



BUILDING
WEBSITES FOR
PLUMBERS
GUIDE

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Monica Pitts is the creative force and founder of MayeCreate. She has a Bachelor of Science in Agriculture with an emphasis in Economics, Education and Plant Science from the University of Missouri. Monica possesses a rare combination of design savvy and technological know-how. Her clients know this quite well. Her passion for making friends and helping businesses grow gives her the skills she needs to make sure that each client, or friend, gets the attention and service he or she deserves.



Kylee May is a senior at the University of Missouri majoring in science and agricultural journalism with an emphasis in animal science and design. Her two passions in life are horses and journalism, and she has strived to intermingle them for her career. She hopes to graduate early in December of 2016 with a design job at an equine magazine. Kylee grew up in the small town of Hondo, Texas where the farming community was at large. Horseback riding and horse judging were a huge part of her life. Her interest in journalism began when she worked on the high school newspaper and yearbook. Outside of her career, Kylee is engaged to be married and has a rescue cat named Romeo.

Best Designed

WEBSITES



MayeCreate
DESIGN

Design #1

My Plumber



Their logo is unique and easy to find and the top image on each page really grabs the visitor's attention.

WHAT MAKES THIS SITE STAND OUT:

- ▶ The quality and content of the main photograph quickly provides information on the type of business this website represents. I immediately know that it belongs to a tradesperson of some type and the logo in the upper left hand corner allows me to put the pieces together.
- ▶ The logo lets me know what the company's about. The phone number is easy to locate as well at the top and bottom of all pages.
- ▶ The large photos up top really hold My Plumber's website design together. Consistency is created with the nailed down header and similar page layouts. The site is responsive and adjusts the display well, for the most part, to optimize for multiple size devices.
- ▶ The four service pages are easy to read and navigate. They've done a good job of beefing up the site content to improve their search engine placement. By creating pages for each of the types of services, they can optimize for more key terms and, as a result, hopefully get more business.

Design #2

Kimberling City Plumbing



The icons are visually appealing and easy to digest along with original imagery of friendly staff members.

WHAT MAKES THIS SITE STAND OUT:

- ▶ The icons below the opening photo have a really stylized look to them that mirrors the design of the logo. The icons allow visitors to put an image with a specific type of service. Furthermore, the icons add a nice touch to the overall simplicity of the design as well as the feel of a plumbing website.
- ▶ The site uses subtle animation to add interest to pages. In the navigation, the hover from transparent to solid on the three yellow buttons highlights them without overdoing it. The services with the icons ease up as your scroll over them and change color.
- ▶ The imagery is colorful and crisp, it feels welcoming and authentic and it really sets off this site. I like that they show images of their staff along with the services and contact information. It helps you know who you're speaking with and put a face with a name.
- ▶ The about page does a great job sharing a mix of old to new photos of the company through time- family and professional. It tells the company story in a simple, direct and visually driven manner.

Design #3

Service Pros



The ability to contact immediately from the header and a detailed list of services are great marketing tools.

WHAT MAKES THIS SITE STAND OUT:

- ▶ The name and contact information stands out against the faded picture behind it, I like the tight line overlay instead of just a total color overlay on the image.
- ▶ The detailed list of services on the homepage is a fantastic way to get the essentials out there to visitors. It's another great mark
- ▶ The navigation adjusts as you scroll, starting larger while at the top of the page then adjusting to be shorter as you move into the body of the page content. This allows visitors to jump to another page without scrolling to the top of the screen and shares a maximum viewing area.

Design #4

Tony La Martina



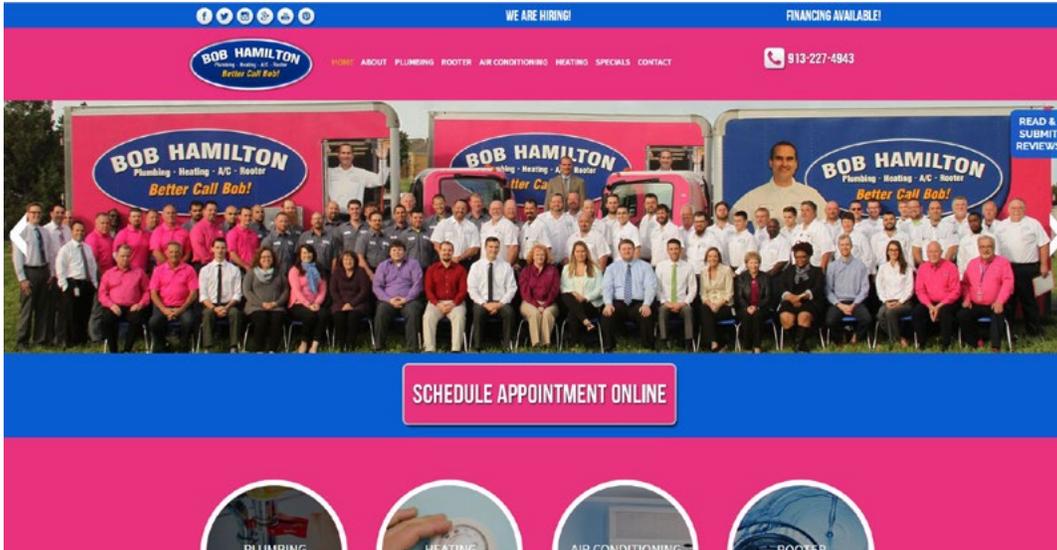
The simple color pallet and introductory video are wonderful attention grabbers.

WHAT MAKES THIS SITE STAND OUT:

- ▶ A simple color pallet of blue and shades of grey is carried into the tone of the photographs, turning away from color and sticking with black and white.
- ▶ A video introduces visitors to the website immediately by displaying their employees at work. This is a great way to attract people and keep them on your site.
- ▶ Panning and static backgrounds are used in the page designs. The homepage uses a panning effect in the introductory video with the staff photograph. Most of the other pages use a static background with a still-like layout.
- ▶ Subtle animations are incorporated throughout the site, which draw the eye of visitors to that specific element on the page. The service section is a fantastic example of this with the service icons transitioning as you scroll down.
- ▶ A blocked out services page is super easy for visitors to navigate. Pages like this are favored by people because of how easy it is to take in and digest. Visitors prefer to go straight to the service they are needing.

Design #5

Bob Hamilton Plumbing



Fun colors, circle shapes and transitioning animation are popping out of this website.

WHAT MAKES THIS SITE STAND OUT:

- ▶ Bright colors consisting of pink and blue make up their color pallet. These specific colors are extremely unique and not normally associated with plumbing. However, they use this to their advantage as a marketing strategy.
- ▶ The circle shape is consistently implemented throughout the site from the logo to the social media icons and services buttons. This type of design helps connect elements across the page and bring them together, implementing one overall solid design.
- ▶ Transitioning animation is displayed in the header. The photographs are transitioned from one to another via animation, which is a nice touch and appealing to the eye.
- ▶ Thorough content makes up every page. Each service page provides detailed information on the capabilities they possess for different types of projects. Furthermore, talent and skills are shown off within the bodies of text.

Wish List 1

What we'd do differently



My Plumber

The sidebar is most bothersome of the entire website design. Almost every page was extra-long because of the sidebar length, creating a lot of unnecessary whitespace at the bottom. Most of the sidebar content isn't relative to the page content and feels distracting and repetitive.



Service Pros

Every page has a middle section consisting of a large photo behind text. This is a popular design element but is not executed well here. All of the photographs are low quality and too loud for text to be over them, making the text hard to read.

YOUR DEDICATED TEMPE PLUMBING & HVAC TEAM



Wish List 2

What we'd do differently



Tony La Martina

Most of the web content is hidden underneath the "About Us" tab on the navigation bar. There are too many pages shoved into the submenu, I am overwhelmed with all of the choices. At MayeCreate Design, we probably would have moved some of the content to another tab.



Bob Hamilton Plumbing

Their gallery is lacking in photographs, like very lacking. To me, this is not a very good sign. We would have input many more photographs of completed projects and picture of employees at work to better showcase the company.

Must Haves

for

WEBSITES



MayeCreate
DESIGN

Must Have #1

Company Branding

You can use a popular layout that entails the current trends, but make sure to personalize your site for your business. It won't be helpful if your website looks just like the others in the plumbing industry. Add unique touches to both the design and content, maybe create a custom logo, or incorporate your company colors. Whatever you do, make sure to stand out from the crowd!

Must Have #2

Real Images of Real People



You can use a popular layout that entails the current trends, but make sure to personalize your site for your business. It won't be helpful if your website looks just like the others in the plumbing industry. Add unique touches to both the design and content, maybe create a custom logo, or incorporate your company colors. Whatever you do, make sure to stand out from the crowd!

Must Have #3

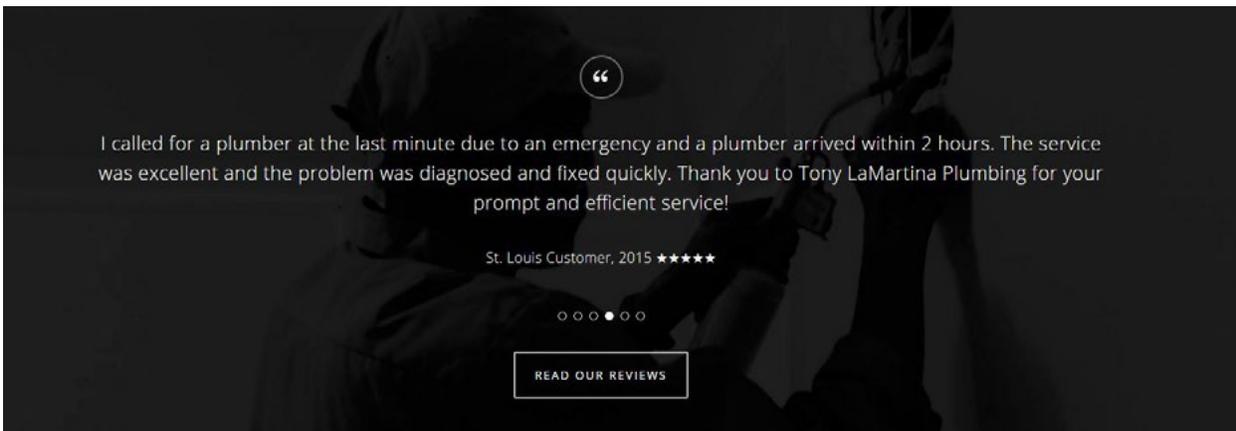
Short and to the Point Text

Nothing is more important than having a clear and concise message. Distractions and loaded text can drive your visitors away. Not many people go online to read bodies and bodies of newspaper style text. If they do, then they are remote people! People usually go online to see snippets of information at a glance. Try and incorporate this kind of style into your website by dividing up information into little paragraphs, sidebars and bulleted lists.

As I mentioned before, talking in first person can be more personal than talking in third person, because it gives the feeling you are personally talking to each individual website visitor.

Must Have #4

Testimonials



Testimonials from your customers also seem to be a growing trend. Visitors today look at reviews much more than they used to. Providing testimonials can showcase your plumbing business.

Must Have #5

Minimal Distractions

Distractions can consist of loud animation or animation with bad timing. An example of what loud animation can represent is a video that immediately plays when you enter the website. When this happens, people are startled and demands their attention. Bad timing can be photographs interrupting text. Don't insert a photo right in the middle of a sentence; put it afterwards with room to breathe in between.

Must Have #6

Company History/ About Page



Almost every company website has some type of an about page. This is in no way a bad thing. About pages give visitors an inside look to the people who make up your business, from the owners to the workers. Don't be afraid to share harmless personal details like everyone's favorite sandwich or movie. Also, if you run a family owned or operated business, then group family photos are a must. Show off your great looking family and your pride of providing for them by running your own business.

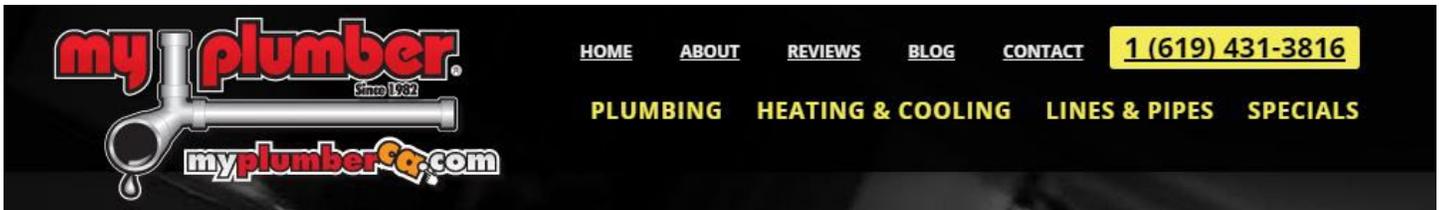
Must Have #7

Prominent Logo/Contact

Be careful with straying too far away from the crowd. Yes, it's important to stand out, but certain trends work for a reason. For example, the biggest mistake you could make for your plumbing website is burying your contact information and hiding your name/logo. Your name/logo really should be at the top of your pages and your contact information should be in a clear spot, not inside a large body of text.

Must Have #8

Updated Content



Whether you update a news/blog section or just add photos of jobs to your site regularly, both humans and search engines appreciate a regularly updated website. Humans, also fondly referred to as visitors, interpret a regularly updated website as a business who cares and takes pride in their brand and image. People know it takes time to update your website and by taking that time you're sending a message that you care. Search engines also recognize your effort by scanning your website more often for new content and displaying your new content in search results as a reward for your updating efforts.

Must Have #9

Mobile Freindly Design

A responsive design is almost an essential need for websites today. “Nearly two-thirds of Americans are now smartphone owners, and for many these devices are a key entry point to the online world,” stated the Pew Research Center. If your website visitors cannot access your website properly on their mobile devices, then there’s little to no chance they will become future customers of yours.

Must Have #10

Social Media



Even though we have all heard it before, I am going to say it again: social media works! If your plumbing business is not on social media, give it serious consideration. Social media can bring a lot of traffic to your website simply because so many people use it. I encourage you to start today; post and engage as often as you can because it will help you. If you are involved in social media be sure to put your social share buttons on your pages and blog content. Also, reserve a spot in your header or footer of your website to invite people to follow you on social media.

Style Trends

for

WEBSITES



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DESIGN

Old School vs. Up-to-Date



Plumbing Websites seem to fall under two completely different categories: 1) old school and 2) up-to-date.

The website is either outdated with an old style or it's new with a fresh look. If you want more people to visit your website, you should definitely be under the up-to-date category. Let's take a look at the differences:

What do you mean by old school?

There are still plumbing websites out there that have not been touched in years. This is a sad case. These companies are holding themselves back! They are not only stuck in the wrong decade with old design trends, but they are now dysfunctional as well, missing out on valuable visitors with slow loading sites that don't display well on mobile phones. Furthermore, old school websites are so far down Google rankings it's not funny, I was digging for these bad boys.

Every few years there's a new website trend growing in popularity, pushing older design trends off of the list. These old designs were once popular and many websites used them, until they weren't anymore. This can be bad for business as visitors frown upon the look of the website and move on to one more eye appealing.



What's another reason to be up-to-date?



Improve Google Rankings

Google takes into account many variables when generating website list rankings. Variables such as number of views, how it was coded, updates made and your company's social media following all factor into account for Google rankings. HVACWebTrends.com said these old school plumbing "websites do not rank well in Google's organic search results." If you are not ranking well on Google, then people are most likely not seeing your website and you're missing out on valuable opportunities for jobs.

Increase View Ability

Smart phones were few and far between when websites were beginning to be a thing. Therefore, a responsive design was not necessary nor created! This slowly grew with the emergence of tablets and smartphones. "As of May 2013, 63% of adult cell owners use their phones to go online," said the Pew Research Center. They also stated that 52% of cell phone owners use their cell phone to send or receive email. A mobile friendly design isn't just nice to have for the viewing enjoyment of your visitors, it's a must!



You know you're a redneck if...



1. Solid color backgrounds (other than white)

2. Text in an older "websafe" font like Arial, Helvetica, Trebuchet, Courier, Times New Roman or Georgia

3. Narrow design content (it's seems really small on your screen)

4. Small text

5. Scrolling text

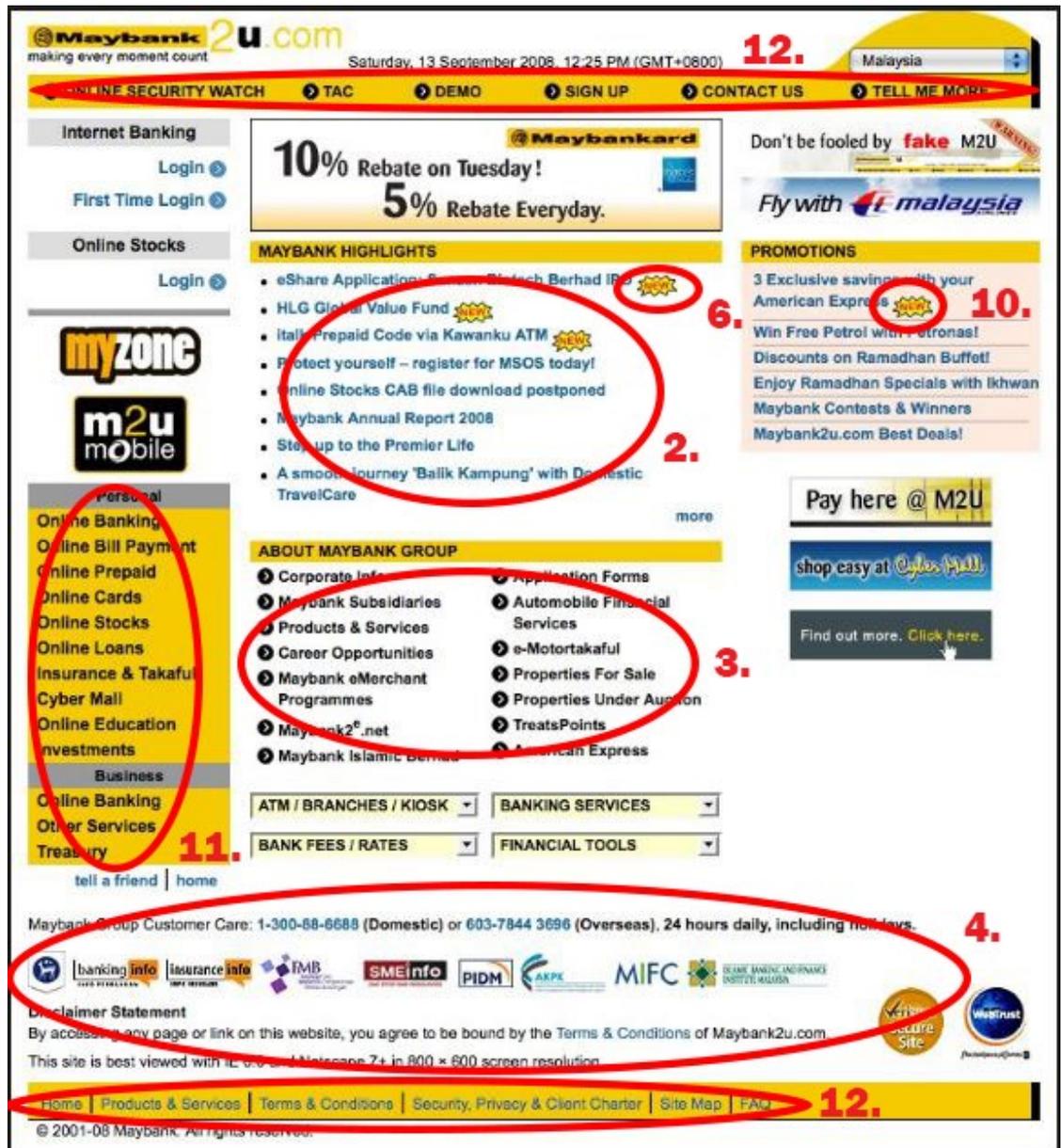
6. Repeating animations

7. Small images

8. Gaudy image treatments, lots of glowing and shadows

9. Hard to update content

10. Flash animations



11. Navigation buttons down the left side

12. Lots and lots of navigation buttons



Popular Trends

for

WEBSITES



MayeCreate
DESIGN

Trend # 1

Large Header Photos

Large header photographs are the going trend right now. This doesn't mean you can't use the idea, but add a little flare to it. This can simply mean using original photography instead of stock photos. Nothing screams out "fake" more than a stock photo!

Trend # 2

Bright Color Palette



Currently, popular designs consist of a simple and clean look with a company specific palette of colors. Red is a popular color in the industry. We also see lots of blue, green, yellow and a variety of other bright friendly colors.

Trend # 3

Navigation Across the Top of the Site

Navigation is mainly found on the top of a website. In the past, navigation could be found along the side or at the bottom. However, this did not allow much room for the design of the content because a huge sidebar with the navigation took up a large portion of the page. A horizontal design could never work with the navigation on the left side.

Trend # 4

Large Fonts



Large fonts can be seen on many different plumbing websites. People do not want to struggle to read text online, they do not have the patience to fight through it. So, don't make them! Make your titles rather large and divvy up your content in a font size hierarchy.

Trend # 5

Icons

Plumbing tool symbols are another popular design element you can adopt. The best plumbing websites have tool-like symbols associated with every service they offer. Symbols like these can be easy to create from scratch.

Trend # 6

Horizontal Design with White Space



A very popular trend today is a horizontal design. This usually entails large horizontal “sections” divided up on the page. A large header photo comes first most of the time, followed by a short paragraph, products/services, about bio, another large footer image and contact information. This makes it extremely easy to navigate through and find what you are looking for.

Simplicity is key in today’s plumbing website trends. White space is a superb way to create a clean feel to your website. Incorporating white space between sections on a page or around large bodies of text can really open up a website, allowing to easily digest all of the content.

Trend # 7

Blogs

Blogging can also be a great way to add a unique touch to your plumbing website. It not only shows you are an expert in your field when you blog about plumbing, but it's a fantastic way to drive traffic to your website. Blogging has become an important tool for marketing, mainly due to the fact that people research online before purchasing. Furthermore, blogging gives you an opportunity to talk to people early in the buying cycle by addressing their concerns.

Trend # 8

Personalized Photography



Outdated plumbing websites use a lot of stock photography. So if that is you, get rid of them! Potential customers and clients find it much more valuable to see original photography on a website. They get a better feel of the business or company via the personal photos.

Trend # 9

Social Sharing

As we have said before, social media is the way to go. If you already have a social media account, then sharing it on your website will only advertise it more! Many websites today have “share” buttons and “like” icons where visitors can share the site’s content on their social media timeline or like the website and post it on their social media page.

Trend # 10

Responsive Design



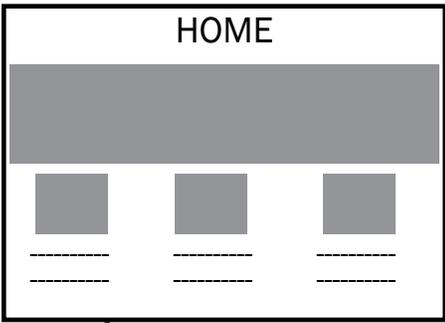
Websites with a responsive design naturally get more hits than those who don't because of how many people use their smartphones. HVACWebTrends.com said plumbing websites “have forward-thinking, digitally-savvy contractors. These companies are investing heavily in digital assets for their companies.”

Website Page

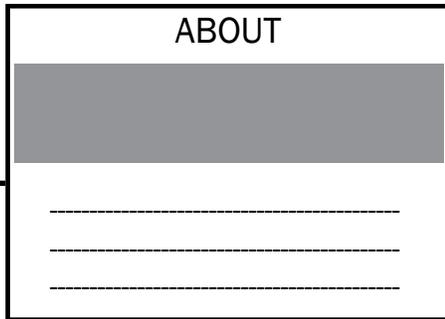
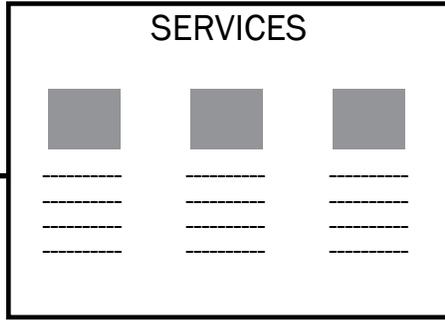
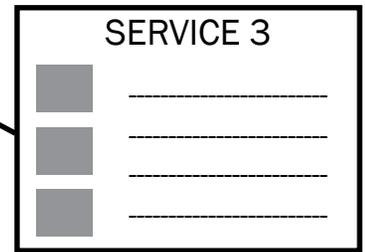
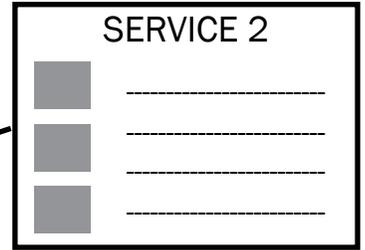
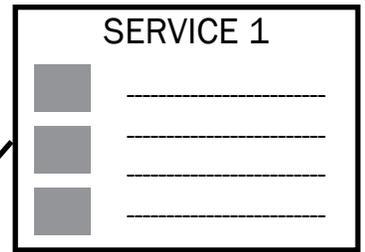
CONTENT OUTLINE



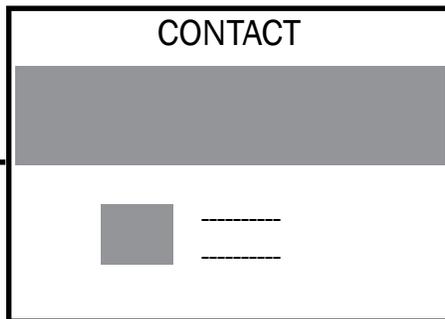
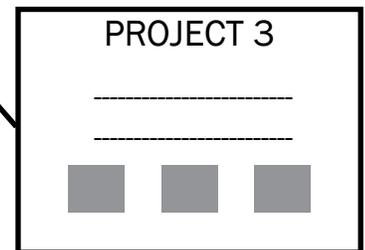
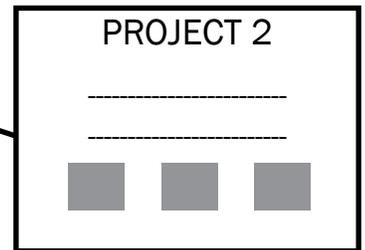
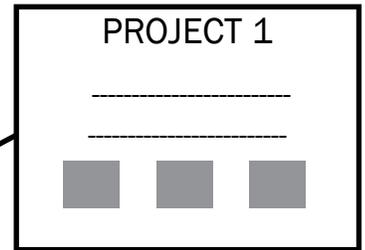
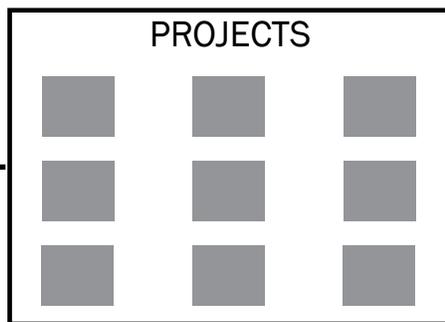
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DESIGN



Note: If one of your goals is to rank well in Google for multiple service types, put each service on its own page.



Note: There are two options with the layout of the projects page. 1) Organize by date 2) Organize by type/service



Home

About

Services

Projects

Contact

Service 1
Service 2
Service 3

Note: This is a big slideshow, make sure to use professional imagery. You may want to link each picture to a service page.

Title of Service

Welcome to

Company Name

FEATURE 1

Tell visitors what your occupation is and about your company.

FEATURE 2

Note: These link to social media pages, only use the ones you have accounts for.

Note: These features can be literally anything! Examples: recent blog posts, awards, completed projects. These are designed to direct viewers into your website.

Affiliations:

assoc. assoc. assoc. assoc.

F

T

G+

Ln

Address

History



Note: History and mission can easily be replaced with values or a general about.



Mission

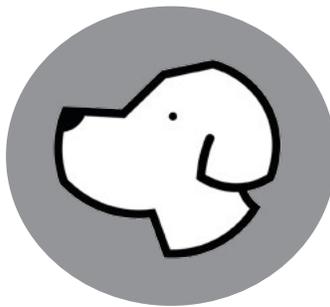
Tell your company's story.

Explain why you do what you do.

Note: The staff section can feature your owners, employees, office, etc.



Staff



Name

Title

Contact (optional)

Name

Title

Contact (optional)

Name

Title

Contact (optional)

Affiliations:

assoc. assoc. assoc. assoc.



Address

LOGO

Note: Examples of services: commercial, residential, repair & maintenance, emergency service, etc.

Note: The More Info buttons can direct visitors to each service page.

Phone Number

Home

About

Services

Projects

Contact

Service 1

MORE INFO

Introduce the service.

Service 2

MORE INFO

Introduce the service.

Service 3

MORE INFO

Introduce the service.

Affiliations:

assoc. assoc. assoc. assoc.



Address

Note: This page will list all service projects from newest to oldest.

Phone Number

Home

About

Services

Projects

Contact



Project Title

Location

Service Type



Project Title

Location

Service Type



Project Title

Location

Service Type



Project Title

Location

Service Type



Services

- Service 1
- Service 2
- Service 3
- Service 4
- Service 5
- Service 6



Note: If one of the se services are clicked, visitors will be able to view a page (just like this one) with only projects in that service type.



Note: When visitors click on a project, they will be directed to the single project page, where more information can be found.

Affiliations:

assoc. assoc. assoc. assoc.



Address

LOGO

Note: When visitors click on a project from the main projects page, they will be directed to this single project page.

Phone Number

Home

About

Services

Projects

Contact

PROJECT TITLE



Describe the project in detail.

Services

- Service 1
- Service 2
- Service 3
- Service 4
- Service 5
- Service 6



Note: This sidebar navigation works the same way as on the main projects page.

Affiliations:

assoc. assoc. assoc. assoc.

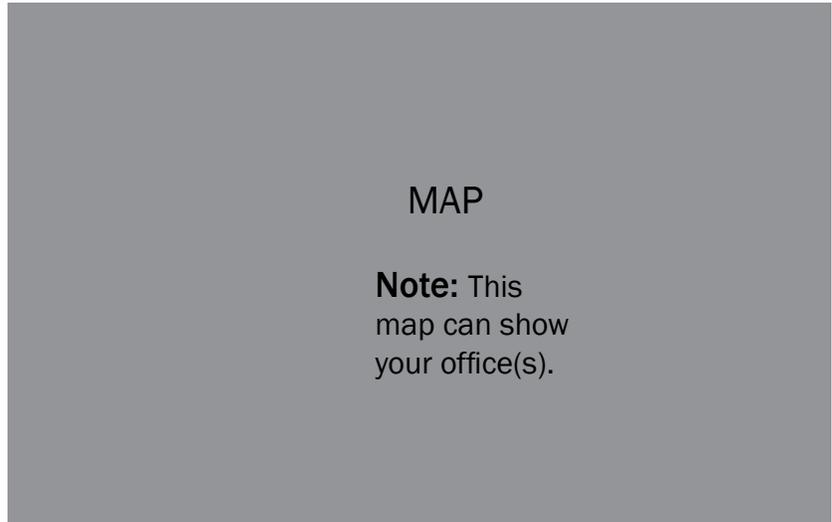


Address

Contact

Phone Number

Email



Hours

Monday-Friday

Address

Testimonials



“

”

Name

Location



“

”

Name

Location

Affiliations:

assoc. assoc. assoc. assoc.



Address

KEEP MOVING

CONTINUE BUILDING YOUR BRAND BY MAKING
YOUR MARK ON THE WORLD WIDE WEB.



- Find a person you can trust to build your new site.
- Interview for results and find the right web designer with the help of our Design Company Interview Guide.
- Learn the lingo and go prepared with 25 must-ask interview questions to make sure you don't hire a crappy design company.

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