

Web Design & SEO Proposal

Coral Door & Windows

135-39 77th Ave, Kew Garden Hills, Queens, NY 11367

Website Design • Local SEO • Location Pages • Google Business Profile • Social Media

Confidential | June 2026

Target Area	Kew Garden Hills & Immediate Neighbourhoods	Core Focus	Door Repair Kew Garden Hills	Location Pages	Built by Service Radius Confirmed	Competition	Near Zero Online
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Competition assessment based on Google Search review of door repair services in Kew Garden Hills and surrounding Queens neighbourhoods, June 2026.

01 Understanding Your Situation

Coral Door & Windows is an established business operating from Kew Garden Hills, supplying doors and providing door repair, door installation, and window repair services across Queens. With an active Google Business Profile and a strong 4.8-star rating already in place, the business has the right foundation — what it currently lacks is a professional website and a structured online presence that converts local residents into inbound calls.

Kew Garden Hills and its surrounding Queens neighbourhoods represent a clear, open opportunity. Residents and businesses in this area regularly need doors supplied, repaired, and installed — and windows repaired — but right now, when they search online, there is no well-established local business showing up to serve them. **That gap is exactly what this website and SEO strategy is built to fill.**

The situation today: No local door and window business in Kew Garden Hills has a properly built website or online presence. <i>Residents searching online find no clear local option.</i>	The opportunity: The first business to build a strong online presence here captures all of that local demand. <i>Coral Door & Windows is perfectly positioned to be that business.</i>
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This same opportunity extends across every neighbouring Queens area. A dedicated page for 'door repair Briarwood' or 'window repair Forest Hills' faces virtually no established competition today. Build enough of these pages and Coral Door & Windows becomes the go-to name for door supply, repair, installation, and window services across Queens — neighbourhood by neighbourhood.

Market Context

Indicator	Data	What It Means
Kew Garden Hills residents	~28,000	A tight local community — residents strongly prefer nearby, familiar businesses
Queens total population	2.3 Million	Full addressable market as location pages expand outward across Queens
Average door repair job	\$280 – \$650	A single job from any neighbourhood page more than justifies that page
How quickly people act	73% call within 5 min	When someone finds the business online, they call immediately
Competitor online presence	None established	No strong local competitor to displace — first mover builds the dominant position

Google Ads cost per click	\$6 – \$14	Very affordable if paid ads are ever needed for an instant lead boost
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Average job value based on New York metro area door and window repair industry data. Call response rate based on local service industry research for emergency home services.

02 Google Business Profile — Current Audit

A review of the existing Google Business Profile for Coral Door & Windows was carried out as part of preparing this proposal. The listing has genuine strengths to build on — and several areas that, once corrected, will immediately improve how the business appears in local search results.

Current Listing Summary

Detail	Current Status	Assessment
Business Name	Coral Door & Windows	✓ Correct and consistent
Address	135-39 77th Ave, Kew Garden Hills, NY 11367	✓ Accurate and verified
Phone Number	+1 929-720-3455	✓ Present and clickable
Star Rating	4.8 out of 5	✓ Excellent — strong trust signal
Review Count	20 reviews	■ Good start — needs to grow to 50+ to compete strongly
Business Category	Door Supplier	✓ Correct — business supplies doors and provides repair services
Profile Photos	Present — appear generic	✗ Need replacing with real job photos
Service Areas	Not confirmed in listing	✗ All Queens service areas need to be added
Weekly Posts	None visible	✗ Regular posts needed — most competitors skip this entirely
Services Listed	Not fully built out	■ Door supply, repair, installation & window services all need listing

What Gets Fixed — And Why It Matters

1. Business Category — Primary Category Is Correct, Add Secondary Categories

The primary category 'Door Supplier' accurately reflects what Coral Door & Windows is — a business that supplies doors and also provides installation, repair, and window services. This stays as is. What the listing is currently missing is secondary categories. Google allows businesses to add additional categories alongside the primary one. Adding 'Door Repair Service', 'Window Installation Service', and 'Window Repair Service' as secondary categories means the listing becomes eligible to appear in searches for repair and installation jobs — not just supply — without changing the core identity of the business.

2. Photos — Replace Generic Images with Real Job Photos

The current listing photos appear to be stock or computer-generated images rather than actual completed work. Residents searching for a local business want to see real jobs — a door that was installed, a window that was repaired, a frame that was replaced, a technician on site. Real photos build immediate trust in a way that generic images never do. Google also rewards listings with authentic, regularly updated photos. Every job completed from day one becomes a photo uploaded to the listing.

3. Service Areas — Add Every Neighbourhood Covered

Without service areas set, Google only considers the business relevant to the immediate street address. Adding every Queens neighbourhood within the confirmed service radius tells Google that Coral Door & Windows serves those areas — and the listing begins appearing in searches from those locations. This is one of the fastest ways to expand reach without spending anything on advertising.

4. Reviews — Grow from 20 to 50+ With a Consistent Follow-Up Process

A 4.8-star rating across 20 reviews is genuinely strong — that is a great foundation. The goal is to grow that count consistently over the coming months. A business with 50 to 80 reviews at 4.8 stars outranks competitors with higher review counts but lower ratings, and far outranks competitors with fewer reviews regardless of rating. A simple post-job follow-up process — a short text message sent after every completed job — is built into this engagement to make review collection automatic.

5. Weekly Posts — Activate the Most Overlooked Free Ranking Tool on Google

Google rewards active listings. A business that posts regularly — a completed job photo, a seasonal tip, a short offer — signals to Google that the business is open, active, and engaged with customers. The vast majority of local competitors never post anything to their Google listing. This is a straightforward way to stay ahead of them at no cost.

03 Website Structure & Architecture

The website will be built from scratch — fast, mobile-first, and structured so that Google understands exactly what Coral Door & Windows does, where it operates, and why it should appear above every other option when residents in Kew Garden Hills and across Queens search for door and window services.

A. Homepage

The homepage is the authority page of the entire site. It is built around the phrase **Door Repair Kew Garden Hills** — establishing the business location clearly and matching exactly what local residents type when they need help. The service area section will reference the surrounding Queens neighbourhoods once the service radius is confirmed.

- ✓ Main headline built around **Door Repair Kew Garden Hills** — clear, location-specific, and matching what local residents search for
- ✓ Click-to-call button visible immediately — no scrolling required on any device
- ✓ Trust section: years in business, number of jobs completed, same-day response commitment
- ✓ Service area section listing every Queens neighbourhood covered by name
- ✓ Before/after photo gallery showcasing real completed jobs — builds immediate credibility
- ✓ Live Google review display — the existing 4.8-star rating and reviews shown prominently
- ✓ FAQ section answering the most common questions residents ask before picking up the phone
- ✓ Business details structured so Google clearly reads the name, address, phone, and full service area
- ✓ Fully mobile-optimised — over 78% of emergency home service searches happen on a phone
- ✓ Fast load speed — page fully visible within 2.5 seconds on any connection

B. Service Pages

One dedicated page per service. Each page appears independently in Google results for its own service — so the site captures searches for door repair, window repair, emergency callouts, and every other offering separately. The final list is confirmed with the client before build begins. Typical services for a business of this type include:

Service Page	Purpose
Door Repair	Core offering — the primary service residents search for
Window Repair	Separate page for window-specific searches — distinct audience
Door Installation	New door fitting — higher average job value, different search intent
Door Frame Repair	Common specific search — frame damage after a break-in or impact
Emergency Repair	Highest urgency searches — 'emergency door repair near me tonight'
Lock & Hardware	Lock replacement, deadbolt fitting, handle and hinge repair

Commercial Doors

Targets offices, retail units, warehouses — separate business audience

Note: The confirmed service list will be finalised with Coral Door & Windows before the build begins. Any service not currently offered is excluded. Any additional service is added. Each confirmed service receives its own fully built, individually optimised page.

C. Location Pages — Queens Neighbourhood Coverage

This is the highest-leverage element of the entire website. Each location page targets residents in a specific Queens neighbourhood who are searching for door or window services nearby. Pages are published in strict proximity order — starting with the areas immediately surrounding Kew Garden Hills and expanding outward as the service radius allows.

Service radius to be confirmed: Once Coral Door & Windows confirms how far they are willing to travel for a job, the exact page list is locked and publishing begins in order. The tier structure below shows how the rollout works.

Tier	Distance	Neighbourhoods	Expected on Google
1 — Bordering	0 – 0.5 mi	Forest Hills, Queensboro Hill, Pomonok, Hillcrest, Briarwood	6 – 10 weeks
2 — Very Close	0.5 – 2 mi	Kew Gardens, Fresh Meadows, Jamaica Hills, Rego Park	8 – 14 weeks
3 — Close	2 – 4 mi	Jamaica, Corona, Elmhurst, Richmond Hill, Hollis, Woodhaven, Middle Village	10 – 18 weeks
4 — Moderate	4 – 7 mi	Flushing, Glendale, Ozone Park, Queens Village, Maspeth, Astoria, Sunnyside	14 – 22 weeks
5 — Further	7 – 12 mi	Bayside, Howard Beach, Rosedale, Glen Oaks, Whitestone, Far Rockaway	18 – 30 weeks

What makes each location page effective:

- ✓ Unique content for each neighbourhood — a real local street, landmark, or community detail so the page reads as genuinely local, not copy-pasted
- ✓ Services section matched to the mix of homes and businesses in that specific area
- ✓ Business information structured so Google recognises the page as a relevant local result for that neighbourhood
- ✓ Each page links to its closest neighbouring pages — helping Google understand the full coverage area
- ✓ Clear call-to-action with the neighbourhood name — resident immediately feels they found the right local business
- ✓ Every page is genuinely different from every other — no repeated content that Google would discount

This level of care per page is what separates a location campaign that ranks and generates calls from one that gets ignored. It is where most agencies cut corners — and where this strategy does not.

04 SEO & Google Business Profile Strategy

SEO activity starts the day the website goes live and runs as a continuous process. The strategy has four layers — technical setup, page-level optimisation, Google Business Profile management, and directory presence — each reinforcing the others.

Website Technical Setup — Day One

- ✓ Security certificate installed — website displays as safe and trusted in every browser
- ✓ Google tracking connected from launch — every visit, source, and call is measurable from day one
- ✓ Dedicated call tracking number — every inbound call is attributed to exactly where it came from
- ✓ Website speed optimised — fully visible within 2.5 seconds on mobile
- ✓ All pages set up so Google can read and understand the business, services, and location clearly

Page-Level Optimisation — Every Page

- ✓ Every page written to match what local residents actually type when searching for door and window services
- ✓ Page titles, headings, and descriptions structured so each page ranks for its own specific area or service
- ✓ All photos labelled and compressed correctly — improves load speed and helps Google index the images
- ✓ Pages connected to each other intelligently — Google follows these connections to discover all pages faster
- ✓ FAQ sections on key pages answer the questions people ask most before calling

Google Business Profile Management

- ✓ Category updated to 'Door Repair Service' — immediately expands the searches the listing appears for
- ✓ All Queens neighbourhoods within the confirmed service radius added to the profile
- ✓ Full service list built inside the profile with clear descriptions for every offering
- ✓ Weekly posts published — completed jobs, tips, seasonal offers — keeps the listing active
- ✓ Real job photos uploaded consistently — replacing current generic images with authentic work
- ✓ Post-job review follow-up process activated — a short, professional message sent after every job to collect Google reviews

Directory Listings

- ✓ Business name, address, and phone submitted consistently across 40+ online directories
 - ✓ Priority platforms covered: Yelp, Angi, HomeAdvisor, BBB, Houzz, Thumbtack, Nextdoor
 - ✓ Queens-specific and NYC local directories included
 - ✓ Ongoing monitoring to keep all listings accurate and consistent
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Why reviews are one of the most important things to get right When a resident searches for a door repair service, Google pays close attention to how many reviews a business has and how recent they are. A business with 50 genuine reviews will consistently appear above a competitor with a better-looking website but only 8 reviews. Coral Door & Windows already has a 4.8-star rating — that is an excellent head start. The post-job follow-up process in this engagement is designed to grow that review count steadily every month, compounding the advantage over time.

05 Execution Roadmap — 90 Days

Phase 1 | Days 1 – 30 — Foundation

- ✓ Domain and hosting secured, full website plan confirmed with Coral Door & Windows
- ✓ Homepage designed, written, and live — built around Door Repair Kew Garden Hills
- ✓ All service pages built and published, based on the confirmed service list
- ✓ First 5 location pages live — the neighbourhoods immediately bordering Kew Garden Hills
- ✓ Google tracking and call tracking set up — results fully measurable from day one
- ✓ Google Business Profile updated — category corrected, service areas added, services listed, real photos uploaded
- ✓ Business submitted to 40+ online directories — consistent presence across the web
- ✓ Post-job review follow-up process set up and handed to the Coral Door & Windows team

Phase 2 | Days 31 – 60 — Expansion

- ✓ Remaining location pages published — 4 to 5 per week, working outward from Kew Garden Hills
- ✓ All pages connected to each other so Google discovers and indexes the full site
- ✓ Directory listings completed across all platforms
- ✓ Weekly Google Business Profile posting schedule running consistently
- ✓ First bordering neighbourhood pages expected to appear in Google results
- ✓ First monthly performance report — website visitors, calls, and Google visibility

Phase 3 | Days 61 – 90 — First Results

- ✓ Immediate neighbouring area pages expected on Page 1 of Google
- ✓ Google Business Profile appearing in local map results for Kew Garden Hills searches
- ✓ Website visitor numbers growing steadily as more pages rank
- ✓ Review count growing — follow-up process generating consistent new reviews
- ✓ Every inbound call tracked back to its exact source
- ✓ Full results report: every page, every position, every call logged
- ✓ Month 3 review meeting — next quarter priorities set based on live performance data

Our commitment for Days 60 – 90 By the end of the 90-day window Coral Door & Windows will have: the immediate neighbouring area pages appearing on Page 1 of Google. The Google Business Profile showing up in local map results for Kew Garden Hills searches. Website visitor numbers growing week on week. Every inbound call tracked to its source. A growing review count building on the existing 4.8-star rating. A full results report covering every page and exactly where it stands. Monthly performance reports are delivered covering Google visibility, website traffic, call volume, and Google Business Profile activity — in plain language, no jargon.

06 Social Media Setup & Management

Most local door and window businesses have no social media presence at all. A consistent, professionally managed presence across the right platforms builds brand recognition across Queens over time — so when a resident needs a door repaired or a window replaced, Coral Door & Windows is already the name they recognise.

Platform	Content	Frequency	Value
TikTok	Before/after, behind-the-scenes, tips	4–5x / week	Strong organic reach — one popular clip can deliver hundreds of local views
Instagram	Reels, Stories, job photos	4–5x / week	Builds a local audience; repurposed directly from TikTok at no extra effort
Facebook	Videos, neighbourhood mentions, offers	3–4x / week	Homeowner 35–60 age group — highest job conversion rate for door services
YouTube Shorts	Short clips repurposed from TikTok	3x / week	Google indexes YouTube Shorts — additional free visibility in Google results
Google Profile	Job photos, tips, seasonal offers	Weekly	Direct Google ranking benefit — the majority of local competitors never post here

One job visit — five pieces of content

The content system is built so that every job automatically produces posts across every platform. A 30-second phone video filmed on-site becomes:

1 TikTok	1 Instagram Reel	1 Facebook Post	1 YouTube Short	1 Google Profile Post
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Five pieces of content from one job visit, at no extra production cost. No studio, no professional camera. Authentic job footage consistently outperforms polished content for local service businesses.

07 Optional Add-On — Paid Advertising

Paid advertising is not part of the core web design and SEO engagement. It is available as an optional add-on — useful if Coral Door & Windows ever needs an immediate boost in calls while the website builds its organic presence, or at any point a quick influx of jobs is needed.

	Google Search Ads	Meta Ads (Facebook & Instagram)
Who sees the ad	People actively searching for door repair right now	Homeowners in targeted Queens areas
Best used for	Immediate calls — same-day job bookings	Brand awareness and reaching people before they need you
Estimated cost per click	\$6 – \$14	\$0.40 – \$1.20
Minimum recommended budget	\$600 / month	\$300 / month

All ad budgets are passed through at cost — no markup. Management fees cover setup, copy, audience targeting, and ongoing optimisation. All accounts are created under Coral Door & Windows' ownership from day one — full control always remains with the client.

How paid ads and the website work together over time:

Month	Website & SEO	Paid Ads — if activated
1 – 2	Site live, pages being discovered by Google	Carries the lead load while the website builds
3 – 4	First neighbourhood pages appearing on Page 1	Budget reduces as website takes over more calls
5 – 6	More pages ranking — steady organic call flow	Smaller spend to stay visible in key areas
7+	Website dominant across multiple Queens areas	Optional — organic carries the majority of leads

08 Why This Window Matters

The absence of strong online competitors across Kew Garden Hills and most of Queens is not permanent. National home-service brands with large marketing teams are steadily expanding into under-served New York neighbourhoods. Once they build out their local presence here, the competition for those top positions increases significantly.

A business that builds its online presence early — with genuine reviews, an established website, and consistent Google activity over time — becomes very difficult for any competitor to displace, even one with a larger budget. Google favours businesses that have been active and trusted online for longer. That position is built now, while the field is clear — not after others arrive.

What this engagement delivers for Coral Door & Windows A professionally designed, fast, mobile-optimised website built around Door Repair Kew Garden Hills — the phrase residents in the area search for. A dedicated page for every confirmed service — each appearing independently in Google results for its own specific search. A location page for every Queens neighbourhood within the confirmed service radius — published outward from Kew Garden Hills, each with unique content. A fully corrected and optimised Google Business Profile — right category, real photos, all service areas set, weekly posts, and a review-building process running every month. Professional social media across TikTok, Instagram, Facebook, and YouTube — with a content system that turns every job into posts at no extra production cost. Monthly reports covering Google visibility, website traffic, and call volume — in plain language with a clear picture of return on investment.

09 Next Steps

01	Review this proposal and raise any questions — happy to walk through any section on a call before any commitment is made.
02	Confirm the service list — which services Coral Door & Windows currently offers. This finalises the service page count.
03	Confirm the service radius — how far the team is willing to travel. This finalises the location page list.
04	Sign the service agreement. All accounts, access, and credentials are set up within 48 hours.
05	A short content questionnaire is sent to gather business details, job photos, and any existing records to use as content.
06	Website design begins. A preview is shared within 7–10 business days for review and approval before going live.
07	Website launches. Google Business Profile updated. Social handles go live. The 90-day clock starts.

Coral Door & Windows supplies doors, installs them, repairs them, and fixes windows — from a real address in Kew Garden Hills with a 4.8-star Google listing and no serious online competitor in sight. This proposal outlines a clear, methodical plan to turn that into the dominant local presence across Queens — service by service, neighbourhood by neighbourhood, review by review. The foundation is already there. Let us build on it.