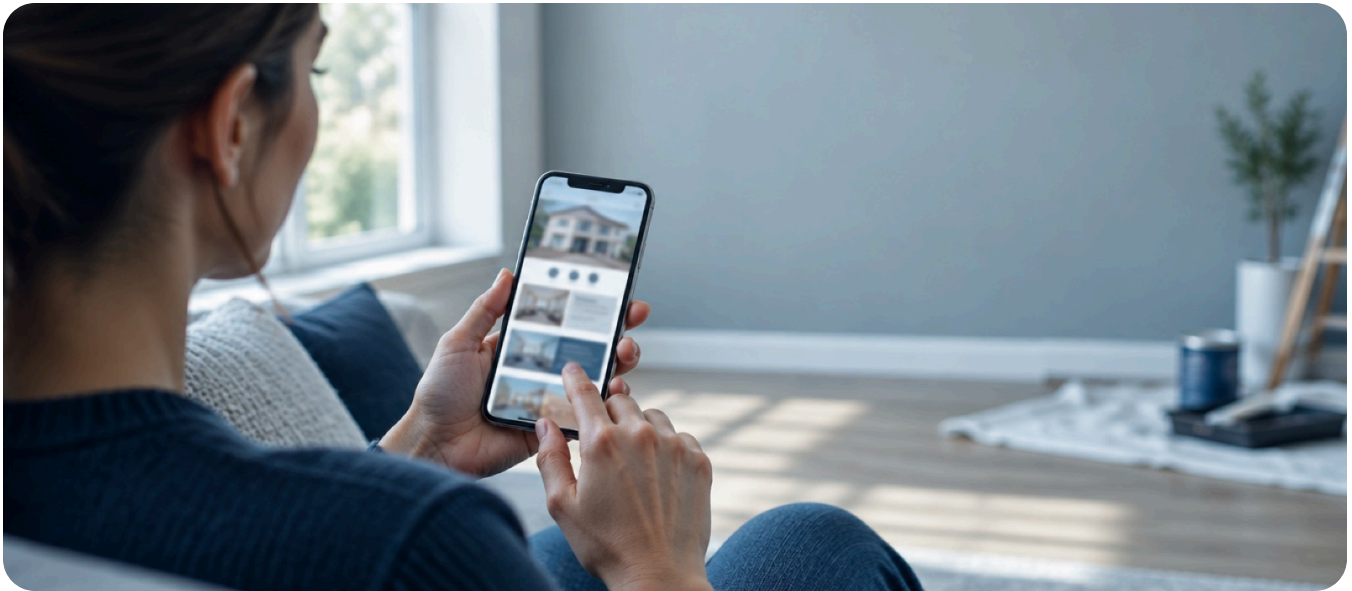




Why your painting website gets visits but no estimates (and the fix)

The six things a painting company website must do on a phone in two minutes, and the pages, plugins, and copy that only get in the way.

By Austin Gailey · 2 min read

A homeowner spends about two minutes on a painter's site, on a phone, comparing it to two others. The site's whole job is to make the call or the estimate request happen inside those two minutes. Everything below is judged by that.

What it needs

- 1. A number they can tap.** In the header, on every page, click-to-call. If they have to copy it, you lose a share of them.
- 2. An estimate request that goes somewhere fast.** Into a CRM that texts them back in seconds and puts the request on your calendar. A form that emails you is a slow reply.

3. Recent work, above the fold. Real photos of the last few jobs. Exteriors in spring, interiors and cabinets in winter. A house like theirs, in a neighborhood they recognize. Phone photos are fine; stock photos are worse than none.

4. Your service area, in words. "Residential painting in Arvada, Westminster, and Broomfield." It tells the homeowner yes, and it tells Google where to show you.

5. Reviews, pulled in from Google. Three or four recent ones, with names. Not a testimonial page nobody visits.

6. Speed. Under two seconds on a phone. Big uncompressed photos are the usual reason a painter's site is slow. Resize them.

What it does not need

A long "About" page. A paragraph and a photo of the crew. Nobody chooses a painter by reading their values.

A blog you will not write. A site with three posts from 2022 looks abandoned. If you are going to write, write. If not, leave it off.

A quote calculator. It produces a number you will have to walk back on the walkthrough. Book the estimate instead.

Every service you have ever done. Lead with the three you want more of. The rest can live on one page.

Pop-ups, chat widgets, and animations. They slow the site and cover the phone number.

If your current site is good

Keep it. The [Phase 1 program](#) connects an existing site to the CRM and the text-back instead of replacing it. A new build only makes sense when the site fails the list above.

If it is not

We build one that does the six things, on your own domain, with your photos. It takes days, not months, and you approve it before it goes live. [Book a call](#) and bring your current URL; we will tell you which side of the line it is on.

NEXT STEP

Want this set up for your company?

Twenty minutes on the phone. We look at your site, your Google profile, and how your calls get answered, and you leave with a plan. Do it yourself or have us do it.

Book a call: marketing4painters.com/book

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