

From Website Redesign to Customer Acquisition System.

A practical growth plan for BC custom home builders: Brand & Signal, AI and SEO, content, Google Ads, attribution and a staged path to revenue.

\$33B

BC residential
market

\$6K

Foundation

5–10

Right clients



The business thesis.

A custom builder does not need mass-market visibility. It needs to become visible, credible and measurable to the small number of homeowners already planning high-value work.

The market is large

BC residential construction is a multi-billion-dollar category. Custom builders compete in the high-trust slice: custom homes, substantial renovations and retrofit/craft projects.

The customer is cautious

Economic uncertainty means homeowners research harder, compare more and delay decisions. The site must reduce risk before the first call.

The system is missing

Today there is little acquisition infrastructure: no clear attribution, thin content, weak AI context and underdeveloped proof.

The plan

Build the foundation first: Brand & Signal repair, SEO/AI content, project evidence, tracking and a controlled Google Ads test.

The commercial target

Convert a small number of qualified homeowners into high-value projects; measure from click to qualified lead to contract value.

A large market. A cautious customer.

This plan assumes demand exists, but homeowners are more selective, risk-aware and research-driven.

Opportunity

Residential construction remains one of BC's largest economic categories. New homes and renovation/repair together form the broad opportunity pool.

Reality

Housing activity is held back by affordability, uncertainty and high construction costs. Homeowners do not disappear; they become more selective.

Implication

Builders need evidence, process clarity, credible cost guidance and measurement before increasing Google spend.

The website must be built as a trust system for cautious buyers — not as a brochure for a booming market.

Sources: CHBA 2025 economic impacts; CMHC / Bank of Canada and BC Budget 2026 outlook language. Use market estimates as planning assumptions, not forecasts.

TAM / SAM / SOM for a custom builder.

The numbers should focus the plan: big enough market, narrow enough niche, realistic enough first-year capture.

TAM

Total Addressable Market

BC residential construction: new homes + renovation/repair. Broad sector context, not a builder's direct target.

SAM

Serviceable Available Market

High-value custom homes, major renovations and substantial retrofits in the builder's core service area.

SOM

Serviceable Obtainable Market

The small number of qualified projects a builder can realistically win with a sharper digital acquisition system.

The discipline: do not over-size the opportunity and do not over-sell SEO. Define the reachable market, build the system, then measure.

TAM: BC residential construction.

BC residential construction is large enough to support boutique leaders — but the whole market is not any one builder's target.

\$33.07B

BC residential construction investment

New homes + renovation and repair

\$18.09B

New-home construction

44,193 housing starts

\$14.98B

Renovation + repair

Retrofit demand lives inside this pool

Business-plan interpretation

Use the \$33B market as context. A builder's actual opportunity is the high-value slice where homeowners need trust, proof, local expertise, craftsmanship and process confidence.

Source: CHBA 2025 Economic Impacts fact sheet, based on Statistics Canada / CMHC data.

SAM: the serviceable market.

The useful market is not all construction; it is the subset of homeowners with high-value residential projects your firm is built to win.

SAM layer	Planning assumption	Why it matters
Core geography	Your core service area: the metro, valley, island or resort region you already build in	Matches local credibility, permits, trades and referrals.
Project types	Custom homes, whole-home renovations, retrofit/envelope/craft work	Avoids relying only on new-build demand.
Property base	Tens of thousands of detached homes in a typical core service area	Large enough for sustained demand; small enough to target.
Annual project pool	Hundreds to low thousands of substantial projects	Model as a focused opportunity pool, not a mass market.

Working SAM estimate

\$200M–\$1.6B annual high-value project opportunity in the core geography, depending on project incidence and average project size. Planning estimate only.

Sources / method: 2021 Census housing stock context + Kumu planning model: detached homes × annual major-project rate × project value.

SOM: the right five to ten projects.

The obtainable market is small by count and large by value. Builders should optimize for fit, not lead volume.

Scenario	Signed projects / year	Avg. project value	Gross project billings
Careful start	2-4	\$300K-\$750K	\$600K-\$3.0M
Strong digital year	4-7	\$500K-\$1.0M	\$2.0M-\$7.0M
Premium mix	5-10	\$750K-\$1.5M	\$3.75M-\$15.0M

A custom builder does not need thousands of customers. It needs to become visible to the right five.

Illustrative project-revenue model. Gross billings, not profit. Actual results depend on capacity, scope, pricing, close rate and project mix.

The competitive field is crowded — the craft niche is not.

Many firms can appear in a “builder” search. Far fewer can own a credible craft-led West Coast position.

Broad search field

Home builders, renovators, general contractors, design-build firms, carpentry shops and lead-gen directories all compete for the same search attention.

Craft-led wedge

A craft builder’s strongest differentiator is not “builder.” It is hands-on craftsmanship, local property knowledge and careful execution.

AI / SEO opportunity

Search and AI systems reward clear entity facts, project evidence, service architecture, credible proof and useful answers.

The strategic move: stop competing as a generic contractor. Build the digital evidence for “West Coast, craft-led, high-trust custom homes and renovations.”

Market watchouts.

The business plan should be honest: a large market does not mean homeowners are spending freely.

Watchout	What it means	How the plan responds
Perceived austerity	Even affluent homeowners may delay large discretionary projects.	Answer risk questions before the first call.
High construction costs	Budget anxiety rises; buyers fear overruns.	Publish budget, contingency and process content.
Soft housing sentiment	New builds can slow while homeowners sit on existing assets.	Balance custom homes with major renovations and retrofits.
Long buying cycles	6–18 months from research to project start is normal.	Capture early research and nurture with useful content.
Ads can waste money	Broad keywords bring unqualified leads.	Tightly map ads to project-fit landing pages.

Sources: BC Budget 2026, BCREA market commentary, Bank of Canada April 2026 statement; Kumu analysis.

How the plan keeps a builder focused.

The plan is deliberately staged so a builder can move from zero digital infrastructure to measurable acquisition without over-spending.

1. Build the foundation

Website, Brand & Signal repair, SEO/AI structure, project proof and analytics setup. Approx. \$6K foundation.

2. Measure first

Baseline organic search, AI visibility, form paths and lead quality before buying serious traffic.

3. Test ads carefully

Start with \$1.5K–\$2.5K/month for high-intent terms only; avoid generic contractor searches.

4. Optimize for fit

Track qualified projects, not clicks. Feed project outcomes back into Ads.

Sequence: build → baseline → index → test → qualify → optimize → scale.

Brand & Signal becomes the business plan.

The benchmark is not just a score. It is a roadmap for making your firm easier to find, trust and choose.

BRAND INTEGRITY REVIEW



01 Brand Presence



02 Page Identity



03 Audience Language



04 Visual Brand



05 Usefulness



06 Brand Voice



07 Content Vitality

SIGNAL ARCHITECTURE REVIEW



01 AI & Search Accessibility



02 Engineering Strength



03 Offering Architecture



04 Machine Content & Context



05 Channel Reach



06 Third-Party Verification



07 User Action Pathways



08 Response Infrastructure

Business translation: Brand increases trust. Signal increases discovery and measurability. Together, they increase qualified project conversations.

The commercial Signal Gap.

Across 62 BC custom builders benchmarked, the field averages Brand 5.7 and Signal 5.6. The real gap is between credibility in the business and visibility in the market.

Real-world credibility

Craft experience, real projects, owner stories, BC Housing licences and CHBA / RenoMark memberships already exist.

Digital evidence gap

Project proof, service depth, AI context, page identity, conversion tracking and content vitality are weak.

Revenue gap

High-intent homeowners may not find, trust or shortlist the builder as a serious option.

Signal Gap = the difference between the business a builder already is and the digital evidence Google, AI and homeowners can actually use.

Where a builder can start to lead.

Do not try to lead every construction category. Lead the category where you have a believable right to win.

Category wedge

Craft-led custom homes, major renovations and retrofits in the region where your name already carries weight.

Evidence system

Show the owner story, project case studies, credentials, process, photos and homeowner guidance in a way Google and AI can understand.

Market behaviour

In a cautious market, homeowners reward clarity. The site should answer risk, cost and process questions before the first call.

Business result

Leadership means more of the right qualified conversations, not generic web traffic.

Offer architecture: five lines of demand.

Each service line should connect buyer intent, useful content and a conversion path.

Offer line	Buyer intent	Page role
Custom Homes	I want to build a new home and need the right team.	Show proof, process, architect collaboration and local constraints.
Whole-Home Renovations	I need a major renovation and cannot risk a bad contractor.	Show sequencing, permits, occupied-home issues and surprises.
Retrofits / Envelope	I want comfort, efficiency and durability in an existing home.	Explain envelope, windows, insulation and heat-pump coordination.
Kitchens / Interiors	I need craftsmanship and details to be right.	Prove material judgement, cabinetry, joinery and finish quality.
Exteriors	I need durable West Coast materials and weather performance.	Connect craft to BC climate and building envelope.

Aligned to Brand & Signal dimensions: Offering Architecture, Audience Language, Usefulness, Machine Content & Context, User Action Pathways.

Content architecture that captures demand.

The content system should answer the questions homeowners ask before they are ready to call.

Content hub	Search / AI intent captured	Conversion path
Costs & Budgeting	How much will it cost? What drives cost? What is contingency?	Talk through your budget.
Permits & City	What approvals do I need in my city or regional district?	Start planning with a builder.
Renovate vs Rebuild	Should I renovate, rebuild or retrofit?	Get builder input.
Building Process	What happens first? Who manages architect, trades and inspections?	Discuss your project.
Credentials & Proof	Is this builder licensed and credible?	Verify and enquire.

Rule: one useful guide can answer 20–30 searches. Avoid thin SEO pages; build evidence assets.

AI + SEO engine.

Search and AI visibility require the same fundamentals: clear facts, useful content, crawlable structure and third-party proof.

Entity clarity

Consistent company name, owners, services, official URL, service area and credentials in crawlable HTML + schema.

Answer depth

Guides answer real homeowner questions: costs, permits, process, retrofits, renovate vs rebuild.

Evidence assets

Project case studies, credentials, testimonials and owner expertise become verifiable proof.

Measurement

Search Console, GA4, events and CRM capture show what is working.

The goal is not “rank everywhere.” The goal is to appear credible in the moments that lead to qualified projects.

Google Ads: controlled demand capture.

After the foundation is live, run focused campaigns that match high-intent searches to the right landing pages.

Search intent	Ad group	Landing page	CTA
custom home builder [your city]	Custom Homes	/custom-homes	Discuss Your Custom Home
west coast modern builder [your city]	West Coast Modern	/west-coast-modern	Explore Relevant Work
renovation contractor [your city]	Renovations	/renovations	Discuss Your Renovation
home retrofit [your city]	Retrofit	/retrofits	Assess My Home
renovate or rebuild [your city]	Decision Research	/insights/renovate-or-rebuild	Get Builder Input

Budget discipline: start at CAD \$500–\$2.5K/month for 90 days. Exclude low-fit terms. Measure qualified projects, not just clicks.

Technical stack for attribution.

Before buying traffic, build the infrastructure to know whether the traffic is worth buying.

Layer	Tool / setup	Business purpose
Tagging	Google Tag Manager	Deploy and manage tracking cleanly.
Analytics	GA4	Measure pages, engagement, events and conversions.
Search	Google Search Console	Track organic queries, impressions and index coverage.
Ads	Google Ads + auto-tagging	Tie campaigns and GCLID to web behaviour.
CRM / sheet	Lead record with source fields	Track qualified project outcome and value.
Offline import	Qualified lead / won project	Teach Ads which clicks produce real opportunities.

Google Ads supports auto-tagging, GA4 linking, enhanced conversions and offline conversion import; implementation must respect privacy and consent requirements.

Website event model.

Track the path from interest to qualified project. This is where the website becomes a business system.

Event	Meaning	Use in Ads
view_service / view_project	Visitor explored services or portfolio evidence.	Signal only
view_cost_guide / view_process	Visitor researched risk, cost, permits or process.	Remarketing
click_phone / click_email	Direct contact action.	Secondary conversion
start_project_form	Intent to enquire.	Engagement signal
submit_project_form	Actual inbound lead.	Primary conversion
qualified_lead	The builder confirms a real project opportunity.	Offline primary
proposal_sent / contract_signed	Business result and value.	Offline value import

Customer record: every lead needs attribution.

The CRM does not need to be complex. It needs to capture the fields that connect marketing to project value.

Marketing data	Lead data	Sales outcome
Source / medium	Name, email, phone	Qualified / unqualified
Campaign / ad group / keyword	Project type, location, timeline	Consultation date
Landing page / first page	Architect or designer involved?	Proposal sent
GCLID / UTM values	Project description / notes	Won / lost / reason lost
Pages viewed / CTA clicked	Budget range if asked	Project value

Without this record, a builder can only say “marketing feels good.” With it, they can say which campaigns created qualified projects.

Planning funnel: from attention to revenue.

A cautious market still works if we capture the right intent and measure the right outcomes.

Step	Conservative assumption	Annual result
Incremental high-intent visits	300/month from SEO, AI, referrals and ads	3,600 visitors
Enquiries	2.5% visitor-to-lead rate	90 leads
Qualified project fit	30% of enquiries	27 qualified leads
Consultations	60% of qualified leads	16 consultations
Signed projects	25% of consultations	4 projects

Four additional projects at \$500K average project value = \$2.0M gross project billings. Model only, not a forecast.

Model uses illustrative assumptions. Conversion rates depend on market, project mix, landing pages, lead quality and sales follow-up.

Investment plan: stage the spend.

Move from zero investment to a measurable acquisition system without immediately over-spending on media.

Phase	Approx. budget	Purpose
Foundation build	\$6,000	Website, SEO/AI structure, Brand & Signal repair, tracking setup and content architecture.
Content push	Included / staged	Initial service pages, project shells, cost/process/permits content; ongoing writing can be added.
Paid test	\$1.5K–\$2.5K/month	90-day Google Ads test on tightly matched high-intent terms.
Optimization	After proof	Scale spend only when qualified leads and project opportunities justify it.

Commercial principle: Do not buy traffic until the site can convert, qualify and attribute traffic. Foundation first, media second, scale third.

90-day execution plan.

The first 90 days should create the foundation, establish proof and begin measurable demand capture.

Timing	Priority	Output
Weeks 1–2	Tracking + technical foundation	GTM/GA4/GSC, titles, schema, canonicals, sitemap, forms and GCLID preservation.
Weeks 2–4	Core site rebuild	Home, Custom Homes, Renovations, Retrofit, Process, About/Credentials, Work, Contact.
Weeks 4–6	Proof system	5–10 project pages, credential explanations, testimonials if approved, West Coast visual system.
Weeks 6–8	Content engine	Cost guide, renovate vs rebuild, permits/process, local building guide, retrofit/energy content.
Weeks 8–12	Ads + optimization	Launch controlled search campaigns; track qualified leads; improve landing pages.

12-month operating rhythm.

After launch, leadership comes from consistent evidence, not one-time design polish.

Cadence	Action	Brand & Signal effect
Monthly	Publish one project story, construction insight or homeowner answer.	Content Vitality + Audience Language
Quarterly	Create one full project case study with gallery and lessons.	Third-Party Verification + Visual Brand
Quarterly	Review Search Console, AI prompts, Ads, lead quality and conversion path.	AI & Search Accessibility + Response Infrastructure
Twice yearly	Refresh services, FAQs, credentials and process pages.	Usefulness + Offering Architecture
Always	Tie social posts back to owned website assets.	Channel Reach + Machine Content & Context

How a builder starts to lead.

Leadership does not mean being the largest builder. It means becoming the clearest, most trusted answer for the right homeowner.

1. Own a sharper category

Craft-led custom homes, major renovations and retrofits in the region where your name already carries weight.

2. Make proof useful

Credentials, case studies, process and cost guidance reduce uncertainty for cautious buyers.

3. Measure the path

Connect search, AI, ads and referrals to qualified opportunities and project value.

The goal: become visible to the homeowners already preparing serious projects — before competitors earn the trust.

NEXT MOVE

Build the foundation. Measure the signal. Scale what converts.

The first investment is not “a new website.” It is the operating system for being found, trusted and chosen by high-value homeowners.

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