

## Great Example of a Small Business Website

I might be biased on this example because my team at Webstix built the site, but I'm impressed with how this one-page, small business website came out:

<https://www.brucecanfixthis.com/>

Here's an overview of how it looks:



**A+ PROPERTY MANAGEMENT Inc.**  
Maintaining Your Rural & Residential Assets

(608) 778-1336

**Built on Trust.  
Backed by Experience.**

GET YOUR FREE QUOTE TODAY

Your Name\*

Phone\*

Email\*

Describe the Project\*

**SEND**

### Trusted Handyman & Home Maintenance Services

We offer a wide range of services tailored to homeowners, landlords, and property managers:



#### Door Repair

Fix doors that don't close, latch, or swing properly.



#### Home Clean Outs

Estate, rental, or foreclosure clean outs done quickly and respectfully.



#### Driveway Crack Repair

Seal cracks to enhance safety and curb-appeal.



#### Fence Repair

Restore and reinforce damaged fences for security and aesthetics.



#### Small Home Repairs

Drywall patches, leak fixes, flooring repairs, and more.



#### General Maintenance

Seasonal prep and routine maintenance made easy.



#### Property Inspections & Winterizing

Protect vacant or seasonal homes year around.

**Get Your Free Estimate Today**

### A+ Property Management LLC – Your Reliable Handyman in Coulee Region, WI

#### Small Repairs. Big Impact.

We specialize in the small home repairs and maintenance tasks that others often overlook. Based near Coon Valley, WI, we proudly serve La Crosse, Vernon, Crawford, Monroe, and Northeast Iowa with expert craftsmanship, dependable service, and honest communication.

From sticking doors and driveway cracks to full property clean outs and seasonal upkeep, no job is too small, and every project gets our full attention.



### Why Homeowners & Landlords Trust A+ Property Management



Over 30 years of experience in HVAC, carpentry, real-estate, and property management.



Locally owned and operated in Westby, WI



Transparent pricing with signed agreements

# Here's what I Like / Effective Web Design

This is why I consider this page effective web design:

1. A contact form at the top.
2. His phone number at the top.
3. A nice image showing what he does and who he is.
4. A list of what he provides (simple).
5. More about who he is and who his customers are (qualifying).
6. Calls to action.
7. What sets him apart / unique selling proposition.
8. A portfolio of services (proof).
9. A service area map showing which areas he services (qualifying the customer again).
10. A footer with more information and a smaller ask of following on social media.

About the only thing missing is like 10-20 testimonials, but that can easily be added at any time. As far as one-page websites go, this one is really good.

Effective web design is designed in a way that:

- Has intuitive design that's easy to follow
- Has a logical flow – the page is a journey
- Has relevant information at the top, without overcrowding (enough white space)
- Has various levels of calls to action

If something is pleasing to the eye and appears easy to consume (think *scanning*), then people will stay and decide to spend their time there. If not, they will leave (bounce).

## Why a One-Page Website Might Be Exactly What You Need

A one-page website might not sound like much, but don't underestimate what it can do — especially when it's done right. Here are some good reasons to go with a single-page setup:

- **It's Better Than Nothing**

If you don't have a website yet, a one-pager gives you a presence. It's a place to send people, get found online, and look more legit. It's way better than just a Facebook page or nothing at all.

- **It's a Great Starting Point**

For new businesses, a one-page site is a simple, cost-effective way to get online. You can always grow it later — but this gets you in the game now.

- **Custom Work Sets It Apart**

We don't do cookie-cutter templates. Your one-pager will be built to fit your brand, your goals, and your style — not some generic layout a hundred other businesses

are using.

- **It's Easier for Visitors**

Some people just want the basics: what you do, where you are, and how to contact you. One-page sites let you deliver all that quickly without sending people through a maze of menus.

- **Mobile Users Love It**

One-page layouts work really well on mobile. No hunting around. Just scroll, tap, done.

- **They Convert**

When designed well, a single-page site can actually convert better than a full website — fewer distractions, one clear call to action, and no excuses to bounce away.

- **It Gets You Indexed**

Google can't rank a site that doesn't exist. A single, optimized page gets your name, location, and service online where search engines can start working for you.

## This Website is Why I Came Up With ServiceAreaMaps.com

We were having trouble coming up with a good service area map when building this site. We tried with Google Maps, but you can't use a screen shot (per their terms). You have to embed it. A few other solutions didn't work either. I figured there had to be a better way, but it really wasn't out there — at least not in a simple to use tool. So, I crated one.

We used [ServiceAreaMaps.com](https://ServiceAreaMaps.com) to create a clean, embeddable map showing exactly where this business operates — and here's why that decision made sense:

- **It Helps Customers Know You'll Come to Them**

Showing your coverage area up front saves time for everyone. Customers can self-qualify before reaching out, and that means fewer calls that go nowhere.

- **It Builds Trust**

People want to know you're a local business and not some random out-of-town listing. A service map confirms your presence and makes your site feel more real and transparent.

- **It Improves Local SEO**

Search engines love clarity. When your service area is visually laid out and mentioned on the page, you're feeding Google the signals it needs to rank your site for the right towns and cities.

- **It's Dead Simple to Use**

No complicated logins or setup. You just enter a location, choose your radius or boundaries, and the site gives you a shareable link and embed code. That's it.

- **It Works on Any Website**

Whether you're using WordPress, Wix, Squarespace, or something else, you can copy and paste the map right into your page. No extra plugins or tools required.

- **It's Fast and Lightweight**

Unlike some bloated map plugins, ServiceAreaMaps.com loads quickly and won't bog down your site — which helps with both user experience and SEO.

## Conclusion – About One-Page Websites

With how this one turned out, I have more excitement about one-page websites now. Yes, websites with more pages are better since Google can more easily send a searcher right to the exact service they're looking for if there's one page dedicated to just that service (so, a better result). And we like creating those sites, of course. But, for someone just starting out, a one-page site is way better than just having a Facebook page... for sure.

If you need a one page website, contact my company, Webstix, and let's see how we can help you.

Original article: <https://www.tonyherman.com/great-example-of-a-small-business-website/>

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