



Website Outline & Copy

CroweBuilt Homes

Prepared by GreenMellen

Homepage Outline & Copy

One of the primary places your messaging strategy will live is on your website. To help make that happen, here's some sample website copy that directly reflects this messaging strategy.

- **Main Headline:** Love your new home and the process of building it
- **Sub-header:** CroweBuilt Homes has served Metro Atlanta as an exclusive custom homebuilder since 2016
- **Call to action:** Complete an interest form
[link to the Contact Us page]
- **Value Proposition:** Why trust CroweBuilt Homes
 - **1. High-quality work:** Instead of cutting corners, we go the extra mile to provide those details that make your house into a dream home.
 - **2. Custom care:** Choose a home builder who will stand by your side at each stage of the home building process.
 - **3. Breath-taking results:** Live in a house other people can't help but notice. Each one is a one-of-a-kind masterpiece created by you and for you.
[corresponding icons with each one of these points]
- **The Stakes:** Does your home fit your family?
You spend most of your life in a house—so does your current house meet your family's needs? Finding the perfect fit in an existing home or with a custom home builder can be daunting. Don't stay stuck in a home that's unfulfilling.
[photo of a completed CroweBuilt Homes project]
- **The Guide:** The custom home builder who cares
You deserve a beautiful home that helps you thrive and a quality building experience to match. Since 2016, CroweBuilt Homes has delivered not only beautiful one-of-a-kind homes but also memorable experiences for Metro Atlanta homeowners.
[photo or looping video of the CroweBuilt team working on a project]
[Button: "About CroweBuilt Homes"; links to About page]
- **The Plan:** Simplifying your custom home experience
 - 1. Fill out our online home questionnaire
 - 2. Schedule an initial consultation appointment
 - 3. We'll guide you through each next step
[Button: "Start Your Project"; link to Contact page]
- **Testimonials:** We love building homes and relationships



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- “CroweBuilt is unlike any builder we’ve had. He is very communicative which is incredibly important when you’re making an investment of this size!” – Jamie and Ben Warren
- “Evan is involved with his builds and is very relationship-driven with his subcontractors. Our crews know when they are on a CroweBuilt Homes project that they will be well taken care of.” – Turner Bates, subcontractor
- “We’re four years into our home built by CroweBuilt Homes, and the quality is still stellar. We enjoyed working with the team, and consistently recommend them to friends and family members.” – Joel Prothro
- “They care about what they do and how they build. Evan really makes you feel like a part of his team and wants you to succeed.” – Russ Douglas, Roof Authority LLC
[slider that rotates through each of these quotes]
[quotes pulled from [the audience survey](#)]
- **Explanatory Paragraph: About CroweBuilt Homes**
CroweBuilt Homes is family-owned by Evan and Ellany Crowe in 2016. Since then, the organization has joined two invite-only groups: the Southern Living Custom Homebuilders Program and the Homebuilder Group Purchasing Network. This allows us to provide the personal touch of a small team with the resources of a much bigger one.
[Photo of the Crowe family]
[Button: “Learn more about us”; links to the About page]
- **Footer:**
 - [CroweBuilt Homes logo]
“High-quality custom homes in Metro Atlanta”
 - Get in touch with us
 - Address: PO Box 921, Cartersville, Ga 30120
 - Email: info@crowebuilthomes.com
 - Phone: 678-492-1750
 - Stay in the know
 - [Email signup form]
 - *Email address