

PREPARED FOR

**Stoned Masonry Restoration**

# Web Design Proposal

A Modern Website That Brings In Clients

*Prepared by Charles Imbeau | February 2026 | Confidential*

## The Opportunity

*Why your website is costing you clients*

# About This Proposal

This proposal outlines a complete website redesign for Stoned Masonry Restoration — built to bring in more qualified leads, establish credibility with homeowners and property managers, and set your business apart from every other masonry contractor in Ontario.

## What Most Masonry Websites Get Wrong

- No portfolio — homeowners can't see the quality of your work before calling
- No estimate form — they have to dig for contact info or just call a competitor
- Not mobile-friendly — over 60% of searches happen on phones
- Missing trust signals — no mention of licensing, insurance, or certifications
- Generic layout — looks like every other contractor site from 2012

***A homeowner searching 'masonry contractor near me' at 10pm will click the first site that looks trustworthy and makes it easy to request a quote. Right now, that site isn't yours.***

## What a Great Website Does for Your Business

- ✓ Converts visitors into leads automatically — estimate form works while you sleep
- ✓ Positions you as the premium choice — design signals quality before they read a word
- ✓ Showcases your portfolio — let the craftsmanship sell itself
- ✓ Ranks higher on Google — SEO-ready structure from day one
- ✓ Works on every device — desktop, tablet, and mobile

## The Preview

*A working prototype, built specifically for you*

# I've Already Built It

Before reaching out, I built a fully functional preview of your new website. This isn't a mockup or a template — it's a real, working site you can view right now on any device. Everything from the portfolio grid to the contact form is live and functional.

**VIEW THE LIVE PREVIEW:**

<https://charlesimbeau-tech.github.io/stonedmasonry-demo/>

## What's Already in the Preview

- ✓ Fixed navigation bar with logo, menu links, and 'Get a Quote' button
- ✓ Full-screen hero with headline, subtext, and two call-to-action buttons
- ✓ Trust badges bar — Licensed, 5-Star Rated, Insured & Bonded, Heritage Certified, Free Estimates
- ✓ 6-service grid — Historic Restoration, Custom Stone Design, Foundation & Structural, Repointing & Repair, Landscaping Stonework, Commercial Masonry
- ✓ Why Choose Us section with key differentiators
- ✓ 5-photo portfolio gallery with project labels and hover overlays
- ✓ 4-step process section — Consultation, Quote, Execution, Walkthrough
- ✓ Two client testimonials
- ✓ Full contact form — name, phone, email, service type, project description
- ✓ Phone, email, and service area contact info
- ✓ Mobile-responsive — tested on phones, tablets, and desktop

***Placeholder photos and stats are used in the preview. Once approved, everything gets replaced with your actual project photos, real contact info, and your specific service details.***

## What's Included

*Everything needed to go live*

# Full Deliverables

Deliverable	Details
<b>Custom Design</b>	Unique to your brand — not a template. Built around stone/craft aesthetic.
<b>Mobile Responsive</b>	Looks perfect on all screen sizes — phones, tablets, desktops.
<b>Portfolio Section</b>	Showcase your best work. Upload photos, add project details.
<b>Estimate Request Form</b>	Captures leads 24/7. Goes straight to your email inbox.
<b>SEO Foundation</b>	Title tags, meta descriptions, LocalBusiness schema, sitemap.
<b>Google Maps Ready</b>	Embed your location for local search visibility.
<b>Trust &amp; Credibility Section</b>	Licensing, insurance, certifications, years in business.
<b>Testimonials Section</b>	Client reviews that build confidence before they call.
<b>Fast Load Speed</b>	Optimized images and clean code — Google rewards fast sites.
<b>Hosting Setup</b>	Deployed and live — you get the URL, I handle the technical setup.
<b>1 Round of Revisions</b>	Adjust colors, text, layout after you review — until it's right.

## Investment

*Simple, transparent pricing — no surprises*

# Pricing Options

Choose the package that fits where your business is right now. All three include everything on the previous page — the difference is scope and support.

STARTER	BUSINESS	GROWTH
<b>\$300</b>	<b>\$500</b>	<b>\$800</b>
Best for: Getting online fast with a professional presence.	Best for: Full site with portfolio, form, and SEO — the complete package.	Best for: Full site + monthly updates so it keeps working for you.
5 pages Mobile responsive Estimate form Basic SEO 1 revision round	7 pages Portfolio gallery Contact form Full SEO setup Google Maps 2 revision rounds	Everything in Business + Monthly maintenance Content updates Priority support \$150/month after launch

***Most clients choose Business. It gives you everything needed to compete — without paying for ongoing support until you're ready for it.***

## Payment Terms

- 50% deposit to begin work
- 50% on delivery, before the site goes live
- All major payment methods accepted
- Timeline: 5-7 business days from deposit to live site

## Next Steps

*How we go from here to live*

# Simple Path to Launch

Step	Action	Who	Timeline
01	Review the live preview on your phone and desktop	You	Today
02	Reply with any feedback — what to change, add, or remove	You	This week
03	Choose a package and confirm with 50% deposit	You	When ready
04	I build the full site with your real photos and info	Charles	3-5 days
05	You review and request any final adjustments	You	Day 6
06	Final payment and site goes live	Both	Day 7

No obligation to proceed. If you look at the preview and it's not what you're looking for, no hard feelings — the preview stays live regardless.

## Let's Talk

*Reach out anytime — no sales pressure*

### Charles Imbeau

- Email: charlesimbeau7@gmail.com
- Preview: <https://charlesimbeau-tech.github.io/stonedmasonry-demo/>

***The preview is already built. Your new site could be live within a week. The only thing standing between where you are and more qualified clients is a 5-minute look at that link.***