

FOR FLORIDA HOME SERVICE BUSINESSES

A custom website. A plan for local growth.

A practical combination of web design, custom PHP features and local marketing.

coastal-exterior-care.example / design concept

 **COASTAL EXTERIOR CARE**

Services Our work Contact

Make your home look its best.

Exterior cleaning for Brevard County.
Tell us about your property and the work you need.

Request an estimate

House washing / Driveways / Paver care

Start your estimate



Fictional business. Visual concept only; sample form does not submit.

Designed around the customer's next step

Find the right service

Clear pages explain the work, service area and next step.

See the quality

Use actual project photos and genuine customer feedback.

Send a useful request

Collect the service, location and photos before a follow-up call.

Your website and marketing package.

Clear scope, useful custom features, and a monthly plan you can measure.

CUSTOM WEBSITE

\$1,500

One-time build

- Up to 5 mobile-friendly pages
- One custom PHP inquiry workflow
- Gallery and optional photo uploads
- Basic on-page search setup
- Analytics and inquiry tracking
- Two revision rounds

OPTIONAL LOCAL MARKETING

\$350 / month

Includes website care

- Hosting, updates and backups
- 4 social posts from supplied photos
- 2 Google Business Profile updates
- 1 agreed local search improvement
- Inquiry report + 1 hour of small edits
- Paid ads quoted separately

50% to start

\$750 deposit

50% before launch

\$750 balance

A practical first month

01

Review and plan

Choose target services and cities, gather content, and record starting inquiries.

02

Build and test

Create page layouts and the PHP form, review twice, and test on mobile.

03

Launch and measure

Publish after approval, connect tracking, and begin the agreed marketing plan.

Suggested starting scope; final quote follows a review. Domain registration, third-party tools, paid advertising and ad management, portals and complex booking systems are separate. Client owns their domain and paid source code. Build target: 2-3 weeks after content, access and deposit.

How the numbers could change.

ILLUSTRATION ONLY

Assumed numbers for a sample business. Scenario math, not a prediction.

Monthly measure	Starting example	Website only	Website + marketing
Website visitors	500	500	750
Inquiry rate	2%	4%	4%
Customer inquiries	10	20	30
Booking rate	30%	30%	30%
Booked jobs	3	6	9
Average job value	\$250	\$250	\$250
Monthly sales	\$750	\$1,500	\$2,250

Assumes enough capacity to serve the booked jobs. The combined example assumes 50% more visitors and an inquiry rate rising from 2% to 4%; neither gain is taken from the research on page 4.

Combined example versus the starting example

+\$1,500

Illustrative additional monthly sales

+\$550

Monthly contribution after marketing

Example business math: \$1,500 in additional sales x 60% remaining after direct job costs = \$900. Subtract the \$350 monthly plan to leave \$550 before tax, fixed overhead and the one-time \$1,500 website build cost. No paid advertising budget is included.

Evidence behind the approach.

Published examples support measuring site performance and customer acquisition.

+8%

sales in an A/B test

Vodafone | Controlled website test

Vodafone split traffic between visually identical pages. Improving its main-content loading metric by 31% produced 8% more sales and a 15% higher visitor-to-lead rate.

Google web.dev | March 17, 2021

web.dev/case-studies/vodafone

+8.4%

retail conversions

Deloitte | Observational research

Retail conversion rates were 8.4% higher alongside a 0.1-second natural improvement in mobile site speed. Google commissioned this 2020 study; it reports an observed association.

Deloitte | Milliseconds Make Millions | 2020

deloitte.com - [Read the research](#)

90%

customer acquisition

The Prime Cleaner | Owner-reported results

The owner attributes 90% of customer acquisition to Google Ads, organic Google Search and its Google Business Profile. This is a Google-published success story, not a controlled experiment.

Grow with Google | The Prime Cleaner

grow.google/stories - [Read the case study](#)

These examples involve other businesses and different interventions. They do not measure a custom PHP advantage or forecast this sample's results. Choose useful features and track actual inquiries and booked jobs.