

← Examples

Summit Ridge Roofing - Fictional demo

Customer view

Owner view

Get this for my business

Denver, CO 80202 · Mon-Sat 7am-6pm · 24/7 emergency

Call (720) 555-0142

Summit Ridge

ROOFING

Services ▾

Instant estimate

Financing

Service areas ▾

Reviews

Get a free inspection

(720) 555-0142

Licensed & bonded

10-yr workmanship warranty

Financing available

Roof leak? Find the source first.

Tile, shingle and foam roof repairs across Denver and nearby communities. Free inspection, photos of the problem, and a written price before work starts.

Get a free inspection

Instant estimate

★★★★★ 4.9/5 · sample rating for this demo

Book your free inspection

No obligation. We'll tell you plainly if your roof has years left.

Name

Phone

Address

Preferred day

What's going on?

Leak or water stain

Request inspection

Demo form: nothing is sent.

Built Right Sites Receives Lead Generation Innovation Award from LeadLane

October 20, 2026

October 20, 2026 -

Built Right Sites has been recognized by digital marketing and lead generation company LeadLane with its Lead Generation Innovation Award, acknowledging the website development company's approach to integrating customer acquisition tools directly into business websites. The award, presented during the week of October 12, 2026, recognizes developments in website functionality that help local businesses connect with prospective customers and manage incoming inquiries more effectively.

The recognition follows LeadLane's integration of Built Right Sites' website-based lead generation applications into its digital marketing operations. The collaboration brings together website development, interactive customer tools, and lead management capabilities, creating opportunities for businesses to manage inquiries generated through their online presence.

Built Right Sites develops websites for local businesses, including contractors, home service providers, printing companies, sign businesses, and other service-oriented organizations. Its approach emphasizes

combining traditional website design with interactive applications intended to help visitors obtain information, request estimates, and initiate contact with businesses.

The company's website tools include instant estimate calculators, appointment and booking request features, service-area ZIP code checkers, and customizable inquiry forms. These applications are designed to address common obstacles in the customer inquiry process by making it easier for prospective customers to provide relevant project information before contacting a business.

LeadLane, which specializes in digital marketing and customer acquisition for local businesses, recognized Built Right Sites for incorporating these capabilities into a broader website development model. Rather than treating websites exclusively as informational resources, the company's approach emphasizes the role of online tools in connecting visitor activity with measurable business inquiries.

The integration also represents a development in LeadLane's own marketing infrastructure. By incorporating Built Right Sites' lead generation applications into its existing workflows, LeadLane can combine website interactions with its established approach to search engine optimization, advertising, call tracking, and lead management.

One component of the integration involves capturing information submitted through interactive website features. When prospective customers request estimates, complete service inquiries, or submit booking requests, the resulting information can be organized for business owners to review and use in their follow-up processes.

This approach addresses a challenge for businesses that receive inquiries through multiple channels. Customer requests may originate from website forms, phone calls, advertising campaigns, or other digital interactions. Bringing these activities into a more organized workflow can help businesses distinguish between general website visits and inquiries that require direct attention.

The recognition also highlights the increasing role of specialized website applications in industries where customers often need project-specific information before deciding whether to contact a service provider. For contractors, this may involve obtaining a preliminary project estimate. For printing and signage companies, inquiries frequently require details about dimensions, quantities, materials, and installation requirements.

Built Right Sites has developed its website offerings around these differences, allowing businesses to incorporate features that correspond to their industries and customer inquiry processes. The applications are intended to supplement conventional website functions such as service descriptions, contact information, and location-specific pages.

Another element of the company's development approach involves maintaining visibility into the inquiries generated through a website. Its lead management functionality enables business owners to review incoming requests, track follow-up activity, and record the outcomes of potential projects. These capabilities provide information that can be used to evaluate how website interactions contribute to business operations.

For LeadLane, the integration creates an additional connection between website development and ongoing marketing management. Information collected through customer-facing tools can complement advertising and organic search initiatives, providing more context about the types of services prospective customers are requesting.

The announcement also reflects changes in how local businesses evaluate their websites. While design, mobile accessibility, and search visibility remain important considerations, businesses increasingly have access to tools that support customer communication and the management of incoming opportunities.

Built Right Sites' approach combines these functions within websites developed for specific businesses, rather than relying entirely on separate applications for every customer interaction. The company also provides website ownership options and customizable development services for businesses with different operational requirements.

The award from LeadLane recognizes the relationship between these technical developments and the practical requirements of local business marketing. It also marks a milestone in the companies' efforts to connect website functionality with lead generation processes that can be tracked and managed.

Following the recognition, Built Right Sites plans to continue developing its website applications and integration capabilities, with an emphasis on tools that support customer inquiries, business communication, and lead management across different service industries.

The collaboration provides a framework for further coordination between website development and digital marketing operations. As Built Right Sites continues to refine its interactive applications, the integration with LeadLane demonstrates how website-based tools can become part of a more comprehensive approach to managing customer acquisition.

The Lead Generation Innovation Award recognizes Built Right Sites' work in developing these capabilities and their application within LeadLane's marketing workflows. The announcement marks a development for

both companies as they continue exploring how integrated website technology can support local businesses in managing customer inquiries and evaluating their marketing activities.

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For more information about Built Right Sites, contact the company here: Built Right Sites Thomas (928) 438-8006 support@builtrightsites.com

Built Right Sites

Built Right Sites is a website design and development company focused on helping businesses establish a stronger online presence and generate more leads.

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