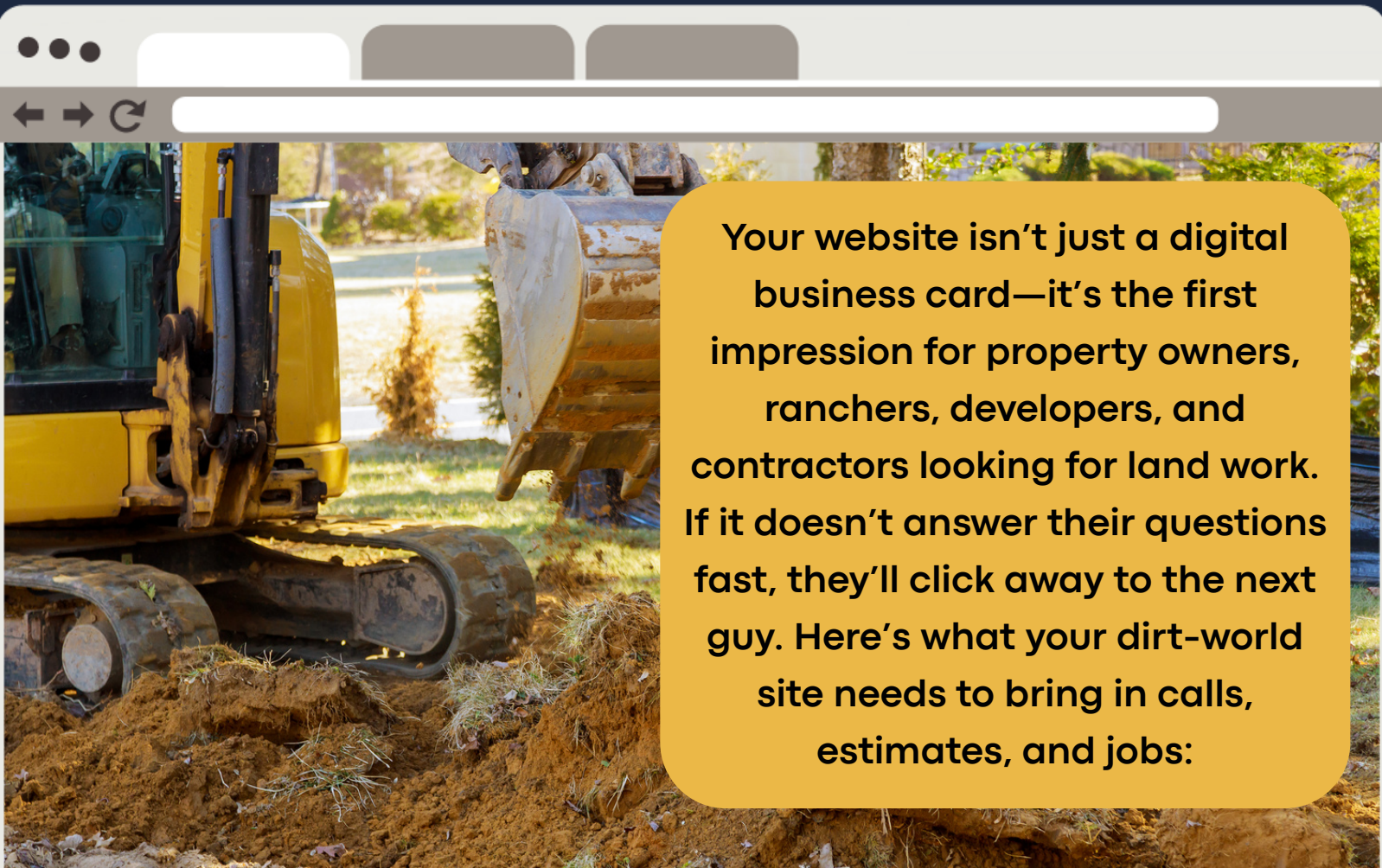


Website Must-Haves to Win More Jobs



Your website isn't just a digital business card—it's the first impression for property owners, ranchers, developers, and contractors looking for land work. If it doesn't answer their questions fast, they'll click away to the next guy. Here's what your dirt-world site needs to bring in calls, estimates, and jobs:

Clear Messaging & Value Proposition



Within 5 seconds, a visitor should know what you do: “Land Clearing & Forestry Mulching in Central Texas” is better than a vague “We do it all.”

Highlight the equipment, services, and areas you cover. Property owners want confidence that you can handle their type of land and their location.

Contact Information in Header & Footer



01

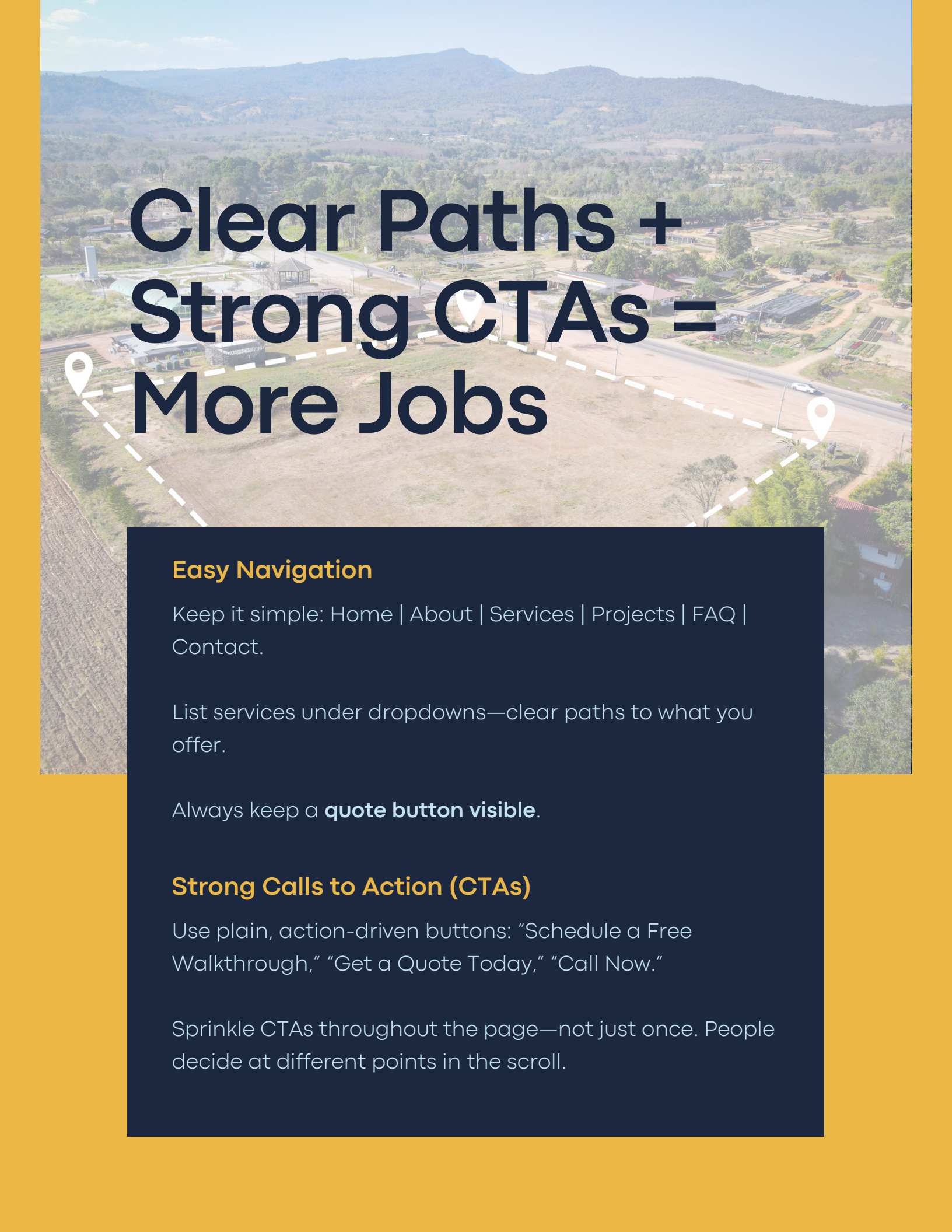
Top of Page

Don't make someone dig for your number. Put your phone and "Get a Free Estimate" button right up front—ranchers and contractors expect fast access.

02

Footer

Repeat it at the bottom. If they scroll through photos and testimonials and are ready to call, don't make them scroll back up.



Clear Paths + Strong CTAs = More Jobs

Easy Navigation

Keep it simple: Home | About | Services | Projects | FAQ | Contact.

List services under dropdowns—clear paths to what you offer.

Always keep a **quote button visible**.

Strong Calls to Action (CTAs)

Use plain, action-driven buttons: “Schedule a Free Walkthrough,” “Get a Quote Today,” “Call Now.”

Sprinkle CTAs throughout the page—not just once. People decide at different points in the scroll.

Show Them, Don't Just Tell Them

Social Proof & Trust Builders

Property owners want proof. Show **before-and-after pictures** of cleared land, ponds, or pads.

Post **Google reviews or testimonials**—people trust word-of-mouth.

If you work with bigger projects and companies, add their **logos or project names** to show credibility.

Professional Visuals

Photos of your **actual machines and crews**—not stock images. People want to see your skid steers, dozers, and mulchers in action.

Consistent branding makes you look like a serious operator, not a fly-by-night side gig.



STRUCTURE THAT DRIVES VISIBILITY & LEADS



Each Service Should Have Its Own Page

- Don't lump everything together. Make a page for Forestry Mulching, one for Pond Construction, one for House Pad Building, etc.
- Why: Google can rank each page for the right keywords (e.g., "forestry mulching near me" or "pond builder in Eastern KY").
- Visitors land directly on the service they're searching for instead of scrolling past things they don't care about.



SEO & Local Visibility

- Every page should mention the service area: counties, towns, and regions where you actually work.
- Add a Google Map embed on your contact page.
- Use plain keywords: land clearing, brush removal, site prep, excavation. That's what people type.



Simple, Functional Forms

- Ask only for name, phone, email, and property location/service needed. That's enough to get the conversation started. Lower the barrier to entry with less form fields
- Send an auto-response: "Thanks for reaching out. We'll call you within 24 hours to schedule an estimate."

FINISHING TOUCHES

Mobile Optimization

- Some customers are looking you up on their phone while standing on the property.
- Your site must load in under 3 seconds, or they'll bounce.
- Big buttons and easy tap-to-call are non-negotiable.

Educational Content

Use an FAQ or blog page to answer questions like:

- "What's the cost per acre for forestry mulching?"
- "Do I need a permit to build a pond?"
- "How long does site prep take before a new build?"

This positions you as the expert and saves time answering the same questions on every call.

Security & Contact Options

- SSL (<https://>) shows you're legit and secure.
- Offer multiple ways to connect: tap-to-call, form, email, or text.
Some ranchers will pick up the phone, others prefer texting a quick photo of their property.

Ready to Turn Your Website Into a Job-Winning Machine?



Here's how we can help

1. Website design & rebuilds tailored for dirt-world contractors
2. SEO strategies that get you found in your counties and service areas
3. Lead systems that deliver more calls and estimate requests
4. Ongoing support so your site stays updated and competitive



**Contact Blue Goat
Land Leads Today**

landclearinginsights.com