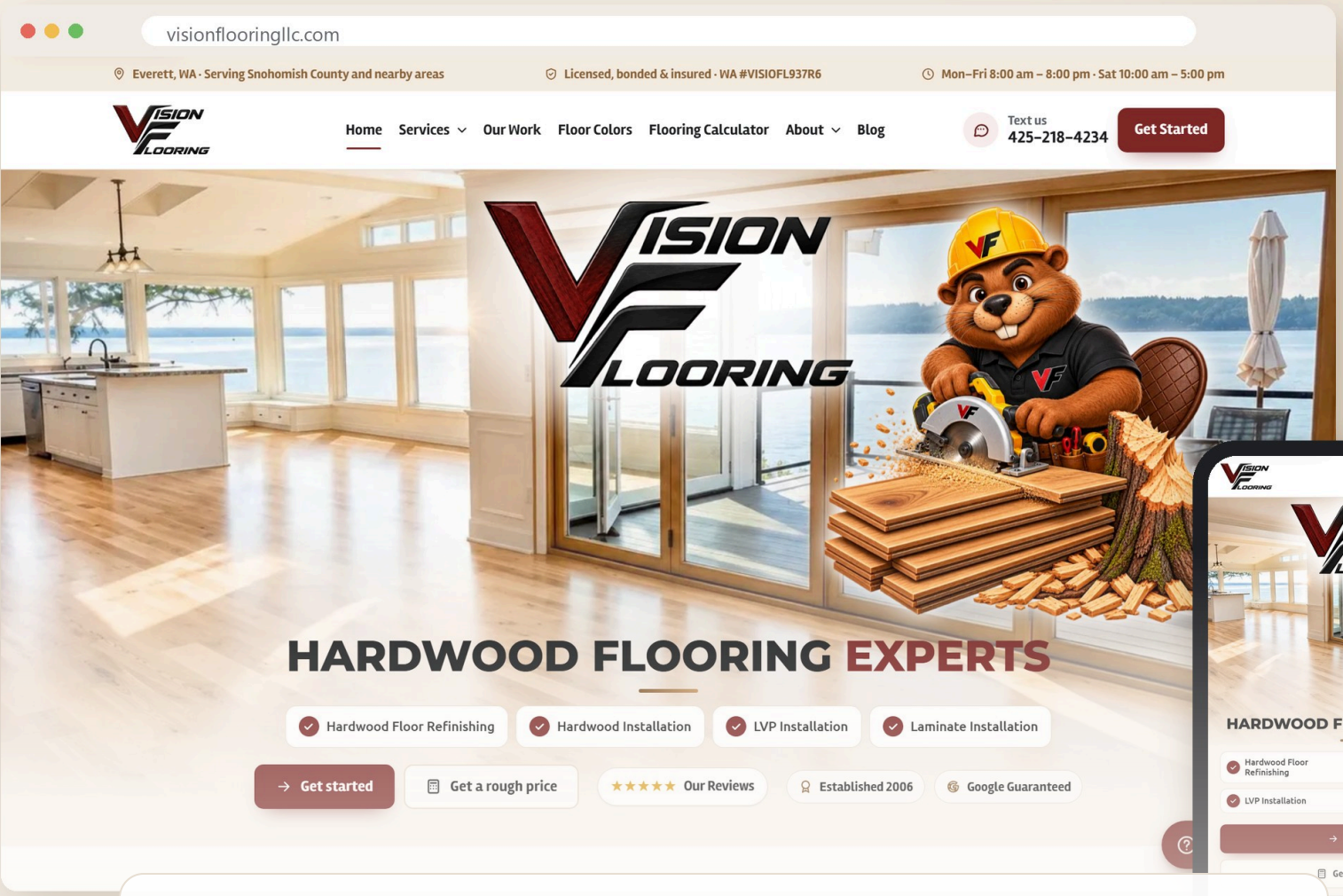


FOR CONTRACTORS · WEBSITE

Build a Contractor Website That Ranks

Plan, write and build a website that Google can find and customers trust, with an AI agent doing the heavy lifting: the interview your AI must run with you, a prompt for every step, and the checklists we used on our own site.

10 chapters | 107 interview questions | Copy-paste AI prompts | SEO workbook

VISION FLOORING

Vision Flooring LLC · Everett, Washington
visionflooringllc.com

What's inside

Read chapters 1 and 2 first, then run the interview (Chapter 3) before anything is built: every later chapter uses its answers. The **AI Prompt Pack** holds every prompt in this guide plus a rules file to start from, and the **SEO Workbook** plans and checks every page.

01 **What a contractor website must do**
Found, trusted, contacted, measured

02 **Choosing how to build**
Website builder, WordPress, or code written by an AI agent

03 **The interview**
The 107 questions your AI must ask before it writes a word

04 **Planning the site**
Pages, addresses that never change, one topic per page, honest area pages

05 **Writing pages that rank and sell**
Titles, descriptions, headings, proof, FAQs and calls to action

06 **Photos and speed**
Real job photos, names and alt text, image sizes, testing on a phone

07 **The technical checklist**
Crawling, sitemap, redirects, structured data, Search Console

08 **Leads**
The estimate form, spam protection, alerts and where every lead came from

09 **Building it with an AI agent**
The rules file, the build order and reviewing what it makes

10 **Launch, moving house and the monthly routine**
Keep old rankings, then improve a little every month

T **Tools**
The interview · Page plan · Page brief · Launch checklist · Monthly SEO routine · Sources

About this guide

This guide was written by Alex Babko, owner of Vision Flooring LLC in Everett, Washington: 20+ years of running a contracting business since 2006, first remodeling and now flooring, with 3,800+ clients behind us. It is not theory. It is how we run our own company today, what we tried and dropped, and what we would do first if we started over, written so you can use it in yours.

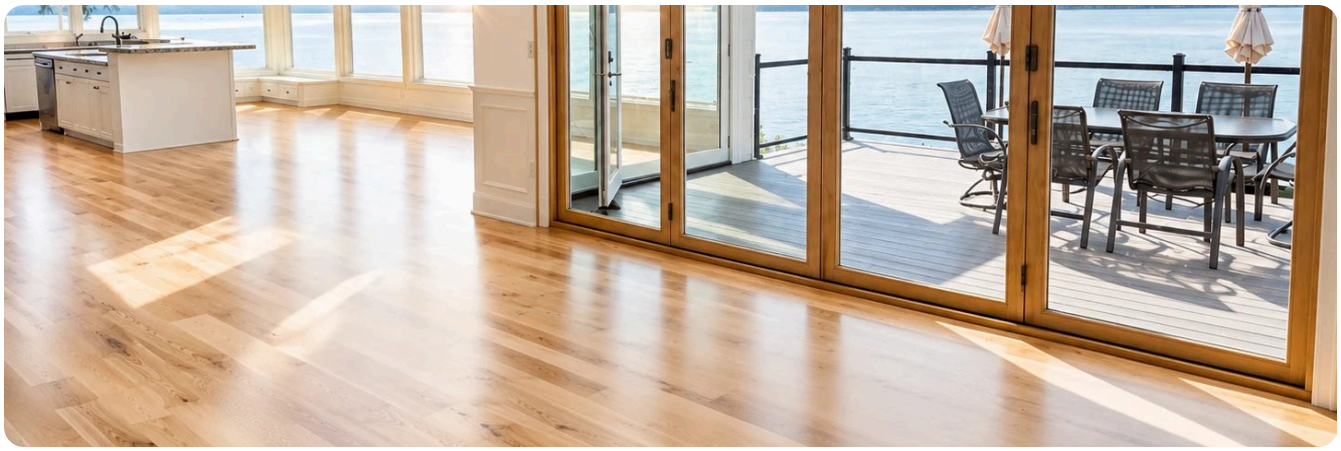
In October 2026 we replaced our company's old website, made with a hosting company's AI site builder, with one we built ourselves using an AI coding agent (Claude Code). We kept every old address that mattered, wrote a page for every service and every city we serve, put our own job photos on every page, and built an estimate form that checks for spam and tells us where each request came from. This guide is that process, step by step, with the prompts and checklists we used. Search rules come from Google's own published guidance, listed at the back; nobody outside Google knows exactly how it ranks pages, and anyone who promises you first place is guessing.

> ⚠ **General business information, not legal, tax or financial advice**
> Laws, platform rules and prices differ by state and change over time. Where this guide touches contracts, lending, taxes, employment or advertising rules, it explains how things usually work and the questions to ask; your attorney, accountant, licensing agency and each platform's current rules come first. Check the sources at the back for the latest versions.

How to use it

- Read it once start to finish, then work through it in order: each chapter builds on the one before. Every chapter starts with **"The short version"**.
- Boxes marked **AI prompt** are ready to copy into Claude, ChatGPT, Gemini or any other assistant. The same prompts are in the files that came with this guide, so you don't have to retype them.
- Words in [square brackets] are placeholders: replace them with your own facts. Never let a tool fill them in with guesses.

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CHAPTER

01

What a contractor website must do

A contractor website is not a brochure. It has four jobs: be found when someone nearby searches for your service, be trusted within seconds, make contacting you effortless, and tell you where every request came from. A site that does all four keeps bringing work while you are on a job.

THE SHORT VERSION

- Four jobs: found, trusted, contacted, measured. Judge every page and every feature by them.
- Google says local results depend mainly on relevance, distance and prominence. Your website feeds relevance and prominence; your Google Business Profile links them together.
- A visitor on a phone decides in seconds: what you do, where, why you, and how to reach you must be obvious without scrolling far.
- No honest person can promise you first place on Google. Real pages, real photos, real reviews and a fast site are what you control.

The four jobs

1

Found

a page for every service and area, crawlable text, linked from Google profile

Chapters 4, 5, 7

2

Trusted

real photos, reviews, license, a clear process, a fast, tidy site

Chapters 5, 6

3

Contacted

tap to call or text, a short form, instant alerts, a fast reply

Chapter 8

4

Measured

every request tagged with its source, a weekly report, Search Console

Chapters 8, 10

Every chapter of this guide serves one or more of these jobs.

How people find a contractor today

Someone's floor is scratched, their roof leaks or their kitchen is dated. They pick up a phone and type *"[service] near me"* or *"[service] [city]"*. Google shows them two kinds of results: the **map results**, which come from Google Business Profiles, and the **web results**, which are pages from websites. More and more often they also see an AI summary at the top, which is built from the same indexed pages.

Google's own help page says local results are based mainly on three things:

FACTOR	WHAT IT MEANS	WHAT YOUR WEBSITE DOES FOR IT
Relevance	How well a business matches what was searched	A clear page for each service and each area you serve, in the words customers use
Distance	How far the business is from the searcher or the place named	Nothing you can change, which is why honest area pages matter for the places farther out
Prominence	How well known the business is: reviews, links, mentions, and its position in web results	Good pages that earn links and rank in web results, and a profile that links to them

So the website and the Google Business Profile work as a pair. The profile wins the map; the website gives Google (and the customer) the detail behind it. A profile that links to a one-page site with no service pages leaves most of the relevance on the table.

The five-second phone test

Most visitors arrive on a phone, often standing in the room that needs the work. Open your home page and one service page on your own phone and check, without scrolling more than once:

- [ ] **What you do**, in words a customer uses ("Hardwood floor refinishing", not "Surface restoration solutions")
- [ ] **Where** you work ("in Everett and Snohomish County")

- [ ] **Proof**: a real photo of your work, a review, your rating or your years in business
- [ ] **How to reach you**: a phone number you can tap, a text button, or a button to the estimate form
- [ ] **Nothing in the way**: no pop-up covering the page, no sideways scrolling, text big enough to read

What usually goes wrong

PROBLEM	WHY IT HURTS	FIXED IN
One page that lists every service	No page can be the best answer for each separate search	Chapter 4
Stock photos, or photos of other companies' work	Customers notice, and it breaks trust the moment they do	Chapter 6
Text inside images, sliders or apps	Search engines and screen readers can't read it reliably	Chapter 7
Slow, heavy pages	Visitors leave before the page appears, especially on phones	Chapter 6
A form that emails nobody, or lands in spam	Real requests lost, and you never know	Chapter 8
No idea where requests come from	You can't tell which marketing works	Chapter 8
Old addresses deleted in a redesign	Years of rankings and links thrown away overnight	Chapter 10
The domain or login belongs to the designer	When they disappear, so does your control	Chapter 2
Invented claims, prices or reviews	Legal risk, lost trust, and AI tools repeat them	Chapters 3, 5

Our own numbers

Our website estimate form brought **no** requests in the four weeks from September 5 to October 2, 2026. In the next four weeks, October 3 to 30, as we switched to the new site built the way this guide describes, it brought **six**, with no spam among them. That is one company and a short time, so read it as encouragement, not a promise. It is also why Chapter 8 matters: without the form's own report we could not have told you either number.

What a website can't do

A website can't make up for slow replies (the first company to answer clearly usually wins), a thin Google Business Profile, or few reviews. It can't guarantee a ranking: nobody outside Google knows exactly how results are ordered, and they change. And it can't sell work you don't do well. What it can do is make sure that when someone searches for what you do, where you do it, they find a page that answers them, trust what they see and contact you easily. That is the whole game, and the rest of this guide is how.

CHAPTER

02

Choosing how to build

There are three sensible ways to build a contractor website in 2026: a website builder, WordPress, or your own code written by an AI coding agent. Each can rank well, and each can fail. Choose by who will keep it up to date and how much control you need, not by which one is fashionable.

THE SHORT VERSION

- Website builder: fastest start, least control, a monthly fee forever. Fine if you follow the checklists in this guide.
- WordPress: flexible and widely supported, but plugins and updates need regular care.
- Code written by an AI agent: full control and fast pages, but you need a careful process and you (or someone) must review the work. This is how we built ours.
- Whatever you choose, the domain, the logins, the text and the photos must be yours.

The three routes

	WEBSITE BUILDER	WORDPRESS	YOUR OWN CODE, WRITTEN BY AN AI AGENT
What it is	A hosted service where you edit pages in the browser	Free software on your own hosting, with themes and plugins	Plain files (HTML, CSS, a little PHP or JavaScript) that an AI coding agent writes for you
Skills needed	Using a browser	Some patience with settings and updates	Following a process; no coding, but careful checking
Time to a first site	Days	Days to weeks	Weeks
Control over addresses, speed and code	Limited to what the builder allows	Good, through plugins and settings	Complete
Keeping it running	The builder does it	Updates to WordPress, the theme and every plugin, and backups	Very little (no plugins), but changes go through the agent and you
Main risks	Heavy pages, limits on redirects and structured data, hard to move away	Outdated plugins (security), heavy page builders	An agent that invents facts or breaks things you don’t check

	WEBSITE BUILDER	WORDPRESS	YOUR OWN CODE, WRITTEN BY AN AI AGENT
Best for	Owners who want it done this month and won't touch it often	Owners with someone who maintains WordPress	Owners who want a fast, exact site and will follow Chapter 9

Prices for builders, hosting and themes change often, so compare current plans yourself. Look at what a plan includes for **your own domain, email, forms, redirects and removing the builder's branding**, because those are where cheap plans cut corners.

Any route can rank

Search engines rank pages, not platforms. A builder site with a real page for every service, real photos and quick loading can beat a custom site with thin pages. Pick the route you will actually keep up to date; then use Chapters 4 to 8 on it.

How we built ours

Our old site was made with a hosting company's AI site builder. It looked fine, but an audit before the rebuild found real problems: every page loaded about 1.4 MB of JavaScript (362 KB compressed), the calculator, the process sections and the blog list were built by scripts and missing from the page's own HTML, the service pages weren't in the menu, and two different floor types shared one page. In October 2026 we rebuilt it with an AI coding agent (Claude Code), and the way we worked is the method in Chapter 9:

1. **A rules file first.**
   Before any page, we wrote down the rules the agent must follow every time: never invent a fact, prices in one file only, real photos only, every page readable without JavaScript, never change an address, one main heading per page. Chapter 9 has a version you can copy.

2. **Facts in one place.**
   The business name, phone, hours, license number and service list live in one settings file; prices in another. Pages read them from there, so a change is made once and appears everywhere.

3. **Simple technology.**
   Plain PHP pages that share one layout, plus HTML, CSS and a little JavaScript. No database, no page builder, no plugins to update.

4. **A local preview.**
   Every page was checked on our own computer, at phone width, before anything went live. The preview was marked "noindex" so search engines never saw drafts.

5. **Small saved steps.**
   Every change was saved as a small step in version control (Git), so any mistake could be undone. The host publishes the site from that copy.

6 **The owner approves.**
The agent wrote the code and drafted the text; every fact, claim and photo was checked by the owner before it went live.

The result has a page for every service, twelve city pages, guides that answer customers' real questions, a floor cost calculator and a color picker, and every address from the old site that had value still works.

Whatever you choose: own the foundations

- [ ] **The domain** is registered in the company's name, with a company email you control, auto-renew on and the registrar lock on.
- [ ] **Every login** (registrar, host or builder, Google Business Profile, Search Console, Analytics) has the owner as owner. Helpers get their own access, never your password.
- [ ] **Two-step verification** is on for every account, and the passwords live in a password manager.
- [ ] **Email on your domain** (you@yourcompany.com) looks more trustworthy than a free address, and keeps working if a helper leaves.
- [ ] **Backups** exist somewhere other than the host, and you know how to restore them.
- [ ] **The text and photos** are yours, kept in your own folders, not only inside the builder.

If you hire someone

Even if a designer or agency builds the site, this guide tells you what to ask for and what to check. Put these in the agreement:

- [ ] The domain, hosting account and all logins are in the company's name, and you receive admin access on day one.
- [ ] You own the text, photos, design files and code, and can take them elsewhere at any time.
- [ ] Every existing address keeps working or is redirected (Chapter 10), with a written redirect list.
- [ ] The site passes the checklists in Chapters 6 to 8 before final payment.
- [ ] No facts, reviews, awards or prices appear that you didn't supply in writing.
- [ ] Who fixes problems after launch, how fast, and at what cost.

AI PROMPT

Help me choose how to build my website

```
You are a practical advisor for a small contracting company choosing how to build its website. Ask me these questions one at a time and wait for each answer:
1. Do I have a website now? If yes, what is it built with and what don't I like about it?
2. Who will update the site after launch, and how often?
3. How comfortable am I with computers: browser only, settings and updates, or following a step-by-step process with an AI coding tool?
4. What must the site do (pages for services and areas, estimate form, photos, calculator, booking, payments)?
5. What is my deadline, and my budget for the first year?
Then compare three routes for me: a website builder, WordPress, and plain code written by an AI coding agent. For each, list what I would need, what it would cost me in time each month, the risks for my situation, and what to check before choosing. Do not quote prices you are not sure of; tell me what to compare instead. End with your recommendation and the reason in two sentences.
```

The words you will hear, in plain English

WORD	WHAT IT MEANS FOR YOU
Domain	Your address on the internet (yourcompany.com). You rent it by the year from a registrar.
Registrar	The company you rent the domain from. Whoever holds this login controls the site and the email.
DNS	The settings that point your domain to your website and your email. Changed rarely, and carefully.
Hosting	The computer that serves your website. A builder includes it; WordPress and your own code need a host.
HTTPS / SSL certificate	The padlock: the connection is encrypted. Every host and builder offers it free or included; it must be on.
CMS	Content management system: the editor you change pages in (a builder's editor, WordPress). Plain code has none; the agent edits the files.
Repository	The saved history of your site's files in version control (Git). Your undo button and your backup.
Indexing	A search engine storing your page so it can show it. A page that isn't indexed can't rank.
301 redirect	A permanent forward from an old address to a new one, which carries the old page's reputation along.
Noindex	A tag that tells search engines not to show a page. Right for the thank-you page, fatal on the home page.

END OF THE FREE SAMPLE

Build a Contractor Website That Ranks

You just read a few pages. The complete version has everything below, with every worksheet and the spreadsheet.

- ✓ What a contractor website must do to rank and to turn a visitor into a phone call
- ✓ Choosing how to build: website builder, WordPress, or your own code written by an AI agent (how we built ours)
- ✓ The interview: more than 90 questions your AI agent must ask you before it writes a word
- ✓ Planning the site: pages, addresses that never change, one topic per page, service area pages that aren't spam
- ✓ Writing pages that rank and sell: titles, descriptions, headings, proof, FAQs and calls to action
- ✓ Photos and speed: real job photos, file names and alt text, image sizes, and testing on a phone
- ✓ The technical checklist: crawlable content, sitemap, redirects, structured data, Search Console

Get the full guide →

visionflooringllc.com/contractor-website-builder · Instant download · Guide + AI prompt pack + SEO workbook

Questions first? Text 425-218-4234; a real person answers.