

Contractor Website Improvement Guide

3 Proven Ways to Turn Your Website
Into a Lead-Generating Machine

By Jack Jorgensen,
Owner of Tenaya360

Why Most Contractor Websites Don't Bring Enough Leads

Many contractor websites look professional but don't generate consistent inquiries.

- **Common issues:**
 - Hard-to-find contact info
 - Slow mobile load times
 - Not optimized for search (SEO)
 - No clear calls-to-action (CTAs)
 - Bad portfolios that don't convert
- **Result:**

Missed opportunities and lost revenue.



3 Key Fixes That Consistently Boost Leads



1. SEO-Optimized Service Pages

- Ensure each service (roofing, remodeling, plumbing, etc.) has its own page.
- Target local search terms like “kitchen remodeler [city]” so customers can actually find you.



2. Clear Calls-to-Action & Contact Forms

- Place phone numbers and “Get a Quote” buttons prominently above the fold.
- Use simple, short forms to encourage more inquiries.



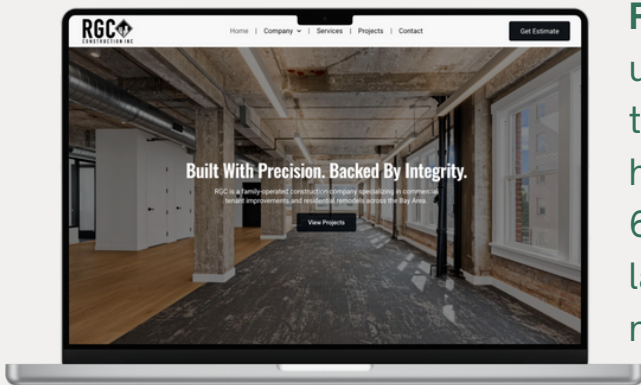
3. Mobile-Friendly & Fast Loading

- Over 60% of searches are mobile. If your site loads slowly or is hard to navigate, customers leave.
- A fast, responsive design keeps prospects engaged and ready to contact you.

What Contractors Gain From These Fixes

- More visibility in Google search results
- More inquiries directly from the website
- Stronger credibility when bidding against competitors

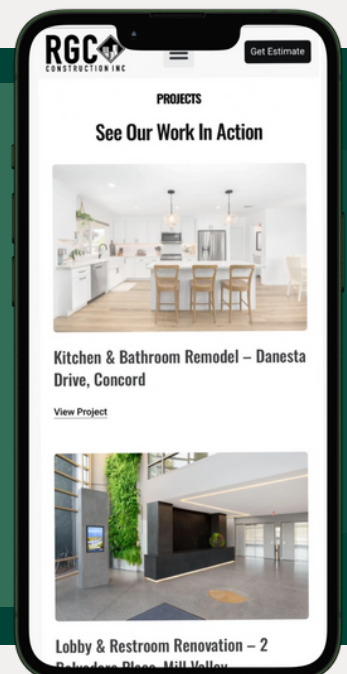
Who We've Helped (and What Happened)



RGC Construction in Walnut Creek came to us looking for a site that better represented their work. We built a custom site and handled their foundational SEO. In the first 60 days, they tripled their lead volume and landed an \$85,000 project directly from a new website lead.

RGC Construction had no web presence before working with us. We launched their first site and got them ranking on page one for key local searches. In just three months, they brought in over a dozen quality leads.

"Jack went above and beyond to get our website built and pushed across the finish line. He was easy to work with and very knowledgeable with web design and SEO. We couldn't be happier with our choice. He even drove to our Concord office from Walnut Creek to take photos for our site. We are already getting compliments on our new website. Above and beyond!" — Mike, Owner



Get a Free SEO Audit

Tenaya360 is offering:

- A **free SEO audit** of your current site (custom report)
- **\$1,000 off** any of our website packages

Ready to see how your website can generate more leads? Contact us today to claim your free audit.

Here's how we make it easy. First, we jump on a quick call to talk through your goals and make sure we're a good fit. Then we send over a clear plan with a timeline, quote, and next steps. Once you're ready, we handle everything: the design, SEO, content, and the full site launch. And when it's live, your site starts working for you.

We've built over 200 websites for local businesses and we are founded right here in the Bay Area. We understand this market and how to help construction firms stand out in it.



Schedule a call with Jack

Let's talk about how we can help your business generate leads, get found online, and become the go-to provider in your industry.

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