

Website & Online Presence Review

Example West Michigan Trades

Illustrative example - not a client result

Grand Rapids / West Michigan | Review date: 2026-10-08

Prepared by: Benchmark Digital Solutions | Fictional business for illustration

Fictional website: <https://example.com>

EXECUTIVE SUMMARY

Illustrative example - not a client result. This fictional review shows how Benchmark organizes observations, three priorities and practical next steps. It is not an audit of a real business or of example.com.

BUSINESS GOALS

Help homeowners understand the work offered, see relevant project proof and find a clear way to request an estimate. These are example goals to confirm with a real client.

CONTEXT

This scenario assumes an existing contractor website with general service information. Its pages, customer behavior and online accounts have not been inspected. The notes below demonstrate a review format, not verified findings.

REVIEW SCOPE

Proposed scope for discussion: clarify the mobile estimate journey, improve the most important service page and organize client-approved project photographs. Confirm access, content rights and the agreed monthly scope before work begins.

Observations & evidence

Area	Observation	Evidence	Example date
Inquiry journey	Hypothetical check: can a visitor identify the service, service area and next step from the first screen on a phone?	Unavailable	2026-10-08
Content & proof	Hypothetical check: do project photographs explain what was done and have permission for website use?	Unavailable	2026-10-08

All example findings and evidence references are fictional. They do not describe an actual business, website, or Google profile.

Three priorities, in order

Use the findings to agree on the next work and its scope.

01 / Make the estimate journey clear on mobile

BUSINESS IMPACT

Visitors need to know what happens after they contact the business. A clear next step can reduce uncertainty; no conversion increase is promised.

NEXT STEP

Confirm the preferred inquiry method. Add a clearly labeled estimate request, a short explanation of the response process and only the details the owner needs.

Effort: To confirm

02 / Explain the core service in practical terms

BUSINESS IMPACT

A useful service page helps the right homeowner understand whether the business fits the job and what information to provide.

NEXT STEP

Outline the work offered, suitable projects, real service areas and common customer questions. Have the owner verify scope and claims before publishing.

Effort: To confirm

03 / Show project proof with context

BUSINESS IMPACT

Real photographs and concise project stories can help visitors assess the business. They must be accurate and used with permission.

NEXT STEP

Select client-approved photographs. Describe the problem, work completed and relevant details without inventing a result, testimonial or before-and-after claim.

Effort: To confirm

DISCUSS THE NEXT STEP

Discuss which of these three priorities fits your business and monthly scope. Benchmark Digital Solutions · team@benchmarkdsmi.com.