

EZ CONTRACTOR WEBSITES

DOYLESTOWN, PENNSYLVANIA

You've got the skills. We get you the **calls.**

A professional website built for your trade, your own domain, business email, and your first Google Ads campaign free. One flat price, paid once, and you own all of it.

PLUMBERS · ELECTRICIANS · ROOFERS · HVAC · MASONRY · REMODELING · EVERY TRADE

WHAT'S INSIDE THIS BROCHURE

- What it costs you to have no website
- Every feature explained in full
- Example sites we have built
- How Google's local top three works
- EZ CRM and custom trade tools
- The three day build process
- All three packages side by side
- Straight answers to real questions

PACKAGES FROM \$699. PAID ONCE.

No monthly fees. No maintenance fees. No fine print.

ezcontractorwebsites.com

152 N Main St, Doylestown, PA 18901

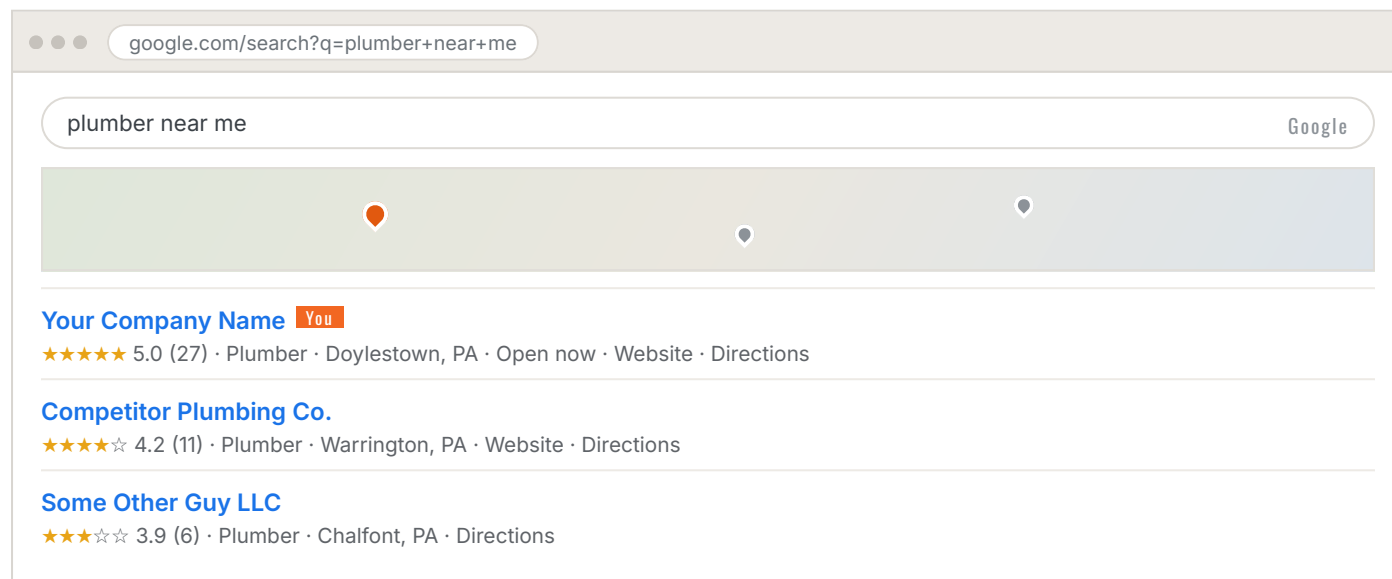
The homeowner already looked you up. What did they find?

When somebody needs a plumber, an electrician, a roofer, or a remodel, the first thing they do is search Google and compare three or four names. The tradesman with a clean, professional website looks established and trustworthy. The one with nothing, or with a dead Facebook page from 2019, looks like a risk. **Homeowners do not hire risks for jobs that matter.**

You can be the better tradesman, charge a fairer price, and do cleaner work, and still lose the job to the guy who simply looks more legitimate online. That is not a skills problem. That is a shop window problem, and it is fixable in three days.

THE LEAD-BUYING MATH

If you are buying leads from Angi, HomeAdvisor, or Thumbtack, you already know how it works. You pay for every lead, you split those leads with three competitors who got the same call, and the moment you stop paying, the phone stops ringing. **That is renting customers. A website you own is how you start keeping them.**



This is the whole game in one picture. Three names get the calls. Everybody underneath is fighting over what is left, and the two things that put you in that box are a real website and a Google Business Profile working together.

What we actually do about it

We build tradesmen a professional website, register a domain in your own name, set up business email at that domain, launch your first Google Ads campaign, and on the top package set up your Google Business Profile and generate your first five real reviews. **You pay one time. There is no retainer, no maintenance fee, and no software subscription quietly billing your card.** When you need a change, you tell us and we make it. Otherwise it sits there working for you.

Everything you get, explained in full

This is not a starter package with a menu of add-ons waiting behind it. It is the complete setup a working tradesman needs to look professional online and start pulling in jobs.

1. A custom website built for your trade

Your site is designed around what actually wins work in the trades: photos of your jobs, the services you offer, the towns you cover, your reviews, and a phone number that is one tap away on every screen. It is built mobile first, because roughly three out of four homeowners will open it on a phone while standing in the room that has the problem. Every page is written to do one job, which is to turn a visitor into a phone call.

WHAT IS INCLUDED

- Multi-page site: home, services, work, reviews, contact
- Written copy for your trade, not filler text
- Your job photos laid out as a proper gallery
- Service area pages naming the towns you cover
- Tap-to-call button pinned on every screen
- Contact and estimate request form sent to your inbox
- License numbers, insurance, and trust badges
- Fast, secure hosting with an SSL certificate

2. Your own custom domain

You get a real web address like YourCompanyName.com, registered and set up for you. It is registered in your name, which means it is yours and not ours. Put it on your truck, your yard signs, your business cards, and the bottom of every estimate you hand over. A real domain quietly tells a customer you are an established business that will still be here when the warranty matters.

WHAT IS INCLUDED

- We check what is available and advise on the best name
- Domain registered in your name, with you as the owner
- All the technical setup wired to your site and email
- Yours to keep and move any time, forever

BUILT FOR THE PHONE FIRST

Roughly three out of four homeowners will open your site on a phone, usually while standing in the room that has the problem. Your site is designed for that screen first and the desktop second, which is the opposite of how most cheap websites are built.

3. Professional business email

Sending a \$40,000 estimate from mike4576@gmail.com costs you jobs, whether anybody ever tells you or not. We set up email at your own domain, like mike@yourcompanyname.com, so every quote, invoice, and follow-up you send looks like it came from a real operation. It works on the phone you already carry, in the app you already use.

WHAT IS INCLUDED

- Professional mailbox at your own domain
- Set up on your phone and your computer for you
- Correct mail records so your quotes are not marked spam
- Included with The Works and The Local Legend

YOU OWN ALL OF IT

The domain is registered to you and the website is yours. We are not one of those companies that holds your site hostage behind a monthly fee. If you ever walk away, everything walks with you. The only ongoing costs are the standard third-party ones every website on earth has, meaning your annual domain renewal and hosting, set up in your name at normal market rates with no markup from us.

Inbox · Estimate for 214 Sycamore Ln

BEFORE

mike4576@gmail.com · Estimate attached

Looks like a side job. The homeowner wonders who they are actually hiring.

AFTER

mike@yourcompanyname.com · Estimate attached

Same estimate, same price, and it now reads like it came from a real company with a real address.

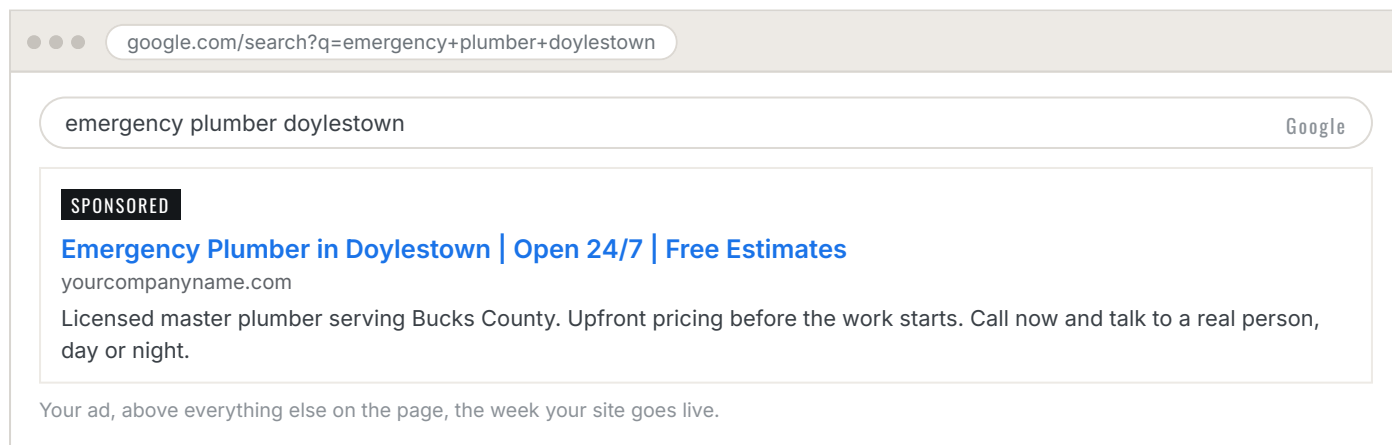
The address on the estimate is part of the estimate. On a \$40,000 job, the homeowner is looking for a reason to feel safe. This is one of the cheapest reasons you can hand them.

What the whole setup adds up to

A site that loads fast and calls you back, a web address you can print on a truck, and an email that matches it. Those three pieces are what separate a business from a guy with a phone number, and they are the reason a homeowner picks you over the two other quotes sitting on the kitchen table. **All three are set up for you, in your name, in three days.**

4. One free Google Ads campaign, **built and launched for you**

A brand new website has no history with Google, so left alone it can sit quietly for weeks before anybody finds it. We do not leave it alone. We build and launch your first Google Ads campaign at no charge, pointed at the people in your area typing exactly what you do into their phone right now.



The screenshot shows a Google search interface. The address bar contains 'google.com/search?q=emergency+plumber+doylestown'. The search bar contains 'emergency plumber doylestown'. A sponsored ad is displayed below the search bar. The ad has a 'SPONSORED' label in a black box. The ad text reads: 'Emergency Plumber in Doylestown | Open 24/7 | Free Estimates', followed by 'yourcompanyname.com' and 'Licensed master plumber serving Bucks County. Upfront pricing before the work starts. Call now and talk to a real person, day or night.' Below the ad, a note states: 'Your ad, above everything else on the page, the week your site goes live.'

What we do for you, at no charge

- Keyword research for your trade and your service area
- Call and form tracking so you can see what worked
- Ad copy written and tested for tradesmen
- Campaign built, reviewed, and launched for you
- Negative keywords so you stop paying for junk clicks
- Account created in your name, so it stays yours
- Location targeting set to the towns you actually drive to
- Work agencies typically bill hundreds of dollars for

THE ONE THING THAT IS NOT FREE

The ad budget itself is paid directly to Google, and you set it. You decide whether that is five dollars a day or fifty, and you can pause it any time. We are not marking it up or touching it. The build and the launch are the part we are giving you.

\$2

BACK PER \$1 SPENT

Google's own published estimate of what businesses average in profit from search advertising.

Day 4

ADS RUNNING

Your site does not sit waiting to be discovered. It starts working the week it goes live.

\$0

SETUP COST TO YOU

The campaign build is included with The Works and The Local Legend packages.

Ads and search work together, not instead of each other

Ads buy you the top of the page today. Your website and Business Profile earn you the top of the page for years. Running both from day one means you get calls while the slower, cheaper, permanent side builds up underneath. **Once the free traffic is coming in, you can turn the ad spend down whenever you want.**

See our work

Example sites from our workshop for three common trades. Every one is browsable in full at ezcontractorwebsites.com, page by page, the way a homeowner would see it. Your site gets the same treatment with your name, your photos, and your service area.

ridgelineroofing.com

Ridgeline Roofing

ServicesOur WorkReviewsContact(215) 555-0148

Roofs built to outlast the weather.

Licensed and insured roofing for Bucks County since 2004. We inspect for free, quote in writing, and stand behind every shingle with a 10-year workmanship warranty.

GET A FREE INSPECTION

LICENSED & INSUREDFREE INSPECTIONS10-YEAR WARRANTYSTORM DAMAGE EXPERTS



Roof Replacement
Full tear-off with architectural shingles or standing-seam metal.



Repairs & Leaks
Honest repairs that fix the problem instead of hiding it.



Storm Damage
Insurance-ready documentation after every storm, at no charge.

Ridgeline Roofing. Built around free inspections, storm damage calls, and the trust badges homeowners look for before they let anybody on the roof.

bianchiconcrete.com

Bianchi & Sons

ServicesGalleryAboutContact(267) 555-0192

Driveways, patios, and foundations done right the first time.

Third-generation concrete work, family owned in Newtown since 1974. We show up when we say we will, and the finish speaks for itself.

REQUEST A QUOTE

FAMILY OWNED SINCE 1974FREE ESTIMATESFULLY INSUREDPA HIC #052210

Bianchi & Sons Concrete. Leads with the work itself, because a photo gallery sells a driveway better than any paragraph ever written.

bluejayplumbing.com

BlueJay Plumbing

ServicesEmergencyReviewsBook Online

Burst pipe at 2 AM? We answer.

24/7 emergency plumbing and heating for Montgomery County and North Philadelphia. Upfront pricing before the work starts, every single time.

CALL NOW — OPEN 24/7

24/7 EMERGENCY SERVICEUPFRONT PRICINGLICENSED MASTER PLUMBER1-YEAR PARTS & LABOR

BlueJay Plumbing. Built for emergencies, where the phone number is the biggest thing on every single page and booking is two taps.

Halloran Home Services, our flagship example

Built for a regional home services company with a fleet of trucks and four trades under one roof. Sixteen sections, real photography, a membership plan, financing, a technician roster, and a service-area map. This is what the ceiling looks like when a contractor wants the full treatment.

halloranhomeservices.com

OPEN 24/7 · SAME-DAY SERVICE ON REPAIRS BOOKED BEFORE 2 PM · PA HIC #001148 · MASTER PLUMBER #MP-2210

Halloran Home Services

Heating Cooling Plumbing Electric Comfort Club Financing (215) 555-0400

SERVING THE DELAWARE VALLEY SINCE 1978

Your home comfort, handled today.

Heating, cooling, plumbing and electrical, all under one roof and all on one truck. Book before 2 PM and a licensed technician is at your door the same day, with the price in writing before the work starts.

BOOK A SAME-DAY VISIT

SEE OUR \$89 TUNE-UP

★★★★★ 4.9 FROM 6,214 GOOGLE REVIEWS A+ RATED WITH THE BBB BACKGROUND-CHECKED TECHNICIANS

47

Years in the Delaware Valley

140

Trucks on the road daily

6,214

Verified Google reviews

100%

Satisfaction guarantee

Air Conditioning

Repairs on every major brand, replacements in a single day.

Plumbing Repairs

Quoted flat-rate before we touch a wrench.

Electrical & Panels

Panel upgrades, EV chargers, whole-home surge protection.

Sixteen sections, top to bottom. Utility bar, navigation, photo hero, an on-time guarantee, proof numbers, six services, a membership plan with pricing, financing, a recent-work gallery, technician profiles, reviews, a service-area map, awards, a booking form, and a full footer. Every part a homeowner checks before they call anybody.

Why we show you this one

Most tradesmen do not need sixteen sections, and we will tell you so on the call. But the ceiling matters, because it shows you what happens when the site is treated as a real piece of the business rather than a placeholder. **The same care goes into a one-truck plumber's site as goes into this one.** The difference is scope, not effort. Walk the whole page yourself in the scrollable window at ezcontractorwebsites.com.

FLAGSHIP EXAMPLE · HALLORAN HOME SERVICES

PAGE 7

Your town searches Google. Google shows three names.

Type "plumber near me" or "roofer in Doylestown" into Google and look at what comes up first: a map with three local businesses under it. That box is called the Map Pack, and it sits above everything else on the page. **The three names in it get the calls.** Everybody underneath is fighting for leftovers.

Here is the part most tradesmen never hear. Google picks those three using your website and your Google Business Profile together. A profile with no website behind it is a dead end Google will not trust with a top spot, and a website with no profile is invisible on the map. You need both, wired together, saying the same thing about who you are, what you do, and where you work.

AND NO, A FACEBOOK PAGE DOES NOT CUT IT

Social media does not appear in the Map Pack and does not rank in local search. Google ranks websites and Business Profiles. If you do not have them, you are not on page one, no matter how good your work is.

What The Local Legend package sets up

- **Your website**, the piece Google checks first for legitimacy
- **Google Business Profile claimed and verified** in your name
- Categories, service list, and service area set properly
- Business hours, photos, and description written for search
- Name, address, and phone matched exactly to your site
- **Your first five reviews generated.** We run the outreach so real reviews from your real customers land on the profile
- Profile and website linked together the way Google expects

THE NUMBER THAT DECIDES IT

97%

of consumers read reviews for local businesses before choosing one. The stars decide who gets tapped first, which is exactly why we get your first five onto your profile.

BrightLocal, Local Consumer Review Survey 2026

WHAT WE WILL NOT TELL YOU

Nobody can honestly promise you a spot in that box, and anybody who does is selling snake oil. Google decides its own rankings. What we can do is build every single piece Google actually checks when it picks the local top three, so you are in the race instead of watching it. That is the entire point of The Local Legend package.

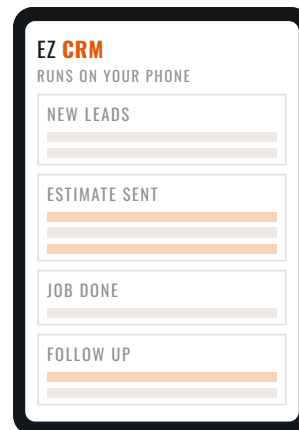
Referrals run out. Google never does.

Referrals are the best jobs you will ever get, and they are also the reason slow months happen. When the referrals stop, so does the phone. Google is different. Every single day, people in your area are searching for your trade. That stream does not dry up, it does not take the winter off, and once you are set up to catch it, it keeps paying you back year after year. **That makes this a one-time investment rather than a marketing bill.**

EZ CRM. The EZiest customer system of your life.

Every customer, every job, every estimate, in one dead-simple system. See what work you did and when, which estimates are still sitting out there, and exactly who needs a follow-up call. It is so simple you can run the whole thing from your phone, and pull up invoices and documents right there on the job.

- **Current and past customers in one place.** Who you worked for, what you did, and what you charged, searchable in seconds.
- **Estimates and invoices from the driveway.** Pull up any document on your phone while you are standing on the job, not after you get home.
- **Follow-ups that never slip.** EZ CRM flags every estimate that has gone quiet, so you chase the money instead of losing it to whoever called back first.
- **Fail-proof simple.** If you can send a text, you can run EZ CRM. No training, no manual, and no IT guy.



YOU ASK. WE BUILD IT.

The custom tradesman widget

Every trade has that one headache a little custom tool would fix. Tell us yours and we will build it right into your website. Here are three that real contractors have asked us for.

AI · FROM \$1,450

The instant estimate calculator

One contractor wanted fewer tire-kicker calls, so we built an online calculator that gives homeowners a rough price range for common repairs using AI and his own preset pricing. Now the people who call already know the ballpark and are serious about booking.

AI · QUOTED PER BUILD

The AI phone receptionist

Another guy was sick of his phone interrupting every job, so we built an AI receptionist that answers his calls, books the appointment, takes the details, and texts him a clean summary. He calls back on his own schedule instead of the phone running his day.

BOOKING · QUOTED PER BUILD

The no-show killer

A remodeler kept burning afternoons on estimate appointments nobody showed up to, so we built online booking that holds the slot with a small card deposit and sends automatic text reminders. His no-shows all but disappeared.

GOT A HEADACHE LIKE THESE?

Tell us what is eating your day and we will quote a flat price to make it go away. Widgets are priced per build, separate from the packages.

HOW IT WORKS

You talk for fifteen minutes. **We handle the rest.**

STEP 1 · 30 MINUTES

Tell us about your business

A short call is all we need. You tell us what you do, where you work, and what jobs you want more of, and you send over some photos of your work. That is your entire homework. If you can take a phone call and text us some job photos, you can get through our whole process.

STEP 2 · 3 DAYS

We build everything

We design your website, register your domain, set up your business email, and build your free Google Ads campaign. We handle every technical piece, including hosting, security, mail records, and the ads account. You get a link to review it before anything goes live.

STEP 3 · DAY 4, LIVE

You get back to work

Your site goes live, your email works, and your ads start running. You get back to the job while your website starts earning its keep. When you need a change later, you tell us and we make it. Otherwise let it sit and get found on Google.

IN A HURRY?

We can rush the whole thing in 24 hours. Just say so on the first call.

WHY IT PAYS FOR ITSELF

The math on a one-time build

\$0/mo

AFTER DAY ONE

No retainer, no maintenance fee, no software subscription. You pay once and own everything. When you need a change, you just tell us.

1 job

TO BREAK EVEN

One water heater swap, one panel upgrade, or one small roof repair covers any package in this brochure. Every call after that is profit.

\$3,000+

WHAT AN AGENCY BILLS

A typical agency charges \$3,000 to \$8,000 for the website alone, then a monthly retainer on top of it. Yours starts at \$699, flat, done.

Compare it to what you are doing now

A lead from Angi or HomeAdvisor costs you money every time it rings, gets sold to your competitors at the same moment, and stops the day you stop paying. A website you own costs you once and works nights, weekends, and holidays without an invoice. **Every lead your own site brings in is one you did not have to buy and did not have to split with three other guys.**

PICK YOUR PACKAGE

Pay once. No monthly anything.

Three packages, three one-time prices. Whichever you pick, that number is the whole number.

What you get	The Website \$699 One time	The Works \$899 Most popular	Local Legend \$1,297 One time
Custom website built for your trade	✓	✓	✓
Your own domain, registered in your name	✓	✓	✓
Mobile-first design with tap-to-call	✓	✓	✓
Your photos, services, reviews, service area	✓	✓	✓
Hosting, SSL, and contact forms set up	✓	✓	✓
Business email at your own domain	—	✓	✓
Free Google Ads campaign, built and launched	—	✓	✓
Google Business Profile set up and optimized	—	—	✓
Your first 5 reviews generated for you	—	—	✓
EZ CRM customer and job manager	—	—	✓
Monthly fee (you own it all either way)	None	None	None
Build time	3 days	3 days	3 days

The Website — \$699

For the tradesman who just needs to exist online and look legitimate. The full custom site plus your own domain, registered in your name, hosted and secured. Still a real website, not a template with your logo dropped on it.

The Works — \$899 MOST PICK THIS

Everything above, plus business email at your own domain and your first Google Ads campaign built and launched free. For two hundred dollars more, your site starts getting traffic the week it goes live instead of waiting to be found.

The Local Legend — \$1,297

Everything above, plus your Google Business Profile set up and optimized, your first five real reviews generated through our outreach, and EZ CRM included. For the contractor going after Google's local top three.

COMPARE THAT TO THE ALTERNATIVES

A typical agency charges \$3,000 to \$8,000 for the website alone, then bills a retainer on top. Pick a package, pay once, get back to work.

Questions tradesmen **actually** ask us

How are the prices this low?

Because we build websites for the trades and nothing else. We do not carry the overhead a general agency does, and it shows in the price. We would rather build a lot of sites at a fair flat price than a few sites at agency prices.

Are there monthly fees I should know about?

No. Every package is a one-time price. The only ongoing costs are the standard third-party ones every website on the internet has, meaning your annual domain renewal and hosting. We set those up in your name at normal market rates with no markup from us.

Can you guarantee me the top of Google?

No, and nobody honest can. Google decides its own rankings, and anyone promising you page one is selling snake oil. What we can do is build every piece Google actually checks when it picks the local top three: a real website, an optimized Business Profile, and genuine customer reviews. That is what The Local Legend package is, the full entry ticket to the race rather than a rigged finish line.

Who owns the website and the domain?

You do, outright. The domain is registered to you and the site is yours. We are not one of those companies that holds your website hostage behind a monthly fee. If you ever leave, everything goes with you.

What is the catch on the free Google Ads campaign?

There is no catch. We build the campaign, write the ads, pick the search terms for your trade and your area, and launch it at no charge, which is work most agencies bill hundreds for. The ad budget itself is paid to Google and you set it, so you decide how much or how little to spend.

How long does it take?

Three days from the first call for most builds, and we can rush the whole thing in 24 hours if you need it. We know you are busy, so the process is built around one short conversation and some photos rather than weeks of meetings and homework.

I already have a website. Is this still worth it?

If your current site is old, slow on a phone, or embarrassing to put on an estimate, then yes. We rebuild it properly on your own domain with professional email, and the free ads campaign starts driving people to it. Plenty of our best results come from replacing a bad website rather than starting from zero.

I am not good with computers. How much do I have to do?

Almost nothing, and that is the point. If you can take a phone call and text us some job photos, you can get through our entire process. We handle every technical piece, including the domain, the email, the hosting, and the ads.

What happens when I need a change later?

You tell us and we make it. There is no ticket system, no change-order form, and no monthly plan you have to be on first. Otherwise let it sit and keep getting found on Google.

Do you only work with plumbers?

No. We build for every trade: plumbers, electricians, roofers, HVAC techs, masons, concrete crews, remodelers, and general contractors. The approach is the same, and the copy and layout are written around whatever it is you actually do.

EZ CONTRACTOR WEBSITES

DOYLESTOWN, PENNSYLVANIA

Your competition already has a website. Yours is about to be better.

Book a 30-minute call and tell us your trade and your town. No pressure and no obligation. For \$899, The Works gets you the website, the domain, the business email, and your first Google Ads campaign free.

BOOK YOUR CALL

30 minutes with Sean

calendar.google.com/calendar/appointments/schedules/AcZssZ2rAvXk3HS3BDuqCEMT5VbTMT4sUh1mKU0IUJL5NGPUBBC5Knz5n96eCH6j19wmYSUHiyOeKN-k

Or go to ezcontractorwebsites.com and hit Get Started. The booking link is at the bottom of the page.

THE WEBSITE

\$699

Site and domain

THE WORKS · MOST POPULAR

\$899

Adds email and free Google Ads

THE LOCAL LEGEND

\$1,297

Adds Business Profile, 5 reviews, EZ CRM

LOCAL, LIKE YOU

We are not a faceless agency in another time zone. We are right here in Doylestown, on Main Street. Come find us.

152 N Main St
Doylestown, PA 18901
(267) 396-5054

PAY ONCE. OWN EVERYTHING.

© 2026 EZ Contractor Websites · Web design, domain, email and Google Ads for the trades

\$699 · \$899 · \$1,297

ezcontractorwebsites.com