



WordPress Website Design & Dev Brief & Roadmap

Objective: This project involves the design and development of a new, fully-responsive WordPress website for a home service contractor business. The goal is to create a conversion-friendly, SEO-optimized website that attracts potential customers, generates leads, and provides easy access to service information. The website should be visually appealing, easy to navigate, and optimized for both desktop and mobile users.

Project Goals:

- Establish a professional online presence.
- Drive high-quality leads through optimized landing pages and clear calls to action (CTAs).
- Improve local SEO performance to increase visibility in search engines.
- Provide an excellent user experience (UX) with fast loading speeds and mobile responsiveness.
- Showcase services, customer testimonials, galleries, and contact information in an intuitive manner.
- Integrate Google Reviews and reputation management features to build trust with visitors.

Key Deliverables:

- 1. Custom WordPress Design:**
 - A modern, visually appealing design tailored to the home services industry.
 - Fully responsive design optimized for mobile, tablet, and desktop devices.
 - Branding consistency with business colors, fonts, and logos.
- 2. SEO-Optimized Structure:**
 - SEO-friendly site architecture with optimized meta tags, headings, and keyword usage (** included with SEO Bundled Solutions marketing plan*)
 - Local SEO implementation, including schema markup, Google My Business integration, and service area targeting. (** included with SEO Bundled Solutions marketing plan*)
 - Fast loading speed for better user experience and SEO ranking.
- 3. Service Pages:**
 - Individual pages for each key service (e.g., plumbing, HVAC, electrical, etc.).
 - Each page should include an overview of the service, clear CTAs (e.g., "Get a Free Quote"), customer testimonials, and service area information.
 - Integrate visuals such as photos or videos to highlight the services.
- 4. Contact Page & Lead Generation Forms:**
 - Custom-designed contact page with easy-to-use lead forms and click-to-call buttons for mobile users.

- Lead generation forms should be prominently displayed on the homepage and relevant service pages.
 - Google Maps integration to showcase the business location.
 - Contact form with automated email notifications to the business when submissions are made.
- 5. Testimonials and Reviews Section:**
- Display customer testimonials and integrate Google Reviews to build trust and credibility.
 - Create a section for customers to submit their reviews directly on the site.
 - Design visual elements to highlight key reviews on service and landing pages.
- 6. Blog/Content Section** (** Optional...not automatically included with all websites*):
- Blog functionality for publishing educational content, home maintenance tips, and service-related articles to boost SEO and engage users.
 - Create a category system to organize blog posts by service or topic (e.g., HVAC tips, plumbing maintenance).
- 7. Call to Action and Conversion Points:**
- Strategically placed CTAs across the website, including "Request Service," "Get a Free Estimate," and "Contact Us."
 - Sticky call buttons for mobile users to easily access contact information at any point.
 - Design thank-you pages and automated follow-up emails for each form submission.
- 8. On-Site Chat Integration** (** Optional...not automatically included with all websites*):
- Include a live chat or chatbot feature to engage visitors in real-time and capture leads 24/7.
 - Ensure the chat function is simple, mobile-friendly, and integrated with lead capture.
- 9. Image and Video Galleries:**
- Photo and video galleries to showcase before-and-after work, completed projects, and team members.
 - Implement professional, high-quality visuals that align with the home services business.
- 10. Social Media Integration:**
- Add social media icons and links to the business's profiles (Facebook, Instagram, LinkedIn, etc.).
 - Display social media feeds (optional) on the homepage or footer for real-time engagement.
- 11. Security Features** (** Optional... depends on where the website will be hosted*):
- SSL certificate installation for secure browsing (HTTPS).
 - Regular backups and security plugins to protect the website from threats.
 - Spam protection on forms and reCAPTCHA to prevent bot submissions.



12. Analytics and Tracking (* Conversion Tracking is optional):

- Integrate Google Analytics and Google Search Console to track visitor behavior, website performance, and lead generation metrics.
 - Set up conversion tracking for key actions (form submissions, click-to-call, etc.).
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Key Tasks and Timeline (*Most Websites take 6-8 weeks, depending on scope of project and client responsiveness*):

Discovery & Planning

- **Task 1:** Conduct a discovery session to understand business goals, target audience, and competitors.
- **Task 2:** Identify key service pages, required functionalities, and design preferences.
- **Task 3:** Develop a site map outlining the structure of the website, including homepage, service pages, blog, and contact page.
- **Task 4:** Conduct SEO research to determine local keywords, content strategies, and competitor analysis.

Design Mockups & Approval

- **Task 1:** Create initial design mockup for the homepage
- **Task 2:** Present mockup to the client for feedback and revisions.
- **Task 3:** Finalize the design based on client feedback and prepare the development environment.

Website Development

- **Task 1:** Set up the WordPress environment, including theme customization and plugin installation.
- **Task 2:** Develop key website pages, including the homepage, service pages, blog section, and contact page.
- **Task 3:** Integrate contact forms, on-site chat, Google Reviews, and lead capture tools.

Content Upload & Refine Site Architecture

- **Task 1:** Add and optimize content (text, images, videos) across all pages.
- **Task 2:** Set up the blog section and upload the initial posts to boost SEO.
- **Task 3:** Test lead generation forms, CTAs, and conversion tracking tools.



Testing & Review

- **Task 1:** Conduct thorough testing of the website, including speed, mobile responsiveness, and cross-browser compatibility.
- **Task 2:** Perform user testing to ensure the website is easy to navigate and leads are being captured efficiently.
- **Task 3:** Review and refine any design or content issues based on client feedback.

Launch & Post-Launch Support

- **Task 1:** Launch the website on the business's hosting environment.
- **Task 2:** Ensure all tracking tools (Google Analytics, Search Console) are functioning properly.
- **Task 3:** Provide post-launch support for any technical issues, including backups and security.
- **Task 4:** Schedule a training session with the client on how to manage and update the WordPress site.

Additional Considerations:

- **Ongoing SEO Strategy:** Develop a long-term SEO strategy to continue improving local rankings through regular blog posts, backlink building, and local citations.
- **Reputation Management:** Integrate automated tools for review management, encouraging happy customers to leave reviews on Google and other platforms.
- **Future Integrations:** Plan for potential integrations with CRM systems, email marketing platforms, and advanced analytics.

Project Wrap-Up:

This website will serve as a key marketing asset for the home service contractor business, driving lead generation and enhancing online visibility. By combining a strong design with a user-friendly experience, SEO optimization, and clear conversion points, the website will help your business stand out in a competitive local market.