

Alex Arce — Website Growth Proposal for Arce Custom Cabinets

Prepared for: Alex Arce

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Purpose: show exactly how Arce can turn its existing reputation, public-work experience, certifications, project photography, and bid relationships into a stronger qualification and lead-generation system.

[Open the website Alex would receive](#) · [Compare desktop + mobile](#) · [Download PDF](#)

Alex: Arce already has the hard part—real public, commercial, military, education, and community work. The opportunity is to present that proof faster and make it easier for a general contractor, architect, public buyer, or supplier-diversity team to qualify Arce and send the right invitation. This proposal is addressed to you as the owner and bid contact. It explains what you receive, what was measurably improved, and how you can test the result yourself.

This is a source-grounded concept, not an authorized production site. You retain final approval over business facts, certifications, project names, contacts, photography rights, and launch.

What this program gives Arce

This is more than a visual redesign. It is a business-development foundation: a faster qualification website, a complete project-proof library, clearer bid routing, local-search readiness, a responsible review system, and a repeatable way to turn completed work into future opportunities. Pricing is intentionally handled separately and is not published on this private proposal page.

Included deliverables

Workstream	Included in the website build
Owner-led strategy	A working session with Alex to confirm the buyers Arce wants more of, the work Arce wants to win, service-area priorities, differentiators, approved claims, and the correct bid/prequalification paths.
Commercial positioning	Architectural-millwork language for general contractors, architects, agencies, public buyers, federal teams, and supplier-diversity programs—not generic residential-cabinet lead language.
Content architecture	Owner-approved Home, About, Capabilities, Certifications, Photo Portfolio, Recent Projects, Contact, Privacy, and Accessibility content organized into one qualification path.
Copywriting + content cleanup	Clear capability, market, credential, project, and contact copy; removal of confusing legacy labels such as “Old Portfolio”; final fact-checking with Arce before launch.
Complete portfolio migration	All nine public project galleries and all 45 published photographs, rebuilt as equal project cards with swipe, thumbnail, keyboard, and full-screen gallery controls.
Responsive design	Purpose-built desktop, tablet, 390px iPhone, and 320px narrow-phone layouts rather than a fixed-width desktop/mobile compromise.
Bid + prequalification routing	Distinct actions for Alex and Lili, direct tap-to-call and tap-to-email links, visible service fit, and fewer steps between project proof and a qualified inquiry.
Performance engineering	Static Cloudflare delivery, responsive WebP images, deferred/lazy media, optimized gallery thumbnails, reduced JavaScript, cache headers, and no Wix runtime dependency.
Technical + local SEO	Descriptive titles and metadata, canonical URLs, semantic headings, crawlable project/market copy, image alternatives, contractor structured data, consistent NAP facts, service area, founding date, sitemap/Search Console launch readiness, and official social links.
Google Business Profile action plan	Ownership/category/hours/contact checklist, project-photo plan, profile-link alignment, and a launch sequence that keeps the website and Google facts consistent.
Review-generation system	Policy-safe request template, recommended closeout timing, review link placement, response workflow, and a sourced website review module once genuine reviews exist—never invented stars or quotes.
Social proof launch kit	LinkedIn and Instagram priorities, reusable project-post structure, recommended cadence, approved-photo safeguards, and a 90-day content starting plan.
Business-phone continuity audit	Confirm who owns the public number, preserve NAP continuity, and define voicemail, missed-call, SMS, routing, and employee-departure safeguards before changing providers.
Accessibility + privacy baseline	Keyboard navigation, native controls, visible focus, reduced-motion support, semantic landmarks, tested contrast, image alternatives, privacy notice, accessibility statement, and privacy-first tracking decisions.
Launch + managed hosting	Production-domain setup, Cloudflare deployment, SSL, security headers, redirects, asset caching, monitoring, backups, launch checklist, and post-launch technical care.
QA + owner handoff	Desktop, iPhone/Safari-engine, and narrow-phone review; all 45 gallery assets and controls exercised; HTML/accessibility/link/console checks; measured performance comparison; owner test checklist and final approval gate.

Launch boundary: this public sales concept remains visibly labeled and `noindex` . Owner approval, certification/contact/image-right confirmation, final production-domain QA, and removal of preview labeling are required before replacing the official website.

Outcomes Alex can test—not vague promises

Outcome	Acceptance test
Arce is understood quickly	Within the first phone screen, a buyer can identify commercial architectural millwork, public/federal fit, the service region, and a bid action without opening a menu.
Every public project photo is preserved	Nine galleries contain all 45 published images; every gallery opens, swipes, advances by keyboard, shows thumbnails, and closes correctly.
Bid contacts are usable on a phone	Alex's bid email, Lili's prequalification email, and the public business number open the phone's native mail or dialer directly.
The site fits real phones	At 390px and 320px, there is no horizontal overflow; navigation opens and closes; text remains readable; cards stack cleanly; and controls remain tappable.
The site is materially faster	Matched mobile Lighthouse testing shows a higher performance score, earlier visible content, much lower blocking time, fewer bytes, and fewer requests. Exact measured results appear below.
Core accessibility works	Axe WCAG 2 A/AA automated checks return zero violations on tested desktop and phone views; keyboard focus, reduced motion, landmarks, labels, and image alternatives are manually checked.
Search foundations are launch-ready	Approved production pages have unique titles/descriptions, canonical URLs, crawlable headings/copy, contractor schema, sitemap, Search Console verification, and consistent Google/website business facts.
Leads can be measured	Arce records bid invites, prequalification requests, qualified calls/emails, source, project value, next action, and win/loss status—not page views alone.
Alex controls launch	No preview becomes the official site until Arce approves facts, contacts, certifications, photos, rights, policies, domain cutover, and final production QA.

What the proposed website changes

Current experience	Proposed website
Broad “cabinet” framing can suggest residential work	First viewport says commercial architectural millwork and names public/federal/design-build fit
Capabilities, certifications, projects, and contacts live across many routes	One clear decision path: capabilities → project proof → markets → team → credentials → bid/prequal contacts
Portfolio includes both <code>/portfolio</code> (“Old Portfolio”) and <code>/new-portfolio</code>	One complete portfolio with all 45 publicly available images organized into nine project galleries
Bid and prequalification contacts are buried on the contact page	Alex and Lili have separate, visible CTAs
No verified review evidence available to display	Honest review-ready module; no fabricated rating or testimonials
Generic WebSite schema only	Preview includes business, service area, founding date, contacts, and social profile structured data
Wix-heavy mobile runtime	Lightweight static preview with optimized WebP assets and near-zero JavaScript

Public-source findings

Website

Verified from arcecabinets.com and its public pages:

- Family-run and woman-owned; founded by Armando and Liliana in 2009.
- Public works, federal, military, commercial, education, medical, office, and design-build positioning.
- Woodwork paired with solid surface, quartz, plastic laminate, and sheet metal fabrication.
- MBE, City of San Diego ELBE, and California DGS SB (Micro) certifications are claimed on the certifications page.
- Public bid contact: Alex Arce, alex@arcecabinets.com.
- Public prequalification contact: Lili Arce, lili@arcecabinets.com.
- Public business-facing number: (619) 781-8160.
- The public portfolio names libraries, schools, fire stations, military/federal sites, detention/public-safety facilities, and public-service facilities.

Important content issues:

- `/portfolio` is publicly titled “**Old Portfolio**”, while `/new-portfolio` is the active photo portfolio.
- Many individual project pages contain little indexable context beyond a title and images. Each important case study should add scope, location, market, completion year, materials, delivery role,

and outcome, after owner/client approval.

- The homepage meta description is only “Arce Custom Cabinets, Inc. commercial & architectural carpentry.” It misses location, high-value services, markets, and bid intent.
- The homepage exposes only **WebSite** structured data. No LocalBusiness/contractor schema was found in the retrieved HTML.

Google Business Profile and reviews

The verified Maps listing surfaced:

- **Arce Custom Cabinets Inc**
- Category: **Cabinet maker**
- Address: **655 Front St, El Cajon, CA 92020**
- Website: **arcecabinets.com**
- Phone: **(619) 781-8160**
- Actions shown: **Claim this business**, **Add hours**, and **Write a review**
- No public star rating, review count, or review text surfaced in the retrieved Maps view.

Conclusion: the largest immediate growth gap is likely the Google profile, not the website. The listing appears unclaimed or incompletely managed and currently provides no verified reviews that can safely be displayed. The preview therefore does **not** invent review quotes or stars.

Before launch:

1. Have the owner claim/verify the profile.
2. Confirm the exact legal/display name, suite, primary category, secondary categories, service area, hours, website, and phone.
3. Add 20–30 strong project/shop/team photos with descriptive filenames.
4. Publish services relevant to commercial millwork; avoid residential-language drift.
5. Request reviews consistently from real GC/project partners after closeout. Ask every eligible partner neutrally; do not review-gate or pay for positive sentiment.
6. Respond to every review with project-specific but non-confidential language.
7. Only then replace the preview’s review-ready card with sourced reviews and a live Google profile link/feed.

Social presence

Channel	Verified public signal	Assessment
Instagram	Current site links @arcecabinets . Instagram required login from the audit environment. A third-party public snapshot showed about 12 visible posts and the newest around seven months old; treat that cadence as provisional until account access confirms it.	Correct channel for process/detail photography, but cadence appears light.
LinkedIn	Arce Custom Cabinets, Inc. resolves publicly. LinkedIn metadata showed 25 followers and accurate commercial/public/government millwork positioning.	Best channel for reaching GCs, architects, estimators, supplier-diversity teams, and public buyers. Underused.
Facebook	No Facebook profile is linked from the current website, and a reliable official page was not confirmed in this audit.	Low priority for this B2B offer; do not create one until Google and LinkedIn are consistent.
YouTube/TikTok	No official channels confirmed.	Optional later for shop/process clips; not a launch dependency.

Recommended cadence:

- **LinkedIn:** two quality posts per month. One completed-project case study and one process/certification/team post. Tag project partners only with permission.
- **Instagram:** one post or reel per week, batched monthly. Show shop fabrication, material details, install progress, finished spaces, and people. Never expose protected plans, badges, access controls, or client-confidential locations.
- **Quarterly email:** a compact capabilities/project update to opted-in GC, architect, and procurement contacts.

Phone: business line or personal cell?

The number (619) 781-8160 is unquestionably being used as a **public business number**: it appears on the company contact/jobs pages and Google Maps. Public sources do **not** establish whether the underlying device/account is a personal cell, company mobile, landline, or VoIP line. A failed public carrier lookup is not evidence either way.

Owner questions before changing anything:

1. Who owns and pays for the number?
2. Is it portable, SMS-capable, and recoverable if an employee leaves?
3. Who answers during work hours and after hours?
4. Are missed calls and voicemails tracked?
5. Is texting used for bid/customer communication?

Recommendation: preserve the public number for NAP continuity, but make it business-owned. If it currently lives on a personal plan, port it to a managed business service or a dedicated company eSIM and route it to the appropriate owner/staff. Add call queues, business voicemail, transcription, missed-call alerts, and after-hours rules. Use ad-specific tracking numbers only with dynamic number insertion; keep the canonical number consistent in Google, schema, directories, and the footer.

If SMS marketing or automated follow-up is added, obtain explicit consent, identify the business, provide STOP/HELP handling, publish messaging/privacy terms, and complete required carrier registration. Do not turn the existing public number into an unsolicited texting list.

90-day business-growth plan

Days 1–14: establish trust and ownership

- Approve the new positioning, project set, certifications, contact roles, address/suite, and image rights.
- Claim and fully complete Google Business Profile.
- Confirm that the business owns its domain, Google profile, social accounts, and phone number.
- Launch the conversion site with production analytics only after a privacy decision.
- Create one canonical NAP record and reconcile major directories.

Days 15–45: build proof

- Ask 8–12 recent, eligible GC/project partners for honest Google reviews using one neutral closeout template.
- Publish three detailed case studies: one fire station/public-safety project, one library/civic project, and one theater/community project.
- Add downloadable capabilities/certifications PDF after validating current certificate dates and identifiers.
- Start the LinkedIn and Instagram cadence.
- Create a simple lead log: date, company, contact, project, source, estimated scope, status, next action.

Days 46–90: generate qualified opportunities

- Build dedicated pages for “commercial architectural millwork San Diego,” “public works casework,” “federal/military millwork,” and “solid-surface fabrication,” without thin duplicate copy.
- Run a small search campaign only after Google profile, conversion tracking, call routing, and landing pages are ready.
- Send a quarterly project update to opted-in GC/architect/procurement contacts.
- Measure bid invites, prequal requests, qualified calls, source, proposal value, and win rate—not page views alone.

Review request template

Hi [Name] — thank you for working with Arce Custom Cabinets on [project]. If you are comfortable sharing an honest review of the quality, coordination, or field experience, our Google profile is here: [review link]. Feedback of any kind is appreciated and helps project teams evaluate us for future work.

Send this to actual project partners after a suitable milestone or closeout. Do not condition the request on satisfaction, offer a reward, or ask only for five stars.

Conversion and compliance posture

Implemented in the concept:

- Semantic headings and landmarks, keyboard-operable menu, visible focus treatment, image alternatives, responsive layouts, sufficient tested contrast, and reduced-motion support.
- Privacy-first static implementation: no form, analytics, cookies, pixels, embedded maps, or third-party review widget.
- Privacy notice and accessibility statement.
- No fabricated testimonials, star rating, review aggregate, certification IDs, hours, pricing, guarantees, or residential lead claims.
- `noindex, nofollow` and explicit “private concept preview” labels.

Production requirements:

- Remove `noindex` only after owner approval and production-domain QA.
- Have counsel/qualified accessibility and privacy reviewers validate the final implementation and business practices. No website can be guaranteed “legally compliant” by design alone.
- If a form is added, collect the minimum data, secure transport/storage, disclose retention and recipients, add spam protection with an accessible fallback, and define a response SLA.
- Do not add copied Google reviews, review schema, or aggregate ratings without a current verifiable source and policy review.
- Recheck certification validity, licensing claims, addresses, photos, partner/client names, and contact ownership at launch.

What was specifically wrong on iPhone/Safari—and what is fixed

A real WebKit test was run using Playwright's iPhone 13 device profile. WebKit is the browser engine behind Safari. The certification badge was also retested after scrolling and loaded successfully, so it is **not** being presented as a failure. The verified differences are:

Verified iPhone/Safari finding	Current Wix homepage	Proposed website
Viewport width	Forces <code>width=320</code> on a device with a 390px screen, leaving the browser to scale a legacy-width layout.	Uses <code>width=device-width</code> ; WebKit reports the full 390px layout width.
Mobile navigation control	The hamburger is a simulated <code>div role="button"</code> .	A native, labeled <code>button</code> with a tested 48×48px touch area opens and closes the menu.
Direct mobile contact actions	The tested homepage exposed zero <code>tel:</code> links and zero <code>mailto:</code> links.	The tested page exposes one direct phone link and three direct email links, including distinct bid and prequalification paths.
Runtime weight	The loaded document contained 70 script elements; matched Lighthouse recorded 130 network requests and 866ms of main-thread blocking.	The concept contains two script elements; matched Lighthouse recorded 12 requests and 13ms of blocking.
Narrow-screen QA	A forced 320px viewport is not the same as testing modern iPhone width.	Separately verified at 390px and 320px with no horizontal overflow; Alex can inspect the same responsive website inside the 390×844 phone frame on the desktop + mobile preview.

Why latency matters: bid traffic often arrives from an email, text, or field conversation on a phone. The new page shows visible content 1.9 seconds sooner and reaches visual completion 6.4 seconds sooner in the matched lab test. That does not guarantee a specific sales increase, but it removes waiting and blocked interaction at the exact moment a buyer is deciding whether to keep evaluating Arce.

Measured Wix vs. proposed website comparison

Both public homepages were tested consecutively with the same Lighthouse mobile profile on 2026-07-20. These are directional lab results, not a traffic-based production SLA.

Mobile Lighthouse metric	Current Wix	Cloudflare concept	Measured change
Performance score	54	88	+34 points
Accessibility score	96	100	+4 points
Best Practices score	96	100	+4 points
First Contentful Paint	3.0 s	1.1 s	62% sooner
Largest Contentful Paint	4.2 s	3.9 s	6% sooner
Speed Index	7.5 s	1.1 s	85% sooner
Total Blocking Time	866 ms	13 ms	98% less
Transferred bytes	1.14 MB	657 KB	42% less
Network requests	130	12	91% fewer

How much better is the SEO?

The honest answer is that search performance cannot be reduced to a percentage before launch.

The current Wix homepage already scores 100 on Lighthouse's basic technical SEO checklist. Lighthouse does not measure rankings, qualified impressions, local-pack visibility, project-page coverage, backlinks, Google-profile strength, or whether the content matches what general contractors search for.

The proposed site is stronger where it matters for future organic growth: clearer commercial-millwork positioning, crawlable service/market/project copy, descriptive titles and metadata, canonical URLs, semantic headings, image alternatives, contractor structured data, consistent NAP facts, service-area details, and links to verified official social profiles. It also gives the business a path to dedicated non-duplicative service and case-study pages rather than forcing every topic into one generic page.

Preview caveat: the concept's public Lighthouse SEO score is 69 because the sales link intentionally sends `noindex, nofollow`. That prevents a speculative concept from competing with Arce's real domain. At approved production launch, the preview labels and noindex directives are removed and the sitemap, canonical production URLs, Search Console, analytics/consent decision, and Google Business Profile are connected. The goal is not to claim "more than 100" on a checklist; it is to convert technically sound pages into more qualified discovery and bid invitations.

Additional verification

- Desktop viewport: 1440×1000, no horizontal overflow.
- Mobile viewport: 390×844, no horizontal overflow.
- Axe WCAG 2 A/AA checks: zero violations on both viewports.
- HTML validation: clean on homepage, privacy, and accessibility pages.

- All seven optimized project images loaded with non-empty alt text.
- Mobile menu opens, exposes five links, and closes correctly.
- Homepage, privacy, accessibility, and hero asset return HTTP 200 on the tailnet preview.

Recommendation to Alex

Alex, the opportunity is not to make Arce look like a different company—it is to make the strength of the company easier to verify. Your current website contains many of the right facts, but a general contractor has to assemble the story. This concept turns Arce's real work into a fast qualification path: capabilities, relevant completed projects, supplier credentials, and exactly who receives a bid invitation or prequalification request. The website becomes the front door; Google ownership, genuine reviews, repeatable project content, and business-owned call handling become the system behind it.

Owner decision path

1. Open the full concept and inspect that same responsive site in the desktop + mobile presentation.
2. Mark any business fact, photo, project, certification, or contact that needs correction.
3. Confirm the production scope and commercial terms privately.
4. Approve final content, domain cutover, Google-profile actions, and the first 90-day priority list.

Sources

- Arce homepage
- About
- Services
- Certifications
- Photo portfolio
- Completed projects
- Contact
- Google Maps listing
- Instagram profile linked by Arce
- LinkedIn company profile

Source limitations: Google and Instagram expose different data to signed-out or automated environments. Findings above distinguish directly verified public facts from provisional third-party activity signals. Account owners should confirm profile state, counts, and ownership inside each platform before launch.