

# General Contractor 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 general contractor 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

Would a homeowner trust you with a \$60,000 kitchen project...

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### PROJECT TYPES & SCOPE

Can a buyer tell within 10 seconds whether you're the right...

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### PROJECT PORTFOLIO & SOCIAL PROOF

Is the portfolio doing the heavy lifting on credibility?

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### PROCESS, PAYMENT & PERMITS

Does the site demystify how this actually works, from hand...

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### TIMELINE, COMMUNICATION & WARRANTIES

Do buyers know how long they'll live in a construction zon...

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### SERVICE-AREA SEO & MOBILE

Does Google know your territory, and does the portfolio wo...

Would a homeowner trust you with a \$60,000 kitchen project based on the homepage alone?

**Real local project photo in the hero (not stock)**

A finished kitchen, bath, or addition your crew actually built — a jobsite photo with your team lands even better than a staged final shot.

**GC license number and state prominently displayed**

General contractor licenses are heavily regulated state-by-state — putting the number and state in the hero is the clearest legitimacy signal available.

**Liability insurance and workers' comp numbers visible**

Unpaid subs can file liens against the homeowner's property — insurance and comp tell buyers you're not about to create a legal mess on their title.

**Years in business and project count prominent**

"400+ renovations completed across Utah since 2010" beats "experienced team" — GC horror stories make project volume a major trust currency.

**Google reviews count with recent dates**

4.9 from 180+ reviews — pulled live. GC reviews are scrutinized harder than any other trade because the projects are bigger, longer, and more expensive.

■ **Pro Tip: Displaying your GC license number and project count together in the hero is the fastest trust shortcut available — buyers Googling after a bad GC experience check these first.**

Can a buyer tell within 10 seconds whether you're the right fit for their project?

**Dedicated page per major renovation type**

Kitchen remodel, bath remodel, basement finish, additions, whole-home renovation, ADU/garage conversion — each its own URL with unique copy.

**Design-build vs build-only clearly stated**

Do you have an in-house designer, partner with one, or work only from homeowner-supplied architect plans? This is the first question serious buyers ask.

**Project budget ranges visible per service type**

"Bath remodels \$25K–\$60K · Kitchen remodels \$40K–\$120K · Additions \$150K–\$400K" — vague pricing wastes time on mismatched buyers.

**Minimum project size stated up front**

"Our minimum project size is \$25,000" filters intake so your team only talks to real buyers — and respects the small-job buyer's time too.

**Scope of work you don't take clearly stated**

If you don't do commercial, new builds, or work outside a specific radius — say so. Every mismatched lead is wasted energy on both sides.

■ **Pro Tip: Publishing a minimum project size filters out mismatched leads before they reach your inbox — the buyers who stay are more serious and less price-sensitive.**

Is the portfolio doing the heavy lifting on credibility?

**Filterable gallery by room type and style**

Kitchen, bath, basement, addition, exterior, whole-home — plus style filters like modern, traditional, farmhouse, transitional.

**Before / after pairs on every featured project**

The transformation is the sell — a dated 80s kitchen becoming a modern open-concept space closes more jobs than a page of features.

**Project details included (scope, timeline, budget range)**

"Full kitchen gut renovation · 8 weeks · \$75K–\$95K range" — buyers self-qualify when they see projects like theirs, with real numbers.

**Houzz profile linked and recent**

Houzz is where renovation buyers research — an empty or stale Houzz page actively costs jobs in a way no other platform does for this trade.

**Testimonials paired with specific project photos**

A 5-star review next to the actual kitchen that customer got — not a disembodied quote carousel floating in a sidebar.

■ **Pro Tip: Including scope, timeline, and budget range on each portfolio project lets buyers self-qualify silently — it cuts your estimate-to-contract time significantly.**

Does the site demystify how this actually works, from handshake to handoff?

**Step-by-step process from consultation to completion**

Consultation → design/scope → estimate → contract → permits → demo → build → inspection → punch list → final walkthrough.  
Remove the mystery, reduce the fear.

**Payment schedule explained honestly**

Milestone-based payments tied to progress — "No contractor should demand 50% upfront" is a position statement that earns trust. Say it plainly.

**Permits and inspections explicitly handled by you**

"We pull all permits and coordinate all inspections" — the single clearest marker separating pros from fly-by-night operators.

**Lien waiver policy stated**

"We provide lien waivers from all subs and suppliers at each milestone payment" — savvy buyers look for this, and most competitors never mention it.

**Subcontractor management philosophy explained**

Which trades you employ in-house vs subcontract, how long you've worked with your core subs, and whether they're licensed and insured independently.

■ **Pro Tip:** Stating "we pull all permits" and explaining lien waivers on the site positions you above every competitor who skips the paperwork conversation until it's too late.

Do buyers know how long they'll live in a construction zone — and how you'll keep them sane?

**Typical project timelines shown by type**

"Bath remodels 3–5 weeks · Kitchen remodels 6–10 weeks · Additions 3–6 months" — realistic ranges beat the vague "every project is unique" non-answer.

**Current backlog / booking window stated**

"Currently booking starts 8–12 weeks out" — hiding the wait loses more jobs than showing it, and filters serious buyers from tire-kickers.

**Communication commitment spelled out**

Weekly progress meetings, project management portal, dedicated project manager named on the site — silence is the #1 renovation complaint.

**Workmanship warranty clearly stated**

"1-year workmanship warranty on all labor, plus manufacturer warranties on materials passed through to you" — plain language beats legalese.

**Cleanup and site-protection policy stated**

"Floor protection, dust containment, daily site cleanup, and a final deep-clean on delivery" — buyers remember living through renovation dust for years.

■ **Pro Tip: Publishing your current booking window ("8-12 weeks out") filters tire-kickers, creates urgency for serious buyers, and reframes your backlog as social proof of demand.**

Does Google know your territory, and does the portfolio work on a phone on the couch?

**One landing page per suburb / zip code**

Unique copy, local project photos, and city-specific permit context per page — not a generic "service areas" list.

**Schema markup for LocalBusiness + GeneralContractor**

Unlocks map pack placement — the majority of GC sites skip schema entirely, which is your opening to take their ranking.

**NAP consistency (name / address / phone)**

Identical across site, GBP, Houzz, Yelp, Angi, BBB — mismatches hurt local rank more than most GCs realize.

**Gallery and project photos optimized for mobile**

WebP format, lazy loading, smooth lightbox — renovation photos are heavy, and most buyers browse on a phone after dinner.

**Sticky "Schedule a Consultation" CTA on mobile**

After a visitor scrolls through 30 project photos, the CTA has to be one thumb-tap away — not a trip back to the top of the page.

■ **Pro Tip: A Houzz profile with recent projects is the single highest-ROI off-site asset for a GC — renovation buyers cross-reference it before calling, and an empty page costs real jobs.**

## 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](https://bleyl.dev) · You may use this checklist for your own business website audit. For a done-for-you implementation, visit [bleyl.dev/industry/general-contractor-website-checklist](https://bleyl.dev/industry/general-contractor-website-checklist)