

You do the good work. Let your website help people see it.

Give referrals and curious visitors a clear reason to call—before they move on to the next business.

YOUR FIRST WEBSITE, MADE SIMPLE

EXAMPLE: A LOCAL CLEANING BUSINESS

A cleaner home. More time for you.

Home cleaning in your neighborhood.
Clear service details. Friendly follow-up.

Request a quote

A clear offer

Know what you do
in a few seconds.

An easy next step

Contact you without
hunting for details.

Illustrative concept, not a customer website or a results claim.

01

Build confidence

Real photos, useful details
and genuine feedback.

02

Save time

Answer common questions
before the first call.

03

Stay easy to find

One link to share in referrals,
profiles and messages.

Start with one useful page. Expand when customers show you what they need.

A first page is a start. Here is what comes next.

If you have no website yet, start at Step 1. An established business can still be new to attracting customers online.

1**LOOK READY****“Can I trust this business?”**

Start with one page: your services, service area, real photos, answers and a contact action.

Before moving on: test the page and contact route on a phone.

2**GET DISCOVERED****“Where will visitors come from?”**

Share your link with existing customers and referrals. Connect Search Console and an eligible Google Business Profile. [1]

Look for: relevant visits and genuine inquiries, not just views.

3**WIN THE RIGHT WORK****“Are inquiries becoming customers?”**

Record where inquiries came from, follow up and track which become paid jobs. Improve one confusing step at a time.

Look for: repeat evidence of profitable work from a specific source.

4**GROW WITH CONTROL****“Should I invest more?”**

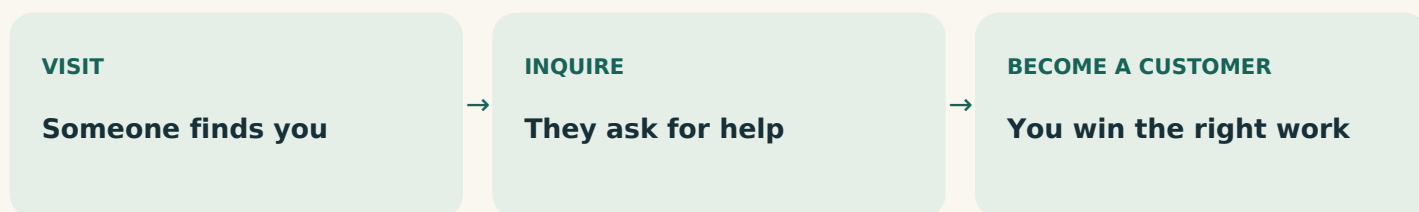
Expand a proven channel gradually. Add service pages or booking tools only when demand and workload justify them. [2]

Keep checking: acquisition cost, profit, cash flow and delivery capacity.

Progress depends on evidence—not a promised timeline or guaranteed sales.

Start small. Make the next step count.

Before adding more pages or spending on ads, understand how people move from interest to a real conversation.



Track the source, inquiry and outcome. If visits do not turn into inquiries, review the offer and contact path. If inquiries do not become jobs, review fit, pricing and follow-up.

LET'S MAKE YOUR FIRST PAGE CLEAR

One focused page. A useful first step.

PawPage can help you present your business clearly and make it easier for potential customers to take action.

Planned starter: one published template page, provider subdomain, HTTPS and source export. Custom domain purchase and managed edits are separate.

[Explore our studio websites →](#)

pawpagestudio@gmail.com

Further reading & design references

[1] Google: getting started with SEO

Microsoft: accessible documents

[2] SBA: managing your business

Google Material: typography

PawPage's practical framework; no affiliation with the sources. Results depend on your offer, demand, traffic and follow-up. No sales or ranking guarantee.

Your page today. Room to grow tomorrow.

Explore our studio demos. Complete your brief, then choose a plan. Paid launch is not open yet; all prices below are planned.

\$11.88 per year

Equivalent to \$0.99/month, billed annually. Manual renewal.

1 / Starter

One template page, subdomain, HTTPS and source export.

\$11.88/year

2 / Own your brand

Domain connection, supplied branding and one revision.

\$49 once

3 / Capture inquiries

One form or existing booking integration, tested end to end.

\$99 once

4 / Stay current

Hosting management, checks and one small monthly edit.

\$19/month

5 / Get discovered

Search setup, one service page and eligible profile help.

\$149 once

6 / Improve results

One focused improvement and a review of real inquiries.

\$149/month

7 / Delivery partner

Up to three template sites; six delivery hours maximum.

\$399/month

Monthly starter: \$2.99/month, coming later with explicit renewal consent. Initial starter refund window: 14 days. Annual unused hosting refunds are proportional after that. Domain and third-party fees are separate.

[Read complete scope, availability and cancellation terms →](#)