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## BLUEPRINT FOR BUILDING AN EFFECTIVE CONTRACTORS WEBSITE

In this day and age there is a lot of competition out there for contractors. Look in the Yellow Pages or in Google and you will find dozens to choose from. How will potential clients decide to choose you over the rest? Will it be based on the quality of your work? Hopefully, but more likely it will be based upon how a client **feels** about 5 critical areas of your business; Trust, Experience, Quality, Contact ability, and Price.

The problem is, you are a contractor, you don't have time to sit down with each client and convince them that you will exceed their expectations in all of these areas. So how do you do it? How do you be in so many places at one time? How do you answer all of these critical questions without ever talking to someone? Impossible... not any more! Let us show you how to build a website that will do it for you.

**VIP Tip: Make a website that answers your client's questions.** When you decide to create a website it is important to keep your clients in mind. Try to think like your potential clients would think, or better yet, ask them what they care about! Put yourself in their shoes when they are searching for the right contractor. By providing them with this information, they will have confidence in you even before contacting you.

**To build an effective website you should include the following core pages:**

<b>Home Page</b>	This is the most important page within your site. Statistics show that most people will not get past the first page of your site. It should answer the following question instantly <i>Am I on the right site?</i> It should give obvious contact information. You should clearly express your corporate identity. Lastly, you should point a visitor to within your site for answers to their questions about your service.
<b>About Us</b>	This is where you want to address your company's experience and credibility.
<b>Services</b>	Describe the services your company provides. Focus on the benefits the client will receive by choosing to use your services.

“Your Intelligent Connection”

<b>Portfolio</b>	Let clients see your work for themselves. Include before and after photos of recent projects you have done. Use “case studies” and tell stories. This is not a page to be technical.
<b>Area of Operation</b>	Keep in mind the internet is global. Your site will show up for searches that are possibly outside of your area of operation. So it is important to tell people where you are willing to work. Also, by repeating your area of operation throughout the text of your website, search engines will index you for location specific searches. (example: Plumbers + Doylestown, PA)
<b>Credibility</b>	Include years in business, industry memberships, awards, and testimonials.
<b>Contact</b>	Include all of your contact information to make it easy for them to get in touch with you.

**Additional pages you may consider including:**

**Product Lines**

**Key Members**

**Coupons or Special Offers**

**Newsletter** Including tips, check lists, new product information, an article featuring a specific project and how you exceeded your client’s expectations.

**Estimates** Client fills out a form with details of their project and it is automatically emailed to you so you can respond quickly.

It is important to remember once your website is up and running to make sure you keep it current. Your prospective clients will want to see that your site is maintained and all of its contents are up to date. Remember too, you should include your web address on all stationery, brochures and especially on your company vehicles.