

H&A · WEBSITE REDESIGN PROPOSAL

Your work is 5.0 stars. Your website should match.

A 2.5-week redesign that turns hconstructionservice.com into a lead-generating machine — and pushes your Google Business Profile from 4 reviews to 40.

WHAT I NOTICED ON YOUR CURRENT SITE

CURRENT SITE

- Phone number isn't tap-to-call on mobile — lost calls
- Landscaping, concrete, handyman buried — your unique "one-call" pitch is invisible
- No reviews, no license #, no years-in-business above the fold
- Dated template design vs. newer SLC competitors
- No service-area list — Google can't rank you for "concrete Sandy UT", etc.

PROPOSED REDESIGN

- Sticky bottom bar on mobile: Call Now + Free Quote
- "Your one-call contractor" hero — lands the 3-trade differentiator
- Trust bar: license #, insured, years, 5.0★ Google reviews
- Video hero of real work + "Free Estimate" CTA on every page
- Service-area pages for all 11 Wasatch Front cities

INVESTMENT OPTIONS

✓ Google Business Profile audit + setup is bundled into every tier — no upcharge. For H&A that means adding Concrete + Handyman as secondary categories and running the review engine from 4 to 40+.

STARTER

\$1,500

one-time

- Single-page redesign
- New copy & photos
- GBP audit + Week 1 setup
- Review link + card/decal design
- Basic on-page SEO
- 2 rounds of revisions

RECOMMENDED

PRO

\$3,000

+ \$150/mo retainer

- Everything in Starter
- Multi-page SEO site
- GBP review automation + monthly posts
- Review response drafting
- Analytics & lead tracking
- 24/7 uptime monitoring

GROWTH

\$5,000

+ \$500/mo retainer

- Everything in Pro
- GBP Local Pack rank tracking
- Competitor review-velocity monitoring
- Google Ads / Local Services Ads
- Quarterly strategy calls
- Dedicated lead dashboard

HOW WE'D SHIP IT — 2.5 WEEKS

WEEK 1 · DISCOVERY

Audit & assets

30-min kickoff. You send project photos, license #, testimonial leads. I write the copy and audit your GBP. 50% deposit.

WEEK 2 · BUILD

Stage & review

Staging link end of week 2. Two rounds of revisions. GBP structural fixes applied in parallel.

WEEK 3 · LAUNCH

Launch & train

Domain switch, review-request workflow live, 30-min training for you and crew. Final 50%. 90-day warranty.

WHERE YOUR GBP STANDS TODAY

| | |
|----------------------|------------------------------------|
| Listing | H&A SLC Landscape · Claimed |
| Rating | 5.0 ★ |
| Reviews | 4 (benchmark: 40+) |
| Primary category | Landscaper |
| Secondary categories | Missing concrete + handyman |
| Owner photos | Active (posted 2 days ago) |
| Facebook | 127 followers · posts every 2 days |
| NAP consistency | Name differs across GBP / site |

90-DAY GBP PLAN (ALL TIERS)

- **Week 1:** Add Concrete + Handyman secondary categories. Write 750-char description. Add 13-service list with per-service descriptions. Add 11-city service area. Reconcile business name across GBP, website, Facebook.
- **Week 2:** Review engine live — short URL, business cards (250 pcs), truck decal, customer text script, 3-day follow-up workflow.
- **Week 3:** Photo pipeline — 10+ geo-tagged work photos across all 3 trades, branded vehicle shot, team photo. Ongoing 1-2/week cadence.
- **Week 4:** Seed Q&A, first 4 Google Posts (offer, update, event, gallery), enable Messaging with 1-hour auto-reply.
- **Months 2-3:** (Pro + Growth) Weekly posts, monthly review report, rank checks for "landscaping Salt Lake City" and 5 other keywords.

TARGETS (PRO + GROWTH RETAINER)

| Metric | Today | Month 3 | Month 6 |
|-------------------------------------|----------|---------|---------|
| Google reviews | 4 | 15 | 40 |
| Avg star rating | 5.0 | 4.8+ | 4.8+ |
| Local Pack rank ("landscaping SLC") | >20 | Top 10 | Top 3 |
| Profile views / month | Baseline | +300% | +500% |

TERMS

- Payment: 50% deposit to start, 50% on launch.
- You own the domain, hosting, and final code from day one.
- Retainers (Pro / Growth) are month-to-month, cancel anytime with 30 days' notice.
- 90-day post-launch warranty: bugs and copy tweaks on me.
- Hosting + domain (~\$20/mo) and Google Ads spend are billed directly to H&A — I don't mark these up.

One average concrete driveway pays for Pro 3x over.

Let's turn clicks into calls. 15-min conversation — no pressure.

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