

DaveTheToolman.com

Background:

David Nuttall is an experienced general contractor working out of the Greater Toronto Area and Durham Region. Generally, contracting is a word-of-mouth industry. Dave needed a simple site people could go to when they wanted to get in touch with him - something that happens a lot after people see the work he does!

Challenge:

Dave didn't need anything complex. The site needed to meet three main goals:

1. Look good without looking too "corporate". Dave runs a small and efficient operation, and his site should reflect that. A large corporate site would only serve to intimidate his target audience who are generally looking for renovations around the house. They don't need skyscrapers.
2. Demonstrate the speed and quality of his work.
3. Encourage users to contact Dave for a quote.

Most of Dave's visitors would be coming to his site because they were referred by a friend or saw his truck outside the house of a neighbor. Getting people to fill out the contact form and request a quote was our primary goal.

Solution:

Given Dave's requirements, Zeccio was able to launch DaveTheToolman.com in under a week and for minimal cost.

The site highlights the projects Dave has completed in the past and displays samples of his work using a slick site-overlay. The contact form is available on every page and a call to action for the user to fill it out can also be found on every page.

We also helped Dave integrate his work email and personal email into the same interface, so there's only one email to check and a response is always sent from the appropriate account.

Results:

As a result of his website, Dave has been able to expand his business. Not only is the site generating leads as it was intended, but it has given Dave added credibility and increased trust during those crucial first impressions with potential clients.