

Fencing Company Website Checklist

Walk your live site top-to-bottom.
30 items across 6 categories.

30

Total Items

6

Categories

5

Items Each

Use this checklist to audit any fencing company website — your own or a competitor's. Every unchecked item is a conversion you are losing today.

WHAT'S INSIDE

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HERO & TRUST

Does a homeowner believe you can build the fence they've b...

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MATERIAL & STYLE CATALOG

Can a homeowner browse materials and styles without fillin...

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GALLERY & SOCIAL PROOF

Is the portfolio doing more selling than the copy?

04

QUOTE & ESTIMATE FLOW

How fast can a serious buyer get a useful number?

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HOA, PERMITS & LOGISTICS

Do you remove the paperwork friction most homeowners dread...

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SEO & MOBILE GALLERY

Does Google know where you build, and does the gallery wor...

Does a homeowner believe you can build the fence they've been pinning for months?

Real install photo in the hero (not stock)

A fence your crew actually built — branded truck optional, but the craftsmanship has to be yours.

License, insurance, and bond numbers shown

Fencing digs holes and touches property lines — homeowners specifically look for "bonded & insured."

Years in business + project count prominent

"Installed 2,400+ fences across Utah since 2009" beats a vague "experienced team" every time.

Live Google reviews count near the fold

4.9 from 180+ reviews — pulled live, not a static screenshot from 2022.

Primary service area immediately visible

"Serving Salt Lake County and Utah County" in the hero — no one wants to submit a form just to learn you don't drive to their town.

■ **Pro Tip: Showing a project count ("2,400+ fences installed") in the hero builds instant scale credibility — homeowners equate volume with reliability.**

Can a homeowner browse materials and styles without filling out a form?

Dedicated page per material

Wood, vinyl, aluminum, chain link, composite, ornamental iron — each its own URL with unique copy. Not a single "Services" page with bullet points.

Dedicated pages for major styles

Privacy, picket, shadow box, board-on-board, split rail, pool code — linked from the parent material page.

Side-by-side material comparison

Lifespan, maintenance, price tier, and best-use case in a scannable table — fencing buyers are research-first, give them the table.

Color, stain, and height options shown visually

Swatches and photos of actual installs in each color — not a dropdown of names the homeowner has to imagine.

Honest pros and cons per material

"Cedar ages beautifully but needs re-staining every 3–5 years" — builds more trust than pure sales copy, and pre-qualifies the right buyer.

■ **Pro Tip: A filterable gallery by material is the single highest-converting page on a fencing site — homeowners arrive knowing what they want, help them find it fast.**

Is the portfolio doing more selling than the copy?

- Filterable gallery by material and style**
Homeowner clicks "vinyl privacy" and sees only vinyl privacy — not 300 mixed thumbnails they have to hunt through.
- Before / after pairs on featured projects**
The transformation is the sell — a sagging chain link becoming a cedar privacy fence closes deals by itself.
- Neighborhood or city labeled on each project**
"Vinyl privacy install · Draper" — proves you actually work nearby and doubles as local SEO fuel.
- Reviews tied to specific project photos**
A 5-star review placed next to the fence that customer got — not a disembodied testimonial carousel.
- Yard-sign or neighbor-referral program visible**
Fencing is the one trade where a neighbor will ask "who built that?" — lean into it with a visible referral offer.

■ **Pro Tip: Before/after project pairs outperform individual photos by a wide margin — the transformation is the product demo for a fencing company.**

How fast can a serious buyer get a useful number?

 Instant ballpark estimator on-site

Linear footage + material + height → a price range. Filters tire-kickers and pre-qualifies serious leads before they ever talk to a human.

 Clear distinction between ballpark and on-site quote

Homeowner knows the instant number isn't the final number — under-promise the precision, over-deliver the accuracy in person.

 Project-detail fields in the quote form

Material preference, approximate length, gate count, property type — so the estimator arrives prepared, not guessing at the curb.

 Ability to upload property photos or sketches

Google Maps screenshots, plot plans, phone photos of the yard — cuts the on-site visit time in half and shows you are a serious operation.

 Realistic lead time shown up front

"Currently booking installs 3–5 weeks out" — hiding your backlog loses more jobs than showing the wait.

■ **Pro Tip: An instant ballpark estimator filters out tire-kickers and doubles the quality of leads — serious buyers self-select when a number is on the table.**

Do you remove the paperwork friction most homeowners dread?

 HOA approval packet offered as a download

Product spec sheets, brochures, sample photos — pre-assembled for the architectural review committee the homeowner has to submit to.

 Permit pulling service clearly stated

Whether you pull them or the homeowner does — and the typical permit cost in their city. Most competitors are vague here.

 Property line and setback guidance on-site

Short explainer covering setbacks, survey requirements, and shared-fence etiquette — you are the expert, act like it before they call.

 Warranty terms spelled out in plain language

"Lifetime on materials, 10 years on labor craftsmanship" beats a PDF buried in the footer that the buyer has to hunt for.

 Project timeline from contract to completion

Consult → estimate → contract → HOA approval → permit → install → final walkthrough — set expectations before they ask.

■ **Pro Tip: Offering a pre-built HOA approval packet positions you as the premium choice — it signals operational maturity no competitor who ignores it can match.**

Does Google know where you build, and does the gallery work on a phone?

One landing page per suburb or zip code

Unique copy, local install photos, and city-specific permit info per page — not a generic "service areas" dropdown.

Schema markup for LocalBusiness + Service

Unlocks map pack and rich results — the majority of fencing competitors skip this entirely, which is your opening.

NAP consistency (name / address / phone)

Identical across site, Google Business Profile, Yelp, Angi, HomeAdvisor, BBB — even a punctuation mismatch hurts local rank.

Gallery loads fast and swipes cleanly on mobile

Lazy-loaded thumbnails, full-screen lightbox, no pinch-zoom bug — the majority of fence browsing happens on a phone on the couch.

Sticky "Get a Quote" CTA on mobile

After scrolling through 40 gallery photos, the CTA has to be one thumb-tap away — not a trip back to the top of the page.

■ **Pro Tip: City-labeled gallery photos ("Cedar privacy · Draper") do double duty — they close the trust gap for local buyers and feed local SEO simultaneously.**

How Does Your Site Score?

27 – 30	ELITE	Your site converts at the top of the market. Competitors are benchmarking against you.
21 – 26	STRONG	Solid foundation with clear wins still available. Prioritize the unchecked SEO and booking items.
13 – 20	AVERAGE	You're leaving real revenue on the table. A focused sprint on Section 02 and 06 pays for itself fast.
0 – 12	NEEDS WORK	Urgent attention required. Begin with trust signals and mobile UX — these are table stakes.

This checklist was produced by **BleylDev** · bleyl.dev · You may use this checklist for your own business website audit. For a done-for-you implementation, visit bleyl.dev/industry/fencing-company-website-checklist