

THE CONCEPT

Websites, renovated.

SiteReno takes any business's tired, templated, or obviously AI-built website and rebuilds it into a bespoke, premium brand — one that finally looks as good as the business behind it. Any industry, any size, anyone with a website.

\$1,990 to own it • **\$49/mo** to keep it sharp

01

We send you a stunning redesign of your *own* site — free, no ask.

02

Love it? **\$1,990** and it's yours, live and owned.

03

\$49/mo to keep it sharp and add value over time.

THE OPPORTUNITY

Every business is one screenshot away from wanting a new site

The SiteReno wedge is simple and it works in **any industry**: most business websites are either amateur, half-finished, or an obvious AI/template job. Send the owner a stunning, bespoke version of *their own* site and the gap sells itself — **\$1,990 to own it, \$49/mo to keep it sharp**. This dossier proves the point on four live sites and sets the scoring standard we'll judge every future prospect by — whatever the trade or sector.

Industry-agnostic by design. The four sites in this volume are a worked example from a single vertical — Gold Coast plumbing. The exact same six-point teardown applies to a café, a law firm, a gym, a dentist, an e-commerce store, or any owner with a website. Plumbing is just the sample; the method is the business.

HOW EACH SITE IS SCORED

Six criteria, ten points each — 60 total

01 · FIRST IMPRESSION

The 5-second test. Can a stressed customer instantly tell what they do and what to do next?

02 · DESIGN & BRANDING

Typography, colour, cohesion. Does it look bespoke and premium — or templated / AI-generated?

03 · UX & NAVIGATION

How easily you move and scan. Menus, hierarchy, clutter, dead ends.

04 · MOBILE EXPERIENCE

Where the majority of web traffic now lands. Is it built for the phone, or just shrunk onto it?

05 · TRUST & CREDIBILITY

Reviews done properly, licensing, real photos, owner presence.

06 · CONVERSION

CTAs, forms, click-to-call, and how obvious the next step is.

The honest read: these four are *not* equally bad — and that's useful. One is amateur, two are competent-but-flawed, and the "best" is a slick but unmistakably **AI-built template**. None of them clears a premium bespoke bar, and every one is leaking customers somewhere. **"You can tell it was made with AI"** is itself a killer SiteReno sales line — it's the difference between prompt-and-pray and a real, crafted brand.

AT A GLANCE

The scorecard

All four ranked worst-to-best. Nothing scores above a C+ — by a bespoke-build standard, all four are legitimate renovation targets.

SITE	FIRST	DESIGN	UX	MOBILE	TRUST	CONVERT	TOTAL	GRADE
Simfield Services simfieldservices.com.au	2	2	3	4	4	3	18	F
Jarks Drainage jarksdrainagesolutions.com	6	4	5	6	3	4	28	D+
Plumbmasters plumbmasters.com.au	6	6	5	6	4	4	31	C-
Genies Plumbing geniesplumbing.com.au	7	4	6	7	7	7	38	C+

EASIEST WINS TO PITCH FIRST

Simfield (amateur — dramatic before/after) and **Plumbmasters** (looks half-finished — empty sections). The gap between "now" and "what we'd build" is visually obvious in ten seconds.

THE PATTERN ACROSS ALL FOUR

Real reviews wasted by bad presentation, invisible or buried CTAs, and a templated/AI look that makes premium businesses feel cheap. SiteReno fixes exactly these — in any sector.

Simfield Services

simfieldservices.com.au

18

/ 60

F



Desktop landing — a giant logo bar, misaligned menu, and no clear "what do I do next."



Mobile: oversized blocks, the desktop is really just this phone layout stretched.

WHAT'S WRONG

- ✗ **FIRST** You land on a huge logo and can't tell what's happening — it takes three full screens of scrolling just to reach the menu.
- ✗ **BRAND** Heavy black-outlined bold headings clash with the white sub-headings; thick black borders around yellow boxes read like Word-art, not a brand.
- ✗ **BRAND** Wall-to-wall yellow blocks with no restraint — nothing feels considered or premium.
- ✗ **UX** Header bar and menu are out of sync / misaligned; the desktop is clearly just the mobile layout scaled up.
- ✗ **MOBILE** Enormous buttons and text, weak hierarchy — everything shouts at once.

WORTH KEEPING

- ✓ Genuine trust assets are there — QBCC licence, real team photo, five-star testimonials — just presented amateurishly.

THE RENO WIN

From amateur to authoritative. A clean, custom homepage with one clear message, a proper desktop layout, and the licence + reviews + team framed with intent — instantly makes them look like the most established plumber on the Coast.

Before/after value: the single most dramatic transformation of the four — the perfect flagship "look what we did" case study.

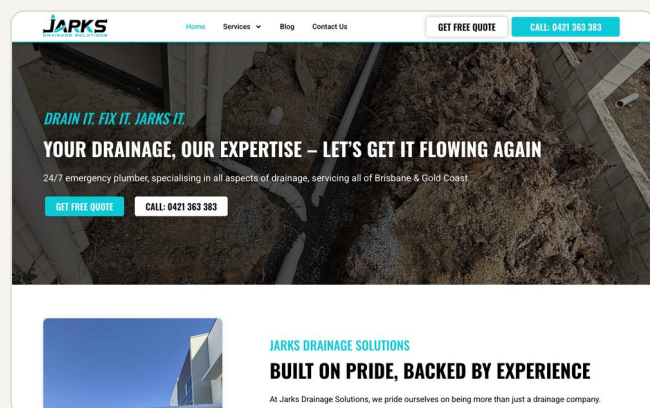
Jarks Drainage Solutions

jarksdrainagesolutions.com

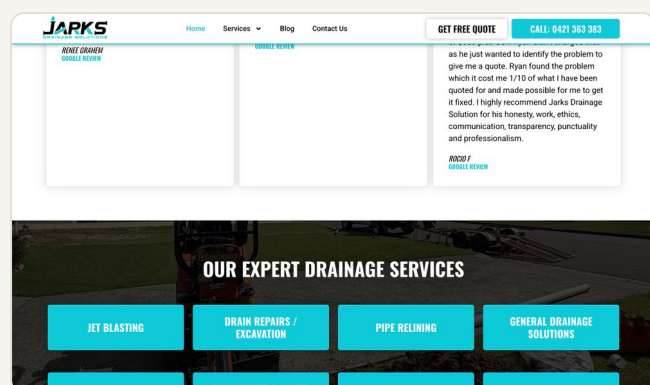
28

/ 60

D+



Hero: the top-right "GET FREE QUOTE" button is white on a white bar — a near-invisible, dead primary CTA. Hero photo is dark and muddy.



Reviews with no stars, no Google branding — and a middle card that renders almost entirely empty.

WHAT'S WRONG

- ✗ **CONVERT** The main "Get Free Quote" button in the header is white text/box on a white background — practically invisible. The primary CTA is effectively dead.
- ✗ **BRAND** Cyan-on-white everywhere kills contrast; the palette is monotonous and the heavy condensed all-caps + italic headings are fatiguing, not premium.
- ✗ **TRUST** Real Google reviews are wasted — shown as plain text with a tiny "GOOGLE REVIEW" label, *no star ratings, no Google logo, no reviewer photos*. One review card renders as a large empty box = looks broken.
- ✗ **BRAND** The dark, muddy excavation hero photo makes a poor first impression and hurts text legibility.
- ✗ **UX** Large dead zones of white space between sections make it feel thin.

WORTH KEEPING

- ✓ Strong, memorable tagline — "Drain it. Fix it. Jarks it." Good bones for the brand voice.
- ✓ Clear service structure and genuinely strong written reviews (once presented properly).

THE RENO WIN

Stop the leaks. Make the quote button impossible to miss, fix the contrast, and surface the five-star reviews as real Google-style cards with stars — recovering the leads a dead CTA and hidden social proof are quietly losing every week.

Before/after value: a "you're losing calls right now" pitch — the invisible button is a concrete, undeniable revenue leak.

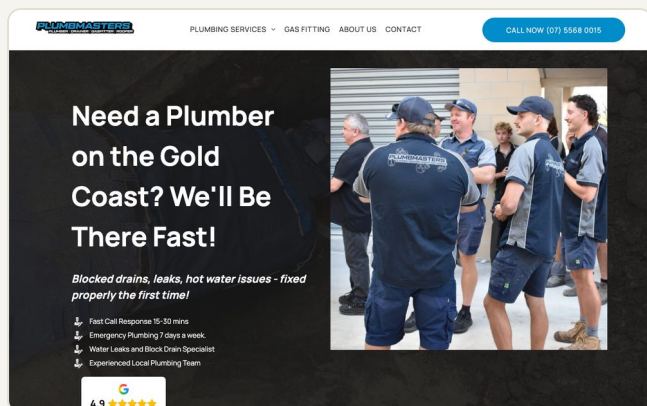
Plumbmasters

plumbmasters.com.au

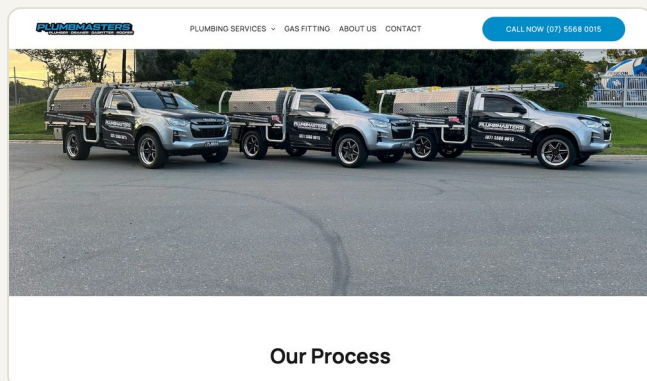
31

/ 60

C-



The strongest opening of the four — clear headline, benefit bullets, 4.9 Google rating.



...but "Our Process" is just a heading over an empty void. The section never renders.

WHAT'S WRONG

- ✗ **UX Broken/empty sections.** "Our Process" is a heading above blank space, and "Testimonials" shows only a heading and a button — no actual testimonials. The site reads as half-built and abandoned.
- ✗ **TRUST** The empty testimonials block wastes the credibility the 4.9 Google rating earns at the top.
- ✗ **UX** Body copy is cluttered with tiny inline blue links crammed together — hard to scan, looks spammy.
- ✗ **BRAND** Competent but generic template; the scrolling "PLUMBER ON THE GOLD COAST 📞" marquee with an emoji feels gimmicky and undercuts professionalism.

WORTH KEEPING

- ✓ Genuinely strong hero: clear promise, fast-response bullets, visible 4.9 rating.
- ✓ Good real-world assets — clean fleet photo, service icon set.

THE RENO WIN

Finish what's broken, then elevate. Fill the empty Process and Testimonials sections, de-clutter the copy, and re-skin on a bespoke frame — turning a site that looks unfinished into one that looks trustworthy and complete.

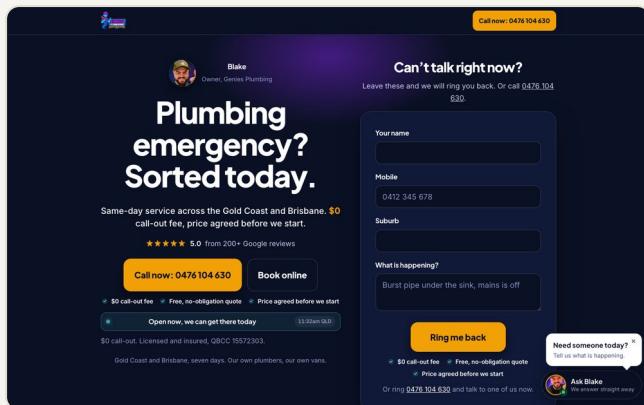
Before/after value: the fastest credibility fix — "your site currently looks half-finished to every customer" is an easy, undeniable yes.

Genies Plumbing

geniesplumbing.com.au/lp/emergency-plumber

38
/ 60

C+



The best-converting of the four — owner's face, \$0 call-out, in-hero callback form. But it screams AI template: dark purple gradient, generic cards, a clipart genie mascot, and zero motion.

WHAT'S WRONG

- ✗ **BRAND** The AI tell. Unmistakable AI-generated / templated aesthetic — dark purple-gradient hero, generic rounded dark cards. It looks like a thousand other prompt-built pages, not a premium local brand.
- ✗ **BRAND** A clipart cartoon genie mascot as the logo — tacky, and it cheapens what's actually a five-star operation.
- ✗ **DESIGN** The desktop is completely **static** — no motion, no scroll animation, no interactivity. It feels flat and cheap next to a crafted, animated build.
- ✗ **UX** It's a single long ad-landing funnel, not a real website — no depth, service pages, or brand story behind it.

WORTH KEEPING

- ✓ The conversion engine is genuinely strong: owner presence, \$0 call-out, 5.0 from 200+ reviews, in-hero callback form, live chat, "we can get there today" urgency. Keep the mechanics.

This is the SiteReno wedge in one page. Genies converts, but any designer — and increasingly, any customer — can see it was built with AI. That's the exact story we sell: "It works, but it looks like everyone else's template. We build you a bespoke identity that signals premium and matches your 5-star service."

THE RENO WIN

Keep the engine, replace the skin. Retain the conversion mechanics, bin the AI-template look and the mascot, add real motion and a bespoke identity — a premium brand that finally matches their reputation.

Before/after value: the hardest sell (they already convert) but the highest-status win — landing Genies proves SiteReno beats "good enough AI."

What perfect looks like

Four of the best-designed plumbing sites in the world — chosen because they're each brilliant in a *completely different* way. That's deliberate. There is no single "perfect" template; there is a set of principles, expressed through a unique art direction every time. We break down all four, then distil the essence.

01

Ritz — editorial elegance; social proof as the hero.

02

Plumb London — premium brand anchored in place.

03

Ninja — fearless personality + hard proof.

04

Local Service Pro — an owned, original art direction.



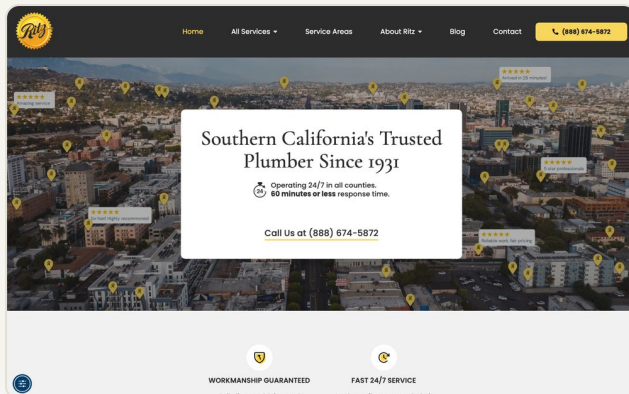
The Essence — the repeatable formula behind all four.



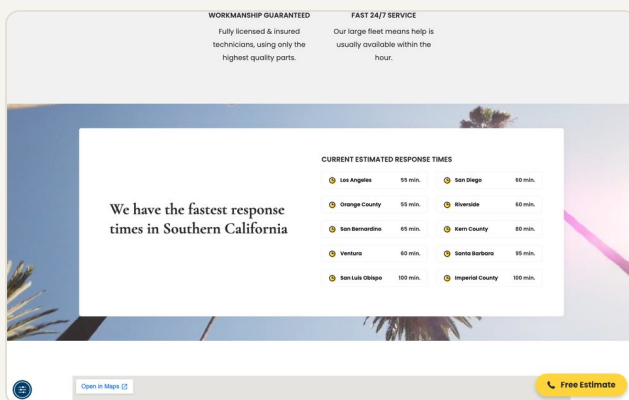
The Originality Rule — why no two builds may match.

Ritz Plumbing

ritzplumbing.com · Los Angeles



The hero: an aerial map of LA studded with animated 5-star review pins — you feel the reputation before reading a word.



A live "current response times" grid, by county — radical specificity.

WHY IT'S EXCEPTIONAL

- ✓ Turns credibility *into* the hero — reviews aren't a section, they're the first thing you see, mapped across the city.
- ✓ Editorial serif headlines ("Trusted Plumber Since 1931") feel premium and timeless — nothing like a template plumber.
- ✓ Live estimated response times per county (LA 55min, OC 55, San Diego 60...) — specificity that builds instant trust + urgency.
- ✓ Embedded Google map + real review cards with faces and names.
- ✓ A persistent "Free Estimate" button follows you the whole way down.

FEATURE BREAKDOWN

HERO interactive review-pin map, floating content card, gold seal logo

TRUST 1931 heritage, guarantee, 24/7, real reviews w/ faces, response-time transparency

CONVERT sticky Free Estimate, click-to-call, 60-min promise

DESIGN serif/sans mix, gold + charcoal, generous whitespace

STEAL THIS

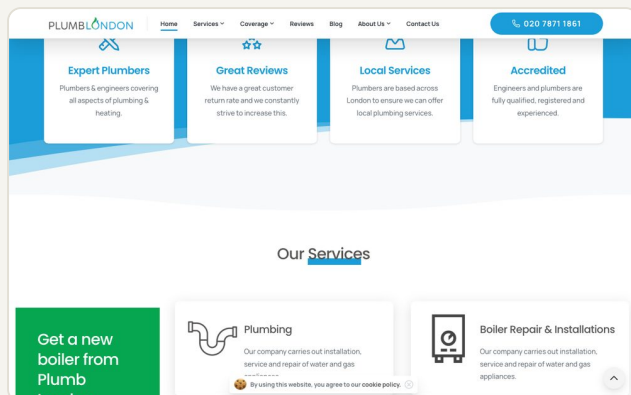
Make your single strongest asset the hero itself. Ritz's asset is trust — so trust *is* the visual. For every client, find the one thing they're best at and build the entire first screen around it.

Plumb London

plumblondon.com · London, UK



Big Ben + a branded van = instant, un-copyable local identity.



Custom line-icons, animated underlines, curved section dividers — craft you can feel.

WHY IT'S EXCEPTIONAL

- ✓ Unmistakably London — the city is the brand; no competitor can copy that identity.
- ✓ High craft: custom iconography, animated heading underlines, smooth curved section transitions make scrolling feel *designed*.
- ✓ A disciplined two-colour system (blue + green) applied consistently across icons, panels and CTAs.
- ✓ Clean value row (Expert / Reviews / Local / Accredited), tidy service cards, a finance-offer panel.
- ✓ Premium restraint and whitespace — reads like a brand, not a contractor.

FEATURE BREAKDOWN

HERO place-based imagery, star rating, animated underline, Book Now

MOTION curved section transitions, hover states, underline reveals

DESIGN custom icons, 2-colour system, whitespace, rounded cards

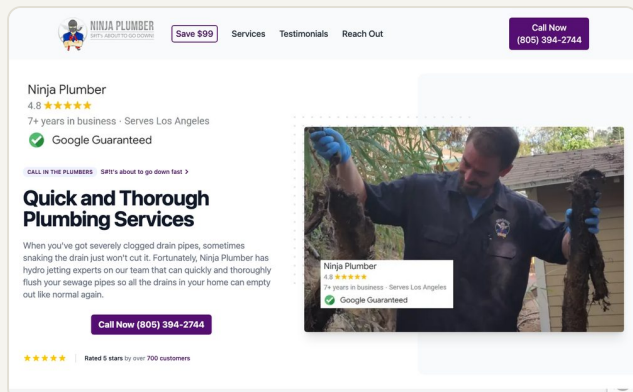
CONTENT icon service cards, finance/boiler promo, coverage + reviews

STEAL THIS

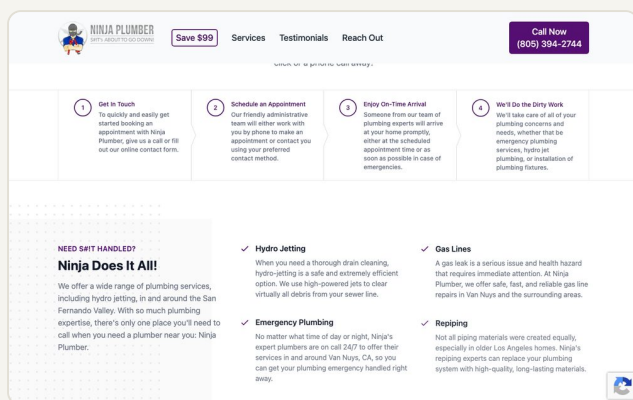
Anchor the brand in something ownable. Here it's the city. A specific identity — a place, a personality, a promise — beats generic stock imagery every single time.

Ninja Plumber

ninjablumber.com · Los Angeles



Ninja mascot + "S#it's about to go down" + Google Guaranteed — personality and proof, together.



A crystal-clear 4-step process and a local-SEO service grid.

WHY IT'S EXCEPTIONAL

- ✓ Fearless brand voice — a mascot and cheeky copy make it human and impossible to confuse with a template.
- ✓ Trust stacked in the hero: Google Guaranteed badge, 4.8★, "rated by 700 customers."
- ✓ A real lead magnet designed as a section: "\$99 free sewer camera inspection" with benefit checklist + pricing card.
- ✓ A dead-simple 4-step process (get in touch → schedule → on-time arrival → we do the dirty work).
- ✓ Local-SEO woven into the copy (Van Nuys / San Fernando Valley).

FEATURE BREAKDOWN

HERO real-plumber photo/video, Google Guaranteed, one dominant Call CTA

CONVERT \$99 lead magnet, repeated phone CTA, low-friction form

TRUST Google Guaranteed, star rating, review count, real faces

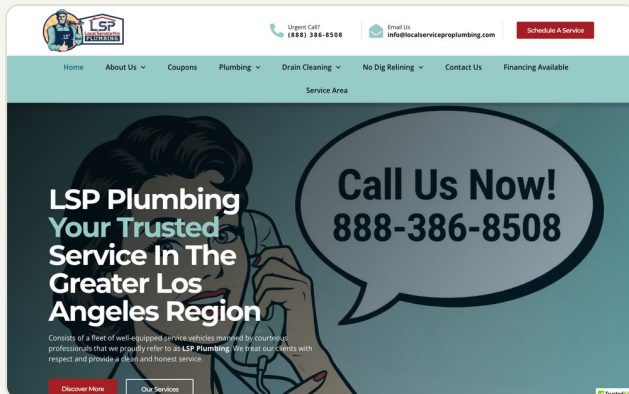
VOICE bold, funny, human — the personality most trades hide

STEAL THIS

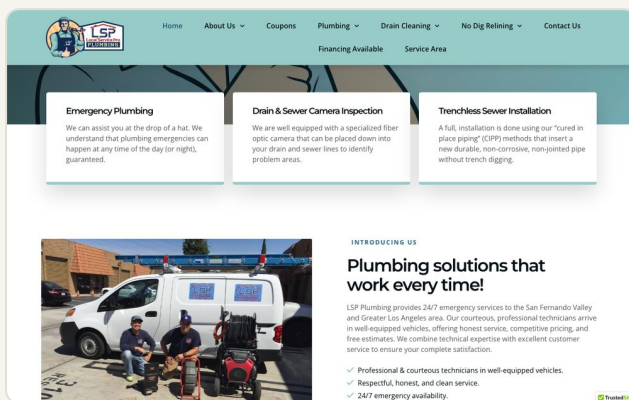
Personality is a moat. A distinct voice plus a specific lead magnet (a \$99 inspection) out-converts a polished-but-faceless site — and it's the one thing a competitor literally cannot copy.

Local Service Pro

localserviceprosplumbing.com · Los Angeles



A retro pop-art hero — comic caller + a giant "Call Us Now!" speech bubble. Unforgettable.



Clean service cards and a real team photo carry the identity down the page.

WHY IT'S EXCEPTIONAL

- ✓ The boldest swing of the four — a fully original pop-art art direction no stock photo or template could ever produce.
- ✓ A completely owned visual identity: illustrated mascot, comic styling, instantly recognisable as LSP.
- ✓ Proof that a strong, consistent art direction makes even a plumber *iconic*.
- ✓ Stat counters (3,860+ projects, 2,619+ customers) + TrustedSite badge for credibility.

FEATURE BREAKDOWN

- HERO** original pop-art illustration, speech-bubble phone CTA, high contrast
- MOTION** Lottie vector animations, slide-in scroll reveals, Swiper carousels
- BRAND** illustrated mascot, consistent comic art direction
- TRUST** stat counters, TrustedSite badge, coupons

Look closer — it moves. Under the bold hero it runs Lottie animations, slide-in scroll reveals and carousels. That purposeful motion is a big part of why it reads clean and exceptional, not just loud.

STEAL THIS

A custom, owned art direction is **un-copyable**. Even one bold, original creative device — an illustration style, a motif, a mascot — lifts a brand clean out of the template sea.

The layer you feel but don't see

The gap between a "nice" site and one that feels *alive* is motion. We inspected the code of all four — this is the interaction layer, the single biggest "clean" signal and the hardest thing for a template or an AI page to fake.

RITZ · PARALLAX + KEYFRAMES

A parallax hero (the city map drifts as you scroll), CSS keyframe-animated 5-star pins dropping onto the map, Lottie micro-animations, and scroll-triggered section reveals. Built on Elementor.

PLUMB LONDON · GSAP

Driven by GSAP — a professional animation engine — with fade + slide reveals as each section enters, animated heading underlines, and curved section transitions that make scrolling feel choreographed. WordPress + Bootstrap.

LOCAL SERVICE PRO · LOTTIE + REVEALS

Lottie vector animations, slide-in scroll reveals and Swiper carousels running under the pop-art hero. The motion is exactly what makes it read *clean*, not just bold. Elementor.

NINJA · CUSTOM REACT

A bespoke React build — the most custom tech of the four — with interactive components and sliders for a smooth, app-like feel. No page-builder; hand-built.

THE PRINCIPLE

Motion with intent. Reveal-on-scroll, subtle parallax, micro-animations on hover and CTAs — it signals craft and modernity in the first second. A static page reads cheap in 2026. This is the layer clients can feel but can't articulate, and it's why "our site feels old" is really "our site doesn't move."

Builder insight: three of four run on WordPress/Elementor; one is custom React. Exceptional isn't about the tool — it's the art direction and motion layered on top. SiteReno can hit this bar *fast* (Webflow/Elementor) for volume, or go fully custom (React) for flagship clients.

The essence of a perfect website

Strip the four models down and the same formula appears every time. This is the repeatable playbook — the constant we apply to every SiteReno build, in any industry. The *look* changes; these principles don't.

01 · ONE-JOB HERO

In five seconds: what you do + one obvious action. Everything else is secondary.

02 · LEAD WITH THE STRONGEST ASSET

Trust, place, personality, or art direction — find the ONE thing and build screen one around it.

03 · PROOF YOU CAN FEEL

Real reviews with faces, guarantees, badges, specific numbers — not a "testimonials" afterthought.

04 · RELENTLESS NEXT-STEP CLARITY

A persistent, obvious CTA. Sticky quote button, click-to-call, low-friction forms.

05 · MOTION WITH INTENT

Subtle animation — reveals, underlines, curved transitions — signals craft. Static reads cheap.

06 · A DISCIPLINED DESIGN SYSTEM

Two or three colours, custom icons, one type system, generous whitespace. Restraint = premium.

07 · SPECIFICITY EVERYWHERE

Real place names, real photos, exact response times, the owner's name. Specific always beats generic.

08 · HUMAN VOICE + MOBILE-FIRST + SPEED

An ownable tone, a phone-first build, and a fast, one-tap path to contact. Where most sites lose.

The formula in one line: a hero built on your single strongest asset, proof you can feel, one relentless call-to-action, intentional motion, a disciplined system, and radical specificity — delivered mobile-first and fast. Everything in this dossier is that formula either present (the models) or missing (the teardowns).

THE NON-NEGOTIABLE

We extract principles, never templates.

The four models look nothing alike — editorial, place-led, personality-driven, pop-art — yet every one is exceptional. That's the proof: greatness isn't one look. It's the essence applied through a *unique art direction every single time*.

The rule

Every SiteReno build ships uniquely exceptional. We reuse the **playbook**, never the **look**. If two clients could swap homepages, we've failed.

The moat

Clients leave their old site because it looks templated or AI-built. Hand them another template and we *are* the problem we sell against. Originality is the product.

The method

Start from each client's strongest asset, brand and industry; design a bespoke art direction per client. Principles constant, expression always new.

"1,000 SiteReno sites should look like 1,000 different studios built them. The alternative is cookie-cutter — and cookie-cutter isn't clean."

Building SiteReno into something epic

Five plays that turn a redesign service into a scalable, defensible machine. The website is the wedge; the recurring relationship and the growth stack are the business.

01

The Free-Redesign Engine — the growth machine

Semi-automate the hook: scrape a niche (every plumber in a city), auto-generate a bespoke preview of *their own* site, and cold-email "here's your new site." The preview does the selling — an open-rate weapon at volume.

02

The \$49/mo Moat — kill churn

Make the recurring un-cancellable: monthly design refreshes, seasonal hero swaps, auto-pulled new reviews, speed + SEO monitoring, hosting, a monthly report, priority edits, an AI content concierge. Cancelling should feel like firing your marketing team.

03

AI Bespoke-at-Scale — scale without cookie-cutter

An internal system that starts every build from the client's strongest asset + brand + industry and generates a *unique* art direction each time. Volume without sameness — the Originality Principle, enforced by tooling.

04

The Growth Stack — 5× the ACV

The site is the front door. Bolt on Google Business Profile optimisation, review-generation, local SEO, ad landing pages, booking, and an AI receptionist (Callable synergy). \$1,990 becomes \$5k+; recurring climbs to \$300–500/mo as the full "get-you-customers" system.

05

Niche Domination — 1 to 1,000

Own one vertical at a time (plumbers first). Stack case studies, testimonials and referrals until you're *the* web company for that trade — then copy the playbook to the next niche. Compounding social proof within a trade is the flywheel.

The value ladder

How we make the \$1,990 an easy yes and the subscription impossible to cancel. The front end wins the client; the tiers keep them — and grow the account.

FRONT END — THE \$1,990, MADE IRRESISTIBLE ★ = LOUIS'S PICKS

★ **Live, clickable staging site** — send a real, animated, working version of their site (not a flat mockup). Seeing beats imagining = closes far harder.

★ **Done-FOR-them, not a shell** — rewrite headline/copy, optimise photos, wire real Google-review star widgets, set up their Google Business Profile, and add extra pages as needed. All included in the \$1,990 — hand back a finished, populated, converting site.

★ **48-72hr turnaround + a relaunch pack** — live this week, plus a social announcement graphic and a customer email. Makes it an event; speed itself is premium.

+ **Before/after slider + 60-sec AI-voice walkthrough** — bespoke feel at scale (option).

+ **"Money you're losing" audit + risk-free frame** — free preview, only pay if you love it; anchor \$1,990 vs the \$5-15k an agency charges (option).

SUBSCRIPTION — TIERED, SO VALUE ALWAYS EXCEEDS PRICE

INCLUDED	CORE ~\$49/MO	GROWTH ~\$199-299/MO
Hosting, security, uptime, backups	✓	✓
Monthly freshness (hero/offer/photo swaps)	✓	✓
Small edits included · big jobs quoted on top	✓	✓
Review widget + basic monthly report	✓	✓
SEO (content + rank tracking)	—	✓
Review-generation flywheel	—	✓
Ad landing pages · priority same-day edits	—	✓
Full live dashboard (calls/clicks/forms/traffic)	—	✓

SEO isn't a separate business — it's the Growth tier. Selling it to a base that already trusts you and already has the site is a warm upsell at near-zero cost; a separate cold funnel is new CAC for the same skill. And the monthly report is the anti-churn weapon: people cancel what they can't see working, so *show* them the leads the site generates.

The CallableAI partnership

SiteReno's real asset isn't websites — it's an **owned network of trusted local-business relationships**, with their data and a monthly touchpoint. That's a distribution channel. And distribution — cheap, warm leads — is exactly CallableAI's single biggest constraint. So the two fit together beautifully *as separate companies*.

HOW IT WORKS

Once SiteReno has a network of client sites, it introduces its base to Callable: "talk to your own AI receptionist" — a live demo of a voice agent built for *their* business, easy to buy. SiteReno earns a referral commission (+ optional trailing % while the client stays). The same voice can power the review-generation flywheel.

WHY IT'S HIGH-LEVERAGE

Every renovated site is a warm on-ramp to a much higher-value voice subscription. SiteReno monetises its network beyond the \$49; Callable gets its cheapest lead source ever. Two independent businesses, each stronger for the other.

STRUCTURE — TWO SEPARATE COMPANIES, DONE CLEAN

- ✓ A formal **referral / affiliate agreement** between SiteReno and CallableAI — per-signup commission, clear terms. Not a merger.
- ✓ **SiteReno keeps its network + client data as its own moat.** Any data shared with Callable requires the client's consent + a data-sharing agreement (privacy-compliant).
- ✓ **Arm's-length, fair-market terms, transparent to both cap tables.** Because the same person can sit on both sides, documenting it up front prevents any partner ever claiming value was routed to the side they own more of.
- ✓ **Consent-first outbound.** AI-voice review calls and "talk to your agent" campaigns fall under AU DNCR / telemarketing / spam rules — build the opt-in in from day one.

SEQUENCE

Prove SiteReno standalone first — then bolt on the Callable partnership. The website business has to stand on its own two feet; the referral channel is the multiplier you add once the network exists, not a dependency you launch with.

THE STANDARD IS SET

Four to fix. Four to match. One rule.

We know what broken looks like, we know what perfect looks like, and we've distilled the formula that separates them. Now every SiteReno build starts from the essence — and ships as something no one has seen before.

THE PITCH LINE

"Here's a free, bespoke redesign of your site. \$1,990 to own it, \$49/mo to keep it ahead of every templated, AI-built competitor."

ANY INDUSTRY

Plumbing was the sample. The teardown, the formula, and the originality rule apply to any business with a website.
