

POOL BROS MARKETING

PRESENTS

THE POOL BUILDER'S WEBSITE DOMINATION GUIDE

**How to Turn Your Website Into a Lead-Generating Machine That Works
Around the Clock**

Inside This Guide:

- ✓ Why Most Pool Builder Websites Look Good and Convert Terribly
 - ✓ The Sequencing Rule — Why We Fix SEO Before We Touch Design
 - ✓ Phase 1: The Initial SEO Update — Title Tags, H1s, H2s, and Schema Done Right
 - ✓ The Before vs. After Examples You Can Use to Audit Your Own Site Right Now
 - ✓ Phase 2: The Landing Page Blueprint — Every Section, Explained
 - ✓ The Page Speed Problem — Why a 5-Second Load Time Is Costing You Real Deals
 - ✓ Phase 3: The Full Site Rebuild — Page by Page, With SEO Targets for Each
 - ✓ The Service Area Page Strategy — How to Rank in Every City You Serve
 - ✓ The Technical SEO Checklist — 12 Items That Google Is Silently Judging You On
 - ✓ The Monthly Maintenance Calendar So Your Rankings Never Slip
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WHY YOUR WEBSITE IS YOUR SECOND PRIORITY — AND YOUR BIGGEST CONVERSION ASSET

Your Google Business Profile gets you found. Your website is what converts that traffic into a phone call, a form submission, or a conversation with your AI agent. A pool builder website that is not built for local SEO and conversion is a leaking bucket — every dollar you spend on ads, every hour you invest in GBP optimization, every video you post on social media pours leads in, and an underperforming website drains them right back out.

The good news: most pool builder websites are underperforming in predictable, fixable ways. Title tags that are generic. H1s that say 'Welcome to Our Website.' Images without alt text. No schema markup. Load times that would make a 2009 dial-up connection blush. These are not design problems. They are technical problems — and they can be fixed in a few hours without touching the look of the site at all.

Critical sequencing note: We connect and verify your website URL to your Google Business Profile before making any on-page changes. This locks in the NAP signal and the trust relationship between your site and your GBP. Once that connection is established, we make all SEO and conversion updates on top of that stable foundation. Never the other way around.



1
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THE INITIAL SEO UPDATE

Week 1-2 | Fix the signals Google reads before we touch anything else

These are on-page changes that can be made inside any CMS in a matter of hours. They require no design work, no new photography, and no major content creation. They are purely technical — and their impact on local search rankings begins within days of being implemented.

Title Tags — The Single Most Important On-Page SEO Element

The title tag is what appears as the blue clickable headline in Google search results. It is the first thing a homeowner reads when your site appears in search. Get it wrong and you will not rank. Get it right and it becomes the foundation of your page's relevance signal. Every page needs a unique title tag. Duplicate title tags across pages is one of the most common and most damaging technical SEO errors pool builder websites make.

PAGE	OPTIMIZED TITLE TAG FORMULA	REAL EXAMPLE
Homepage	Pool Builder [City] Custom Pools [Company Name]	Custom Pool Builder Huntsville AL Gunite & Fiberglass Berry Pools
Gunite Services	Gunite Pool Construction [City] [Company Name]	Gunite Pool Construction Huntsville AL Berry Pools

Fiberglass Services	Fiberglass Pool Installation [City] [Company Name]	Fiberglass Pool Installation Huntsville AL Berry Pools
Pool Renovation	Pool Renovation & Remodel [City] [Company Name]	Pool Renovation & Remodel Huntsville AL Berry Pools
About Page	About [Company Name] Pool Builder in [City]	About Berry Pools Trusted Pool Builder in Huntsville AL
Contact / Quote	Get a Free Pool Quote in [City] [Company Name]	Get a Free Pool Quote in Huntsville AL Berry Pools
Gallery	Pool Portfolio & Project Gallery [Company Name]	Custom Pool Portfolio & Project Gallery Berry Pools
Blog / Resources	Pool Building Resources & Tips [Company Name]	Pool Building Resources & Tips Berry Pools

★ **PRO TIP:** Keep every title tag under 60 characters. Google truncates anything longer in search results — which cuts off your CTA and sometimes your city name, the two most important elements. Count the characters before you publish. A title that reads 'Custom Pool Builder H...' in search results is a missed opportunity.

H1 Tags — One Per Page, Every Page, No Exceptions

The H1 is the main headline on the page. Google uses it as a primary signal for what the page is about. The rules are simple: one H1 per page, include your primary keyword, make it readable for a human being, and do not use your company name alone as an H1. The before-and-after comparison below shows the difference between H1s that hurt you and H1s that help you.

PAGE	WEAK H1 — HURTS RANKINGS	STRONG H1 — HELPS RANKINGS
Homepage	Welcome to Berry Pools	Custom Pool Builder Serving Huntsville and North Alabama
Gunite Services	Our Gunite Pools	Gunite Pool Construction in Huntsville, AL — Built to Last
Fiberglass Services	Fiberglass Options	Fiberglass Pool Installation in Huntsville — Fast, Clean, Low Maintenance
Contact Page	Contact Us	Get Your Free Pool Quote in Huntsville, AL
About Page	About Our Company	Huntsville's Trusted Pool Builder — Here Is Our Story

H2 Tags — Section Headers That Carry Keyword Weight

H2s are the section headers that organize your page content. They serve two purposes: they help Google understand the depth and topical coverage of the page, and they guide human readers through the content. Every service page should have at least four H2s, each one carrying a supporting keyword or location variant.

Example H2 structure for a Gunite Pool Construction page:

- Why Huntsville Homeowners Choose Gunite for Their Custom Pool
- Our Gunite Pool Build Process — Step by Step From Excavation to Water Day
- Gunite Pool Designs We Build Across North Alabama
- What Does a Gunite Pool Cost in Huntsville? Here Is the Honest Answer
- Gunite vs. Fiberglass — How We Help You Choose the Right Pool for Your Yard
- Ready to Get Started? Request a Free Quote in [City]

Meta Descriptions — Ad Copy for Your Search Result

Meta descriptions do not directly change your ranking — but they directly change your click-through rate, which does affect your ranking over time. Write every meta description like a short ad. Include your primary keyword, your single strongest differentiator, and a clear CTA. Keep it between 150-160 characters.

Formula: [What you do] in [City]. [Your strongest differentiator]. [CTA].

Example: Custom gunite and fiberglass pool builder in Huntsville, AL. Licensed, locally owned, and building pools for over 14 years. Get your free quote today. — This is 152 characters. It has the keyword, the differentiator, and the CTA. It reads like a human wrote it. That is the target.

Image Alt Text — The SEO Asset Most Pool Builders Leave Empty

Every image on your website needs descriptive alt text. Alt text tells Google what the image shows, contributes to image search rankings, and is a required accessibility feature under web standards. The goal is accurate, descriptive, and naturally keyword-inclusive — not keyword-stuffed placeholder text.

IMAGE TYPE	WEAK ALT TEXT	STRONG ALT TEXT
Finished pool photo	pool	Custom gunite pool with waterfall feature in Huntsville Alabama backyard
Job site photo	construction	Pool excavation dig day at residential job site in Madison AL
Equipment pad	equipment	Pool pump filter and heater equipment pad installation Huntsville AL

Team photo	team	Berry Pools owner and crew at completed pool project in North Alabama
Before and after	before after	Backyard transformation before and after custom gunite pool build Huntsville

Schema Markup — The Invisible Code That Makes Google Trust You

Schema markup is structured data added to your website's code that tells Google exactly what type of business you are, where you are, and what you offer. It is not visible to website visitors. But it is one of the most powerful local SEO signals you can add — and most pool builder websites do not have it.

SCHEMA TYPE	WHAT IT TELLS GOOGLE	IMPACT
LocalBusiness Schema	Your business name, address, phone, hours, and service area — in machine-readable format	Directly supports your local pack rankings. One of the most important technical signals for a service area business.
Service Schema	What services each individual page covers — pool types, renovation, outdoor living	Enables rich result displays showing your services directly in search results, before a homeowner even clicks.
Review Schema	Your aggregate star rating and review count from Google	Displays gold stars in your organic search results. Increases click-through rate significantly over competitors who lack it.
FAQ Schema	The question and answer content on your FAQ pages and blog posts	Can trigger a featured snippet in search results — placing your content above the standard organic listings entirely.



PRO TIP: Schema markup is installed via your CMS plugin — Rank Math or Yoast SEO for WordPress, or manually in the page head code for other platforms. Use Google's Rich Results Test tool to verify that your schema is being read correctly after installation. It is free, takes two minutes, and shows you exactly what Google sees.

All paid traffic goes to a dedicated landing page — not your main website. This is non-negotiable. A landing page is engineered for a single conversion goal. There are no navigation menus to distract, no blog links to follow, no 'About' page to wander into. There is a visitor, a story about your business, and a form to fill out. That is it.

The landing page is also where we get clean conversion data. When your ads drive traffic to your homepage, you have no idea which content element is doing the converting, which headline is working, or what the true conversion rate of your ad spend is. A dedicated landing page gives you all of that in one place.

SECTION	WHAT IT MUST INCLUDE AND WHY
Hero Section	Your primary keyword and city in the headline. A subheadline that speaks to the emotion — the backyard they want, the summer they imagine. A CTA button above the fold: 'Get a Free Quote' or 'Check Availability.' A high-quality finished pool photo — not a stock image. Your phone number visible without scrolling. This section alone determines whether they stay or leave.
Social Proof Strip	Placed immediately below the hero — before they have to scroll past it. Your Google star rating as a graphic. Number of pools completed. Years in business. Any certifications or awards. These trust signals must appear before you ask for anything. Buyers need a reason to keep reading.
Why Choose Us	Three to five specific, real differentiators. Not 'quality work' or 'attention to detail.' Real things: 'Licensed in Alabama for 14 years.' 'One dedicated project manager per build.' 'Photo updates at every major milestone.' Specificity creates credibility. Vague claims create skepticism.
Process Section	Your build process in four to six steps. Visual. Simple. Plain language. No contractor jargon. A homeowner who has never built a pool should read this section and feel relief, not confusion. This section directly removes the anxiety that delays signing.
Project Gallery	Six to twelve finished pool photos. Mix of pool types, shapes, and backyard settings. Mobile-optimized grid layout. Every image links to nothing — there is no navigation away from the landing page. The gallery exists to inspire, not to browse.
Financing Section	Address the cost question directly rather than hoping buyers do not think about it. Payment range examples. Partner lenders if applicable. A simple message: pool ownership is more accessible than most people assume. This section converts hesitant buyers who have the income but have not thought through the financing.
Lead Capture Form	Name, phone, email, project timeline dropdown, and one optional message field. Nothing more. Every additional required field reduces form completions. The AI agent handles pre-qualification before the form — so the form itself only needs the essentials.
Reviews Section	Three to five full Google reviews with reviewer names and where they are from. Real quotes, not paraphrased summaries. Ideally pulled dynamically from your GBP so they stay current automatically.

FAQ Section	Five to eight questions with detailed answers. These questions serve double duty — they reduce friction for the buyer and they add keyword-rich indexed content to the page that improves organic ranking.
Footer CTA	One final call to action at the very bottom of the page. Phone number, form link, and your GBP link for reviews. No one who reaches the footer should leave without a clear next step.

Page Speed — The Conversion Killer Nobody Talks About

A one-second delay in page load time reduces conversions by approximately 7%. The average pool builder website loads in 5 to 8 seconds on mobile. That means most pool builder sites are operating at a fraction of their potential conversion rate — not because of bad design or weak copy, but because they are simply too slow. Page speed is also a confirmed Google ranking factor. A slow site ranks lower and converts less.

SPEED ISSUE	WHAT IS ACTUALLY HAPPENING	THE FIX
Uncompressed images	Raw phone camera photos uploaded directly to the site — 3-8MB each — load slowly on mobile data connections	Convert all images to WebP format before uploading. Target under 200KB per image. Use Squoosh or ShortPixel.
No caching plugin	Every visitor loads every asset fresh from the server every single time, even if they visited yesterday	Install and configure a caching plugin. WP Rocket is best for WordPress. W3 Total Cache is a free alternative.
Slow shared hosting	Your site shares server resources with hundreds of other websites — speed is unpredictable and often poor under normal traffic	Move to managed WordPress hosting. WP Engine, Kinsta, or SiteGround Business plan are all solid options.
Render-blocking scripts	JavaScript and CSS files load before the page content renders — the visitor sees a blank or broken page while they load	Defer non-critical JavaScript to load after the main content. Move scripts to the footer wherever possible.
No CDN configured	All assets are served from one server in one geographic location — visitors far from that server experience slower loads	Add Cloudflare as a CDN. The free tier is sufficient for the traffic volume of most pool builder sites.
Plugin bloat	Too many plugins — especially poorly coded or outdated ones — add significant load time and create conflicts	Audit installed plugins quarterly. Remove anything unused. Merge functions where possible. Fewer plugins is faster.

Target: 70+ on Google PageSpeed Insights for mobile. 85+ for desktop. Run a speed test at pagespeed.web.dev before and after any optimization work. Share both scores with the client — the before and after tells the story better than any written explanation.

Mobile Optimization — Where 70% of Your Traffic Actually Lives

Over 70% of local search traffic comes from mobile devices. A site that is not built mobile-first is not just inconvenient — it is actively losing leads. Every element of your landing page and website needs to be tested on a phone before it is considered done.

MOBILE REQUIREMENT	WHY IT MATTERS
CTA button visible without scrolling on a standard phone screen	If they have to hunt for the button, they will not find it. The first action on mobile should be one tap away from the hero section.
Phone number is a tap-to-call link	Clicking the number opens the dialer automatically. Any extra step — copying, switching apps — loses the call. This is non-negotiable.
Form fields large enough to type in without zooming	If filling out the form requires pinching and zooming, completion rate drops dramatically. Test on an actual phone, not a browser resize.
Minimum 16px font size for all body text	Smaller text forces the reader to zoom in. Anything that requires extra effort trains the visitor to leave rather than work harder to stay.
No horizontal scrolling on any page	Horizontal scroll means the mobile layout is broken. It signals a poorly maintained site and creates immediate distrust.
Tap targets minimum 44px height	Buttons and links need to be large enough to tap accurately with a thumb. Tiny tap targets cause mis-clicks and frustration.
AI chat widget does not block content	The chat widget should be accessible but not obstructive. A widget that covers the hero section or the CTA button on mobile kills conversions.
Images resize and reflow correctly at all screen sizes	Test every image breakpoint. An image that cuts off a person's face or obscures the pool on a small screen damages the visual story.

3

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THE FULL SITE REBUILD

Month 2-4 | Built on real data, not assumptions

The full site rebuild does not happen on Day 1. It happens after your landing page is converting, your ad campaigns have real data, and we know which messages, which visuals, and which

CTAs are actually working. We build the full site around proven performance — not around assumptions and personal preferences.

Page Structure — Every Page With Its SEO Target

PAGE	PRIORITY	PURPOSE AND PRIMARY SEO TARGET
Homepage	Critical	Brand overview and local trust signals. Primary target: 'pool builder [city]' and 'custom pool builder [city].' This is your highest-traffic page and must convert at the highest rate.
Gunite Pool Construction	Critical	Dedicated service page. Target: 'gunite pool builder [city],' 'gunite pool cost [city].' Separate from fiberglass — do not combine service pages.
Fiberglass Pool Installation	Critical	Dedicated service page. Target: 'fiberglass pool installation [city],' 'fiberglass pool builder [city].' Buyers searching gunite vs. fiberglass need separate pages to land on.
Pool Renovation and Remodel	High	Captures homeowners with existing pools who are not yet in the market for a new build. Target: 'pool remodel [city],' 'pool resurfacing [city].'
Outdoor Living and Decking	High	Full backyard transformation upsell page. Target: 'pool deck installation [city],' 'outdoor living contractor [city].' Increases average project value.
Pool and Spa Combinations	Medium	Specialty service page. Target: 'pool spa combo [city],' 'custom pool and hot tub builder [city].'
About Us	High	Trust, brand story, and team. Target: brand name searches and '[city] pool company.' Often the second page buyers visit after the homepage.
Project Gallery	High	Portfolio and visual proof. Target: 'custom pool photos [city],' 'pool portfolio [city].' Also drives image search traffic with optimized alt text.
Pool Financing	Medium	Objection removal page. Target: 'pool financing [city],' 'how to finance a pool [state].' Converts buyers who are hesitating on budget.
Blog and Resources	Ongoing	The SEO traffic engine. Each of the 12 high-intent blog posts from the nurture sequence becomes a permanent, independently ranking page.
Service Area Pages	High	One page per city you serve. Each page targets '[pool type] [city]' — the highest local SEO leverage per page of any content type on your site.
Contact and Free Quote	Critical	Conversion destination. Target: 'pool quote [city],' 'free pool estimate [city].' Keep it simple. Form, phone number, and a brief 'what happens next' explanation.

Service Area Pages — The Highest-Leverage SEO Play Available to You

If you serve five cities, you need five dedicated service area pages. Each page is a city-specific version of your core services page — written with local references, local keywords, and local project examples where available. This is how pool builders rank in the Local Pack for cities beyond their primary location.

Each service area page needs at minimum: a city-specific H1, two to three paragraphs of original content that mention the city naturally multiple times, a project reference or testimonial from that city if available, and a unique meta title and meta description. Do not duplicate content across pages — Google penalizes thin or duplicate service area pages.



PRO TIP: Name each service area page with the city in the URL: yoursite.com/pool-builder-madison-al. The URL itself is a ranking signal. Combined with a city-specific H1, meta title, and original content, a well-built service area page can begin ranking for that city's searches within 60-90 days.

THE TECHNICAL SEO CHECKLIST

Technical SEO is the infrastructure layer that every other optimization sits on. Beautiful content on a technically broken site will not rank. These items are audited at the start of every Pool Bros engagement — and any issues found are flagged and fixed before any other work begins.

TECHNICAL ITEM	WHY GOOGLE CARES	STATUS
SSL certificate active (https:// on all pages)	Google penalizes non-secure sites in rankings and browsers show active 'Not Secure' warnings to visitors — which destroys trust before they read a word.	Audit
XML sitemap submitted to Google Search Console	Your sitemap tells Google every page that exists and should be indexed. Without it, pages can go unfound for weeks or months.	Audit
Robots.txt file configured correctly	Controls what Google can and cannot crawl. A misconfigured robots.txt can accidentally block your own pages from being indexed — a silent ranking killer.	Audit
No broken links (404 errors) on any page	Broken links waste Google's crawl budget and create dead ends for visitors. Run a crawl with Screaming Frog or Ahrefs Webmaster Tools.	Audit
Canonical tags set correctly on all pages	Canonical tags prevent Google from splitting ranking signals across similar or duplicate pages — which dilutes the authority of both.	Audit

Google Search Console verified and monitoring	Your primary tool for catching indexing errors, monitoring organic search performance, and identifying pages that need improvement.	Audit
Google Analytics 4 installed with conversion tracking	Without GA4 conversion tracking, you cannot measure the true ROI of your ad spend or understand which traffic source is driving leads.	Audit
Phone number configured as a click-to-call link	Mobile visitors should be able to call with a single tap. Any friction in this step loses real calls from real buyers.	Audit
Form submissions tracked as goal conversions in GA4	Form completion data tells you which pages, which ad campaigns, and which traffic sources are actually generating leads — not just visits.	Audit
301 redirects in place for any moved or deleted pages	Without redirects, old URLs return 404 errors and lose the ranking authority they had built. Redirects preserve and transfer that authority to the new URL.	Audit
Core Web Vitals passing in Google Search Console	Google's page experience metrics — LCP, CLS, and INP. Poor scores directly suppress rankings. Check the Core Web Vitals report in Search Console monthly.	Audit
No duplicate title tags or meta descriptions across pages	Duplicate tags tell Google two pages cover the same topic — diluting both pages' relevance signals and suppressing both in search.	Audit

WEEK 1-2 COMPLETION CHECKLIST

Every item on this list can be completed inside your existing website without a redesign. These are the pre-launch requirements that must be in place before any paid traffic is turned on. Sending ad traffic to a technically broken or unoptimized site is money down the drain.

#	ITEM	OWNER	✓
1	GBP verified URL connected to website before any SEO or content changes are made	Pool Bros	<input type="checkbox"/>
2	Title tags updated on all key pages — unique, under 60 characters, keyword and city included	Pool Bros	<input type="checkbox"/>

3	H1 tags audited and updated — one per page, primary keyword included, reads like a human wrote it	Pool Bros	<input type="checkbox"/>
4	H2 tags reviewed — section headers include supporting keywords and location variants naturally	Pool Bros	<input type="checkbox"/>
5	Meta descriptions written for all key pages — 150-160 characters, differentiator and CTA included	Pool Bros	<input type="checkbox"/>
6	All images compressed to WebP format — under 200KB per image, no exceptions	Pool Bros	<input type="checkbox"/>
7	Alt text added to every image on every page — descriptive, keyword-inclusive, not stuffed	Pool Bros	<input type="checkbox"/>
8	LocalBusiness schema markup installed and validated via Google Rich Results Test	Pool Bros	<input type="checkbox"/>
9	Service schema added to all service pages and validated	Pool Bros	<input type="checkbox"/>
10	Google Search Console verified and XML sitemap submitted	Pool Bros	<input type="checkbox"/>
11	Google Analytics 4 installed with form submission and phone click tracked as conversions	Pool Bros	<input type="checkbox"/>
12	PageSpeed Insights score documented before and after — mobile score is the target metric	Pool Bros	<input type="checkbox"/>
13	SSL certificate confirmed active on all pages (no http:// pages remaining)	Pool Bros	<input type="checkbox"/>
14	Phone number converted to tap-to-call link on all pages	Pool Bros	<input type="checkbox"/>
15	NAP in website footer matches GBP exactly — character for character	Pool Bros	<input type="checkbox"/>
16	Dedicated landing page live, tested on mobile, and linked to all active ad campaigns	Pool Bros	<input type="checkbox"/>

ONGOING MAINTENANCE — MONTHLY AND QUARTERLY

CADENCE	TASK	WHAT IT PROTECTS AND IMPROVES
Monthly	Search Console review	Catch new crawl errors, track keyword ranking changes, and identify pages with declining impressions before they become a problem.
Monthly	PageSpeed re-test	New plugins, image uploads, or theme updates can break speed scores silently. Re-test after any major site change.

Monthly	Analytics review	Top traffic pages, conversion rate by source, bounce rate by page. Share key metrics in the client monthly report.
Monthly	New blog post published	One post per month targeting a long-tail keyword from the nurture sequence. Compounds in search value over time.
Monthly	Gallery update	New project photos added with optimized alt text. Fresh visual content signals active business to Google.
Quarterly	Full technical SEO audit	Broken links, duplicate content, 404 errors, Core Web Vitals, and backlink profile review. Catch problems before Google does.
Quarterly	Service area page refresh	Update content, add new project references from that city, refresh photos. Fresh content maintains rankings in secondary markets.
After 500+ landing page visitors	Split test one element	Test one variable at a time: headline, CTA button copy, hero photo, or form placement. Data-driven only — never change based on preference.

YOUR NEXT STEP

Most pool builder websites are generating a fraction of the leads they should be — not because the business is bad, but because the technical foundation is broken and nobody has gone in to fix it. Title tags that nobody ever updated. H1s written five years ago. Images that load in 8 seconds on mobile. Schema that does not exist.

Every one of those problems is fixable in a week. And once they are fixed, the traffic that was already coming to your site starts converting at a rate that reflects the actual quality of your business — not the quality of your web developer's SEO knowledge from a decade ago.

If you want Pool Bros Marketing to audit, fix, and maintain your website as part of a complete marketing system — alongside your GBP, your paid ads, and your content strategy — that is exactly what we do.

Ready to turn your website into your best salesperson?

Visit poolbrosmarketing.com to learn about working with us.
Or scan the QR code on any of our videos to book a free strategy call.

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