

The "Ultimate Website" Request

An AI-Generated Blueprint for the Premium Contractor Website

With a side-by-side comparison of what Forrest Marketing delivers

About This Document

The blueprint that follows was generated by an outside AI tool when posed the following question: "If you were a contractor hiring a website developer, and you understood exactly how premium contractor SEO works, describe in full detail what you would expect that developer to build for you."

The result is what the AI calls the "ultimate internet presence" for a contractor — a complete specification of premium website features, hyper-local SEO strategy, Google Maps optimization, backlink consultation, and ongoing monthly optimization.

This document serves as a reference for what a top-tier, full-service digital marketing agency engagement looks like. The side-by-side comparison at the end of this document maps Forrest Marketing's standard build against each requirement below and shows where the line is drawn between premium website construction (what Forrest Marketing delivers) and ongoing agency-level marketing services (which a dedicated agency provides).

"If I am your client, here is the exact blueprint of what I want you to build, create, and consult me on to give me the ultimate internet presence."

Section 1: The Core Site Structure

Speed, Trust, and Frictionless Conversion

I don't care about flashy, slow-loading animations. I want an aggressive, mobile-first design that turns visitors into phone calls immediately.

- **The Blueprint:** A 5-page core setup: Home, About, Services (with individual sub-pages for my top 3 highest-margin trades), Gallery, and Contact.
- **The Conversion Engine:** A massive, click-to-call phone number and a simple "Get a Free Quote" form above the fold on every single page. Page must load in under 1.5 seconds on a mobile device.
- **The Social Proof:** A widget that pulls live, 5-star reviews from my Google Business Profile onto the homepage. No manually typed reviews — real, verified validation only.

Section 2: The City Page Strategy

The "County Dominator" Tier (15 Towns)

I want to dominate my immediate county. Let's start with 15 target city pages. I know Google will penalize me for duplicate content, so here is exactly how I want you to build them:

- **Hyper-Local Customization:** Do not just swap out the city names. For each of the 15 pages, write custom paragraphs detailing the specific neighborhoods, local architectural styles (e.g., historic colonial vs. modern coastal), and common regional issues (e.g., coastal salt-air damage or harsh winters).
- **Visual Proof Matching:** I will provide you with project photos. Organize my gallery so that when a user lands on the Plymouth city page, they see photos of jobs we actually did in Plymouth.

- **Local Landmark Schema:** Embed structured data (Schema markup) into the code of each page that mentions local landmarks, major cross-streets, and target zip codes. This forces Google's AI and crawlers to recognize our exact geographic relevance.

Section 3: Google Maps Dominance

Fixing the Proximity Gap

I know my city pages will help me rank in the organic search results, but I also know I need to be in the "Map Pack" at the top of the page. Since my physical shop is only in one town, I want consulting on how to address Google's proximity algorithm legitimately.

- **Review Geolocation:** Advise my field technicians on how to ask customers to mention their specific town name and the specific service in the review text while standing on-site, dropping a natural GPS pin for Google's algorithm.
- **Geo-Tagged Image Metadata:** Show me how to preserve location metadata when I upload job site photos via my phone, so that when uploaded to my website and Google profile, Google sees a literal map of our active job sites.

Section 4: Backlink Consultation

Building Digital Authority

The 15 pages you build are just the fuel; I need the horsepower to rank them against older competitors. I want you to act as my consultant and map out a practical blueprint so my team can acquire high-authority backlinks naturally.

- **Local Citations:** Run an audit and build out 50+ consistent business directory listings (Yelp, YellowPages, Angi, Houzz). Every single one must match our Name, Address, and Phone number (NAP) perfectly.
- **The Local Sponsor Strategy:** Identify which local organizations to sponsor — 3 to 5 local Little League teams, charity golf tournaments, or historical societies in our target cities where a \$250 sponsorship secures a permanent, highly trusted .org or .edu backlink.
- **Niche-Specific Authority:** Help me get listed on manufacturer directories. If we install specific brands of roofing, decking, or HVAC equipment, guide me through getting our company listed on the official "Find a Certified Installer" map on the manufacturer's corporate website.

Section 5: The Monthly Retainer

Proactive Optimization

I don't want a static asset that rots. I want to pay a monthly fee to protect and grow this investment.

- **Monthly Deliverables:** Monitor the keyword rankings for all 15 city pages. Every month, take 5 new reviews and 5 new project photos from our crews, optimize them, and inject them into the corresponding city pages so Google sees constant, fresh, hyper-local activity.

"If you can build this exact system and consult me through the backlink process, you have earned my business. I will gladly pay your premium upfront fee and a hefty monthly retainer because you are delivering a predictable asset that generates millions in revenue."

The AI's Recommended Pricing for This Specification

When asked what an informed contractor would expect to pay for the full specification above, the AI provided the following pricing guidance:

Investment	AI Recommended Range
Upfront Build & Strategy Fee	\$6,500 – \$8,500
Monthly Retainer	\$450 – \$600 / month
Year 1 Total Investment	~\$13,500

How the AI Justified This Pricing

The AI broke the upfront fee down as follows:

- **Core Site Setup & Conversion Design (~\$2,500):** For the architecture, mobile optimization, review integrations, and core pages.
- **Custom City Page Content & Creation (~\$4,500):** Roughly \$300 per city page — high-quality, human-written, localized copywriting costs \$150–\$200 per page alone, plus design and local schema coding.
- **The Blueprint & Consultation (~\$1,000):** For the local citation setup, the manufacturer link strategy, and teaching the team exactly how to drop GPS tags and request localized reviews.

On the monthly retainer, the AI noted: "Anything less than \$300 would make me worry that you are just automated-hosting and not actually touching the site. Anything over \$1,000 would slip into a full-scale digital marketing agency price, which usually includes paid ad management or active link-building campaigns."

The AI's ROI Framing

"At an average initial investment of \$7,500 and a monthly commitment of \$500, my total Year 1 investment is \$13,500. As a contractor, if my average job ticket is \$5,000 to \$15,000, your website only needs to land me 2 or 3 jobs out of those 15 target cities over an entire year to completely break even. Every single lead after that is pure profit."

How Forrest Marketing Responds to This Specification

Forrest Marketing delivers the complete website foundation described in Sections 1 and 2 of this specification — premium core site construction, hyper-local custom city pages, mobile-first design, conversion engineering, and the local SEO foundation — along with ongoing hosting and site maintenance.

The marketing services described in Sections 3, 4, and 5 (Google Maps consulting, backlink outreach campaigns, monthly content production, keyword rank monitoring) are full-service digital marketing agency work and fall outside Forrest Marketing's scope. Prospects requiring those services are best served by referral to a dedicated agency.

The side-by-side comparison below maps this full specification against exactly what Forrest Marketing delivers — so you can see precisely where premium website construction ends and ongoing agency marketing begins.

Side-by-Side: The Ultimate Spec vs. What Forrest Marketing Builds

Here is each piece of the ultimate specification above, mapped against what a Forrest Marketing build delivers. The items marked “Agency Service” are ongoing digital-marketing work handled by a dedicated SEO agency — we are glad to point you to people we trust for that layer.

Feature / Deliverable	What Forrest Marketing Delivers	Status
Core Site Structure	Full multi-page builds, typically 5–7 core pages plus services breakdowns	Delivered
Mobile-First Design	Mobile-first responsive build with optimized images and clean, fast-loading code	Delivered
Click-to-Call & CTA on Every Page	Click-to-call header, credential bar, and call-to-action on every page (house style)	Delivered
Hyper-Local City Pages	Up to 50 city pages with genuine, hand-written community content — never spam-cloned with city-name swaps	Delivered
Visual Proof by City	City-page photo integration when you provide location-specific job images	Delivered
Hosting, Maintenance & Security	Full hosting, DNS management, and ongoing site maintenance for the life of the relationship	Delivered
Dual Maps on City & Contact Pages	Dual-map layout standard on every index, city, and contact page	Exceeds Spec
Local Landmark Schema Markup	Local SEO foundation and schema markup included; landmark-level schema available on request	Included / Available
Live Google Review Widget	Real client reviews integrated into the site; a live auto-updating Google widget is an agency add-on	Agency Service
Google Maps / Review Geolocation Consulting	Ongoing Map Pack / proximity consulting and crew review-coaching is dedicated agency work	Agency Service
Local Citations & 50+ Directory Listings	Citation auditing and directory listing management (Yelp, Angi, Houzz, etc.) is dedicated agency work	Agency Service
Backlink & Sponsorship Outreach	Sponsorship research, manufacturer directory outreach, and link-building campaigns are agency work	Agency Service
Monthly Rank Monitoring & Content Injection	Monthly keyword reports and scheduled review/photo injection are agency work; we handle content updates as needed	Agency Service

What This Means for Your Investment

As shown above, a Forrest Marketing build delivers the complete website foundation from this specification — the core site, the mobile-first conversion design, the hyper-local city pages, and the local SEO groundwork — plus ongoing hosting and maintenance. That foundation is the part everything else depends on: without a fast, well-built, genuinely local website, agency marketing dollars have nothing to work with.

The items marked “Agency Service” — citation building, backlink and sponsorship outreach, monthly rank reporting, and scheduled content production — are the ongoing work of a dedicated digital-marketing agency, which the analysis above placed in the range of a \$10,000-plus annual commitment. That work is valuable when you are ready for it, and we are glad to refer you to specialists we trust. Our role is to build and maintain the premium website foundation it all sits on — at a fraction of full-agency cost, tailored to your project.