RM

R. Martin Creative
Marketing, Web & Print

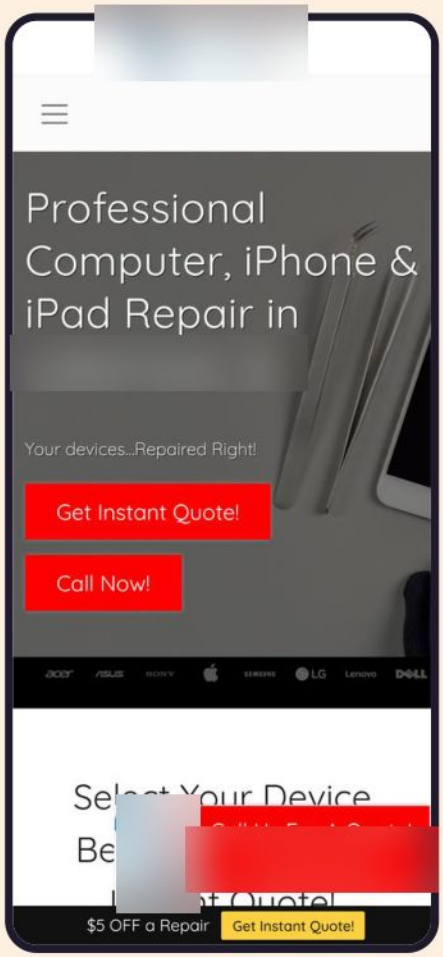
WEBSITE REVIEW & PLAN · PREPARED FOR

A website that works on your customers' phones and gets found when they search.

A review of as it is today: how it looks and works on a phone, what's holding it back in Google and AI search, and a step-by-step plan to fix it on your current WordPress website.

October 2026 , Illinois rmartincreative.com

ON A PHONE TODAY



IN GOOGLE TODAY

› iphone-13-pro-max

iPhone 13 Pro Max |

We understand when your iPhone 13 Pro Max needs repair, it can throw you into a frenzy. From your contacts and appointments…

The newest device page is the iPhone 13 Pro Max. The listing says nothing about what's repaired, where, how fast or for how much.

WHAT A STRONG LISTING COVERS

› {model}-repair

Model Repair in IL · Main repairs

Repairs offered · How fast · Warranty · Starting price

AT A GLANCE

What this plan covers

This plan focuses on three things: how the site works on a phone, what each key page should say, and how Q&As and structured data help Google and AI assistants understand and recommend your shop.

~9 screens

Of scrolling to get through the homepage on a phone. The device picker shows one device per screen.

2 bars

Float over every page on a phone, covering headings and buttons the whole time.

0

Q&As on any repair page. Only the FAQ page has questions, and it has five one-line answers.

What I recommend

- **A mobile-first redesign** of your current WordPress site, built for the phone first and then scaled up for desktop.
- **Fix the errors** that confuse Google and customers: two addresses, two warranties, two prices.
- **Rebuild the key pages** around what customers ask: what's fixed, how fast, what it costs and where.
- **Add Q&As and structured data** so Google and AI assistants understand, trust and quote your shop.

What you get

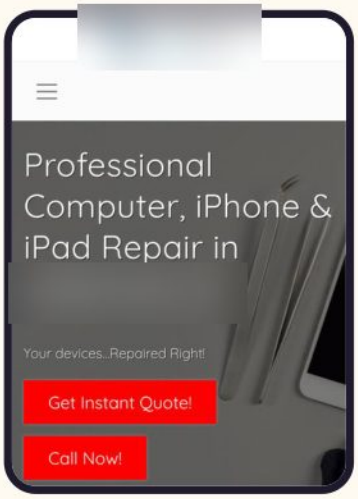
- A site that's quick and easy to use on a phone, with one tap to call or get a quote.
- Pages that can rank for searches like "iPhone 16 screen repair near me".
- One address, phone number, warranty and price everywhere.
- A better chance of being recommended when people ask an AI assistant where to get a phone fixed.
- A choice of two routes: improve your current website, or move to a new one. Either way, your page addresses keep working, so existing rankings carry over.

Inside: your site on a phone, what I found, errors to fix first, what each key page should cover, how Q&As and structured data build authority with Google and AI, search listings, new pages, a time comparison of two ways to do the work, what adding a new phone takes in each, and the plan.

MOBILE · THE BIGGEST ISSUE

Your customers use phones. Your site was built for a desktop.

Most local repair searches happen on phones, and someone with a cracked screen is often searching from the broken phone itself. Google also ranks every website based on its phone version, not its desktop version. I loaded your site on an iPhone-sized screen, and the phone version is where it struggles most.



The first screen is a stock photo. No prices and no device choice. The floating bars already cover the next heading.



The device picker shows one device per screen. The homepage is about 9 screens long.



A device page: one generic paragraph, no prices, and a button hidden under the bars.

What I measured on a phone

- The header takes about 120 pixels for a logo and a separate menu bar, with no phone number or quote button in it.
- Two floating bars ("Call Us For A Quote" and "$5 OFF") cover the bottom of every page and sit on top of headings and buttons.
- About half the links and buttons on the iPhone page are smaller than Google recommends for a fingertip.
- The quote tool asks customers to pick a "Location" even though there's one shop. That's an extra step.

What mobile-first means

I design every page for a phone screen first, then let it expand for tablets and desktops. In practice:

- A slim header with tap-to-call and "Get a quote" always in reach
- One clean bottom bar instead of two overlapping ones
- The first screen answers what you fix, how fast and where, and starts the quote
- Devices in a compact grid, so the newest models are seen in one swipe
- Price tables and Q&As that are easy to read on a small screen
- Light images and a quote tool that loads without jumping

Why this matters for your business

Someone with a broken phone decides in seconds whether to call you or the next result. If the first screen doesn't show what you fix, how fast and how to reach you, they leave. Google sees the same phone version and ranks it accordingly. A mobile-first redesign is the change most likely to turn the visitors you already get into calls and quotes. It can be done on your current WordPress site, keeping your content and page addresses.

The full checkup

I looked at every page your website lists for Google: 36 main pages and 224 device pages. On each one I checked how it works on a phone, the page title, the description shown in Google, the headings, the amount of text, phone links, the address, and the business details Google reads behind the scenes.

CHECK	TODAY	TARGET	STATUS
Built for phones first	No	Yes	Poor
Floating bars covering content on phones	2	1 slim bar	Poor
Newest phone with a repair page	iPhone 13 · S22 · Pixel 6	iPhone 17 · S25 · Pixel 10	3–4 gens behind
Last new device page published	21 Mar 2022	launch week	Stalled
Pages with no main heading	19 of 36	0	Poor
Pages with no Google description	14 of 36 + all 224 devices	0	Poor
Service pages under 150 words	11 of 13	0	Thin
Q&As on repair pages	0	3–5 per page	Missing
Address versions on the site	2	1	Conflicting
Warranty stated	90 days / 1 year	one answer	Conflicting
Computer flat labor rate	$82.50 / $85	one price	Conflicting
Town pages with copy-paste text	5 of 8	0	Needs work
Homepage images with no description	12 of 23	0	Needs work
Homepage title and description	updated Sept 2026	—	Good
[redacted] and [redacted] pages	rewritten, 330+ words	—	Good model

FIX FIRST · THIS WEEK

Four errors that cost trust and rankings

I can fix each of these quickly on your current site. They're worth doing right away, because each one confuses Google, customers or both.

High impact

Two addresses, one broken call link

- The homepage, and Business Support pages still tell Google your shop is at '**Rd b**'. Every other page says
- The call link on the homepage is missing the leading 1, so it can fail on some phones.
- The page lists Saturday hours twice.

High impact

Two warranties, two prices

- "90 Day Warranty" on the homepage and every device page. "1 year warrantee" on the iPad page.
- Computer labor is $82.50 on five town pages and $85 on .
- The FAQ says "a warranty on every repair" with no length.

High impact

Headings Google can't use

- The homepage main heading starts with a hidden label: "Homepage: Title Professional Computer...".
- 19 pages have no main heading at all.
- Every page carries 5–18 hidden editing labels as headings, such as "Location 1: Address Part 1". Customers can't see them, but Google reads them.

Medium impact

Leftovers visitors can see

- The form on every device page asks visitors to pick "Store 1, 2 or 3". There's one store.
- The Computer Repairs page reuses the iPhone repair list ("Home Button", "Ear Piece") and says nothing about computers.
- The quote page is titled "Instant Quote Widget" and has no text.
- A broken second visitor-tracking code slows pages down without tracking anything.
- Typos, and a virus-removal line about a 2012-era scam.

Say what you fix, how fast and where

Each key page should answer the questions a customer has in the order they have them. Here's what each page should cover. I'll write the final wording with you, using your real prices, times and policies.

Homepage — Today: a stock photo, a slogan, and "Who We Are / Our Mission / What We Do".

- **First screen:** what you repair and where ( ), the same-day promise, your rating, and two buttons: call and get a quote.
- **Devices:** every category in a compact grid, with the newest iPhone, Galaxy and Pixel models visible.
- **Why choose you:** turnaround times, warranty, parts quality and honest advice, each as a short, specific point.
- **Popular repairs** with starting prices.
- **Towns served,** reviews, and Buy & Sell / Business IT.
- **A few shop-wide Q&As** (warranty, data, appointments) linking to the full FAQ.

iPhone, Samsung & iPad pages

> Today: a heading, nine repair names and the footer.

- An opening paragraph naming the models you repair, typical turnaround and
- Each common repair explained in a sentence or two, with a "from" price
- Every model listed as a text link, newest first
- 3–5 Q&As specific to that brand

Computer & quote pages

> Today: the computer page reuses the iPhone repair list, with nothing about computers. The quote page has no text.

- Computer: real computer services (tune-ups, SSD upgrades, virus removal, screens, data recovery, Windows 11 upgrades), the flat labor rate and how parts are quoted
- Quote: a short intro on how the quote works, what it includes, and the phone number as a fallback

PAGE CONTENT · DEVICE PAGES · HIGH IMPACT

224 pages, one paragraph

Every one of your 224 device pages opens with the same paragraph. Only the model name changes. Here are two of them:

`iPhone 13 Pro Max page`

"We understand when your **iPhone 13 Pro Max** *needs repair, it can throw you into a frenzy. From your contacts and appointments, to your documents and playlists, your phone is a crucial part of your life. Whether your* **iPhone 13 Pro Max** *needs a screen repair, battery replacement, or has been affected by water damage, we have the parts, skills and experience..."*

`Samsung Galaxy S22 page`

"We understand when your **Samsung Galaxy S22** *needs repair, it can throw you into a frenzy. From your contacts and appointments, to your documents and playlists, your phone is a crucial part of your life. Whether your* **Samsung Galaxy S22** *needs a screen repair, battery replacement, or has been affected by water damage, we have the parts, skills and experience..."*

224 near-copies

Google

Pages this alike are treated as duplicates. Google picks one or two to show and ignores the rest, so most of your model pages can't rank for "[model] screen repair".

AI assistants

There's no price, time or model-specific fact to quote, so they recommend a shop whose page has one.

Customers

They learn nothing they didn't already know: no price, no timing, nothing about their phone. They leave to find it elsewhere.

`The fix: one device page template` For all 224 existing pages and every new phone

1. **Heading**
   The model, the word "repair" and [redacted] IL
2. **Short intro**
   The common problems for this model, same-day timing and the warranty
3. **Price & time table**
   Screen, battery, back glass, charging port, camera, water damage
4. **Model notes**
   2–3 facts unique to that phone (port type, back-glass design, parts history)
5. **3–5 Q&As**
   Real questions about this model, each answered directly
6. **Quote button**
   Opens the quote tool with this model already selected

Every page then has its own prices, facts and questions. That's what makes it unique to Google and quotable for AI.

[redacted] first, then a real page for each nearby town

[redacted]

> Today: 69 words, an address, hours and no heading, for the town your shop is in.

- Your shop as [redacted]'s local repair spot, with a nearby landmark and parking
- What people bring in most, and how fast it's done
- Hours, a map, and directions from [redacted] and [redacted]
- A photo of the storefront and counter

[redacted], [redacted], [redacted], [redacted], [redacted]

> Today these five pages share the same text and 18-town list, with only the town name swapped. Google will rank one at most.

- The drive time and route from that town
- What customers from that town bring in most
- A landmark or local detail only that town has
- 1–2 town-specific Q&As, such as "Is it worth the drive from [redacted]?"

Build on what's working

The [redacted] and [redacted] pages already have real, town-specific wording. They're the model for the other five.

AUTHORITY · GOOGLE & AI SEARCH

How Google and AI assistants decide who to trust

More customers now ask instead of search: "Where can I get an iPhone 15 screen fixed near [redacted] and how much?" Google's AI Overviews, ChatGPT, Gemini, Siri and Perplexity build their answers from websites they can read and trust, then name or link the businesses they relied on. To be the shop they recommend, your site has to make the answer easy to find and easy to believe.

1 · ASK

Customer asks

"How long does a Galaxy S24 screen repair take near me?"

2 · READ

AI reads pages

Looks for a direct answer in plain text, plus details labeled for machines

3 · CHECK

AI cross-checks

Compares your site with your Google profile, reviews and directories

4 · ANSWER

Your shop is named

If your answer is clear, specific and consistent, you get cited

What builds authority

- **Direct answers.** A question followed by a clear answer is the easiest thing for Google and AI to lift and quote.
- **Specific facts.** Prices, times, warranty length and models. "Fast and affordable" gives them nothing to repeat.
- **Consistency.** The same address, hours, warranty and prices on your site, Google profile, Facebook and Yelp. Conflicts, like today's two addresses, lower trust.
- **Proof from others.** Reviews that mention the device and the town.

What structured data adds

Structured data is a label built into each page that tells machines exactly what a fact is: this is the business, this is the address, these are the hours, this service costs this much, this is a question and this is its answer. Visitors never see it. It means Google doesn't have to guess.

- **Business details:** name, address, phone, hours, area served, social profiles
- **Services & prices:** each repair on each device page
- **Q&As:** matching the questions shown on the page
- **Breadcrumbs:** how pages relate (iPhone › iPhone 16 Pro)

To be clear about what this does and doesn't do: no one controls what AI tools say, and since 2023 Google rarely shows FAQ dropdowns in results for local businesses. The value of Q&As and structured data is being understood, trusted and quoted, not a special badge. Structured data also has to match what's visible on the page, or Google ignores it.

How Q&As should be added to your site

Today the site has one FAQ page with five one-line answers and no questions anywhere else. Q&As work best spread across the site, next to the repair they're about.

1. **I'll gather the questions**
   I'll research the questions people most often search on Google about phone, tablet and computer repair, including the "People also ask" results for your repairs and area, and build a list of the ones that apply to your business. You just review it and confirm the answers.

2. **Put each question where it's asked**
   3–5 model-specific questions on each device page. Brand questions on the iPhone, Samsung and iPad pages. Distance and directions on town pages. Shop-wide questions (warranty, parts, data, appointments, payment, buy and sell) on one main FAQ page that links out to the rest.

3. **Write the answer first**
   Phrase each question the way a customer would say it. Make the first sentence of the answer the fact itself (the time, the price range, the yes or no), then add a sentence or two of detail. Keep each answer short enough to read aloud.

4. **Keep facts in one place**
   Warranty, hours, labor rate and prices are set once and reused across every page, so a Q&A on the iPad page can never disagree with one on the homepage.

5. **Label them for machines**
   Each set of Q&As gets matching structured data, alongside the business, service and price details on that page. I'll test every page with Google's own tools.

6. **Review every few months**
   Add questions when new phones launch or customers start asking something new, and update prices when they change.

ANATOMY OF A GOOD Q&A

- `Question` Worded the way a customer asks it, about one specific model or repair
  - `First sentence` The direct answer: a time, a price range, or yes / no
  - `Then` One or two sentences of detail: what affects it, what's included, what to do next
  - `Behind it` Matching structured data, and the same facts used everywhere else on the site

Questions customers are likely asking

- How long a screen or battery repair takes
- What a repair costs for a specific model
- Whether data and photos are safe
- Genuine vs aftermarket parts
- What the warranty covers
- What to do right after water damage
- Whether an appointment is needed
- Whether an older phone or laptop is worth fixing

SEARCH LISTINGS

Titles, headings and descriptions

This is what shows in Google results, and often the first thing an AI tool reads. Each page needs its own title and description that name the service and [redacted] Here's what each should lead with.

PAGE	TITLE LEADS WITH	DESCRIPTION MENTIONS
Home	Phone, iPad & computer repair · [redacted] IL	Main repairs, same-day service, nearby towns, free quote
iPhone / Samsung / iPad	The brand + "repair" · [redacted] IL	Models covered, top repairs, typical turnaround
Device pages	The model + "repair" · [redacted] IL	Repairs offered, timing, warranty, "see prices"
Computer	Computer & laptop repair · [redacted] IL	Flat-rate labor, main services, Windows and Mac
Game consoles	Console repair · [redacted] IL	Consoles and repairs you actually do
Quote	Instant repair quote	How fast it is, and what devices it covers
[redacted]	Repair shop in [redacted] IL	Address, hours, directions, what you fix
Other towns	Repair near {Town}, IL	Drive time, what's fixed, same-day service
FAQ	Repair questions	Timing, prices, data safety, warranty
Contact	Contact & directions	Phone, full address, hours

Main headings

One per page, matching its title without the business name. The 19 pages missing one get one.

Images

Every photo gets a plain description and a sensible file name, and the 1.25 MB homepage photo is compressed to about 100 KB.

The six smartphone-brand pages, Repair Services, Blog and Company Information also get descriptions. The Thank You and Privacy Policy pages are hidden from Google search.

NEW PAGES

The phones walking in the door today

About 50 device pages are missing. I'd start with the iPhone 14–16 and Galaxy S23–S24, the most common repairs, each built from the device template.

iPhone · 17 pages

14, 14 Plus, 14 Pro, 14 Pro Max · 15, 15 Plus, 15 Pro, 15 Pro Max · 16, 16 Plus, 16 Pro, 16 Pro Max, 16e · 17, 17 Pro, 17 Pro Max, Air

Samsung · ~17 pages

S23, S23+, S23 Ultra, S23 FE · S24, S24+, S24 Ultra, S24 FE · S25, S25+, S25 Ultra, S25 Edge · the A models you see most

Google · 12 pages

Pixel 6a, 7, 7a, 7 Pro, 8, 8a, 8 Pro, 9, 9a, 9 Pro, 10, 10 Pro. Plus any iPad generation since 2022 that's missing.

Pages by repair type

People search by problem, not just by model.

- Phone screen repair
- Phone battery replacement
- Water-damaged phones
- Data recovery
- Laptop repair, separate from desktops
- Mac and Nintendo Switch repair, if you offer them

Article topics

There's one article today. Each of these answers a common question and links to a repair page.

- When a cracked screen is worth fixing vs upgrading
- First steps after water damage
- What battery health numbers mean
- Options for PCs left behind by Windows 10
- Genuine vs aftermarket screens
- Wiping a phone safely before selling it

Your Google Business Profile

- The same name, address, phone and hours as the website, with the right primary and secondary categories and your full services list.
- New photos every month: storefront, workbench, before and after.
- A reply to every review. When you ask happy customers for a review, invite them to mention the device and their town. AI tools and Google both read those details.
- The same address on Facebook, Yelp, Apple Maps and Bing Places.

STRUCTURED DATA · WHAT I'LL FIX

Make Google's data match the page

Your site already has some structured data, but parts of it are wrong or empty. These are the problems I found and how I'll fix them.

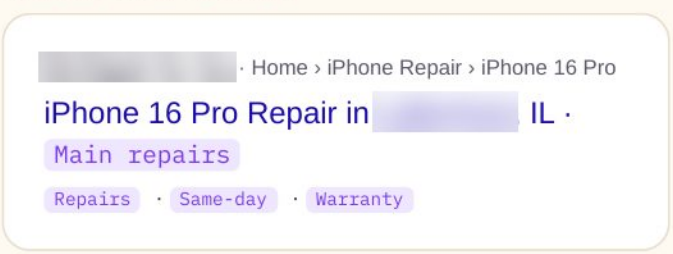
FOUND	I'LL CHANGE IT TO
Two business entries on the homepage, one in and one in	One business entry with the address, on every page
Empty hours, country, towns served and social links. A restaurant "cuisine" field.	Complete hours, towns served and links to your Google and Facebook profiles. The restaurant fields removed.
The iPhone page's service is named ' '	Each service named for what it is, such as "iPhone repair", and linked to the business
Device pages carry only breadcrumbs	A service and price for each repair, matching the table on the page
No Q&A structured data	Q&A markup on every page with Q&As, matching the visible questions
The homepage data tells Google you have . That's out of date (your Google profile shows , and it isn't shown on the page.	The old rating removed. Your live Google reviews shown on the page instead.

STRUCTURED DATA · SEARCH FEATURES

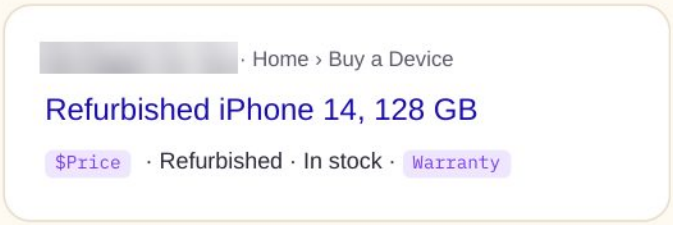
Extra features Google can show

With the right structured data, Google can show more than a blue link and two lines of text. Markup makes a page **eligible** for these features. Google decides when to show them.

A DEVICE PAGE, ENHANCED



A REFURBISHED PHONE FOR SALE



FEATURE	WHAT SEARCHERS SEE	WHERE IT APPLIES	FOR THIS SITE
Site name	'' above the result instead of the bare web address	Every page	In place
Breadcrumb trail	"Home › iPhone Repair › iPhone 16 Pro" instead of the web address, on desktop results	Device, brand and town pages	Partly in place
Business details and logo	Hours, phone, address and logo in the business panel beside results, alongside your Google Business Profile	Every page, from one business entry	Needs fixing
Product price and availability	Price, condition (refurbished) and "In stock" under the result, and eligibility for Google's Shopping tab	Buy a Device, once each phone has its own listing	Not set up
Video results	A video thumbnail, and "key moments" that jump to parts of the video	Any page with a repair or shop video	If you add video
Article details	Headline, image and date shown clearly for articles	Blog posts	With new articles

Not available to repair shops

Review stars from your own website: Google doesn't show them for local businesses. Your stars come from your Google Business Profile. **FAQ dropdowns**: since 2023 these are limited to government and health sites.

Still worth marking up

Services, prices and Q&As don't create a visual feature in Google, but they're what Google and AI assistants use to understand and quote your shop. That's covered in the authority section.

TWO WAYS TO GET THERE · TIME ESTIMATE

Editing today's site vs building a new one

Everything in this plan can be done on your current WordPress site. Because so much of it repeats across 280 pages, it's worth comparing that with a new Next.js site built with all of these problems already solved. These are working estimates of my hours, assuming you supply prices and confirm details as I go.

Option A · Edit the current site

170–245 hrs

About 7–12 weeks at 20–25 hours a week. Every page is edited one by one, with plugins added for structured data.

Option B · New Next.js site

30–45 hrs

About 1–2 weeks at the same pace. Pages are built from one set of templates and one list of devices, prices and Q&As.

WORK	A · CURRENT SITE	B · NEW SITE	WHY THE DIFFERENCE
Research (common customer searches and questions, keywords, local competitors)	10–15 h	10–15 h	The same groundwork either way
Fix the errors (address, call link, labels, warranty)	4–6 h	built in	The new site starts with one set of correct business details
Mobile-first design (header, bottom bar, homepage, device grid)	10–20 h	built in	The current layout has to be reworked. The new site is designed for phones from the start.
Key pages (home, brand pages, computer, quote, [redacted] FAQ)	7–11 h	2–4 h	Same content, but built from shared templates
224 existing device pages	66–96 h	5–7 h	18–26 min per page by hand vs one template and a device list
~50 new device pages	26–35 h	1–2 h	A new page vs a new row in the device list
Five town pages	7–9 h	2–3 h	One town template, filled in with each town's details
Q&As: write and place across the site	22–31 h	5–6 h	Placed page by page vs matched automatically to each model and repair
Structured data	11–16 h	1–2 h	Plugins for business, service, price and Q&A data, set up and checked per page, vs generated from the same data as the page

WORK	A · CURRENT SITE	B · NEW SITE	WHY THE DIFFERENCE
Redirects from old page addresses	—	1–2 h	Only needed when moving to a new site, so rankings carry over
Testing and launch	5–7 h	3 h	One set of templates to test instead of every page

AFTER LAUNCH	A · CURRENT SITE	B · NEW SITE
Add a new phone the week it launches	~45 min: new page, price table, Q&As, structured data check	~10 min: one entry, and the page, sitemap and data update themselves
Change the warranty, hours or labor rate	Find and edit every page that mentions it	One edit, shown everywhere
Update a price across models	Edit each device page	Edit one price list
Software upkeep	Regular WordPress, theme and plugin updates	No plugins or login on the public site

Option A makes sense if

- You want to keep the WordPress editor you know
- You'd rather not move the site to a new platform
- You're comfortable with ongoing plugin updates and page-by-page edits

Option B makes sense if

- You want the fastest route to a mobile-first site with every model covered
- You want new phones and price changes to take minutes
- You're open to a new, simple editor for your content

TWO WAYS TO GET THERE · ADDING A NEW PHONE

One new device, start to finish

Every fall Apple and Samsung release several new models, and each one needs a page the week it launches. Here's what adding one phone, such as an "iPhone 18 Pro", takes in each setup. In both cases the model also has to be added to your quote tool separately.

Option A · WordPress

~45 min

13 manual steps across the page editor, the SEO plugin, the brand page and the homepage.

Option B · Custom editor

~10 min

One form with 7 fields. Everything else updates itself when you press Publish.

Option A: what you do by hand

1	Create or duplicate a device post, and set the title and web address	3 min
2	Find a photo, resize it, upload it, write its description	5 min
3	Write the intro paragraph	5 min
4	Build the price and time table	5 min
5	Write 2–3 model notes	4 min
6	Add 3–5 Q&As in the FAQ block	6 min
7	Fill in the SEO title and description	3 min
8	Set the category and tags for breadcrumbs	1 min
9	Edit the brand page to add the new model tile and link	5 min
10	Edit the homepage "newest models" row	3 min
11	Check the structured data in Google's test tool	3 min
12	Preview on a phone, then publish	2 min
13	Confirm it's in the sitemap	<1 min

Option B: what you fill in

1	Brand, picked from a list	<1 min
2	Model name and release year	<1 min
3	Photo (resized and described automatically)	1 min
4	Repair prices and times, pre-filled from the brand's defaults, then adjusted	3 min
5	2–3 model notes	2 min
6	Any model-specific Q&As (shop-wide ones are added automatically)	2 min
7	Publish	<1 min

Then automatically

- The device page, web address, title and Google description
- Its listing on the brand page and the homepage "newest models" row
- Breadcrumbs, sitemap entry and all structured data, including prices and Q&As
- Phone-friendly layout, with nothing to preview or fix

PER NEW PHONE	A · WORDPRESS	B · CUSTOM EDITOR
Screens touched	4 (post, SEO plugin, brand page, homepage)	1 form
Things to type or set	~25 fields and blocks	7 fields
Chances to miss a step	Brand page, homepage row, SEO fields, data check	None, it's all generated
A typical fall launch (6–8 new models)	4.5–6 hours	1–1.5 hours

THE PLAN

From today's site to one that works for you

1. **Fix errors · week 1**
   One address and phone everywhere, the call link, one warranty and labor rate, hidden labels removed, a main heading on every page, the store selector and broken tracking code removed, and the homepage photo compressed.
2. **Mobile-first redesign · week 2**
   A new phone-first layout for your WordPress site: a slim header, one bottom bar, a homepage that answers the big questions on the first screen, a compact device grid and a quote tool that doesn't jump.
3. **Page content, Q&As and structured data · weeks 3–8**
   Rebuild the homepage, the repair pages, and the FAQ around what customers ask, add Q&As and fix the structured data.
4. **Add what's missing · weeks 8–12**
   iPhone 14–17 and Galaxy S23–S25 pages first, then Pixel. The five copy-paste town pages, the repair-type pages and the first articles.
5. **Keep it current · ongoing**
   New phones the week they launch, fresh Q&As and photos, and review replies.

WHAT I'LL TRACK	TODAY	GOAL
Floating bars on phones	2	1 slim bar
Homepage length on a phone	~9 screens	about 4
Current-model repair pages	0	every model
Pages with Q&As	1	every repair page
Calls, quote starts and model searches in Google	baseline	up, month over month

What I need from you

- Your warranty length and computer labor rate
- Prices and turnaround for common repairs
- A quick review of the Q&A list I put together
- Which phone, Mac and console models you repair
- Google Business Profile access, and shop photos if you have them

Good to know

- The timeline above is Option A, on your current WordPress site. With Option B, steps 1–4 happen together in about 1–2 weeks.
- Either way, your existing page addresses keep working, so current rankings carry over.
- Rankings and AI mentions usually take 4–12 weeks to respond to changes.

RM

Ready when you are.

R. Martin Creative · 312-866-2762 · ryan@rmartincreative.com · rmartincreative.com

How I checked: on 15 October 2026 I reviewed every page your website lists for Google (36 main pages and 224 device pages, the newest from 21 March 2022) and loaded key pages on an iPhone-sized screen.