



Is Your Website Built to Compete?



Jake Long

VP Client Experience
SPARK Business Works

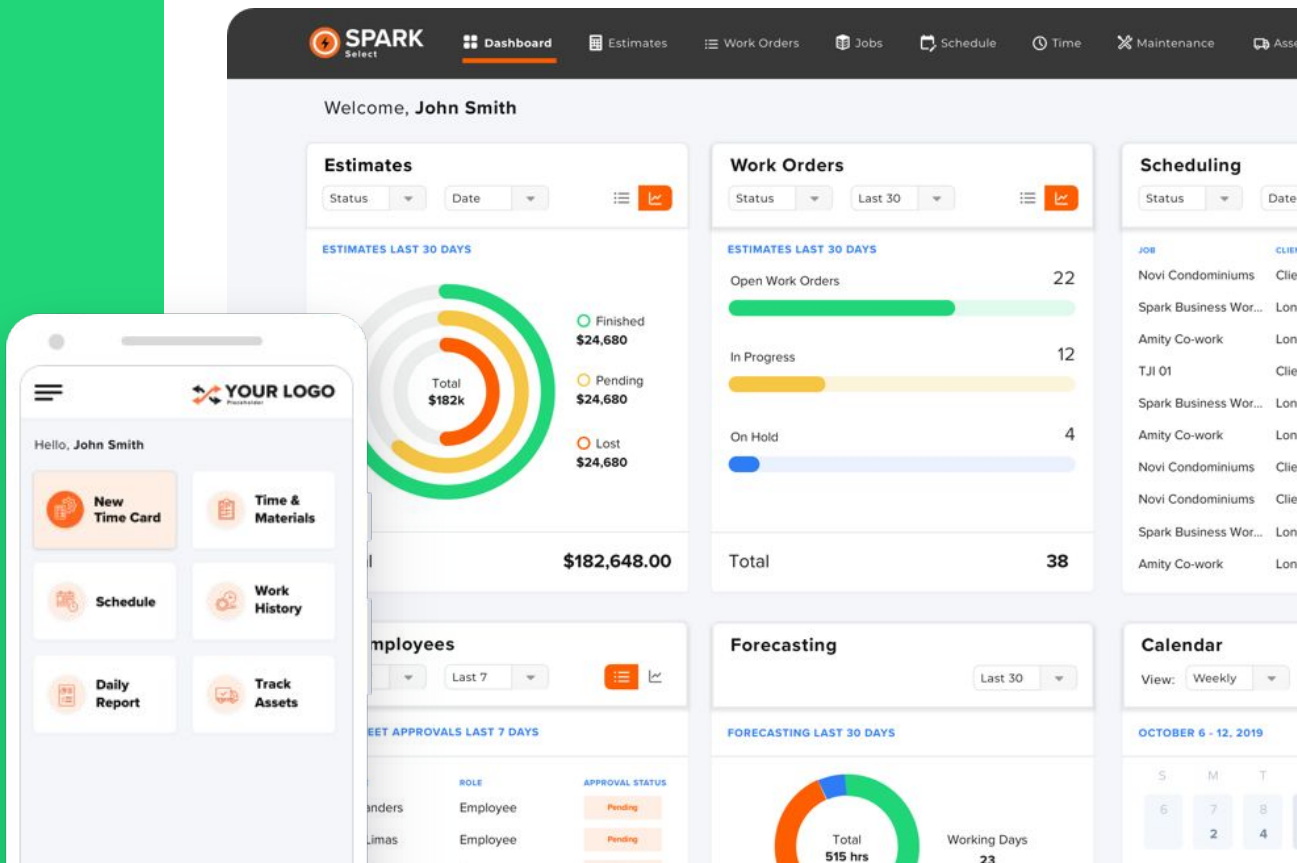


SPARK builds custom software, workflow tools, and websites that bring your team together where it matters.

– 40% of SPARK's projects are for companies in construction & building trades.

– We execute projects in practical steps that make sense and reduce risk for our clients.

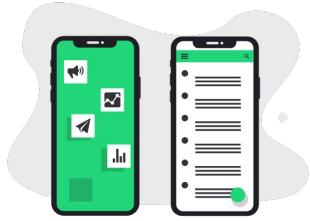
Just Right for the Way You Work





INDUSTRIAL
SERVICES INC.

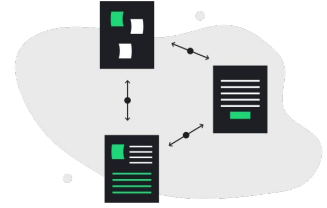




Apps



Websites

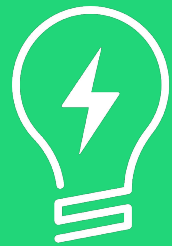


Workflow



SPARK
Business Works

CIO 20 MOST PROMISING **CONSTRUCTION TECH** **Review** SOLUTION PROVIDERS



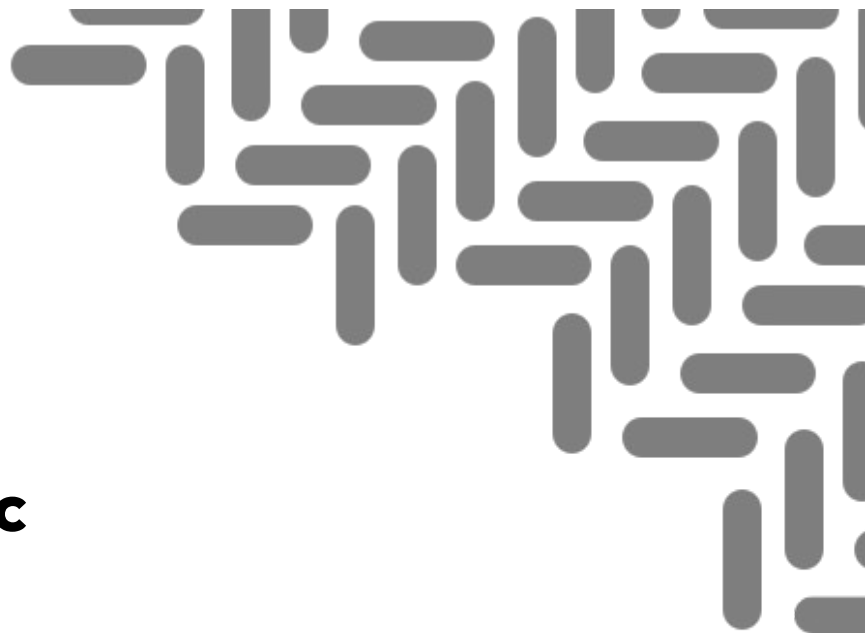
SPARK
Business Works



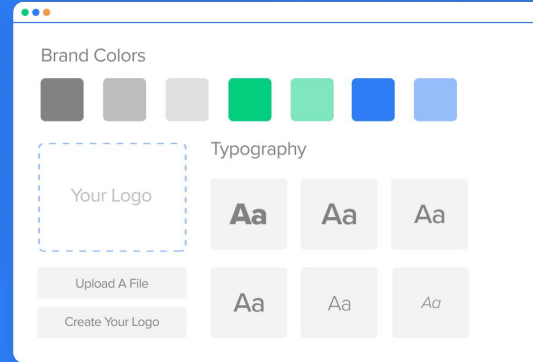
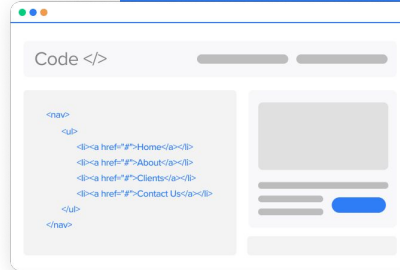
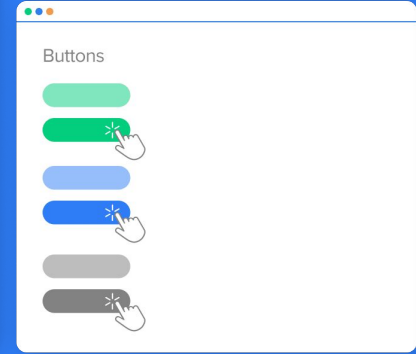
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Insights from:





Website 101

- ❑ Create a simple **User Experience and Design**
- ❑ Identify your **Target Audience (User Personas)**
- ❑ Build your site for speed. **Speed matters**
- ❑ Build with **Search Engine Optimization (SEO)** in mind
- ❑ **Your content and Call-to-actions (CTA)** must be relevant
- ❑ The power of **Landing Pages**
- ❑ **Measure and maintain** your website regularly

You are here today because you have a
challenge or problem to solve.

Are any of these your challenges?

I don't even have a website.

Our site is outdated and clunky on phones.

Our generic website doesn't show the value of our services.

Where do we even start?

Just having a website
doesn't cut it anymore.

The **rules** are different &
your **customers** have changed.

48% of people cited a
website's design
as the number one factor
in deciding the credibility of a business.

Who would
you rather
buy from?





On Top Since 1947
CELEBRATING
OVER 70 YEARS!

[Home](#) [Services](#) [Projects](#) [Testimonials](#) [Safety](#) [Company](#) [Contact](#) [News](#)

[Service or Proposal Request](#)

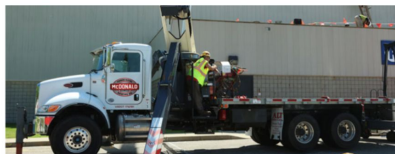
[Call us: 517-764-1336](#)

Shaping Michigan's Skylines Since 1947.

Commercial Roofing – New Construction – Re-Roof – Service and Maintenance.

[REQUEST A PROPOSAL](#)

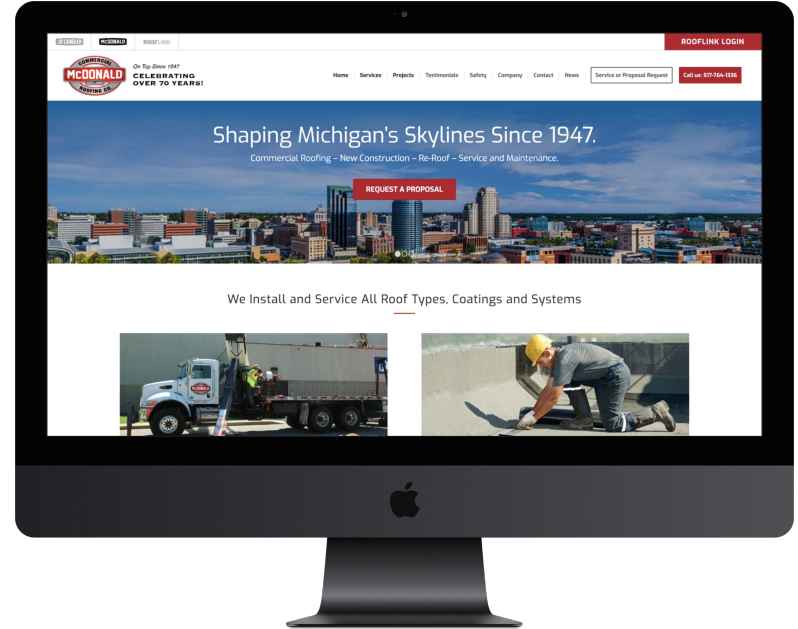
We Install and Service All Roof Types, Coatings and Systems



Before



After



On Top Since 1947

**CELEBRATING
OVER 70 YEARS!**

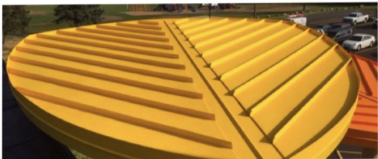
53% of web traffic in 2019 came from **mobile**.



Commercial Roofing



Service & Maintenance



Sheet Metal



RoofLink: Service and Data Management

JD CANDLER

ROOFLINK




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CELEBRATING
OVER 70 YEARS!

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Commercial Roofing – New Construction –
Re-Roof – Service and Maintenance.

REQUEST A PROPOSAL



We Install and Service
All Roof Types,
Coatings and Systems





Commercial & Industrial Roofing

McDonald Commercial Roofing Company has over seven decades of experience with all standard commercial and industrial roof types and systems. Our teams are trained and certified installers of all major commercial roofing systems.

RoofLink, our easy-to-use, mobile app-based tracking system is deployed for every job. With the RoofLink app, you can track all projects, maintenance, service, inspections and data. RoofLink is exclusive to McDonald Commercial Roofing and is available to our clients at no additional cost.

[Learn About RoofLink](#)

The truth is that there are a lot of websites that ***look good.***

But, *pretty design* alone isn't enough to **meet the needs of YOUR website users.**



Website 101

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- ❑ The power of **Landing Pages**
- ❑ **Measure and maintain** your website regularly

Beyond “Pretty Pixels” Design

Understanding Your Users

You probably have different customer types, and you want to personalize the online experience for them

- Who is the target audience for the website?
- What is the core message you need to communicate?
- How do they want to interact with me online?
- What content can I provide (and when) to remove any friction during their experience?

USER PERSONA

**This is Bill.
He lives and works
in a dealer desert**



ABOUT BILL

Behaviors are...

unpredictable weather
drives a truck
is a landscaper
seasonal worker

handy, like a farmer
drinks beer
not web savvy, will google it



Frustrations and pain points are...

unreliable equipment
often in middle of night
needs fixed right away

don't know how to find what they need
"what's broken?"

Goals and motivated by...

finding what they need quickly
diagnosis
a digital expert to help them

basic troubleshooting
digital CSR
convenience

Will interact with our organization by...

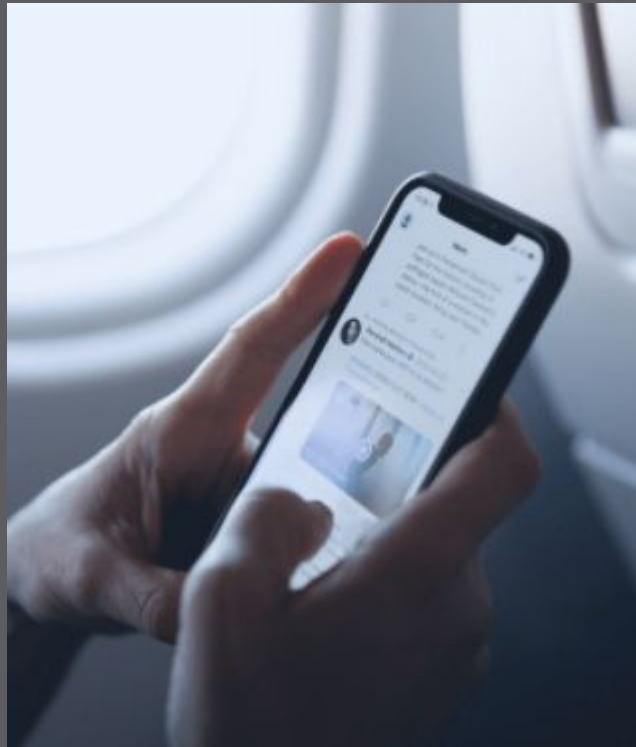
youtube, organic search
how-it fix videos

calling
chat

digital CSR

What your prospect feels:

- This company speaks my language.
- This company is an expert in their field.
- My questions are answered.
- I see validation that they are experts.
- They make it easy to connect with them.
- I'm making a good decision.



Think Like Your Users

We do

for



Our

Products and services

help

Customer segment

who want to

Jobs to be done

by

Verb (e.g. reducing, avoiding)

and a customer pain

and

Verb (e.g. increasing, enabling)

and a customer gain

(unlike

Competing value proposition

)



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47% of people expect a
site to load in 2 seconds or less.

And 40% of people will
leave a site
that takes more than 3 seconds to load

Speed is complex....

- Clean code
- Design elements
- Hosting
- Content Delivery Networks
- Tracking / Analytics
- Third-party apps



https://yourwebsite.com/

0-49 50-89 90-100 ⓘ

Field Data — Over the previous 28-day collection period, [field data](#) shows that this page **does not pass** the [Core Web Vitals](#) assessment.

▲ First Contentful Paint (FCP) 4.3 s



● First Input Delay (FID) 25 ms



▲ Largest Contentful Paint (LCP) 5.9 s



■ Cumulative Layout Shift (CLS) 0.21



☐ Show Origin Summary



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Google's search algorithm uses
more than 200 factors to rank websites.

On the first page alone,
the **first five organic results**
account for almost 68% of all clicks.

How do your customers find you online?



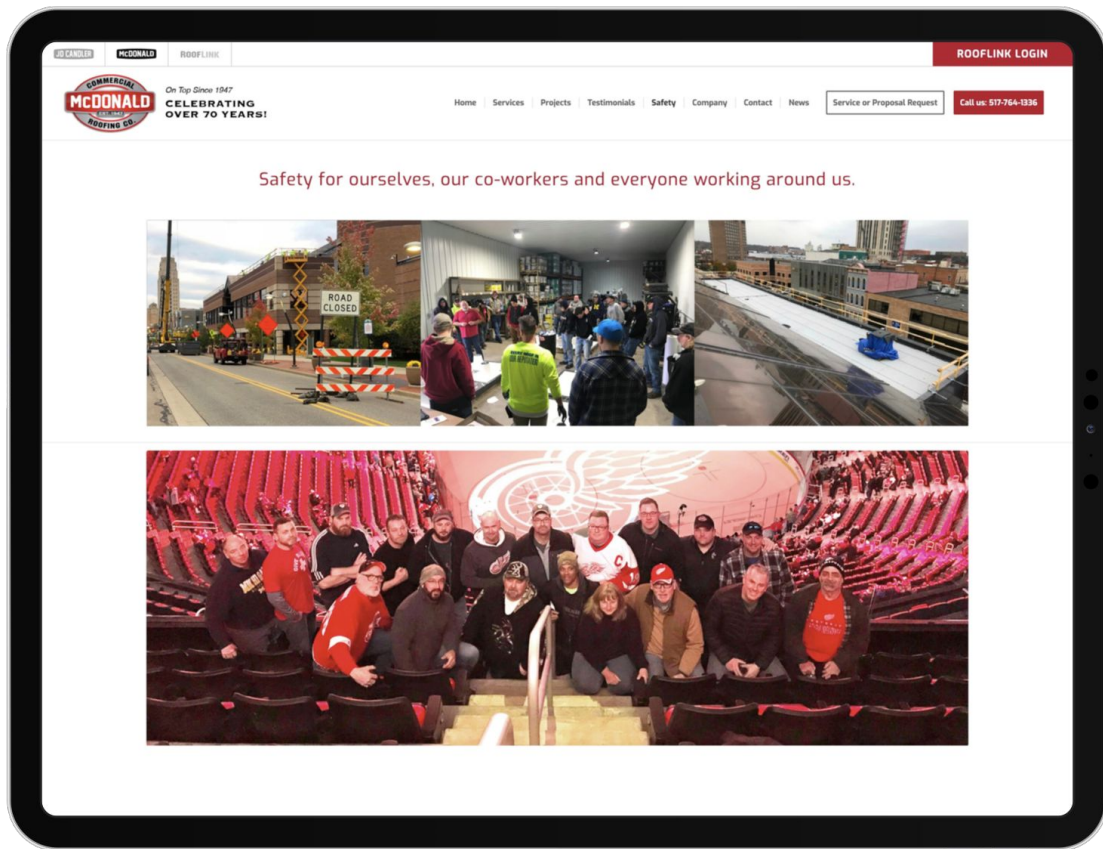
Check out what your competition looks like today.
Search for relevant phrases like:

- Roofing contractors near me
- How do I find a good roofing contractor
- Roofing contractor reviews
- Google your own company name



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Stories that sell



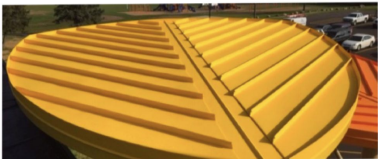
- Safety
- Testimonials
- Core Values
- & more! 🧡🧡



Commercial Roofing



Service & Maintenance



Sheet Metal



RoofLink: Service and Data Management



Commercial & Industrial Roofing

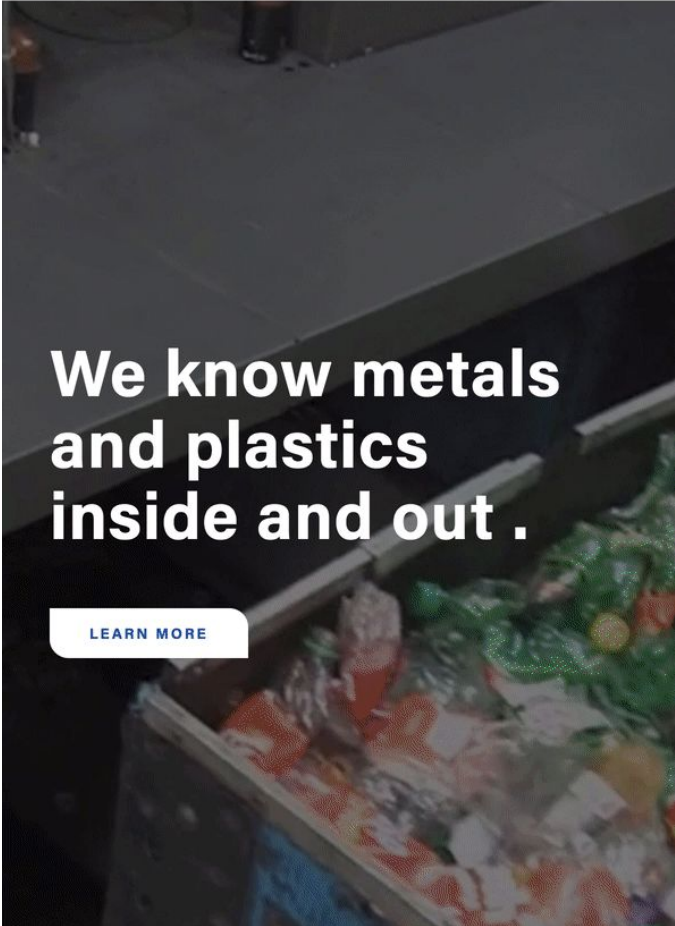
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[Learn About RoofLink](#)

Service offerings & information





**We know metals
and plastics
inside and out .**

[LEARN MORE](#)

Contact & Locations

I want to

recycle my company's electronics | ↕

Schupan Asset Management

2730 Millcork Street

Kalamazoo, MI 49001

1949 Wynn Road

Kalamazoo, MI 49048

269-382-0452

Office hours: 8 am – 5 pm



Can your website save you time?

Think about common information that your users need or ask for. Can you provide it for them online?

- ☐ Answer frequently asked questions?
- ☐ Give directions to your location?
- ☐ Give hours of operations?
- ☐ Include a price calculator or estimator?

ROOFLINK LOGIN

Company

Contact

News

Service or Proposal Request

Call us: 517-764-1336

roofing and Sheet Metal

d.

t



**Call to action for
proposal requests
& RoofLink login**





What do you and your audience want your website to do?

Your website should be action-oriented.

- ☐ Fill out a form?
- ☐ Make a call?
- ☐ Request a quote?
- ☐ Schedule an appointment?



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77% of landing pages are positioned as a home page.

A Landing Page is the first page and entry point to your website.

Landing Pages are sent as links with specific focus on a service offering, industry, etc. to convert more effectively based on context.

General Home Page Layout



Services ▾

Industries ▾

Case Studies

Resources ▾

Company ▾

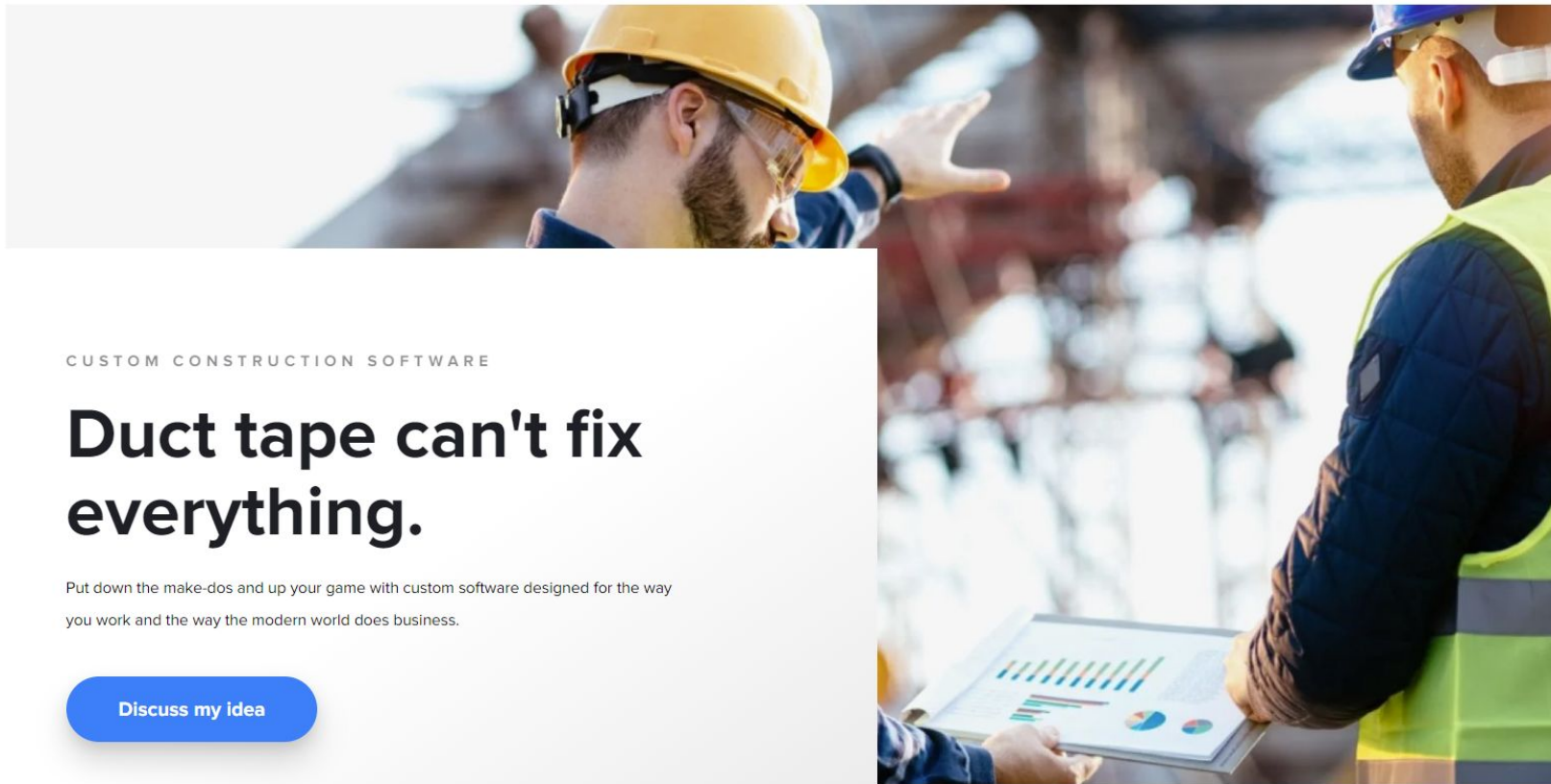
Locations ▾



Launch a custom business
tool you will be *proud* of.

Discuss my idea

Construction Specific Landing Page

[Services](#) ▾[Industries](#) ▾[Case Studies](#)[Resources](#) ▾[Company](#) ▾[Locations](#) ▾

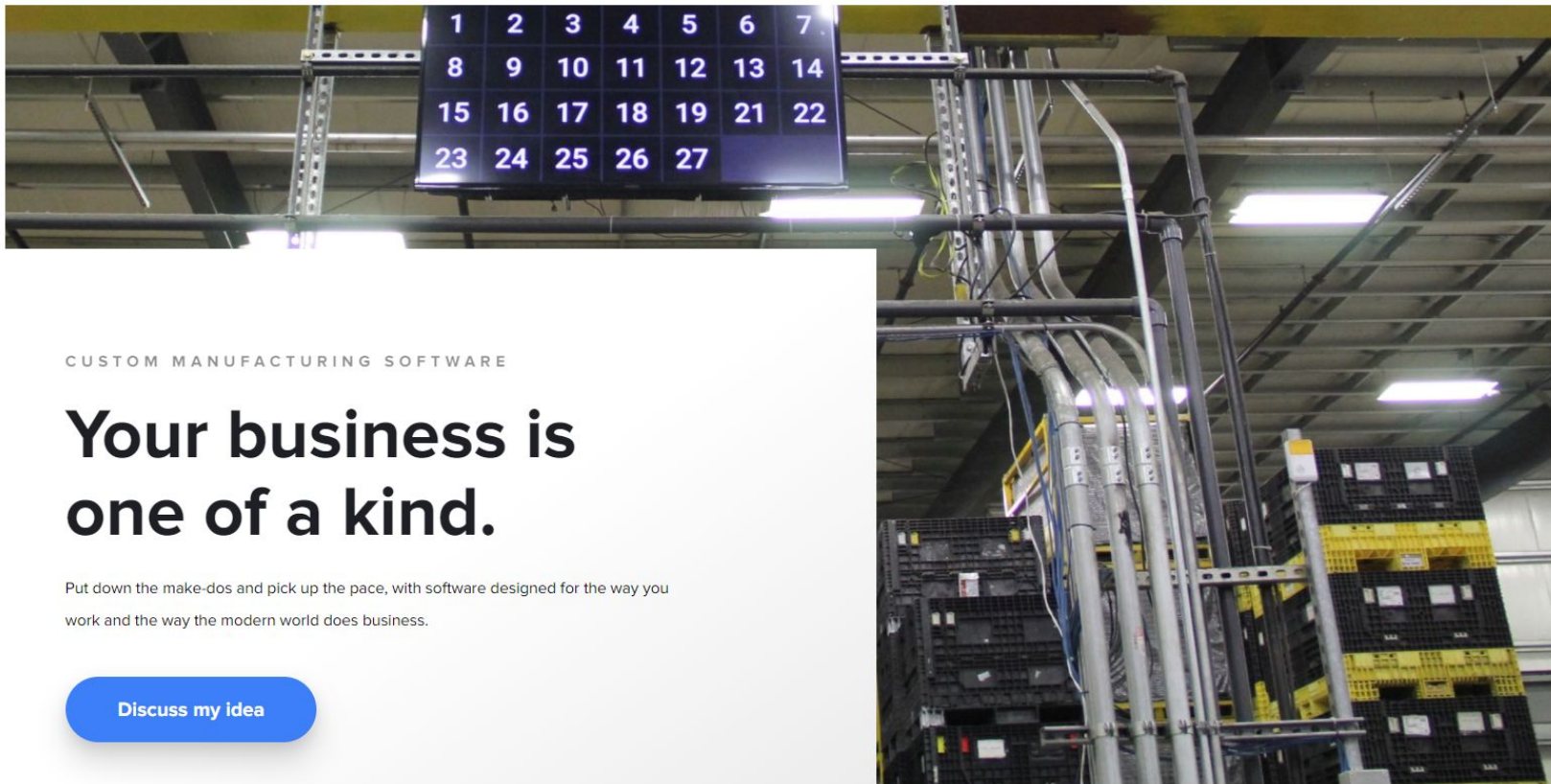
CUSTOM CONSTRUCTION SOFTWARE

Duct tape can't fix everything.

Put down the make-dos and up your game with custom software designed for the way you work and the way the modern world does business.

[Discuss my idea](#)

Manufacturing Specific Landing Page

[Services](#) ▾[Industries](#) ▾[Case Studies](#)[Resources](#) ▾[Company](#) ▾[Locations](#) ▾

CUSTOM MANUFACTURING SOFTWARE

Your business is one of a kind.

Put down the make-dos and pick up the pace, with software designed for the way you work and the way the modern world does business.

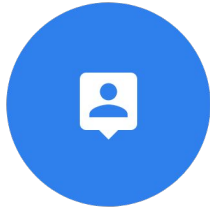
[Discuss my idea](#)



Website 101

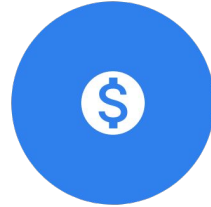
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Define Your Results



Increase Leads

Get more leads
in your pipeline



Increase Sales

More quality leads
convert to sales,
boosting your
website's ROI



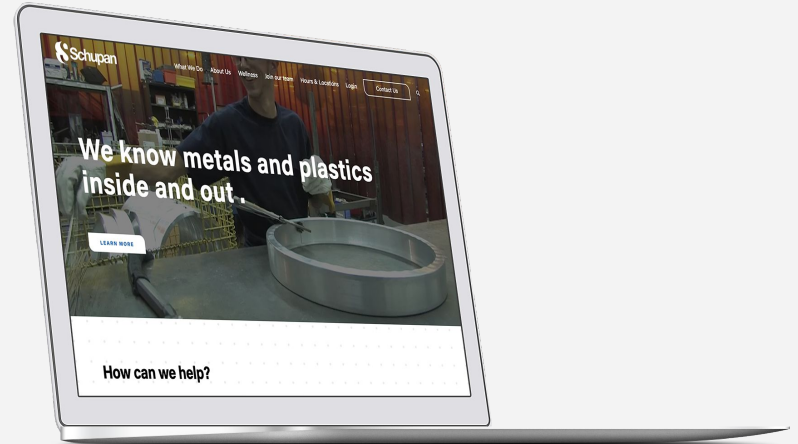
Online Success

Powerful tool to
achieve your goals

Before



After



For your website to stay relevant, someone needs to maintain its presence on the web.

Use these new tools to take action today.



Where do I even start?

Perform a Website Audit

An audit can help determine what your website's current strengths and weaknesses are.

- Look at SEO analytics
- Uncover any technical issues like page load speed
- Scrutinize branding and user experiences



Get a FREE audit from SPARK:
Visit www.sparkwebsites.com

1. Why

Start with the big picture strategy

Why do you want a new website?

The “why” of your site guides the whole project, so be sure that you have clarity regarding the reason you want a new website.

SELECT ALL THAT APPLY

- ☐ Current site looks dated.
- ☐ Current site does not align with our current business direction or offerings.
- ☐ Current site lacks the functionality we need.
- ☐ Current site doesn't look good on mobile devices.
- ☐ We don't have a current site / we are a new business.
- ☐ Other or Additional Reasons (list):

How will this project be measured? What key results will make your new project a worthwhile investment?

When is the ideal time to launch? Begin with the end in mind. Do you have a “busy season” to avoid?

**START
LOW-TECH**

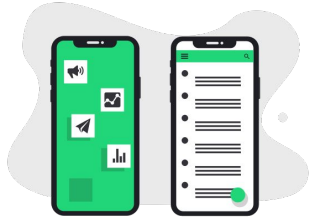


[Download Free Checklist](#)



Website 101

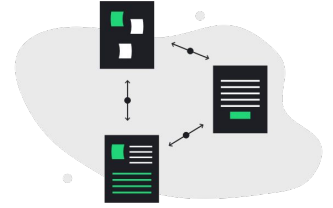
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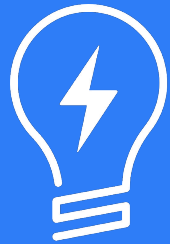
Apps



Websites



Workflow



SPARK
Business Works



Schupan has worked with SPARK on two web design projects and we have found them to be responsive, engaged, and talented people who attend to every detail and client question. When we have a web project, we are 100% confident that SPARK will not only deliver, but they will also commit to seeing the project successfully to the end and offer support after we go live. That is what makes SPARK our first -- and best -- choice for out-of-the-box design, delivery and implementation."

Kendra Townsend

Marketing & Communications Manager

But wait, I invested all this money 5 years ago...



PHARMACY

What can
we help
you with
today?

Recharge
Sleep management

Relief
Pain management

Nourish
Personalized nutrition

Enrich
Vitamins & Supplement counseling

Unwind
Stress counseling

Protect
Proactive health & Immunizations

Rx to go





Melissa Wahl

★★★★★ 1 hour ago

SPARK is Fantastic! Going back to work safely after the state mand
down was very important to our company. Based upon the guidelin
our industry (National Association of Home Builders) and MIO
back to work, the health screening protocol seemed daunting. How
be able to do that considering that our homes under construction are spread out
geographic
has been e
utilize it wh
and any cor
back to wor
you SPARK!



Schupan & Sons Inc.

★★★★★ 4 hours ago

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and client question. Whe
Spark will not only delive
successfully to the end a
Spark our first – and bes
implementation. Highest
Schupan!



Derrick Heyt

★★★★★ 1 hour ago

As an employee of DHE Plumbing and Mechanical we searched for a solution
that would encompass man power, training schedules, and project tracking.
SPARK gave us the opp
to day operations. The p
to say the least. We wou
model DHF required. Imi



Janell Smith

★★★★★ 2 hours ago

SPARK is great!! Communication is great and very professional. Its a pleasure
working with them!



Chelsey Staat

★★★★★ 22 hours ago

Our experience with SPARK has been great. They have provided excellent
customer service, and offer very high quality software.



Andy VanDusen

★★★★★ 23 hours ago

Jatin and his team are wonderful to work with. They make sure they understand
the full scope and then work WITH us to make sure the project is completed to
our expectations.



Erica Bouma

★★★★★ Yesterday

Many times out-of-the-box software only checks half of the boxes. Instead of
investing in work-arounds or an insufficient solution, we invested in US by
creating a custom platform with Spark! Their team heard our needs, took our
visions and has since successfully developed multiple apps and web-based
platforms for our company. The Spark team is thorough, full of ideas, enjoyable
to work with, and they continue to help us drive our company forward in
technology

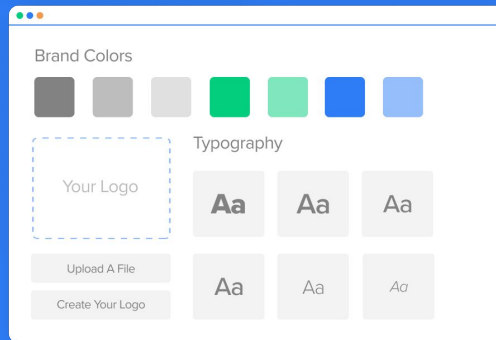
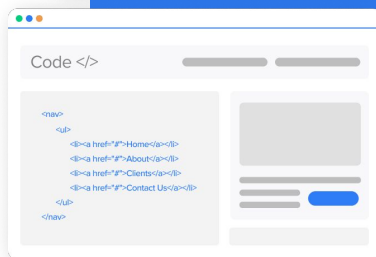
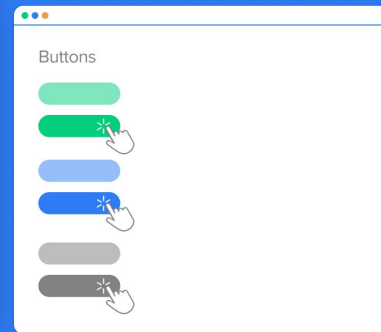
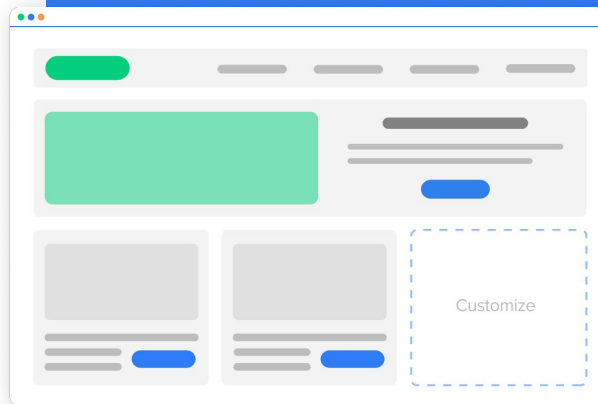


Gretchen Keith

★★★★★ 1 hour ago

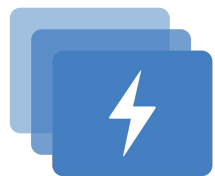
Our needs with Spark are fluid and change as our needs change. Spark has been
willing and eager to work with us to clearly analyze our needs and deliver what
we need from them. We at Kindel Grand Rapids have been very pleased!

They've
upped their
digital
presence..



...and YOU can too!

Free Stuff!



SPARK
Websites

Get a free assessment of your website today.

SparkWebsites.com



SPARK
Business Works

Insight articles and free downloadable tools:

SPARKBusinessWorks.com/blog



[Download Free Website Checklist](#)