

Hyde & Co.

FREE RESOURCE · NO. 1

The website *playbook*

A plain-English guide to building a website that attracts customers, ranks, and converts.

Eight phases, in order. Written for owners and marketers who are **not** developers — no jargon walls, just a sequence you can follow or hand to your team.

FREE TO USE AND SHARE
THE FOUNDATION OF THE SERIES

AN AGENCY FOR BUSINESS OWNERS
ORLANDO, FLORIDA



How to use this playbook

Most website advice is either too vague or too technical. This playbook sits in the middle. It gives you a clear sequence of decisions and actions so you end up with a site that actually helps the business grow.

You do not need to do every step yourself. Use it as a checklist when you hire a developer or an agency, or as a shared plan with your team. The goal is simple: stop guessing and start building with intention.

The eight phases

PHASE	WHAT IT COVERS
i. Plan first	Get clear on goals, customers, and what success looks like
ii. Structure the site	Build the right pages so both people and search engines understand you
iii. Create useful content	Write pages that answer real questions and build trust
iv. Help people take action	Add clear paths that turn visitors into customers
v. Get the technical basics right	Speed, mobile, and the invisible foundations
vi. Build trust over time	Earn the links and signals that make you credible
vii. Launch cleanly	A practical checklist so nothing important is missed
viii. Keep improving	Measure what matters and strengthen the site every month

READ THIS IN ORDER

Each phase assumes the one before it. The most expensive website mistakes are made by businesses that started at phase five.

The biggest website mistakes happen before design or coding even starts. Skip this phase and you usually end up with a pretty site that does not bring in customers.

Answer these questions first

- **What is the main job of this website?** Phone calls? Online orders? Booked appointments? Generated leads? Pick one.
- **Who is the ideal customer?** Be specific about their problems and what they are searching for.
- **What does a successful visit look like?** They call, fill in a form, buy, book.
- **What are the top three to five things your best customers need to believe before they buy from you?**
- **Where do you currently lose to competitors online?**

Why this matters

A website is not a digital brochure. It is a tool that should move the right people toward a decision. When everyone on the team shares the same answers to the questions above, the rest of the work becomes far easier and considerably cheaper.

THE TEST

If two people in your business would answer question one differently, stop. That disagreement will surface later as a site pulled in two directions, and it is much cheaper to resolve now than after the build.

Most small business websites have five pages: home, about, services, contact, and maybe a blog. That is rarely enough. Google — and your future customers — need more information to understand what you do, where you do it, and why they should choose you.

A reasonable goal for most local or service businesses is **25 to 50 useful pages over time**. Not thin, copy-and-paste pages. Each one should help a real person.

The pages that matter most

PAGE TYPE	WHAT IT DOES	EXAMPLE
Home	Shows quickly who you help and what to do next	A clear promise and a strong call to action
Service pages	One page for each main thing you sell	"Kitchen remodeling" rather than one long services page
Location pages	Shows you serve specific areas	"Plumber in Winter Garden, FL"
Problem / how-to pages	Answers questions people search for	"How much does a new roof cost?"
About / team	Builds trust and human connection	Your story, real photos, credentials
Proof pages	Shows real results	Case studies, reviews, before and after
Contact / booking	Makes the next step easy	Form, phone, calendar link

NEVER CREATE LOCATION PAGES THAT JUST SWAP THE CITY NAME

Google notices, and its spam policies name the pattern directly. Write something genuinely useful about that area or about how your service works there.

How pages should connect

Link related pages to each other. A service page should link to relevant location pages and proof pages. This helps both visitors and search engines understand how everything fits together. Think of it as building clear paths, not a pile of separate pages.

Good content does two jobs at once: it helps a real person and it helps search engines understand your business. You do not need to be a professional writer. You need to be clear and useful.

Simple content rules

- Write for one main question or need per page
- Use short paragraphs and clear headings so people can skim
- Include real proof where you can — numbers, timelines, photos, named results
- Answer "why should I choose you?" and "what happens next?" on every important page
- Avoid jargon. If a high-school student would not understand it, rewrite it

Basic on-page details that help

Every important page should have a clear title, a short meta description — the text that often appears under your link in search results — and descriptive alt text on images. These are small but meaningful signals.

Start with your strongest eight to twelve pages. Then add a few high-quality pages each month. Steady, useful growth beats a large dump of thin content every time.

THERE IS NO MAGIC WORD COUNT

Google states plainly that content length alone does not matter for ranking. A 400-word page that fully answers a question beats a 2,000-word page padded to hit a target.

A website that gets traffic but does not generate leads or sales is an expensive brochure. This phase is about making the next step obvious and easy.

Clear calls to action

Every key page needs a clear call to action. Tell people exactly what to do: "Call now," "Get a free quote," "Book a consultation," "Shop the collection." Put the main one where people will see it without scrolling, and repeat it at natural decision points.

"Learn more" is not an action. "Get a free quote — takes two minutes, no obligation" is.

Pre-sell pages

When people arrive from ads, or are not already familiar with you, a regular service page is often not enough. An educational page walks them through the problem, the cost of doing nothing, and why your solution fits — before they ever see a price or a buy button.

A simple structure:

1. A strong headline promising clear value — "7 reasons homeowners choose us for roof replacement"
2. A short introduction naming their actual situation
3. Numbered reasons, each with a clear heading and a short explanation
4. A final clear call to action

Write the headings so that someone who only skims still walks away understanding your value. Most people will.

THE BEST REASONS COME FROM REAL OBJECTIONS

Ask whoever sells for you what people hesitate about most. Those hesitations, answered plainly on the page, are worth more than any amount of clever copywriting.

You do not need to become a developer. You need to make sure nothing invisible is working against you, and to describe it clearly to whoever fixes it.

The non-negotiables

- The site works well on phones — most traffic is mobile
- Pages load reasonably fast
- The site uses HTTPS, and shows the padlock
- Forms and buttons actually work
- Important pages are easy for search engines to find and understand

Ask your developer to pay attention to **Core Web Vitals** — Google's published measures of loading, responsiveness and visual stability — and to add basic structured data where it makes sense.

If you are on WordPress, keep the site updated and secured. Outdated plugins are one of the most common sources of problems.

THE MOST EXPENSIVE SMALL MISTAKE IN WEB DEVELOPMENT

is a leftover instruction from the staging site telling search engines not to index anything. It is invisible from the front of the site and can go unnoticed for months. Check `yourdomain.com/robots.txt` for `Disallow: /`.

Your website tells Google what you do. Links from other websites, and consistent positive signals, tell Google you can be trusted. This is how authority builds — slowly, and without shortcuts.

Start with the easiest wins

- Ask suppliers, partners and trade associations to link to you
- Get listed in relevant local and industry directories
- Claim and complete your Google Business Profile
- Encourage happy customers to leave reviews
- Look for local media or community sites that might mention you

One good, relevant link from a trusted local or industry site is worth more than dozens of low-quality ones. Focus on relationships and usefulness, not tricks.

Use this as a final pass before you announce the site or drive traffic to it.

Before launch

- ☐ All important pages proofread and free of obvious errors
- ☐ Forms tested — you actually receive the submissions
- ☐ Phone numbers and email addresses correct and clickable
- ☐ The site looks good and works on a real phone, not just a computer browser
- ☐ Analytics installed so you can see traffic and conversions
- ☐ Key pages load without long delays
- ☐ Privacy policy and any required legal pages in place
- ☐ Someone has walked the main journeys — home, service, contact
- ☐ You own the domain, hosting, analytics and Business Profile accounts

Right after launch

- Submit the site to Google Search Console so pages can be found faster
- Watch for broken forms or errors in the first few days
- Ask a few real customers or friends to use the site and give honest feedback

EXPECT A SHORT DIP IF YOU ARE REPLACING AN EXISTING SITE

Google needs to re-crawl and re-evaluate. Its own guidance is that changes can take anywhere from hours to months. Wait a few weeks before drawing conclusions — but check robots.txt immediately, because that is the difference between a dip and a disaster.

A website is not a one-time project. The businesses that win treat it as a living asset that gets a little stronger every month.

What to look at regularly

- Are the important pages getting traffic?
- Are people taking the actions you care about — calls, forms, purchases?
- Which pages are people leaving quickly? Those usually need clearer messaging or a better next step
- What questions are customers still asking that the site does not answer well?

Set a simple monthly rhythm: review the numbers, fix anything broken, and add or improve one or two useful pages. Small, steady improvements compound.

The one-page summary

Keep this handy when you are planning or reviewing a website.

Structure. Move beyond a basic five-page site. Aim for useful service pages, genuine location pages where relevant, problem-solving content, and proof. Quality matters more than quantity, but most businesses need more pages than they think.

Conversion. Make the next step obvious on every important page. For colder traffic, use educational pre-sell pages before you ask for the sale.

Trust and authority. Earn relevant links and positive mentions over time. Complete your Google Business Profile. Collect reviews. Consistency beats short-term tricks.

Mindset. Build an asset that gets stronger every month, not a project you finish and forget. The businesses that treat their website this way consistently pull ahead of those that treat it as a digital brochure.

— WHEN THE PLAN IS CLEAR AND THE TIME IS NOT

You have the plan. We have the *hours*.

Eight phases is a straightforward sequence and a genuinely large amount of work. Plenty of owners work through it themselves, and this document exists so they can.

If the plan is right but the time is not there, that is what we do. **Hyde & Co. is an agency for business owners** — we take the technology off your desk entirely, build it, host it, watch it, and hand you an asset you own.

i. We walk the eight phases against your business, not a template.

ii. We tell you which phases you have already solved and which are costing you.

iii. You decide whether to carry on yourself, or hand it over.

No obligation, and no charge for the conversation.

[Book a consultation](#)

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WE BUILD ASSETS, NOT JUST WEBSITES

Glossary

Plain-English definitions for the terms used in this playbook.

Alt text — A short written description of an image. It helps people using screen readers, and helps search engines understand the image.

Backlink — A link from another website to yours. When trusted sites link to you, it is a strong signal that your site is credible.

Call to action (CTA) — The clear instruction telling a visitor what to do next. "Get a free quote," "Call now," "Book online." Good ones are specific and visible.

Core Web Vitals — A set of measurements Google uses to judge how fast and stable a page feels to real users: loading, responsiveness, and visual stability.

Listicle — A page built around a numbered list, for example "7 reasons..." or "5 mistakes to avoid...". Done well, listicles educate visitors and handle objections before asking them to buy.

Meta description — The short summary of a page that often appears under the title in search results. It should be compelling and accurate so people want to click. It affects clicks, not rankings.

Structured data (schema) — Special code you can add to a page that helps search engines understand the content — that something is a product, a local business, or a review.

SEO (search engine optimisation) — The practice of making your website clearer and more useful so it can appear higher in search results for the queries that matter to your business. Good SEO is mostly helpful content, clear structure and technical health — not tricks.