

Lee's Locksmith

The things I noticed, and how to fix each one.

Built on: **Volusion** · an online-store platform (it's in your footer)

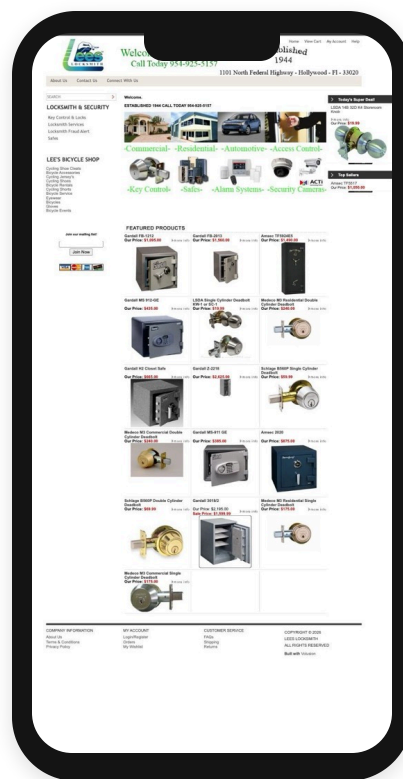
Site: leeslocksmith.com · **Location:** 1101 N Federal Hwy, Hollywood, FL · **From:** Addison Kelley, Rebel Design Co. · (954) 908-0478 · July 3, 2026

Hey, thanks for getting back to me. Like I mentioned, I took a little time on your site and noticed a few things worth a look. Your business speaks for itself. Over 80 years in the neighborhood is a big deal, and the site just hasn't quite kept up with it. I marked each thing on a screenshot below and added simple steps to fix it. Hope it's helpful either way.

THE MAIN ONE

1. It doesn't work on a phone

This is the one that matters most: when someone's locked out, they grab their phone and search. So you don't have to pull out your own phone, here's exactly what your site looks like on one right now.



Your site on a phone

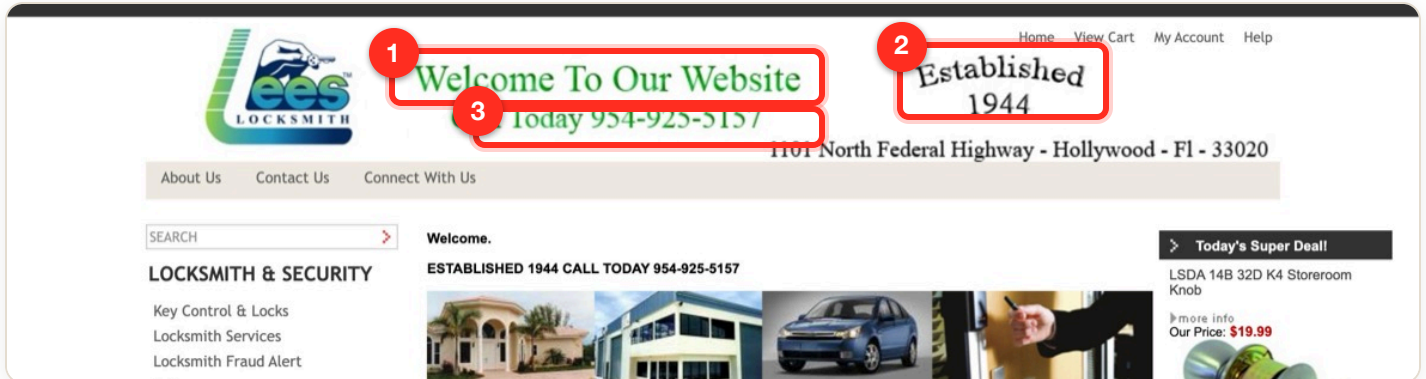
What's not working:

- 1 Everything is shrunk down to desktop size, so the text is too small to read without zooming in.
- 2 The menu and buttons are too tiny to tap with a finger, so people miss and mis-tap.
- 3 Your phone number is just text, not a tap-to-call button, so a locked-out customer can't call you in one tap.
- 4 The page opens as a store full of safes, so someone who just needs a locksmith has to hunt for how to reach you.

The fix: a design that reshapes itself to fit a phone, with a big “Call” button at the top. Good news, this is a real setting you can flip on in Volusion, more on that at the end.

WORTH DOING

2. The top of the page says nothing



- 1 “Welcome To Our Website” is the first thing people read, and it tells them nothing about what you do.
- 2 “Established 1944” is your strongest selling point, but it's tucked in the corner in hard-to-read cursive.
- 3 Your phone is small green text, not a big button, so on a phone there's nothing to tap to call you.

The fix: lead with a clear line like “Hollywood's Locksmith Since 1944” and a big tap-to-call button.

WORTH DOING

3. The homepage sells safes instead of getting you called



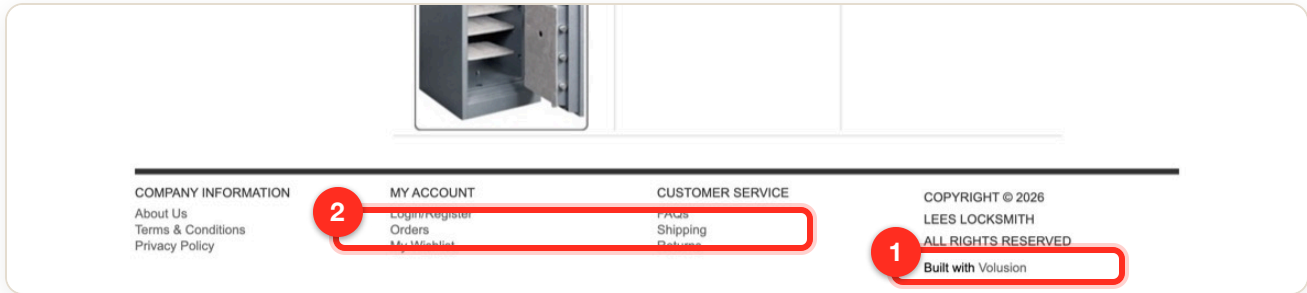
- 1 Your services are shown as little pictures with dashes around each word (“-Commercial- -Residential-”). It looks homemade.
- 2 Below that, the page turns into an online store full of safes and deadbolts with prices. Someone who's locked out just wants to call you, not shop.

The fix: put your services and a “Call” button first. If you still want to sell safes, give them their own page.

SMALL THING

4. The bottom of the page looks like a web store

Your footer is set up like an online shop, which sends the wrong signal for a local locksmith.



- 1 It says “Built with Volusion.” Volusion is the online-store software your site runs on, and it left its own name on your footer.
- 2 These are online-store links (My Wishlist, Shipping, Returns, plus Orders) for mailing products to people. A locksmith doesn't ship anything, so they just confuse visitors and make you look like a random web store instead of the local shop you are.

The fix: clear out the shipping and store links and the builder's name, so the bottom of the page reads like a local locksmith.

The root of it all: your site was built on Volusion, an online-store platform, using web code from the 2000s that was never set up for phones (the same site even does double duty as a bike shop, which splits the focus). That one thing explains most of what's above. The good news is that a lot of it is fixable without starting over.

How to fix it yourself

Here's the good news: you can make the biggest improvements yourself, right inside Volusion. In order of impact:

- 1 **Turn on a phone-friendly design (the big one).** In your Volusion admin, go to **Design > Theme**, find a current theme (they're all mobile-friendly), and click **Get It**. Then open the **Saved Themes** tab, click **Preview** to check it, and click **Activate**. That one switch makes the whole site fit a phone, and Volusion turns off the clunky old separate mobile page automatically.
- 2 **Rewrite the top of your homepage.** Swap “Welcome To Our Website” for something real, like “Hollywood's Trusted Locksmith Since 1944,” and add a big “Call 954-925-5157” button.
- 3 **Lead with your services.** Put lockouts, rekeys, car keys, and safes first, so someone in a hurry knows you can help and how to reach you.

One honest note: Volusion is really made for online stores, so it will always lean toward selling products. If most of your work is service calls, a simple modern website built around “call us now” would serve you better than a store. Either way, those three steps make a real difference on day one. If you'd ever like a hand with it, I'm glad to help, no pressure.