

17 FACTORS OF A HIGH-CONVERTING HOME SERVICE BUSINESS WEBSITE

- Well-optimized title tags
- Informative meta descriptions
- Clearly displayed contact info
- Clearly displayed address
- Clean page structure + design
- Use of original photos
- Use of professional video
- Clear + helpful written content
- Clear + descriptive header tags
- Focus + funnel linking
- Easy + logical menu navigation
- Clear + visible CTAs
- Page load speed
- Mobile friendliness
- Chat widget presence + visibility
- Multiple contact methods
- Trust factor + social proof presence