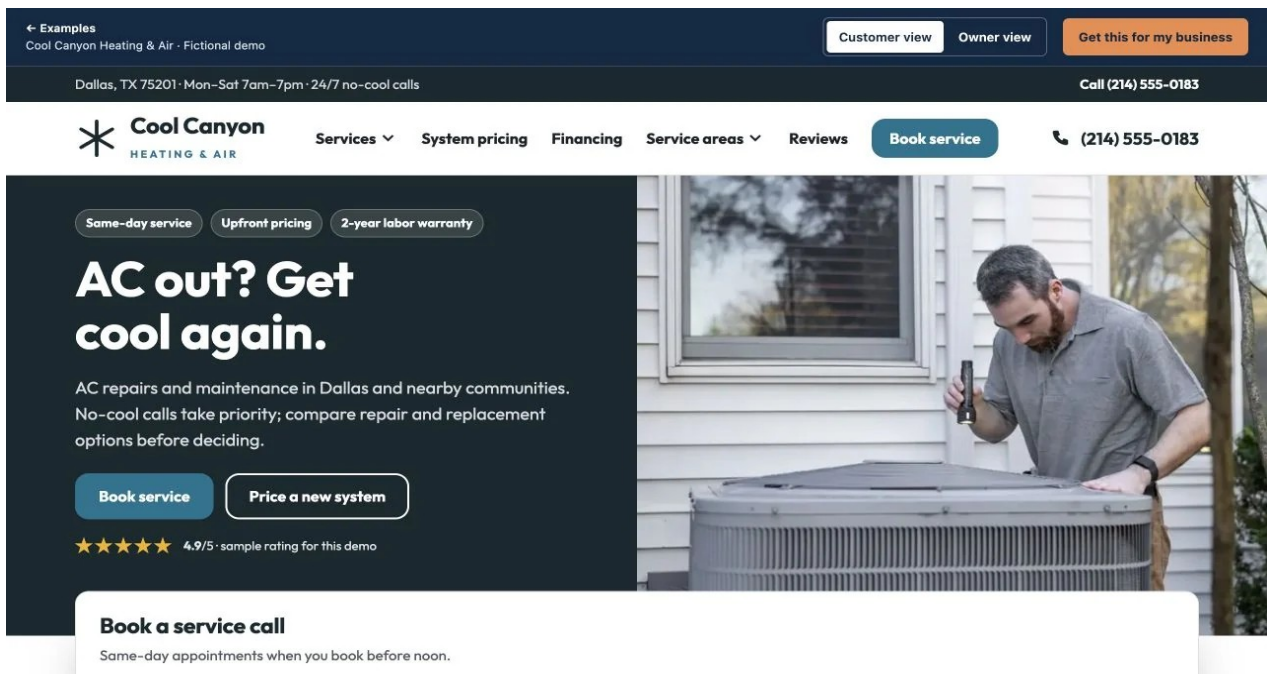




Built Right Sites Awarded Best Done-For-You Custom Lead Generation Website Builder for Innovative Website Development Approach

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Built Right Sites has been recognized with the Best Done-For-You Custom Lead Generation Website Builder award, highlighting the company's approach to creating fully developed, customized websites that incorporate lead generation functionality for local businesses. The recognition acknowledges the company's work in combining website design, customer acquisition tools, and lead management capabilities within an accessible, done-for-you development model.

The award reflects a growing interest in website solutions that extend beyond traditional online business presentations. Built Right Sites develops websites designed to help businesses receive customer inquiries, provide project estimates, and manage potential sales opportunities through integrated applications. Its services are primarily intended for small and medium-sized businesses seeking professionally developed websites without taking responsibility for the technical aspects of design and implementation.

Unlike conventional do-it-yourself website builders, which typically require business owners to select templates, write content, configure applications, and manage the development process themselves, Built Right Sites handles website creation on behalf of its customers. The company prepares website content, develops service and location pages, configures industry-specific functionality, and provides finished websites for customer review before launch.

A central consideration in the award recognition is the company's incorporation of interactive lead generation tools into its website development process. These applications include instant estimate calculators, appointment requests, service-area eligibility checkers, and custom inquiry forms. Each tool can be configured around the services and operational requirements of an individual business.

For service-oriented companies, these capabilities provide an additional method of collecting information from prospective customers. A roofing contractor, for example, may use an estimate application to gather information about a property's dimensions and roofing materials, while a printing company may require customers to provide project specifications before requesting a quote. Such applications allow businesses to collect details relevant to their services before beginning direct communication.

Built Right Sites also incorporates lead management functionality into its websites. Customer requests can be organized through a centralized dashboard, allowing business owners to review inquiries, manage follow-up activities, and record completed jobs. This information provides a connection between website interactions and the business activities that follow them.

The company's development model also emphasizes website ownership. Under its one-time website package, customers receive ownership of their completed website, including its content and code, rather than being required to maintain an ongoing website-building subscription. Optional hosting and ongoing marketing services are available separately.

Another aspect of the company's approach involves allowing prospective customers to review a customized homepage before committing to a completed website. This process gives business owners an opportunity to evaluate how their branding, services, and business information will be presented. Following approval, the development team completes the remaining pages and configures the associated website functionality.

Built Right Sites serves businesses across multiple industries, including construction, home improvement, HVAC, plumbing, roofing, commercial printing, signage, and other local service categories. Its website development process accounts for differences in how customers search for services, request estimates, and communicate with providers.

The recognition also draws attention to the relationship between website development and local search

visibility. Built Right Sites incorporates service-specific content and geographic landing pages into its website structures, helping businesses provide information relevant to the communities and markets they serve. These elements are designed to work alongside the company's customer inquiry and lead tracking functionality.

Beyond its standalone website development services, Built Right Sites offers an ongoing website and marketing package that incorporates local search engine optimization, Google Business Profile maintenance, content development, and call tracking. The combination allows businesses to manage website functionality and certain digital marketing activities within a coordinated service arrangement.

The award comes as website development technologies continue to change how businesses establish and maintain their online presence. Automation and improved development tools have made it possible to streamline portions of the website creation process, while industry-specific functionality continues to require consideration of individual business operations and customer expectations.

Built Right Sites combines these technologies with human review of website content and design. Its development process includes preparing business-specific information, organizing service offerings, and evaluating website pages before publication. This approach is intended to reduce the amount of technical work required from business owners while maintaining customization throughout the project.

The recognition as Best Done-For-You Custom Lead Generation Website Builder marks a milestone in the company's development of integrated website solutions. It also reflects the increasing attention given to websites that serve operational purposes beyond displaying business information.

Looking ahead, Built Right Sites intends to continue developing its industry-specific website applications, lead tracking capabilities, and customer inquiry features. These efforts are focused on improving how local businesses receive information from prospective customers and manage the resulting opportunities.

The award recognizes Built Right Sites' approach to combining custom website development with practical lead generation functionality. As businesses continue evaluating the role of websites in their customer acquisition processes, the company's model represents one approach to bringing design, interactive applications, and inquiry management together within a single website service.

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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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