**💻 Service Page: Conversion-Focused Website Design**

**Section 1: Top Navigation**

Company Name with Logo Placeholder: [LOGO] Marketing AI Houston

**Desktop Navigation:** • [LOGO] Marketing AI Houston (top-left) • Navigation Links: Home | Services | Pricing | About | Contact • CTA Button (top-right): “Book a Discovery Call”

**Mobile Navigation:** • [LOGO] only (top-left) • Collapsed Hamburger Menu (top-right) → expands to show navigation links • CTA Button (always visible, top-right or sticky bottom bar): “Book a Discovery Call”

[Design Notes: Persistent navigation stays visible on scroll. On mobile, hide the company name text and keep only the logo for space efficiency. CTA button styled in contrasting color, rounded edges, slightly larger than nav links. Sticky header with slight shadow for separation from content.]

**Section 2: Hero / Main Fold**

Visual Cue (above headline): ⭐⭐⭐⭐⭐ (five small yellow stars styled like Google reviews) Supporting Tagline (just under stars): Trusted by Small Business Owners Nationwide

**Headline:** Websites That **Convert** — Not Just Look Good

**Subheadline:** We build mobile-first, SEO-ready websites designed to earn trust, drive calls, and grow your business.

**CTA Button:** 👉 Book a Discovery Call

**Supporting One Liner (under CTA):** No jargon, no pressure—just a quick chat about your goals.

**Key Metrics (bottom of Hero section):** • 🚀 Launch in weeks, not months • 📈 70% of clients see more calls after redesign • 📱 100% mobile-friendly and optimized for Google

**Industry Icons + Labels (beneath metrics):** [Icon: Hammer] Contractors | [Icon: Car] Auto Shops | [Icon: Broom] Cleaning | [Icon: Leaf] Landscaping | [Icon: Paw] Pet Services

[Design Notes: • Place ⭐⭐⭐⭐⭐ stars centered above the headline, styled in Google review yellow. • Tagline “Trusted by Small Business Owners Nationwide” in smaller text beneath the stars. • Hero section should be bold and clean, with high contrast headline. • Make the word “Convert” stand taller than surrounding text and match the gradient of the CTA button. • CTA button large, centered, and sticky on mobile. • Supporting one liner directly under CTA for reassurance. • Place metrics in a horizontal row beneath the CTA on desktop, stacked vertically on mobile. • Beneath metrics, add a row of industry icons with labels. Keep them simple, line style, and evenly spaced. On mobile, stack them in two rows for readability.]

**Section 3: What’s Included**

**Headline:** What’s Included in Your Website Package

**Subheadline:** Everything you need to launch a modern, mobile-optimized site that earns trust and drives calls.

**Feature Blocks (with icons and short benefit lines):** • 📱 **4-Page Mobile-Optimized Website** Designed to look great and load fast on phones, tablets, and desktops.

• 🖥️ **Modern, Responsive Design** Clean layout, easy navigation, and built for credibility.

• 🔍 **Local SEO + Schema Markup** Helps your site show up on Google when customers search nearby.

• 🎤 **Voice Search Optimization** Future-ready formatting so your business is found by voice assistants.

• 📞 **Click-to-Call Functionality & Contact Forms** Makes it easy for visitors to reach you instantly.

• 📊 **Google Analytics Setup** Track visits, calls, and conversions with clear reporting.

• ✅ **Includes All Starter Services** Everything from your Google Business Profile optimization is built in.

**Supporting Line (beneath features):** 👉 *Best for owners ready to turn their website into a steady source of customers.*

[Design Notes: • Use a clean 2-column layout on desktop, stacked vertically on mobile. • Each feature block includes: icon, bold title, short benefit line. • Icons should be line-style and consistent in size. • Keep spacing generous and text short for scannability. • Supporting line styled in italic, placed just below the last feature block.]

**Section 4: Benefits**

**Headline:** Why Small Business Owners Love These Websites

**Benefit Blocks (with icons and short outcome lines):** • 📞 **More Calls & Inquiries** Your site is built to convert — with clear calls-to-action and click-to-call buttons.

• 📱 **Mobile-First Experience** Designed for how customers actually browse: on phones, fast and on-the-go.

• 🔍 **Search-Ready from Day One** Local SEO and schema markup help you show up when people search nearby.

• 🤝 **Trust-Building Design** Clean layout, modern visuals, and clear messaging that make you look credible and approachable.

[Design Notes: • Display in a 2x2 grid on desktop, stacked vertically on mobile. • Each block includes: icon, bold benefit title, short supporting line. • Icons should be consistent in style and size. • Use generous spacing between blocks for readability. • Headline should be bold and centered, with a friendly tone that speaks directly to small business owners.]

**Section 5: Why It Works**

**Headline:** Your Website Should Work as Hard as You Do

**Paragraph:** Most small business websites are outdated, invisible, or confusing. They look fine but don’t convert — and they’re often missing the basics like mobile optimization, local SEO, or clear calls to action. We fix that.

Our websites are built to earn trust, drive calls, and show up when customers search. From layout to messaging to Google visibility, every detail is designed to help your business grow.

[Design Notes: • Use a centered layout with generous white space. • Headline should be bold and slightly larger than section headlines above. • Paragraph should be short, direct, and written in plain English. • Include an optional illustration or icon that visually represents “growth,” “conversion,” or “trust.” • On mobile, stack content vertically with extra spacing between headline and paragraph.]

**Section 6: How It Works**

**Headline:** Getting Started Is Simple

**Steps (with icons):**

1. 💬 Discovery Call
2. 🛠️ Design & SEO Build
3. 🚀 Launch + Analytics Setup

[Design Notes: • Horizontal step layout on desktop, vertical stack on mobile. • Use numbered circles or step icons for clarity. • Include short descriptions under each step.]

**Section 7: Pricing**

**Headline:** Transparent Website Packages

**Plan Cards:** **Growth Plan — $1,497** • 4-page mobile-optimized website • Local SEO + schema markup • Voice search optimization • Click-to-call functionality • Google Analytics setup • Includes all Starter services

👉 *Best for owners ready to turn their website into a steady source of customers.*

**Pro Plan — $3,497** • Up to 25-page comprehensive website • Individual service pages (up to 8) • Local area landing pages (up to 10) • Custom content creation • Advanced conversion tracking • Competition analysis + keyword strategy • 90-day optimization with monthly check-ins • Includes all Growth services

👉 *Ideal for businesses ready to dominate their market and scale growth.*

[Design Notes: • Two pricing cards side-by-side on desktop, stacked on mobile. • Highlight Growth plan as “Most Popular.” • Rounded corners, subtle shadow. • CTA button below each card: “Book a Discovery Call” • Use bold plan titles and short bullet lists.]

**Section 8: FAQ**

**Headline:** Frequently Asked Questions

**Subheadline:** Straight answers — no jargon, no hidden fine print.

**Q&A:**

1. **How long does it take?** Most websites launch in just a few weeks.
2. **Can I keep my domain?** Yes, we’ll help you connect it to your new site.
3. **Will my site show up on Google?** Yes — every site includes SEO and schema markup.
4. **What if I need changes later?** Ongoing support plans are available.
5. **Do you only work with Houston businesses?** No — we serve small business owners nationwide. Our process is fully remote-friendly.

[Design Notes: • Use accordion or expandable layout. • Questions in bold, answers in regular weight. • Include icons next to each question for visual engagement.]

**Section 9: Final CTA**

**Headline:** Let’s Build a Website That Works

**Subheadline:** We’ll design a site that earns trust, drives calls, and grows your business.

**CTA Button:** 👉 Book a Discovery Call **Secondary CTA:** 📩 Request a Free Quote

[Design Notes: • Full-width section with bold background. • Centered headline and subheadline. • CTA buttons stacked on mobile, side-by-side on desktop. • Use generous padding and spacing.]

**Section 10: Footer**

**Branding:** • Logo (small) • Tagline: “AI-powered web design & SEO for small businesses across the U.S.”

**Quick Links:** • Home | Services | Pricing | FAQ | Contact

**Contact Info:** • 📍 Houston, TX • 📞 Phone (click-to-call) • ✉️ Email (click-to-email)

**Our Commitments:** • Icons: Google Business Profile, SEO-Friendly, Mobile-First, AI-Ready • Line: “Proudly serving small businesses nationwide.”

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**Secondary CTA:** 👉 Book a Discovery Call

[Design Notes: • 3–4 column layout on desktop, stacked vertically on mobile. • Footer background should contrast with body content. • Links styled for clarity with hover effect. • CTA button styled consistently with others.]