

FREE GUIDE

TV MOUNTING WEBSITE GUIDE

Everything TV Mounting Pros Need Online
to Get Found, Build Trust, and Book More Jobs



GET FOUND
LOCALLY



SHOW PROOF
OF WORK



BOOK MORE
INSTALLS



LOOK MORE
PROFESSIONAL

WELCOME

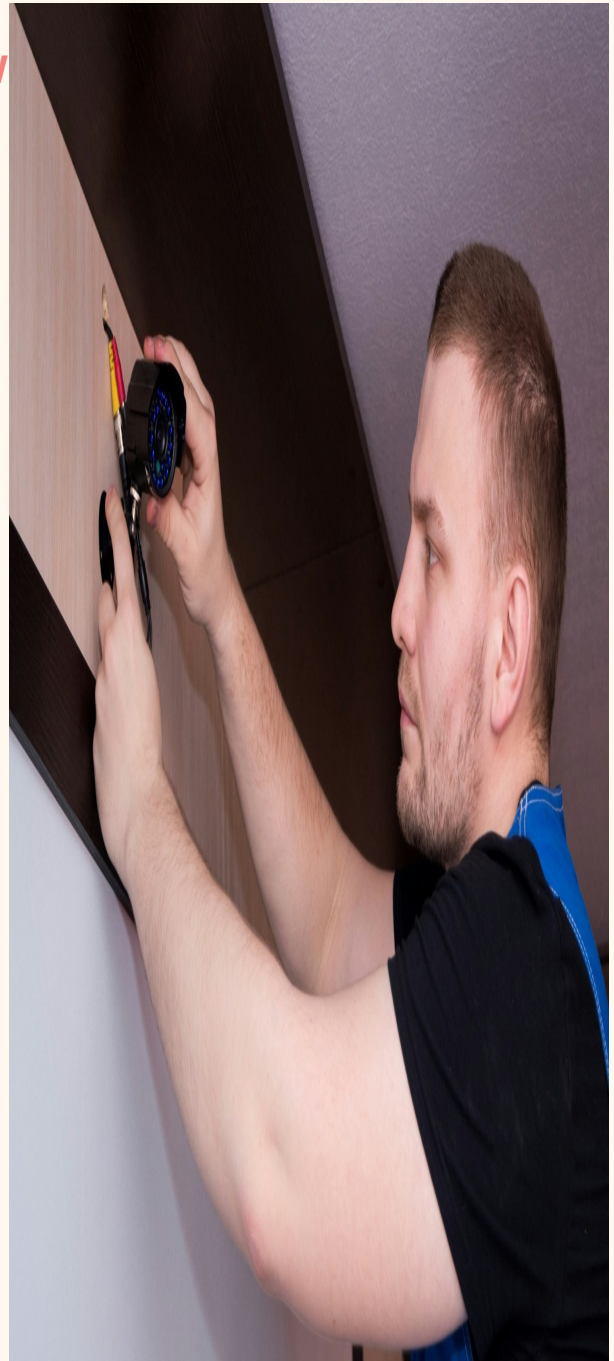
Your Website Should Work While You W

TV mounting is a trust based service. Customers are inviting you into their homes, so your website needs to make you look skilled, reliable, insured, and easy to book.

This guide walks you through the pages, photos, booking features, service-area details, pricing information, trust signals, and local SEO basics that help turn local searches into real installation jobs.

QUICK WIN

Add photos of your cleanest completed installs and make your service area obvious on the first screen.



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A professional TV mounting website should answer the customer's biggest questions before they ever call you.

01 WHY YOUR TV MOUNTING BUSINESS NEEDS A WEBSITE

Most customers search online when they need a TV mounted, a soundbar installed, wires hidden, or a full entertainment setup. A strong website helps you show up at the exact moment they are ready to hire.

- Appear in local Google searches for TV mounting services.
- Show real installation photos before customers contact you.
- Explain the types of walls, TVs, mounts, and add-ons you handle.
- Make your service area and travel policy easy to understand.
- Give customers a fast way to request a quote or book an appointment.
- Build trust with reviews, insurance information, and clear policies.

Think of your website as your 24/7 sales assistant.

It should make customers feel confident that you know what you are doing before you ever walk through their door.

02 WHAT TO INCLUDE ON YOUR WEBSITE

Your website should quickly answer these questions:

- Who are you and what experience do you have?
- What TV mounting and installation services do you offer?
- What cities, ZIP codes, or neighborhoods do you serve?
- Do you install customer supplied mounts?
- Do you provide mounts or hardware?
- Can you mount TVs over fireplaces?
- Do you hide wires or offer in-wall cable management?
- Do you install soundbars, shelves, consoles, or projectors?
- What are your starting prices or quote process?
- How can someone book or request an estimate?

03 PAGES EVERY TV MOUNTING WEBSITE NEEDS

HOME PAGE

Say what you do, where you serve, and what makes your service easy to trust. Put Book Now or Request a Quote high on the page.

SERVICES PAGE

List TV mounting, fireplace mounting, wire concealment, soundbars, shelves, projectors, and any other services you actually offer.

SERVICE AREA PAGE

List the cities, ZIP codes, counties, or neighborhoods you serve so customers and search engines understand your coverage.

GALLERY PAGE

Show clear photos of completed installs. Include different room types, wall types, TV sizes, and cable-management examples.

REVIEWS PAGE

Feature real client reviews and keep the best ones visible throughout the site.

BOOKING / CONTACT PAGE

Make it easy to request a quote, upload photos, select a service, or book an appointment.

04 SERVICES TO SHOWCASE

- **Standard TV Mounting:** fixed, tilting, or full-motion mounts.
- **Fireplace Mounting:** explain when an inspection or special hardware may be needed.
- **Wire Concealment:** surface raceway or in-wall options, where permitted.
- **Soundbar Installation:** mounting, alignment, and basic setup.
- **Floating Shelves & Media Consoles:** if you offer them.
- **Projector & Screen Installation:** if this is part of your service.
- **Device Setup:** streaming devices, cable boxes, game consoles, or basic connection help.
- **Commercial Mounting:** offices, waiting rooms, salons, gyms, restaurants, or other businesses.

TIP: Never list a service just because another installer offers it. Your website should only advertise services you actually provide and are qualified to perform.

05 PHOTOS THAT BUILD TRUST

TV mounting is visual. Customers want proof that your installs look clean, centered, secure, and professional.



- Use your own completed installation photos whenever possible.
- Show straight-on photos that make alignment easy to see.
- Include close-ups of clean wire management.
- Show a variety of TV sizes and room styles.
- Avoid cluttered, dark, blurry, or heavily filtered photos.

06 BOOKING, PRICING & POLICIES

You do not have to post every exact price, but customers should understand how pricing works and what information you need to quote the job.

- Show starting prices or package examples if you are comfortable doing so.
- Explain what can change the price, such as TV size, wall type, fireplace installs, mount type, or wire concealment.
- Let customers upload photos of the wall, TV, mount, outlet location, and surrounding area.
- State whether the customer supplies the mount or whether you can provide one.
- Explain deposits, cancellation rules, rescheduling, travel fees, and after-hours charges if applicable.
- Tell customers what needs to be ready before the appointment.

GOOD BOOKING FORM FIELDS:

TV size, wall type, fireplace yes/no, mount already purchased yes/no, wire concealment needed, service address, preferred date, and photo upload.

07 LOCAL SEO FOR TV MOUNTING

Most TV mounting businesses depend on local customers, so your website needs location signals that help Google understand exactly where you work.

- Use phrases such as 'TV mounting in [City]' naturally on your site.
- Create a clear service-area page with the cities and neighborhoods you actually serve.
- Keep your business name, phone number, and service information consistent online.
- Set up and maintain your Google Business Profile.
- Ask happy customers for Google reviews after completed jobs.
- Add local photos, service examples, and city-specific content where it is genuinely useful.

Do not create dozens of thin city pages that all say the same thing.

Location pages should be useful, accurate, and specific to the places you really serve.

08 TRUST SIGNALS THAT WIN JOBS

- **REAL REVIEWS:** Feature customer feedback throughout the site.
- **INSURANCE / LICENSE INFO:** Display accurate credentials that apply to your business and location.
- **PHOTO GALLERY:** Show actual installs, not generic stock images only.
- **CLEAR POLICIES:** Customers should know what happens if they cancel, reschedule, or need a return visit.
- **PROFESSIONAL CONTACT INFO:** Use a business email and make your phone or booking method easy to find.
- **ABOUT SECTION:** Let customers know who will be entering their home and why they can trust your work.

Customers are not only hiring someone to hang a TV.

They are trusting someone around expensive electronics and inside their home. Your website should reflect that level of professionalism.

09 COMMON WEBSITE MISTAKES TO AVOID

- No service area listed anywhere.
- Only saying 'DM for pricing' with no real booking or contact option.
- Using photos that do not belong to your business.
- Not explaining what is included in the mounting service.
- Forgetting mobile users, even though many customers search from their phones.
- No reviews, credentials, or trust information.
- Making customers call just to learn basic service details.
- Using technical language without explaining it in plain English.

10 FINAL WEBSITE CHECKLIST

- Strong homepage headline that says TV mounting and your service area.
- Clear services and starting prices or quote process.
- Service area page.
- Real installation gallery.
- Reviews and trust signals.
- Simple quote or booking form.
- Photo upload option.
- Policies and appointment expectations.
- Mobile-friendly layout.
- Fast contact options.
- Local SEO basics in place.

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