

NEXTLVL TOOLBOX

Trade Website Content Kits

Reusable page structures, onboarding prompts and service frameworks for ten Australian trade categories.

More jobs. Less admin. Smarter business.

Universal five-page structure

- Home: service, area, trust and primary action
- Services: overview linking to priority services
- Service detail: problem, process, proof and FAQs
- About: who customers deal with and how the business works
- Contact: useful job information and response expectation

Universal content prompts

Homepage opening

We help [customer type] with [priority services] across [service area]. For [clear next step], call [phone] or send the job details online.

Photo request list

- Team and vehicle
- Working on site
- Completed jobs
- Before and after pairs where genuine
- Tools or process details
- Headshot or owner photo