

10 Ways a Showcase Website will make you **money** and **save** you **time**.

Hi, I'm Michael Pollaci, I spent over twenty-five years in home improvement, contracting, and commercial construction. Now I help successful contractors, home builders, and tradesmen make more money.



We help contractors, builders and tradesmen make more money by helping them create eye-catching websites measuring up to their hard-earned reputations so they can beat the competition, and turn more referrals and website visitors into paying customers.

These 10 benefits are just part of our Showcase Website program that has been responsible for helping contractors just like you create highly targeted web pages turning more referrals and website visitors into paying customers. Today, I am giving you the **“10 Ways a Showcase Website Will Make You Money and Save You Time”** to show you that you don't have to be stuck with a website that is unproductive. You don't have to be stuck with a website you're ashamed of.

Without making a change, you'll continue to lose referrals to competitors who may not be able to provide a better service, but simply have a better website.

When you do decide to make a change, you will start getting better results from your website and you will start converting those 84% of referrals who look you up online before they call to paying customers.

Schedule a Success Call TODAY!



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TECHNOLOGIES**
Ridding the World of Website Shame



10 Ways a Showcase **Website** will make you **money** and **save** you **time.**

So, you've had it up to here with your ineffective website.

We get it. We're totally with you on that.

You'd love to find a faster, less frustrating way to build a website that works – and while you've considered hiring a professional, all you can see is the initial cha-ching. Sure, hiring a professional to help you seems a bit extravagant. But over time – and not very much time – a Showcase Website will actually make you money and save you time.

With a Showcase Website you will:

Extraordinary looking websites are easy.
It's about building a website that works.
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1

Have a website that lives up to your hard-earned reputation.

Make Money: When a past customer, a family member, or a friend refer your services, those referrals will be presented with a professional and polished website that lives up to all they heard about you, making it easier to close the deal.



2

Stop losing referral business because of a shameful website.

Make Money: Unlike your competitors, when a potential customer lands on your Showcase Website, they'll find content that talks about how you can help **THEM** solve **THEIR** problem instead of how great you and your services are. People want to work with someone who understands them and their unique situation - not a blowhard.



3

Never cringe again when someone mentions your website, or you hand out your card.

Make Money: You'll close more deals with confidence knowing your Showcase Website portrays you as the expert you are and your services as the best solution to the problems people are trying to solve.



4

Never spend another frustrating evening trying to write ad copy again. Ever.

Save Time: - Time is money. You will never have to spend weeks agonizing over how to write something that you think sounds good... Maybe. Kinda. Sorta. We will write it all for you so you can get back to what you do best, using your real expertise to help your customers solve the problems they are facing.



5

Get it done with as little as 90 minutes of your time.

Save Time: No more weeks of back and forth like a typical website project that drags on for months. Our Showcase Website process is proven to work quickly and seamlessly. And, depending on the type of website you need, you'll spend as little as 90 minutes with us to get it done. Spend your time building your business – not developing a website.

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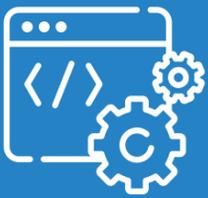




6

Have a website properly formatted for ALL mobile devices.

Make Money: Let's face it, this is a mobile world. Your Showcase Website will set you apart from your competition on mobile devices. It will be designed for mobile first so the load speed, the user experience, and the overall performance will be leaps and bounds ahead of the rest helping you get more leads.



7

Never have to worry about hosting or website maintenance again.

Save Time: You've heard the horror stories of down websites with bargain basement hosts. When your website is down it can't make you money. In fact, it costs you money. Your Showcase Website will have premium hosting and will be updated daily ensuring all your security and software is up to date.



8

Get an optimized Google My Business listing.

Make Money: Local, local, local. The name of the game in today's online search is local. Google IS local search and having an optimized Google My Business listing to go with your professional and polished Showcase Website is a one two punch your competitors will find hard to compete with. Close more deals by showing up prominently where people do most of their searching.

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9

Get a website that can generate leads as you sleep.

Make Money & Save Money: Get leads while you sleep...? Yes, it can happen! Unlike your top salespeople, your website never sleeps and is never on vacation. You can generate qualified leads while you sleep and wake up to an email account overflowing with potential customers.



10

Get a website that portray you as the guide on a hero's journey.

Make Money: We mentioned it earlier that people don't want a blowhard who is the hero of every story. They want to be the heroes of their story. What they're looking for is a person that can guide them. Batman had Robin, Luke Skywalker had Yoda, and Frodo had Sam. It's a story told over and over again because it works. Be the guide and you will make more money than you could have ever imagined.

Your website should measure up to your hard-earned reputation. Save time and make more money with a Showcase Website.



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10 Ways a Showcase Website will make and save you money

Improve **Your Website** Today

Let's recap: You're sick of your website and cringe every time you hand out a business card. You're tired of losing referrals to your competition. You'd love to get a new website that measures up to your hard-earned reputation. And you're leaning toward doing it on your own... again.

I know what you're thinking: but Michael, I could do all of that with a "do it yourself" website builder. Maybe so. But you probably won't, and here's why:

Writing: Most websites fail because of poorly written ad copy. It takes time, experience, and know how to write effective ad copy. Besides, when exactly are you going to find the time to write it?

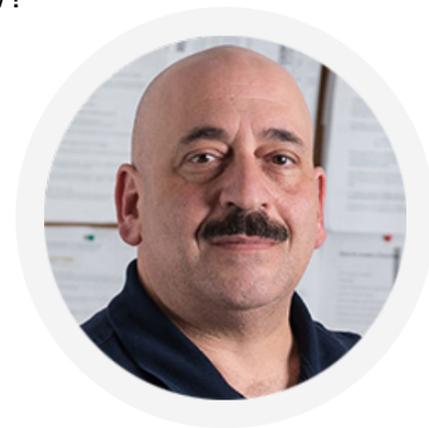
Time: Let's face it, you don't have time to learn how to operate the "do it yourself" website builder, design a website with images and graphics, write ad copy, and optimize it. Why would you want spend your time learning an entirely new industry, when you're busy enough with the one you already know?

Energy: Picture this: You've just spent all day working on a new bathroom and now you have to run out to do two estimates. Finally, it's 8:30 and you're done! How excited are you to come home to work on the website? **Not at all.** How about getting a call from Stafford Technologies telling you your new website is ready for final approval? **Very excited.** (OK, maybe only marginally excited. It is 8:30, after all.)

Yes, you could "do it yourself". But chances are good it will take you 6 months of Sundays if you get it done at all. Now that sounds like a frustrating and expensive idea.

Ready to get your new Showcase Website? Click here to schedule your time → <https://bit.ly/ShowcaseSuccessCall>

Here's to good decisions,



Michael :-)

The Website Guy, Stafford Technologies

P.S. We offer free strategy sessions. You can try a strategy session before you buy! Get a new website today.