day, your website is always there to showcase past projects and give potential clients the information they need to hire you.



# ELEMENTS OF A SUCCESSFUL CONSTRUCTION AND HOME INDUSTRY WEBSITE

For best results, every home contractor's website must have some of the same elements. All of these elements work together to position you as an expert in your industry and convince consumers they should hire you.



## PROFESSIONAL LOGO

Your logo is an essential part of your brand, so no website is truly complete without one. In simple terms, a brand is what differentiates you from your competitors. It's also what people think about when they hear your business name or see your marketing materials.

The right logo tells prospective clients what your business does, and shares something about your target audience. A luxury home builder, for example, needs a logo that appeals to customers who have the resources to pay for high-end building projects.



## EDUCATIONAL CONTENT

Publishing educational content on your website helps position you as an expert and build loyal relationships with people in your community.

The right content can help you attract media attention, create joint venture partnerships with other professionals in your industry, and convince potential clients you are the right home contractor to meet their needs.

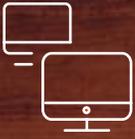
Articles, blog posts, and tip sheets are popular, but you can also use audio and video content to drive traffic to your website, improve your search engine rankings, and position yourself as an industry leader.



## PROJECT PORTFOLIO

In the home contracting industry, describing your projects in words is not as effective as showing potential clients what you can do. An online portfolio allows you to show examples of your work and explain the approach you took to each project.

The right combination of text, photos, and videos can make the difference between landing a new customer and losing a potential client to one of your competitors.



## RESPONSIVE DESIGN

Many people use their tablets and smartphones to find information about businesses. Some websites don't display well on mobile devices, frustrating consumers and making it less likely that they will contact you for an estimate or ask for more information.

Responsive website designs provide a positive viewing experience on smartphones, tablets, desktop computers, and laptops, making it easy for potential clients to view your portfolio and learn more about your business.

A responsive design also reduces the need for website visitors to resize their screens or scroll to see your content.



## TESTIMONIALS

Testimonials from happy clients are one of the most important elements of a successful website. Savvy consumers want to know that you follow through on your promises and do high-quality work, but they won't take your word for it.

Clients want to see that you have many happy customers who are willing to sing your praises and recommend your services.

Many businesses publish written testimonials, but audio and video testimonials are especially effective.



## CONTACT FORM

When people visit your website, your goal is to keep them there as long as possible and make it easy for them to get in touch with you. A contact form allows potential clients to contact you at any time, even if your business is closed for the day.

Once you have someone's contact information, you can ask permission to send emails about special promotions, making your contact form an effective marketing tool for your business.

Some consumers also prefer filling out online forms to having to make a telephone call and wait on hold or leave a message.

# WHEN TO FIX AN UNDERPERFORMING WEBSITE

If your current website isn't performing as expected, it's time for an overhaul. There are many reasons a website might not perform up to your expectations, which range from a lack of content to a contact form that doesn't work properly. Just because your website isn't producing results doesn't mean you should shut down the site completely.

Here are several reasons you might want to overhaul an underperforming website.



## NOT ENOUGH LEADS

If your current site doesn't seem to generate a lot of interest, a new design can help you increase the number of qualified leads you receive each month. The more leads you have, the more opportunities you have to sign new clients and increase revenues.



## OUTDATED CONTENT

Outdated content doesn't do a good job of selling your services or making people trust you as an expert. If all of the photos on your website showcase projects you completed 10 years ago, poten-

tial clients might question whether you are up-to-date on current building and design trends.

Your site also needs to have a mix of promotional content and educational content. If your current site is overly promotional, it might be driving people away.



## LACK OF ENGAGEMENT

It's hard to engage potential clients if your website does not make it easy for people to request an estimate or ask questions about your work.

Redesigning a website makes it easy to incorporate contact forms and social-media buttons, improving engagement and strengthening your relationships with people in your community.



## NON-RESPONSIVE DESIGN

If your current website is based on a non-responsive design, people using smartphones and tablets probably have a hard time reading your content and looking at your portfolio. A complete overhaul can turn your non-responsive design into a design that looks good on any device.



## **POOR FUNCTIONALITY**

If you have a website, it needs to work properly every time someone visits it. If visitors receive error messages or have difficulty navigating from one page to another, it reflects poorly on your business.

Visitors who experience problems aren't likely to return to your site in the future, making it more likely that they will contact your competitors. Redesigning your site gives you an opportunity to make sure everything looks good and works properly.



## **INCONSISTENT BRANDING**

Your brand should be consistent in all of your marketing materials, from your website to your company brochure. If your website has an outdated logo or a color scheme you haven't used in the last five years, you need to update it so that it matches the rest of your brand.

Making your brand consistent reduces confusion and makes it easier to attract customers in your target market.



# WEB DESIGN FOR CONSTRUCTION AND HOME INDUSTRIES

There's no denying the fact that we live in a digital world. People rely on the Internet for everything from finding a new pair of shoes to dissecting last night's football game. If you're not part of the new world, you risk being ignored by Internet-savvy customers. Sure, some companies can survive without a website or social media presence, but for how long? If your potential customers can't find you online, chances are they'll look for another company that understands just how important it is to provide information in the format customers want.

Whether you need to build a new website or redesign an existing one, it's important to choose a company who specializes in working with home contractors. Someone who:

- works with home industries day in and day out
- knows exactly what you need to launch a website that attracts visitors
- helps you build a strong reputation, and
- makes it easier to convince potential clients you are the right person for the job.

**Contact Dyggz Today**  
**We Can Help**



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