

TOP PLAYERS ANALYSIS **OR WINNERS WRITING** **PROCESS**

Company type: Construction company

Business objective: From webpage to purchase

Funnel: Active search

WINNER WRITING PROCESS

The top player I am analyzing is <https://estlander.ee/>. Following Estlander's example, I will try to improve <https://katuseabi.eu/> page.

1. Who am I talking to?

- a. With apartment association owners, with people who want to renovate their roof. The problem is, however, not very extraordinary

2. Where are they now?

- a. You found the homepage
- b. Levels
 - i. Desire 7/10 the roof would require renovation.

- ii. Believe that the product works 4/10. Any construction company could put a new roof on a house, but the client would still want a high-quality roof
 - iii. Confidence in the company 2/10. There are a hundred different construction companies
- c. Current state - The roof needs renovation, water is dripping through the roof, shit is flying down from the roof, old eternit roof. The old tin roof is too loud, the apartment association wants to make general repairs with the help of the municipality. The municipality wants to make general repairs to the municipal buildings.
- d. Dream state - The roof is in order by the right deadline. The roof is properly built and made exactly according to the client's vision. It is amazing to see that the house has a beautiful roof.
 - i. "Able to offer *complete solutions* and meet deadlines while following the client's needs"

3. What do I want them to do?

- a. I want them to go to the page
- b. You would analyze whether this product is suitable for them
- c. You would contact and continue with building

4. What do they need to see/feel/experience to take the actions I want, depending on where they start?

- a. They reach the home page
 - i. I want them to see the completed projects to show them how this company can take them to their dream state
 - ii. 16 years of experience
 - iii. 250 completed jobs and over 200 clients
 - iv. I want you to see how easy it would be to get an offer from them.
 - v. I want you to see how gorgeous their website is.
 - vi. A brief description of the company so that you trust the company more
 - vii. All the services are laid out simply in one area

- viii. There are 4 cta-s on the main webpage. The first one is in the top right of the website. The second one is at the start of the webpage, the third one says "Estlander group guarantees quality work" and right below is the cta. The fourth one offers to contact the object manager and the possibility to put your data in immediately
- ix. Shows the completed worksites twice to increase confidence
- x. Moving backgrounds, all important buttons are red
- xi. The top drop-down menu moves along
- xii. When you start to contact, everyone who can be contacted and what language they speak is indicated
- xiii. A reliable construction company will make a roof for me
- b. They contact and cooperate with our company

<https://katuseabi.eu/>

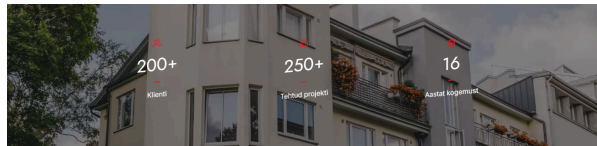
- c. They want quality work, expert builders and also accuracy
 - i. Lilleoru School of Conscious Change Art Toivo A "... The outcome was that they built us a higher quality roof with cheaper total costs than was originally planned."
 - ii. BCG Haldus OÜ Eve Pärna "An example that speaks for itself: we invited a roofing company to inspect the roof and received a list with five defects. Meisti Katus OÜ (Katuseabi) visited the object and we received a list of 25 defects with pictures."
 - iii. KÜ Tüرنpu 19 MTÜ Rein Plaado "The roof of Tüرنpu 19 had a lot of problems that could not be solved by different roofing companies in 5 years. Kaspar identified and was able to solve all problems already within the first engagement. Having long-term experience as an administrator, I confirm that this is the strongest specialist in his field that I have come across in my work. "

<https://estlander.ee/>

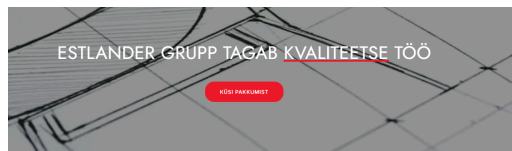
TESTICLE

1. The sequence of interaction with the client would be the same as in Estlander.

- The drop-down menu should be the same as in estlander, transparent and does not disappear when you scroll down
- The front picture is of the projects and the large text describes the company. The possibility to immediately ask for an offer or view services
- Brief introduction
- Reasons why the Katuseabi company is good
- Video of one project/ customers' opinions
- Services
-



- Again, the completed worksites
-



j.

VÕTA ÜHENDUST MEIE OBJEKTIJUHTIDEGA

Full name

Email

Phone number

Service area

Object address

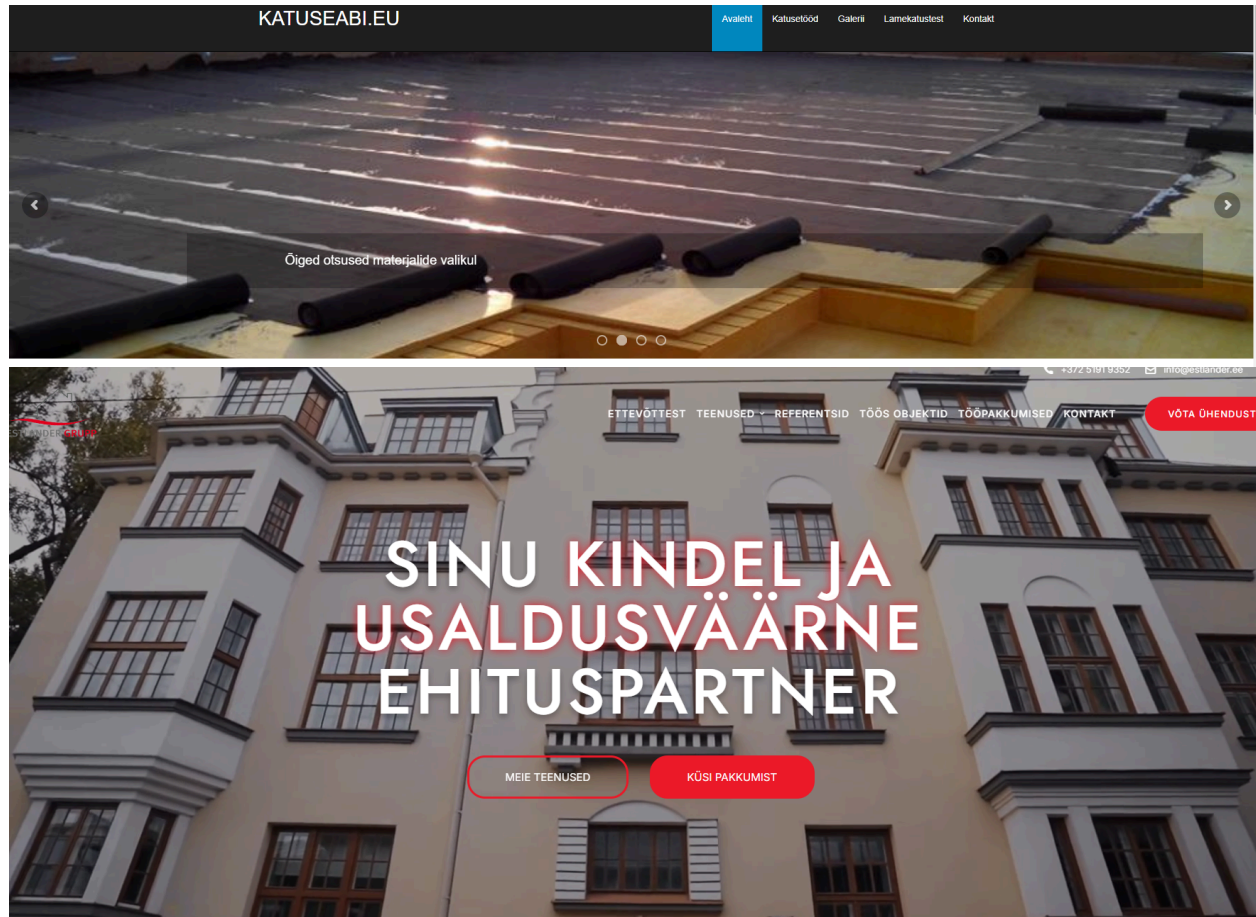
Choose file No file chosen

File description

☐ Olen huvitatud [projekti juhtimisest](#)

SAADA PÄRING

- a) The drop-down menu becomes transparent and moves along when you scroll down.

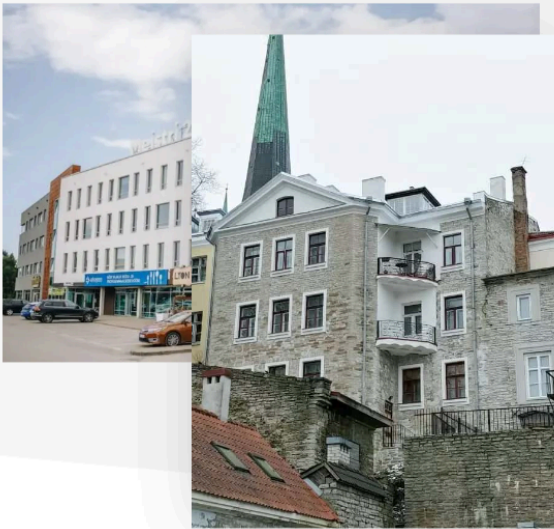


- b) Katuseabi'l, I would take this as the background of the slideshow and put the same style of text. "The quality offered by Nordic specialists here in Estonia", "Nordic quality right here in Estonia", "Nordic quality directly to your roof", "High-quality solutions for your roof, Nordic style"

- c) The introduction would be done in the same way. If such a text remained, there is a greater chance that it would not be noticed at all. I would use the same wording.



Meistri Katus on pühendunud Põhjamaade kvaliteediga lame- ja viilkatuste ehitusele. Lisaks anname professionaalse hinnangu teie katuse seisukorra kohta ja teeme vajalikke parandustoid. Meie suure kogemustepagasiga katusespetsialistid aitavad teie katust hooldada ja selle eluiga pikendada.



ESTLANDER GRUPP

Oleme hoonete renoveerimisele ja rekonstrueerimisele keskenduv ehitusettevõte. Aastate jooksul on meie meeskonnaga liitunud mitmeid inseneritehnilise kõrgharidusega inimesi. Läbi tublide töötajate püüamegi pakkuda oma klientidele paremat teenust. Püüame oma töös kliendile pakkuda läbipaistvust juba eelarvestamise faasis, et viia töös ette tulevat üllatuste riski võimalikult madalale. Lihtne on "unustada" eelarvest mõned read välja, kuid see ei ole see koostöö, mida me sooviksime. Soovime, et meie kliendid oleksid rahul ja tänulikud ka peale garantiiperioodi lõppemist.

Oleme aastate jooksul renoveerinud või rekonstrueerinud üle 200 hoone, mille hulka kuulub nii kortermaju, büroohooneid kui ka eramuid.

- d) The same system would do for Katuseabi. There it would say "Specialists with 10 years of work experience", "up to 5 years of warranty", "Flexible solutions for every wish", somehow incorporating the fact that there is cooperation with a company that has 100 years of work experience. "Customers are always satisfied", "All problems are solved", the owner has over 20 years of experience. Complete solutions.

MIKS VALIDA MEID?


EHITUSE
TERVIKLAHENDUSED

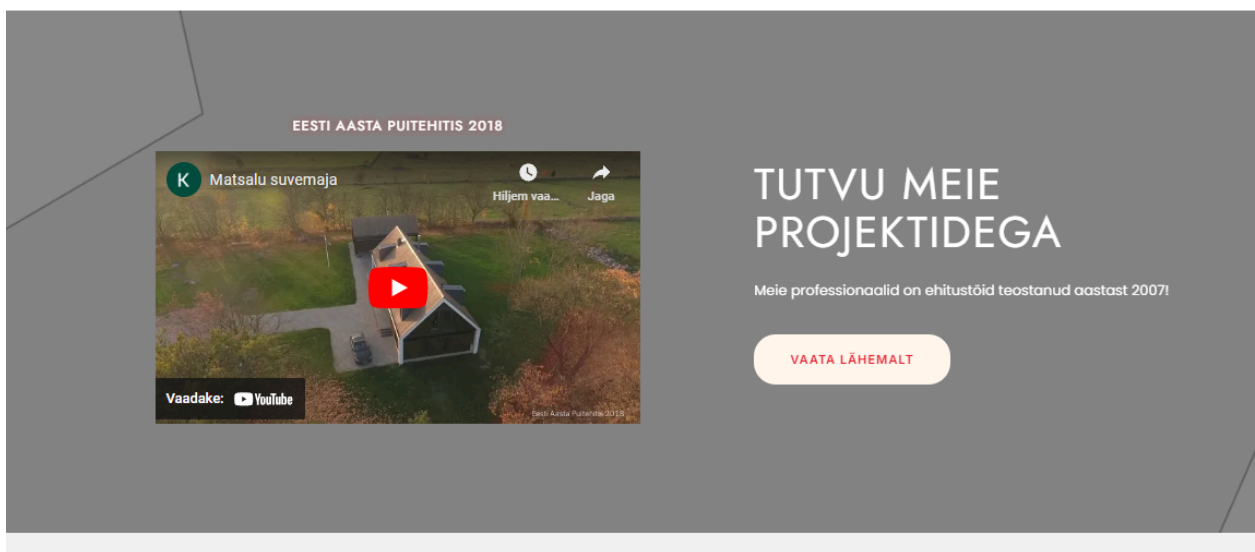

PIKK TÖÖKOGEVUS


KOGENUD & KOOLITATUD
EHITAJAD


KLIENDIKESKSUS

A separate point is that if you do both points d and g, you will not put years in both. Something clever for both of them, or combine points d and g.

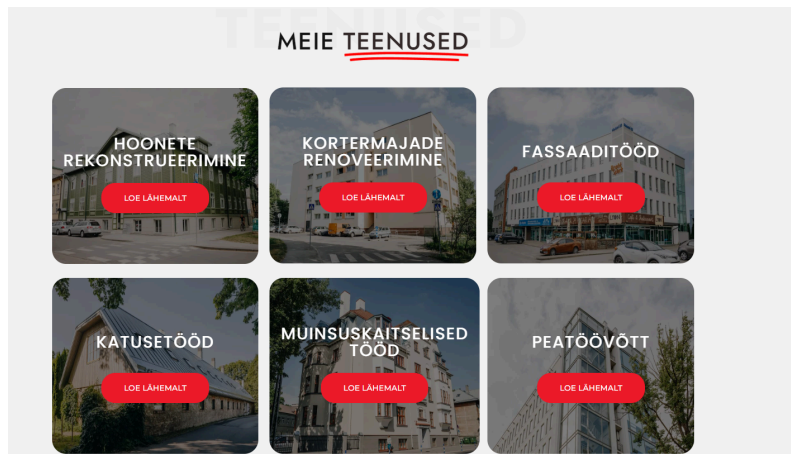
- e) Same kind as in estlander. A separate project, with a nice drone video if possible



Alternatively, a few customer opinions and a button that shows all reviews.

- i) Lilleoru Teadliku Muutuse kunsti kool Toivo A "... The outcome was that they built us a higher quality roof with cheaper total costs than was originally planned."
- ii) BCG Haldus OÜ Eve Pärna "An example that speaks for itself: we invited a roofing company to inspect the roof and received a list with five defects. Meisti Katus OÜ (Katuseabi) visited the object and we received a list of 25 defects with pictures."

- f) Do the same as on the left side. The page is easier to read, and if a person only wants roof maintenance, he can find the information he needs under roof maintenance. There is no extra unnecessary information on the main webpage.



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Katuse remont ja hooldus

Tuuesime ja lahendame kõlvimiskike lame- ning viilkatustel esinevaid probleeme. Kontrollime katuse üldist seisukorda, tuvastame probleemseid kohti ja vajadusel viime läbi parandustööd. Oma me ehitajad konstruktsioonilise nõuaga kõrvaldame mõõdukas, seadelt kasutame uude ekpoortse tootust, lekuprobleemide hõlpsalt, katuskonstruktsioonide isoleerimise hindamisel. Katuse probleemid on sageli vajunud ja võivad osutuda keerulisemaks. Meie põhjaline kogemus aitab kindlaks teha ka keerulisemad kitsaskohad ning leida neile sobiv lahendus. Peame osutuks parandustööde kvaliteet ja anname endist parima, et sama probleemiga ei peaks teid uuesti kokku puutuma. Hamond- ja hooldustöödel kasutame kauakestvaid materjale ning korrektsed ehitustööd tehakse.

Katusetööd – ehitus ja renoveerimine

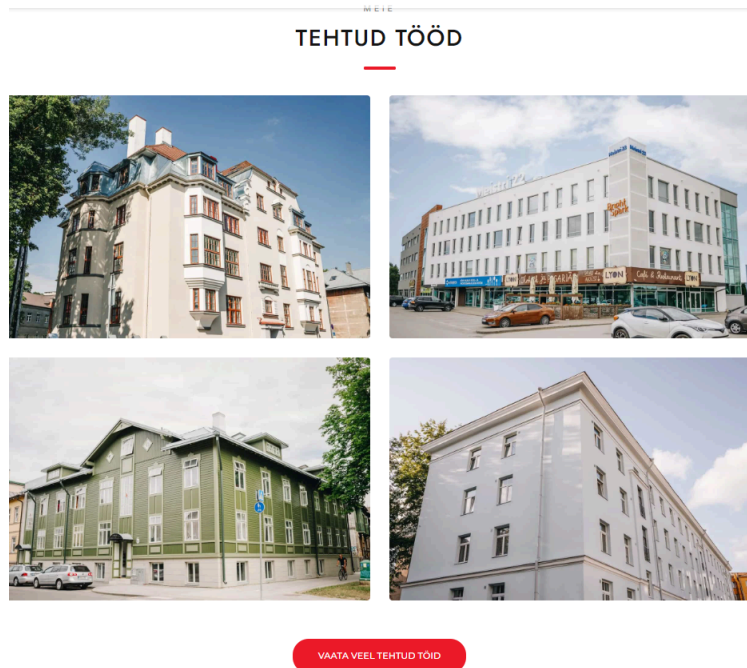
Pakume põhjalike katuse ehitus- ja renoveerimistööd. Oleme võinud eeskujaks Põhjalaade põhjalise kogemuse katuseehituse valdkonnas, isegi Eesti kehivaste kvaliteedimõõdetega järgne ka Põhjalaade kehivaste nõuad. Kasutame oma toot normide vastavaid kvaliteetseid ehitusmaterjale ja tööviise. Aastatepikkune kogemus on andnud meile meeskonnale kindlused, kuidas vältida hiljemad chudugi juba katuse ehituse vti renoveerimise käigus. Lühike aial kliendi soovist ning alame leida optimaalse hinnaga lahenduse. Lennukitelisel kasutame ni SIDS Silaunen kui ka PVC kattematerjale, anname oma tööle kurs 5-aastase garanti.



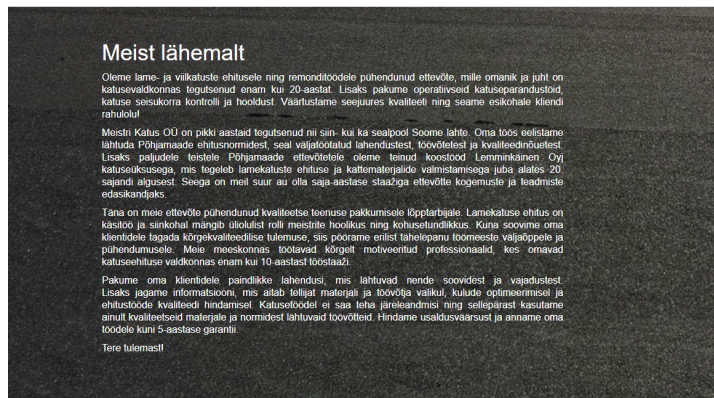
- g) Combine with point d probably
h) The most beautiful pictures



i) To make a system of this nature



i) Make your own part of it in a separate drop-down menu or shorten it and



combine it with point c

j) Make the cells on the right about the same.

Võtke ühendust!



Tere!

Mul on suur rõõm, et jõudsite meie kodulehele. Olen katuseehituse valdkonnas töötanud üle kahekümne aasta ja tean, et kõige olulisemat rolli mängivad siin kvaliteet ning usaldus. Sellepärast pühendume iga kliendi soovile ja anname oma tööle aastatepikkuse garantii.

Meie meeskonnal on kogemusi nii eramajade katuste parandamise kui ka tööstushoonete ja ühiskondlike asutuste katuste ehitamisega. Lisaks oleme abiks katuste puhastamisel, korrashoidmisel ja seisukorra kontrollimisel. Need on väga vajalikud tegevused selleks, et katus püsiks aastaid tervena.

Võtke meiega julgelt ühendust ja jõuame üheskoos kokkuleppele. Andke oma soovist-murest teada kõrvalasuva kontaktvormi kaudu, info@katuseabi.eu või helistage mulle otse numbril +372 5625 5094.

Kohtumiseni!

Kaspar Oit, Katuseabi tegevjuht

Your name

Your email

Your message (optional)

Submit

VÕTA ÜHENDUST MEIE OBJEKTIJUHTIDEGA

Teie nimi

Email

Telefoninumber

Soovitud töö

Objekti asukoht

Choose File No file chosen

Töö kirjeldus

☐ Olen tutvunud privaatsuspoliitikaga.

SAADA PÄRING