

: Website Review and Recommendations*

* - Although the name of the company and the website screenshots have been removed from this document, the rest of the content is an original website review as it was delivered to the client.

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Introduction

How to read this review

I don't believe in simply pointing out the problems with one's website or offering solutions without explaining the reason behind. Because if you don't understand why your website needs this or that change, there is a high probability that, while changing it or while adding something later, you'll create another problem without realizing it.

That's why this website review contains 16 pages of detailed information as well as many pieces of advice.

There two different ways to read will be most effective:

- 1) Reading it from top to bottom, like a story, focusing on understanding what state your website is in right now, why certain things don't work and what needs to be done to make your website help you achieve your business goals better. You'll find all the improvement suggestions summarized at the end.
- 2) Reading the *Summary: Improvement Suggestions* section that lists all the improvement suggestions first, and then reading the review from the beginning to understand the reasons behind the problems.

If you have any questions along the way, you can note them down and write me an email at the end. I'll be happy to answer them.

Your goals and how your website should help you achieve them

As far as I understood from our email conversation, you'd like to get more leads through your website. Currently, you only have paid traffic to your website. The leads are low-quality and are not converting the way you'd like them too.

Aspects of your website this review focuses on

When a potential client looks at your website, they need to be able to decide whether you provide the services they need and whether they can trust you to do a good job.

These are the minimum preconditions for them to take action and contact you.

User experience

- **Nice design**
- **Clear message** that is perceived in seconds (people should understand what this site is about in seconds without having to search for this info)
- **Clear structure and navigation** (so that they can easily discover more content)
- **Easy way to contact you**
- **Mobile-friendliness**
- **Fast loading speed**

Content

Is the content on your website:

- Relevant
- Clear
- Valuable
- Low on frictions and destructions

SEO

The most reliable way to get more traffic in the long run is SEO. In this regard and in case you'd like to focus on getting organic traffic, I'll look at the following points:

- Load speed as seen by search engines
- Whether your posts are optimized for search engines

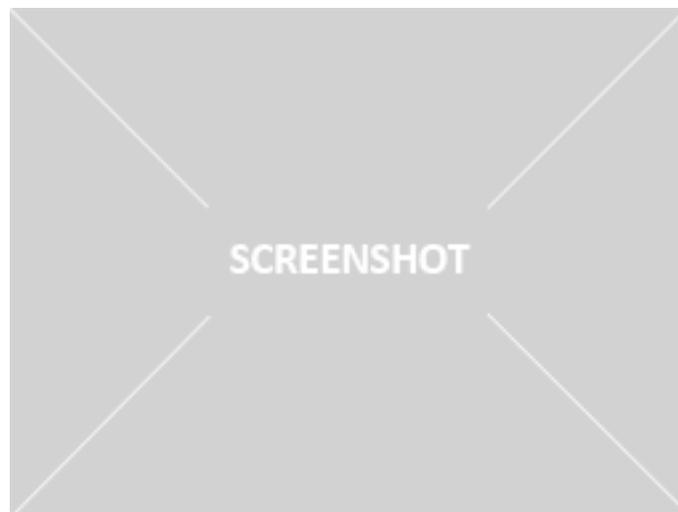
Note: Almost all points from User Experience part also affect SEO.

Review: User Experience

Design

Your design theme is nice. Main colors blue, black and white project trust and seriousness. However, the font is too small to read. It is a problem for people 45+, which I would assume fall into your target demographic. I would suggest changing the current size (12 px) to 16px.

I would also suggest adding a favicon – a little symbol that is displayed in the browser tab so that people can easily find your page among other tabs they have opened in the browser:



Clear message

Unfortunately, as a first-time visitor, it took me some time to find out what it is exactly that you do and where you are located.

Generally speaking, a website has to provide this information to the visitors within seconds:

1. What is it that you do?
2. For whom?
3. What's in it for them?

And in your case, because it's important decision factor:

4. Where are you located?

#1: What is it that you do?

I miss a tagline on your website that would answer this question. The only information I can find about it is this text under the main image on the homepage “”

This is too general to provide the necessary information, because it applies to any other construct firm out there.

You need something more specific. Unfortunately, I don't know your business or your ideal clients well enough to suggest something concrete. But you can use one of the formulas below to create an effective tagline:

We {do this} for {whom}

{What} for {whom}

{Do this} to/and {get the benefit}

{Doing this} {with this benefit}

{What} {with what benefit}

{Get this benefit} {by doing this}

#2: For whom?

It is also unclear who your target audience is. Everyone who needs something built? This would be too generic and result in your potential clients being unsure whether what you offer is for them. They won't spend time trying figure it out reading a lot of text. So you need to clearly communicate it.

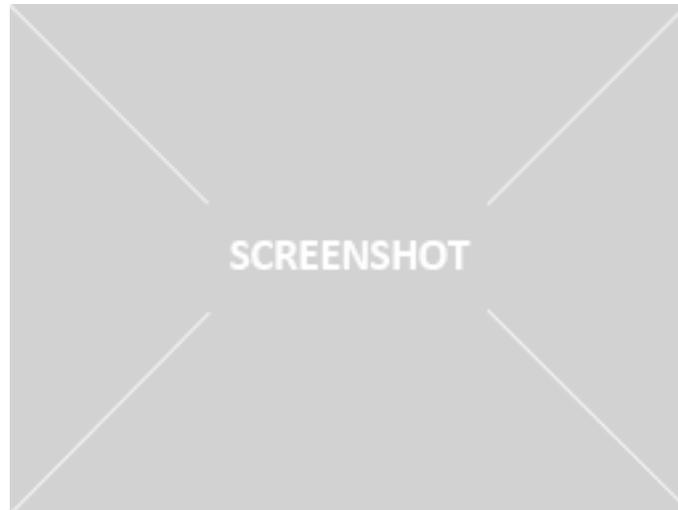
#3: What's in it for them?

You do have a section “Why choose ” down the page, but it's not visually prominent enough to catch your readers' attention instantly, and it's too much information.

Also, it's not a list of benefits but rather you giving yourself a testimonial, asking your visitors to take your word for it. Which they likely won't, because they don't know you. So it still remains unclear how you are different from any other construction firm out there.

#4: Where are you located?

It took me some time to find where you are located. The only information I was able to find about it was in the down left corner in the website's footer:



As physical proximity is an important factor for someone to decide whether they should hire you, you have to make this information visually prominent on your homepage and any other page where you expect your visitors to convert.

Clear structure and navigation

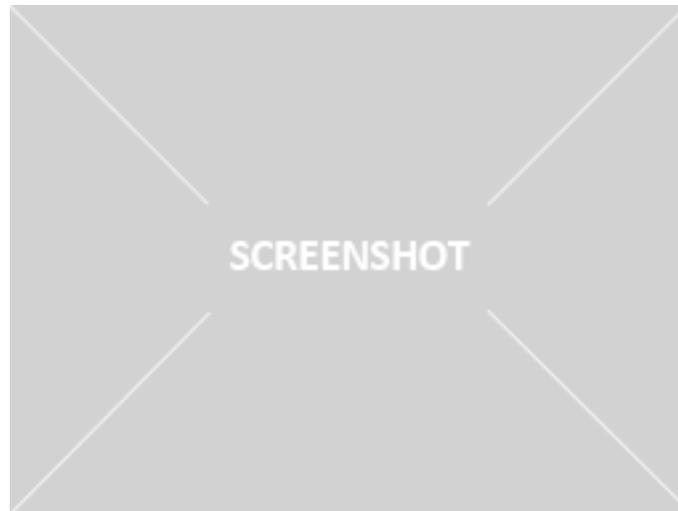
The structure and the navigation of your website are clear. The only minor suggestion I have is to change Projects into Our Work, because the latter is unambiguous and clearly communicates what to expect. "Projects" could be also "projects you generally take".

Easy way to contact you

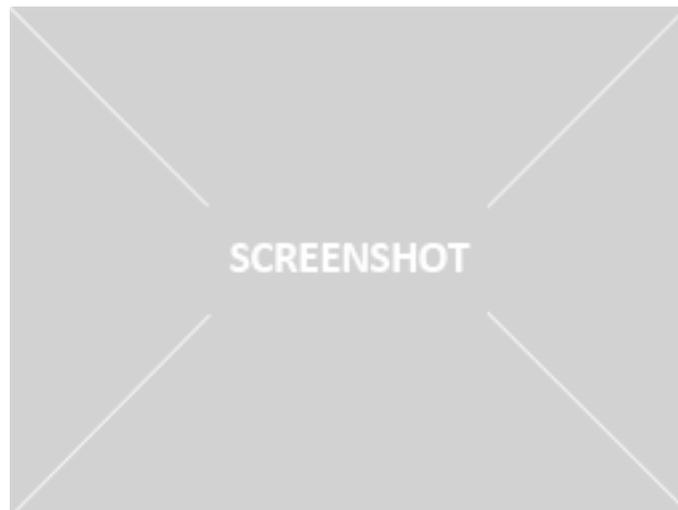
You have a link to your Contact page and the phone number clearly visible in the top right corner, which is great.

Mobile-friendliness

Your website's theme is generally mobile-friendly, but there is a problem with one of the elements – a white area that takes almost half of the screen of the homepage. This is how it looks on my phone:



This element is also present on your homepage, but not that visible, so it doesn't disturb:



The next paragraph may sound like gibberish to you, but if you show it to a person who manages your website they'll understand what I mean and would know what to do:

The reason behind this problem seems to be a Google+ publisher ID and multiple snippets of JScript that was inserted into the website. Either one needs to put them at the bottom of the page (recommended way that will also increase the website's speed) or make changes to the code to include them in a <div> element (there is currently no wrapper around them) and make it invisible via CSS.

Fast loading speed

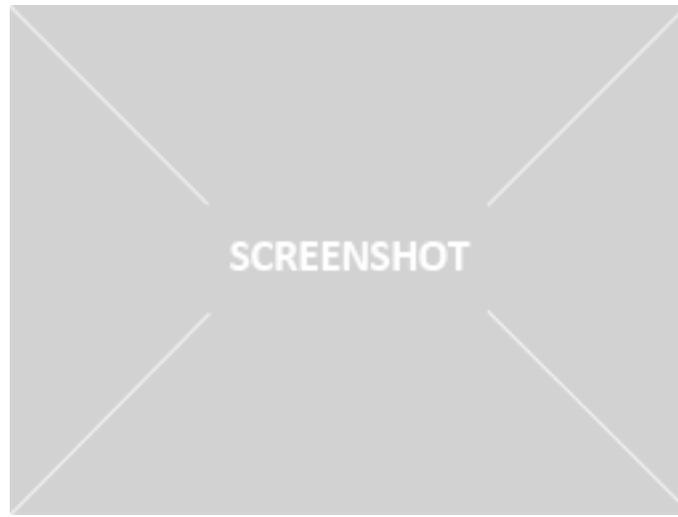
From the user side, your website loaded fast enough on desktop as well as on mobile. However, it's important that search engines regard your website as fast-loading as well. More about this in the coming paragraphs.

Review: SEO

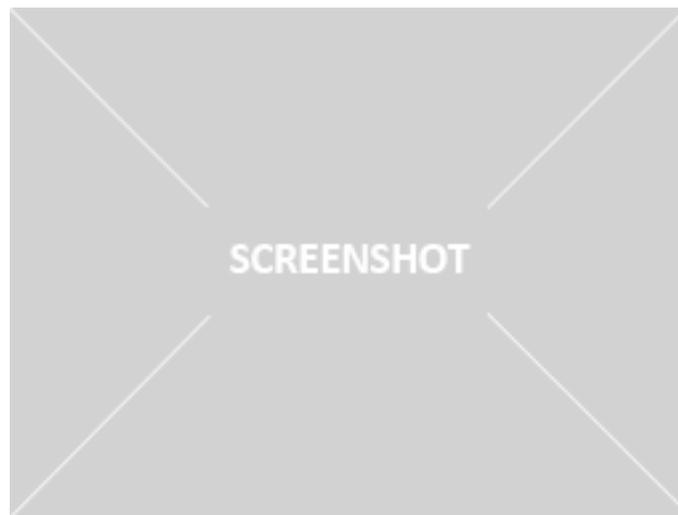
Load speed as seen by search engines

Although for me as a user your website's loading speed seemed ok, search engines were not that happy.

This screenshot from a Google testing tool PageSpeed Insights shows that your homepage scores 56/100 on mobile and 59/100 on desktop:



The other, more detailed tool GTmetrix.com also indicates that there is room for improvement:



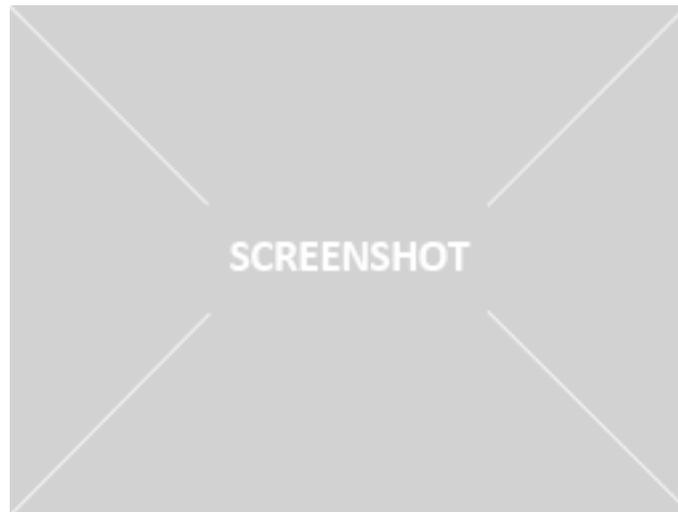
The easiest wins here for you would be to optimize the images and to enable browser caching. But if organic traffic from search results is not your priority, this is not critical.

SEO of the pages and posts

It looks like your website is not search engine optimized. For example, I identified following SEO-related problems:

Missing meta descriptions

Meta descriptions are these short snippets of text that appear next to a link in the search results:



Although a search engine won't let it empty and will pull a piece of text out of a page automatically, it's in your interest to manually control what is shown there in the search results to increase the possibility of people clicking on the link.

Following pages are missing the meta description, the first of them being your homepage:

Pages with a missing meta description

[LIST OF PAGES]

My suggestion here: Even if you don't expect any organic traffic, specify meta descriptions for the main pages, like Home, Services, About, etc. for the case if someone who met you or talked to you decides to also Google you.

Missing <h1> attribute

This is an important attribute that search engines use to determine what a page is about. It's usually the page's title. It looks like your homepage is missing this attribute.

Keyword optimization

Except of "construction", I wasn't able to identify any keyword that your homepage is targeting. This would be too broad of a keyword. What you need is something like "construction firm NY" or "construction firm Chester".

With this being said, not for every business keyword optimization is worth the effort. If you'd like to discuss this topic in greater detail, let me know.

Review: Content

Homepage

I reviewed your homepage assuming it is a page that is supposed to generate leads with its goals being:

- Primary goal: People contacting you
- Secondary goal: People staying longer on your website reading more (navigating to Services page, reading About section).

Design

Generally speaking, for a homepage to be effective and get people to take action, it has to have following things:

- 1) Clear message: People should be able to instantly understand what it is that you do specifically, for whom & what's in it for them.
- 2) Clear call to action: A prominent button that tells them what to do next.
- 3) Every element on the page should contribute to the main goal either adding information or emotion that will push the visitors towards taking that action.
- 4) Credibility enhancers: Clients' testimonials, awards, logos of famous clients, etc.
- 5) What's important should be visually prominent.
- 6) The visitors shouldn't be distracted from the main action by being presented with too many options.

Problems

In this regard, I see a number of problems with your homepage, such as:

- 1) Important information regarding what it is specifically that you do (construction, but what kind of construction?), for whom, why they should choose you & where you are located is either missing, not specific enough or hard to find.
- 2) There is no call to action button that is both visually prominent and clickable. The small text under the image does say "Contact [REDACTED] Today!" but it's hard to notice and it's not a link to click. Your visitors could click on a Contact link in the navigation menu, of course. But by making them take this extra effort you are adding to the overall effort it takes to convert, which will decrease the conversion rate.
- 3) Visually, there is nothing that grabs one's attention instantly, except of the changing images. But they contribute to getting your visitors to convert the least (see #4 below).
- 4) The changing images are too generic, look like stock images evoking no particular emotion and communicate nothing specific. I don't see how they are contributing to guiding your visitors towards taking action. Yet, they are the only element that grabs attention instantly and occupy most of the space on the homepage. I strongly recommend changing that (see my suggestions in the Summary section).

- 5) When your visitors land on your page, most of them don't know you or your firm. They don't know whether they can trust the quality of your work. Without being able to trust you, they won't convert. But you can win their trust with client testimonials. However, your homepage has only one testimonial that is located too far away from the top and doesn't include an image of the client. Not every testimonial is great. For the testimonials to evoke trust they need to be:
 - Believable
 - Using full names and images
 - Reinforcing unique value proposition
 - Using data behind the value service / product delivers (if possible)
 - Addressing fears and explains how they were eliminated (in case of your business these fears can be: Work not done in time, unexpected extra costs, poor quality of work, etc.)
- 6) There is also a bit too much information on your homepage. I suggest removing the parts that don't guide your visitors towards your primary and secondary goals (see my suggestions below).

Improvement Suggestions

These are my specific suggestions on how you can improve your homepage:

- 1) Remove the altering images and replace them with one static image that:
 - is authentic (you at work, your theme, you shaking hands with a client)
 - takes only a part of the screen making room for the headline, short introduction and a call to action on its left or right side
- 2) Create a great specific headline that communicates what you do and that one thing that you are better at than your competitors.
- 3) Add a main call-to-action button "Contact us" and a less prominent button "Services"
- 4) Move testimonials further up and place them right after the headline.
- 5) Remove the "Why choose [REDACTED]" section, as it doesn't provide enough specific information and also can't be used as a testimonial, because it's coming from you and not your clients.
- 6) Move "FAQ" section further down.

Copy

Your text on the homepage is too "me" focused. Take this line, for example:

[PARAGRAPH OF CURRENT WEBSITE COPY]

You use a lot of "we" and "our", but don't use "you" even once. Your visitors don't care what you think about yourself. They care what you can do for them. You need to communicate the benefits of working with you, and do it in a credible way backing up your claims with data and client testimonials.

If you say "unmatched expertise", "reputation for quality work" you need to immediately back it up (or not say it). The only things from this piece of text that work are:

- 25 years of experience. This is a piece of data that enhances your credibility.
- Mentioning that you are a family owned company, which is usually associated with a company who cares more about their customers.

Otherwise, you need to rewrite the copy of your homepage focusing on the specific benefits for your customers and backing your claims with evidence.

Making a concrete suggestion on how the new text should look like goes beyond this website review. If you'd like for me to rewrite the texts for your homepage, we would need to discuss it first, as I would need to know more about your target audience and your business.

Please open Homepage.html file

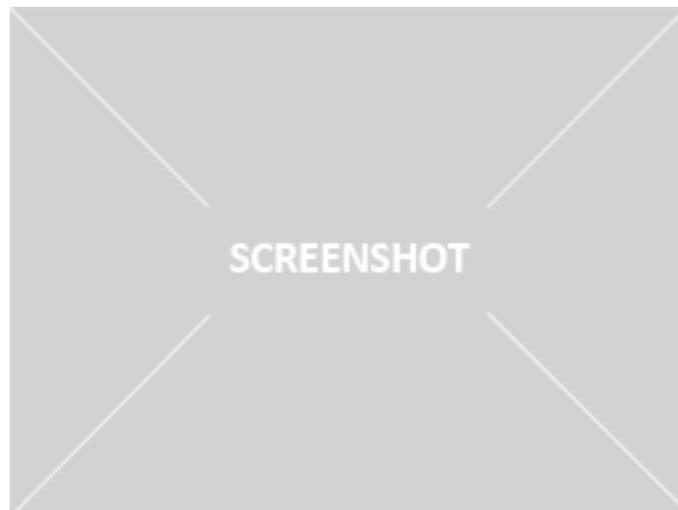
I created a mock page to demonstrate how the improved page would look like, taking into consideration these suggestions. Together with this review, you received a zip archive. Please save it to your hard drive, extract the files and click on Homepage.html. It should open in your browser.

About Section

The following paragraphs contain my review of the About section.

Problems

This is what I see when I hover over the About navigation menu:



Unfortunately, I'm confused by 2 out of 4 items in this menu: "Comparing apples to apples" and "Links". I have no idea what to expect when I click on them. And when people don't know what to expect from a link, they can't decide if it is something they want to learn about, and won't bother checking it out.

#1: "Comparing apples to apples"

When I open the "Comparing apples to apples", I see a wall of text with no highlights and have no chance deciding what it is about and whether this text is worth reading without actually reading it. Which might sound

weird, but this is how people decide whether they should read a piece of text: They scan it for visual clues (highlighted text) first.

#2: “Links”

The “Links” page is about the suppliers you recommend. I’m not quite sure why it is in your About section. It says nothing about your company.

#3: “10 reasons to choose [REDACTED]”

Regarding “10 reasons to choose [REDACTED]”, I already mentioned that this text, unfortunately, lacks objective credibility and should be re-written focusing on benefits for your clients and using claims that can be backed up with evidence.

#4: “Company history”

Finally, I find a real gem when I click on “Company history”! For your potential clients, it’s important to know what kind of person you are.

Although the text is rather long and needs some formatting to break up long paragraphs and add highlights, it’s wonderful for getting your potential customers to know, like (and as a consequence, trust) you. Its snippet definitely belongs on the homepage with a subtle link to “read more” for those who got interested.

The video is generally a great idea, but the one you have seems to offer only family photos with no apparent story or connection to your firm behind them. I suggest either removing it or adding some text to the photos so that people understand how it is related to your business.

#5: “About”

This is something I wouldn’t have found as your potential client:

When you don’t select any of the links below About and simply click on the main About link, another page appears ([link to page]).

Super important information is buried here: Your areas of expertise! This belongs to your homepage and should be communicated to your visitors straight away, as this information influences their decision on whether to hire you or not.

However, not every area of expertise is clear to me (remember, your potential customers are not constructors; they don’t understand the specific terms constructors use). See my comments below in [blue](#):

[DETAILED REVIEW OF CORRESPONDING SECTION]

Improvement suggestions

Here are my suggestions on how to improve your About section.

- 1) From what I understood so far from your website, you would be better off **with a single About page** that:
 - Introduces your company mentioning that it’s family-owned and 25 years in business.
 - Introduces you as an owner and contains the shortened form of what is currently “Company history”.

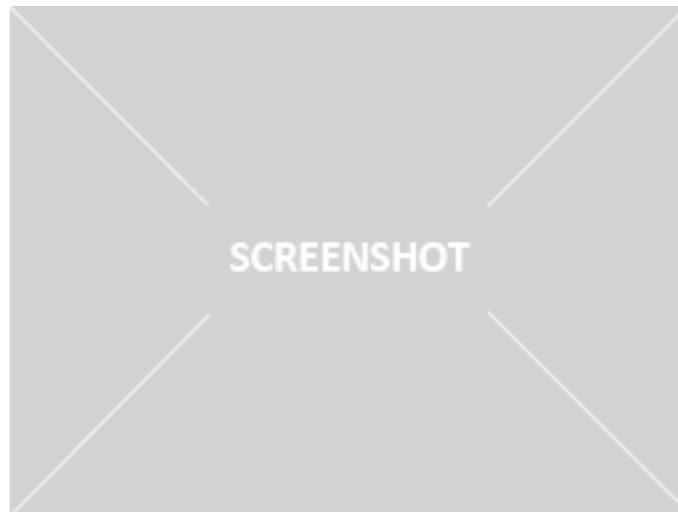
- Mentions your areas of expertise
 - Communicates why your customers should choose you (benefits that are backed up with claims).
 - Contains a clear call to action (“Contact us” button and phone number)
- 2) Respectively, remove “Links”, “10 reasons...”, “Comparing apples to apples...” and “Company history” drop-down menu entries under “About” navigation.

Services Section

The following paragraphs contain my review of the Services section.

Problems

This is what I see when I hover over the Services menu in the navigation:



Generally speaking, it’s a clear menu. The submenus give a clear idea what that one service is. However, when I check out the respective pages, I don’t find things I’ve expected to find (see below).

#1: New home construction

I assumed this page will tell me how your firm does home construction, with clear description of what is included, how the process goes, maybe client testimonials, etc.

Instead, I found a general article on what kind of homes there are out there. I’m not quite sure about the purpose of this article. Is the information I was expected buried somewhere within the text? Even if it is, your visitors won’t find it. They will stop reading it after the first paragraph as soon as they see that this page violates their expectations on Services description.

However, the text itself is wonderful. If you format it making the font bigger, split the long paragraphs, use bold headings and images, it will make a great blog post.

But it’s definitely not a service description.

#2-#4: The same holds for the other 3 pages: Good texts that can be turned into great blog posts. But not descriptions of services.

Improvement suggestions

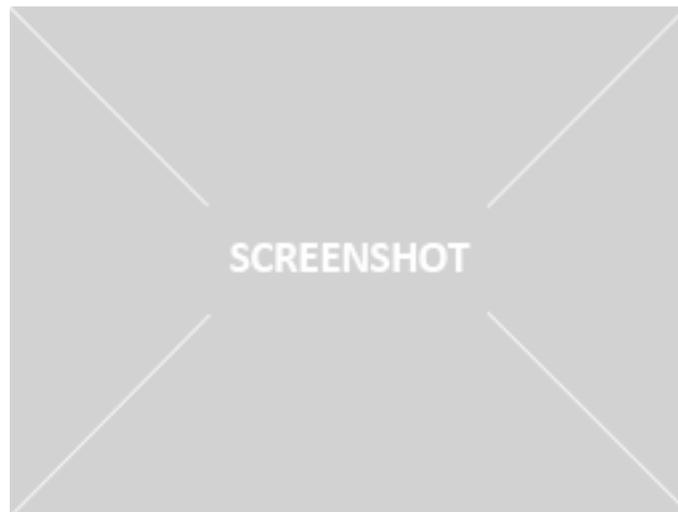
Here are my suggestions for your Services section:

As far as I can judge, for now you don't have any page that describes the services you offer in a concise and clear way. So the main task here is to create one :)

I can't make any specific suggestions in this regard, as I wasn't able to figure out what services you offer exactly. But probably one page would be enough here as well. Similarly to your About page, it should also contain a call to action.

Footer

In this section, by "Footer", I mean this part of it:



The information that your footer contains should actually be displayed first thing when the visitors land on your homepage. It has all the crucial information regarding your expertise, what areas you operate in geographically and the video. These are all the things that people currently are looking for but not finding on your homepage (footer is the last thing people look at).

My suggestions here:

- 1) Incorporate all the current information from the footer - contact data, geographical location, areas of expertise - into the main part of the homepage.
- 2) Annotate the video in the footer and add a sentence for each photo stating what exactly you did there.

Summary: Improvement suggestions

This section summarizes all my improvement suggestions regarding your website in general, Homepage, About- and Services pages.

Website in general

- 1) Increase readability making the font bigger, at least 16px (currently, it's 12px).
- 2) Add a favicon.
- 3) There is white area with the link to your Google+ that takes too much space when your website is viewed on mobile. Either one needs to put them at the bottom of the page (recommended way that will also increase the website's speed) or make changes to the code to include them in a <div> element (there is currently no wrapper around them) and make in invisible via CSS.
- 4) Improve website loading speed by activating browser cash and optimizing the images.
- 5) If you'd like to improve the traffic from the search results:
 - a) Add missing meta descriptions
 - b) Add <h1> tag to your homepage
 - c) Optimize your website for the keywords
 - d) Optimize for local search

Note: Search engine optimization won't bring you immediate results. To see the results from the SEO, you need a strategy and consistent effort over at least 6 months. Let me know if you'd like to discuss this further.

Homepage

- 1) Remove the altering images and replace them with one static image that:
 - is authentic (you at work, your theme, you shaking hands with a client)
 - takes only a part of the screen making room for the headline, short introduction and a call to action on its left or right side
- 3) Create a great specific headline that communicates what you do and that one thing that you are better at than your competitors. You can use one of these formulas:

We {do this} for {whom}

{What} for {whom}

{Do this} to/and {get the benefit}

{Doing this} {with this benefit}

{What} {with what benefit}

{Get this benefit} {by doing this}

- 4) Add a main call-to-action button “Contact us” and a less prominent button “Services”.
- 5) Move testimonials further up and place them right after the headline.
- 6) Add more quality testimonials to make it 3 testimonials with images and names of the clients. A quality testimonial is:
 - Believable
 - Uses full names and images
 - Reinforces unique value proposition
 - Uses data behind the value service / product delivers (if possible)
 - Addresses fears and explains how they were eliminated
- 7) Remove the “Why choose [REDACTED]” section, as it doesn’t provide enough specific information and also can’t be used as a testimonial, because it’s coming from you and not your clients.
- 8) Move “FAQ” section further down.
- 9) Rewrite the texts on the homepage to use less “we” / “our” and focus more on your potential clients and what you can do for them.
- 10) Incorporate all the current information from the footer - contact data, geographical location, areas of expertise - into the main part of the homepage.
- 11) Annotate the video in the footer and add a sentence for each photo stating what exactly you did there.
 - a. Narrow dark stripe:
 - Copyright (you have that already)
 - Main navigation: Home, About, Services, Contact us, FAQ

Please open Homepage.html file

I created a mock page to demonstrate how the improved page would look like, taking into consideration these suggestions. Together with this review, you received a zip archive. Please save it to your hard drive, extract the files and click on Homepage.html. It should open in your browser.

About section

- 1) Make it one page only.
- 2) Make sure your new About page:
 - Introduces your company mentioning that it’s family-owned and 25 years in business.
 - Introduces you as an owner and contains the shortened form of what is currently “Company history”.

- Mentions your areas of expertise
 - Communicates why your customers should choose you (benefits that are backed up with claims).
 - Contains a clear call to action (“Contact us” button, phone number, office hours)
- 3) Remove “Links”, “10 reasons...”, “Comparing apples to apples...” and “Company history” drop-down menu entries under About navigation menu. About navigation menu should lead to the new About page.

Services section

- 1) The pages that one can currently access through the drop-down menu do not fulfill the expectations your visitors have on a Services page. Remove them from the drop-down menu and rewrite them as blog posts.
- 2) Create new Services page(s) that describe your services in a clear and concise way, and offer a call to action. Unfortunately, I can’t provide more concrete suggestions here as I wasn’t able to determine what specific services you offer.

Suggestions on how to get better qualified leads and increase conversion

I was able to identify quite some content on your website that will make great blog posts: The 4 services subsections, “10 reasons to choose [REDACTED]”, “Comparing apples to apples” (although this needs another title that clearly communicates what it is about and what’s the benefit of reading it).

Depending on your priorities and resources available, you might consider starting a blog. Content marketing, although time-intensive, is still the best way to get the word out.

If you think this is too much effort, you could consider running a Google AdWords campaign guiding anyone who looks for “construction firm NY” or {specific service you offer} + {city} to your homepage (after you’ve implemented the changes to increase conversion).

It is also the best way to test whether the changes to the homepage are working. If they do, you’ll see the cost for the ads, which are low in comparison to the payment you get when hired, immediately covered.

I hope this was helpful. If you have any questions, just drop me a line at contact@gillandrews.com.



[Gill Andrews](#)

Gill Andrews is a versatile content creator and web consultant for small businesses and solopreneurs who can make your website (finally) work for you. When she is not writing blog posts or reviewing websites, she is probably running after her toddler son or eating chocolate cake (because reviewing websites and running after toddlers requires a lot of energy). Find out more at gillandrews.com.