



TORRES HOMES LLC

Website Redesign + Conversion Growth Concept



Whitestone's plan: turn digital weak points into growth systems that drive more consultations, stronger trust, and better local visibility.

FROM WEAKNESSES TO GROWTH LEVERS



Outdated website



Premium trust-building redesign



Unclear service flow



Clearer conversion path



Underused proof



Project storytelling + review visibility



Weak mobile UX



Faster mobile consultation funnel



BUSINESS SNAPSHOT



45+

Years Experience



4.8

Google Rating



21

Reviews



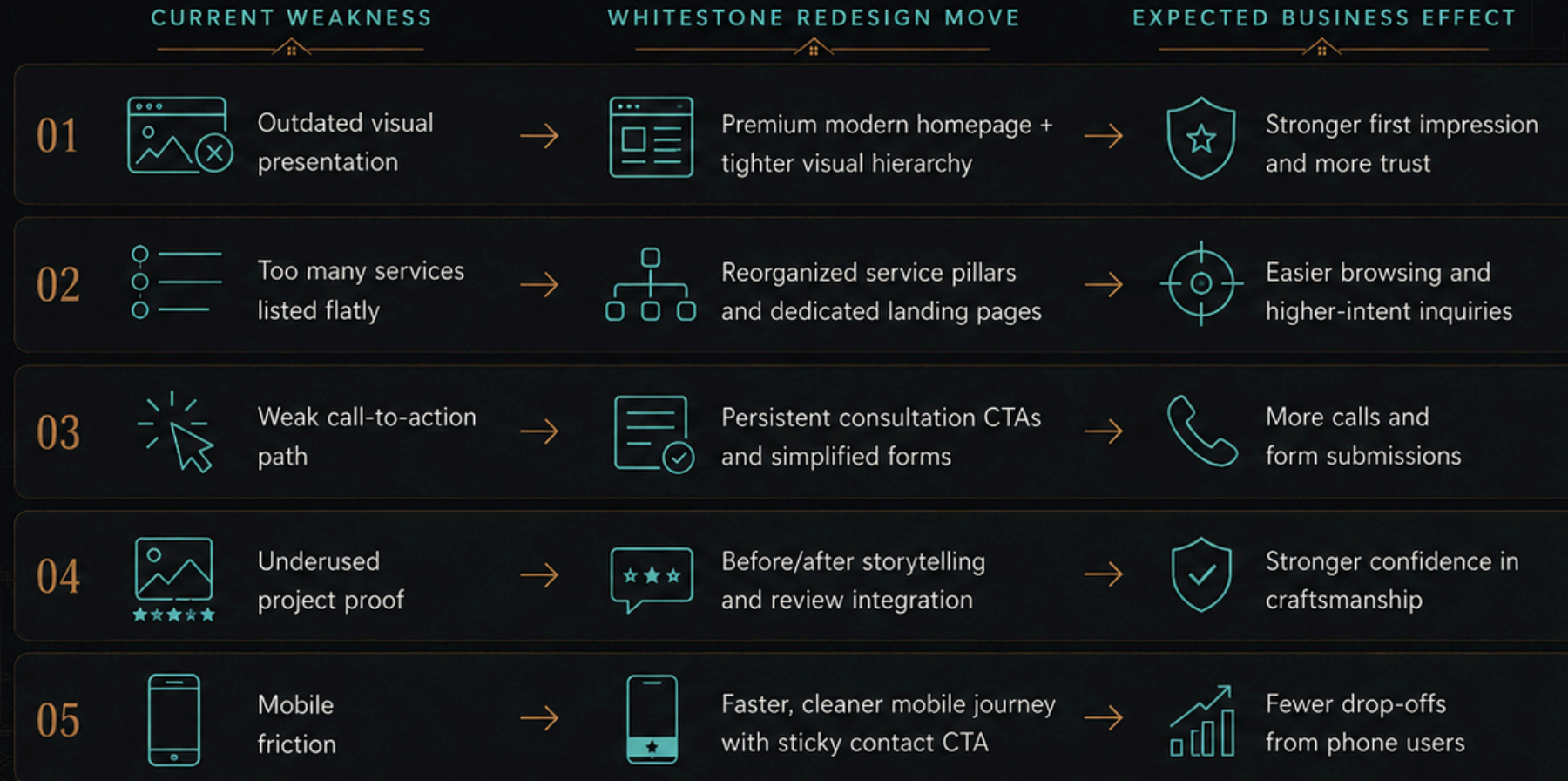
Gainesville,
GA



Projections shown in this case study are conceptual estimates for portfolio purposes only, not real measured results.

DIGITAL DIAGNOSIS

Where the current site loses trust and how Whitestone turns that into conversion lift



WHITESTONE STRATEGY



CLARIFY
Remove confusion and highlight what matters most.



SHOWCASE
Lead with proof and design that builds credibility.



CONVERT
Create frictionless paths that turn interest into action.



COMPOUND
Build systems that scale results and strengthen over time.















CONVERSION WEBSITE BLUEPRINT

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



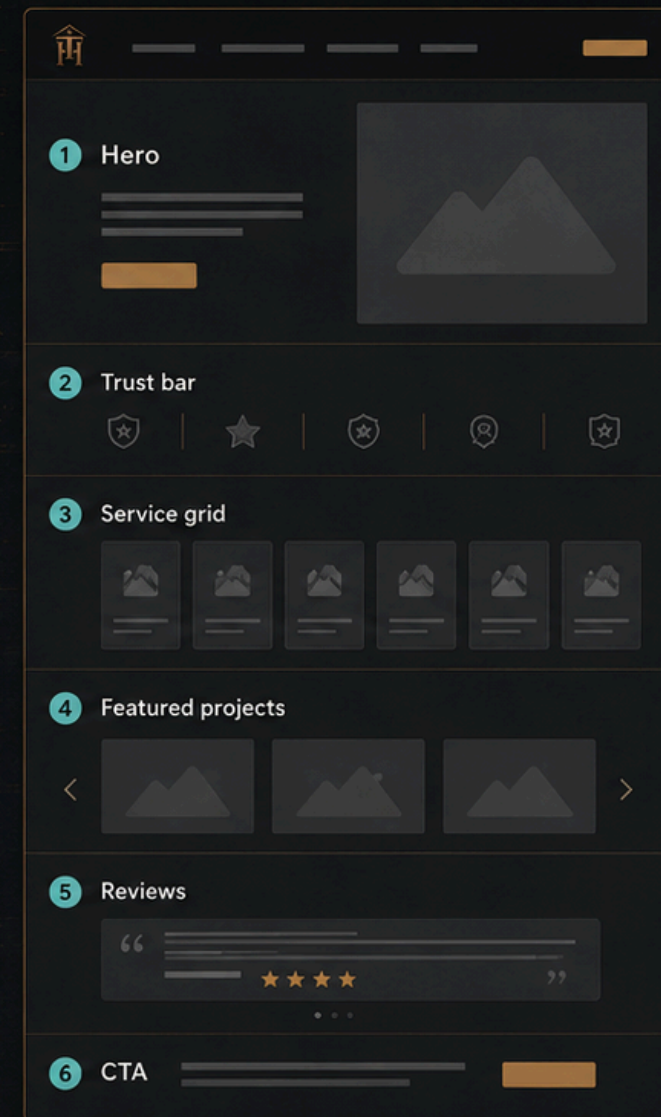
OUR 6 SERVICE PILLARS

 <p>Kitchen & Bath</p> <p>Beautiful, functional spaces tailored to your lifestyle.</p> 	 <p>Basement & Interior</p> <p>Transform underused areas into livable, high-value spaces.</p> 	 <p>Additions & Structural</p> <p>Expand and strengthen your home with expert craftsmanship.</p> 	 <p>Outdoor Living</p> <p>Decks, patios, kitchens, fireplaces, and more for outdoor enjoyment.</p> 	 <p>Custom Homes & Design</p> <p>From concept to completion, homes designed around you.</p> 	 <p>Lake / Hillside Specialty</p> <p>Built for views, terrain, and the way you live by the water.</p> 
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Goal: shorten the path from discovery to consultation by reducing confusion and surfacing proof earlier.

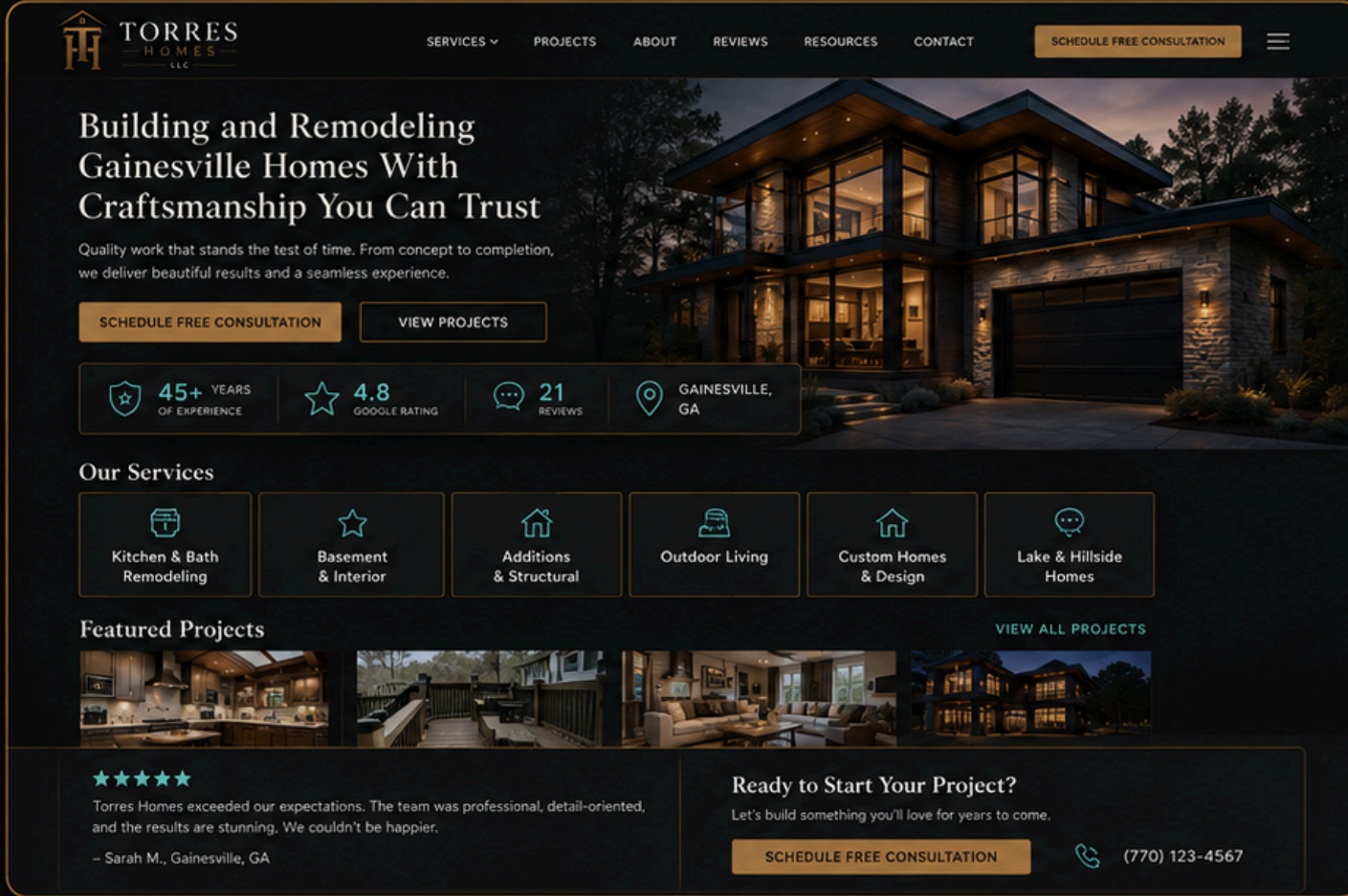
HOMEPAGE STRUCTURE (DESKTOP)





Homepage Built to Convert

The redesign prioritizes clarity, proof, and a simple path to the free consultation



1 **Hero = clear value proposition**
Headline and supporting text communicate who we are and the value we deliver.



2 **Trust bar = instant credibility**
Key trust signals build confidence within the first scroll.



3 **Service grid = easier scanning**
Clear categories help visitors quickly find what they need.



4 **Featured projects = visual proof**
High-quality project images showcase craftsmanship and outcomes.



5 **Review section = social proof**
Authentic reviews from real homeowners build trust and reduce hesitation.



6 **CTA section = reduced friction**
Prominent CTAs and easy contact options make it simple to take action.



Visible CTA
Primary action is always prominent and accessible.



Strong proof above the fold
Trust indicators and reviews appear early to build confidence.



Easy mobile actions
Click-to-call and simplified forms reduce barriers.



TRUST & REPUTATION DASHBOARD

How stronger proof can compound homeowner confidence over time

CURRENT VS PROJECTED



GOOGLE RATING

CURRENT

4.8

No change

PROJECTED

4.8



GOOGLE REVIEWS

CURRENT

21



PROJECTED

60

+186% increase



VISIBLE PROJECT STORIES

CURRENT

0



PROJECTED

8

New proof in market



TRUST SCORE

CURRENT

62



PROJECTED

84

Stronger homeowner confidence



PROJECTED REVIEW GROWTH



● Conceptual growth based on stronger proof, visibility, and reputation strategy.



WHAT BUILDS TRUST



Recent reviews



Before/after proof



Clear service pages



Fast contact path



PROJECTIONS ARE CONCEPTUAL PLANNING ESTIMATES FOR PORTFOLIO PURPOSES, NOT ACTUAL MEASURED RESULTS.





Google Rankings + Local Visibility

Targeted service pages help Torres Homes appear in more high-intent searches



TARGET KEYWORD	CURRENT ESTIMATED RANK (BEFORE REDESIGN)	PROJECTED RANK (AFTER REDESIGN + SEO FOUNDATION)	POSITION IMPROVEMENT
Kitchen Remodeling Gainesville GA	18	7	11 POSITION IMPROVEMENT
Bathroom Remodeling Gainesville GA	22	8	14 POSITION IMPROVEMENT
Home Additions Gainesville GA	17	6	11 POSITION IMPROVEMENT
Basement Remodeling Gainesville GA	14	5	9 POSITION IMPROVEMENT
Outdoor Living Gainesville GA	19	8	11 POSITION IMPROVEMENT

★ PROJECTED SEO LIFT ★

SERVICE PAGES
0 → 6

LOCAL LANDING PAGES
0 → 6

RANKING OPPORTUNITIES
+5 CORE KEYWORDS

AVERAGE POSITION IMPROVEMENT



Search metrics are directional estimates, assuming strong execution and indexing.





Expected Business Impact

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



MONTHLY CONSULTATION REQUESTS

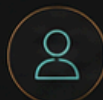
CURRENT

9



PROJECTED

15



QUALIFIED LEADS RATE

CURRENT

38%



PROJECTED

55%



MOBILE CONVERSION RATE

CURRENT

1.7%



PROJECTED

3.4%



REVIEW VOLUME

CURRENT

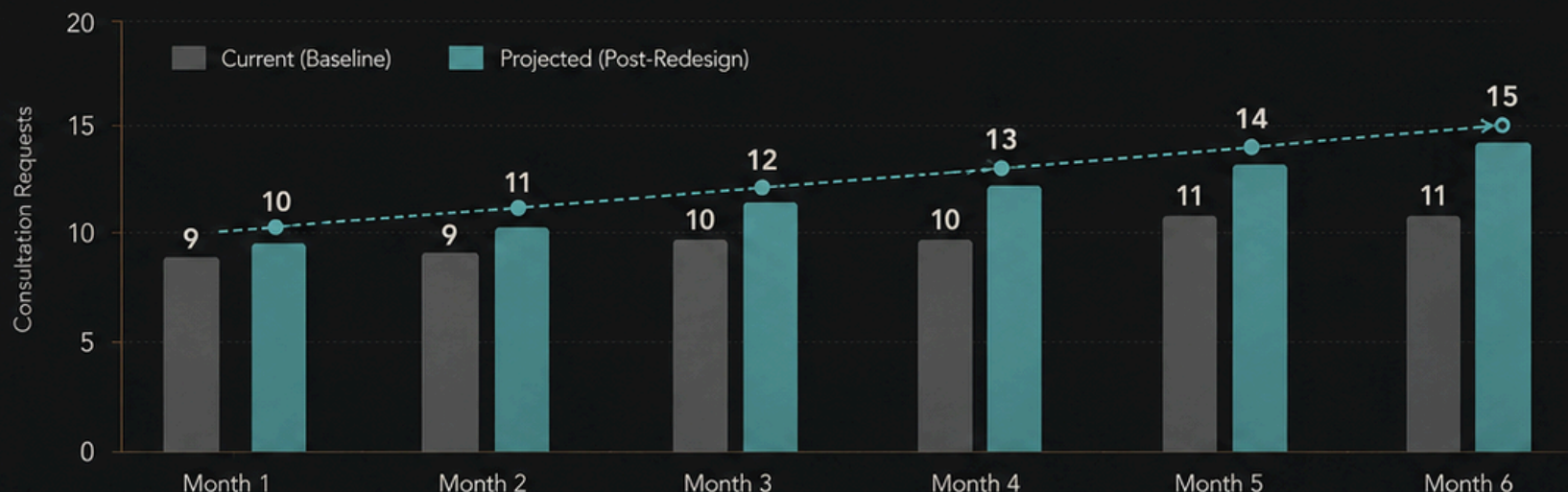
21



PROJECTED

60

PROJECTED CONSULTATION GROWTH



By Month 6, projected consultations increase by **36%** over current baseline.

WHY THE LIFT HAPPENS



Clearer CTAs

Focused next steps that drive action.



Stronger Trust

Social proof, reviews, and credibility signals build confidence.



Cleaner Service Structure

Easier to scan offerings that match homeowner needs.



Faster Mobile Path

Shorter, simplified flow designed for on-the-go users.



More Visible Reviews

Prominent placement increases trust and conversion.





TORRES HOMES LLC

Website Redesign + Conversion Growth Concept

Recommended Deliverables

A focused conversion-first package designed for a renovation company



Homepage redesign



Mobile-first page system



6 service landing pages



Project gallery restructure



Review visibility section



Consultation funnel improvements



Local SEO foundation



Social / contact cleanup

For Torres Homes, the opportunity is not to look different for the sake of design. It is to present the company's craftsmanship, proof, and service quality in a way that converts more local homeowners into consultations.



Whitestone outcome focus



Better first impression



More homeowner trust



Easier consultation path



Stronger long-term visibility