

Modern Carpentry LLC

Website Redesign + Conversion Growth Concept

We turn website weaknesses into high-performing strengths that drive trust, leads, and long-term growth.



Whitestone's plan



1. Slow, cluttered website → Faster, cleaner user experience



2. Generic service presentation → Clear service pillars + stronger trust



3. Weak conversion path → More consultation requests



4. Underused reviews and proof → Reputation system + better local visibility



Business Snapshot



10+

Years Experience



5.0

Google Rating



11

Reviews



Georgia

Service Area



Projections in this case study are **conceptual portfolio estimates**, not verified client results.



Digital Diagnosis

Where the current site loses trust and how Whitestone turns that into measurable growth.

Audit of modernhomebuilds.com for Modern Carpentry LLC

Current weakness	Whitestone redesign move	Expected business effect
 Slow loading pages and heavy image sections →	Performance-first page rebuild	 Better first impression and fewer drop-offs.
 Duplicate navigation and cluttered structure →	Simplified menu + cleaner hierarchy	 Easier browsing and less confusion.
 Generic hero messaging →	Sharper value proposition	 Clearer trust and more consultation intent.
 Fragmented service presentation →	Organized service pillars and landing pages	 Higher-intent inquiries.
 Thin repetitive location pages →	Stronger local pages with real proof	 Better local visibility.
 Underused 5.0-star reputation with only 11 reviews →	Review engine + proof placement	 Stronger credibility.
 Scattered CTA buttons like "Start Now" / "Book Today" →	One clear conversion path	 More quote requests.
 Copy polish issues and inconsistent capitalization/spelling →	Tighter copyediting	 More professional brand perception.



What to keep

- Craftsmanship photo library
- Strong niche service focus
- 10+ years of experience
- 5.0 Google rating



Whitestone strategy

Clarify | Make the value obvious.

Showcase | Highlight craftsmanship and proof.

Convert | Guide visitors to take action.

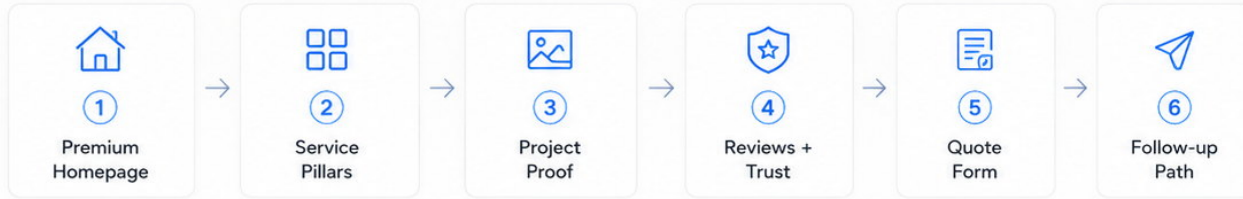
Compound | Build visibility and trust over time.



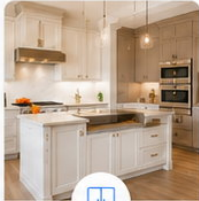
This is a conceptual portfolio audit prepared by Whitestone Web Solutions.
Not a live client engagement. Not verified client results.

Conversion Website Blueprint

A cleaner structure designed to move homeowners from interest to consultation.

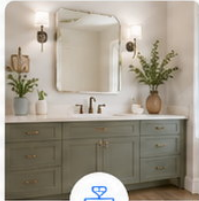


Our 6 service pillars



Kitchen Cabinets

Beautiful, functional kitchens built to last.



Bathroom Vanities

Stylish vanities crafted with care.



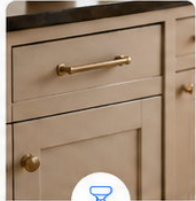
Custom Cabinet Installation

Precision installation for a perfect fit.



Storage + Pantry Solutions

Smarter storage for every space.



Hardware + Finishing

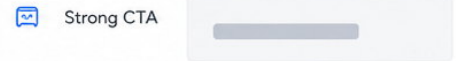
Premium details that elevate every project.



Service Areas in Georgia

Proudly serving homeowners across GA.

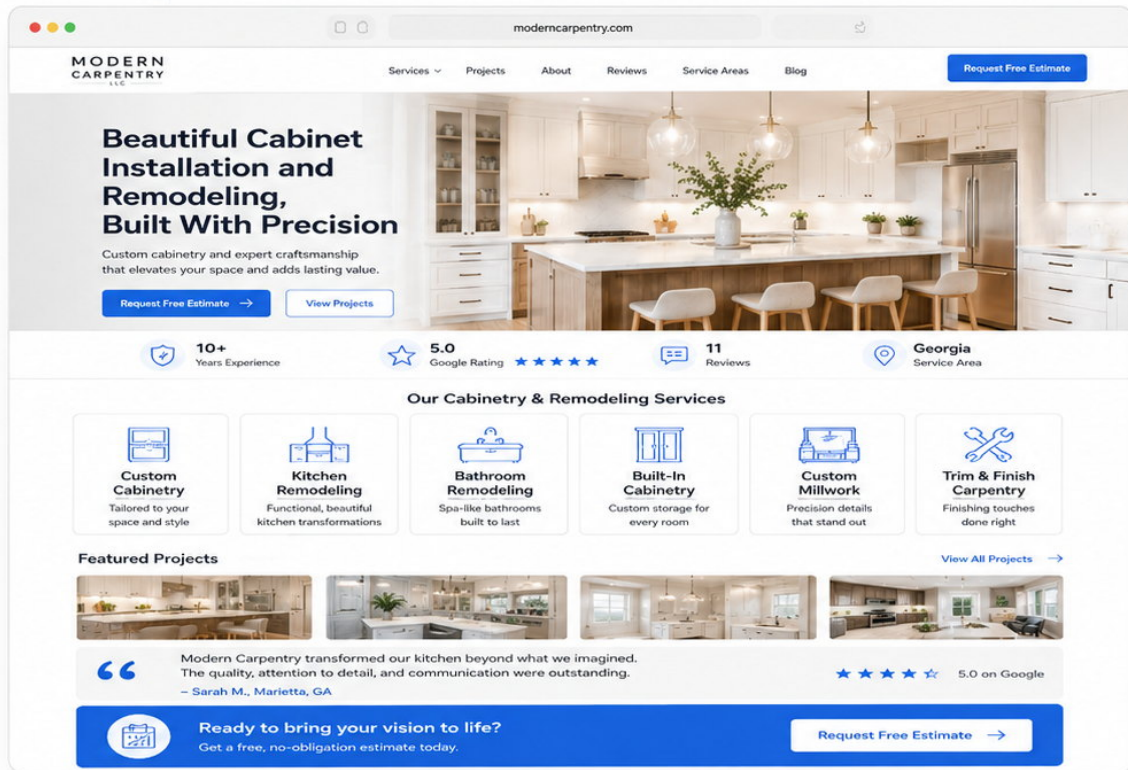
Homepage structure



Goal: shorten the path from discovery to quote request by reducing confusion and surfacing proof earlier.

Homepage Built to Convert

The redesign prioritizes clarity, proof, and a simple path to a free estimate.



The screenshot shows the homepage for Modern Carpentry LLC. The header includes the company name, navigation links (Services, Projects, About, Reviews, Service Areas, Blog), and a prominent blue 'Request Free Estimate' button. The main hero section features a large image of a modern kitchen with the headline 'Beautiful Cabinet Installation and Remodeling, Built With Precision' and a sub-headline 'Custom cabinetry and expert craftsmanship that elevates your space and adds lasting value.' Below this is another 'Request Free Estimate' button and a 'View Projects' button. A row of trust signals follows, including '10+ Years Experience', '5.0 Google Rating', '11 Reviews', and 'Georgia Service Area'. The 'Our Cabinetry & Remodeling Services' section lists six categories with icons: Custom Cabinetry, Kitchen Remodeling, Bathroom Remodeling, Built-In Cabinetry, Custom Millwork, and Trim & Finish Carpentry. A 'Featured Projects' section shows four project photos and a testimonial from Sarah M., Marietta, GA, with a 5.0 on Google rating. A final blue bar contains the text 'Ready to bring your vision to life? Get a free, no-obligation estimate today.' and a 'Request Free Estimate' button.



1. Clear Value Proposition

Bold headline and supporting copy instantly communicate the core benefit.



2. Instant Trust Signals

Experience, ratings, reviews, and service area build credibility right away.



3. Easier Scanning

Clean sections and icons help users quickly find what they need.



4. Visual Proof

High-quality project photos showcase craftsmanship and results.



5. Social Proof

Real client testimonial reinforces trust and influences decisions.



6. Reduced Friction

Prominent CTA and simple navigation make it easy to take the next step.



Conversion priorities



Visible CTA



Strong proof above the fold



Easy mobile actions



Faster path to quote

Trust + Review Dashboard

How stronger proof can compound homeowner confidence over time.



Google Rating

Current

5.0

Projected

5.0

maintain excellence



Google Reviews

Current

11

Projected

35

+218% review volume target



Visible Project Stories

Current

0

Projected

8

new proof on-site



Trust Score i

Current

58

Projected

84

stronger homeowner confidence



Projected Review Growth

● Google Reviews (Projected)

+218%
12-Month Target

What builds trust



Recent reviews that reflect real experiences



Before/after project proof that shows results



Clear service pages that answer key questions



Fast quote response that removes friction



Real installation process that builds confidence



Conceptual Projections Only

Projections in this dashboard are conceptual portfolio estimates, not actual measured results.

Local Visibility + Performance Dashboard

Cleaner page architecture can improve both discoverability and user experience.

 Target Keyword Opportunities	Current Rank (AUDITED)	→	Projected Rank (DIRECTIONAL)
 Kitchen Cabinet Installation Atlanta GA	18	→	8
 Bathroom Vanity Installation Gainesville GA	15	→	6
 Custom Cabinet Installation Buford GA	22	→	9
 Pantry Cabinet Installation Duluth GA	26	→	10
 Hardware Installation Alpharetta GA	19	→	8



Ranking and performance figures are conceptual planning estimates for portfolio presentation.



Projected SEO lift

6Service
Landing Pages**6**Local
Landing Pages**+5**Core Ranking
Opportunities

Performance opportunity

Internal Audit
Speed Score**42**
(Current)**84**
(Projected)

Lighter pages, optimized media, cleaner layout.



Why this matters

- ✓ Better local relevance
- ✓ Fewer speed-related drop-offs
- ✓ More discovery from search
- ✓ Stronger conversion once visitors land

90-Day Rollout

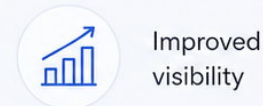
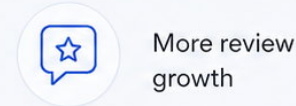
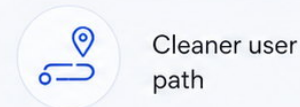
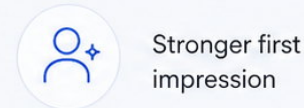
Focused, practical, and built around the actual weaknesses on the current site.



Built to drive results—fast.

Each phase delivers visible improvements while building toward long-term growth in leads, trust, and local visibility.

Rollout outcomes



Expected Business Impact + Deliverables

The redesign is intended to create a stronger lead engine, not just a nicer website.



Monthly Quote Requests

8 → **14**

Current (Est.)

Projected (6 Months)



Qualified Leads Rate

34% → **52%**

Current (Est.)

Projected (6 Months)



Mobile Conversion Rate

1.6% → **3.2%**

Current (Est.)

Projected (6 Months)



Review Count

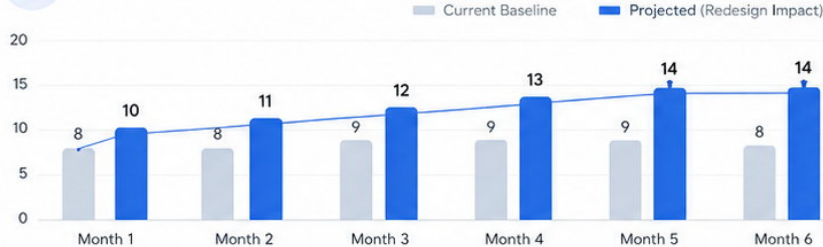
11 → **35**

Current (Est.)

Projected (6 Months)



Projected quote growth



Steady, compounding growth driven by better visibility, trust signals, and conversion UX.



Recommended Deliverables

- ✓ Homepage redesign
- ✓ Trust and CTA system
- ✓ 6 service landing pages
- ✓ Local SEO foundation
- ✓ 6 local landing pages
- ✓ Speed and image optimization
- ✓ Project gallery restructure
- ✓ Social/contact cleanup
- ✓ Review visibility section



Whitestone is turning an underperforming website into a trust-driven conversion system—**built for growth in Georgia.**



This is a concept. Outcomes are conceptual estimates for portfolio use and not guarantees of performance.