



Case Study

A Theme Built for the Real Work at Home

How It Started

This wasn't about launching a startup. It was about building something solid, scalable, and smart for the people who fix what breaks. The Home Services WordPress Theme was born from a simple idea:

Why do most home service themes feel outdated, cluttered, or too generic?

So we decided to build one but make it modern, fast, and built with conversions in mind.

Built for Any Service. Designed to Convert.

For electricians, plumbers, cleaners, and landscapers, we mapped the most common home-based service niches and then designed demos for real use cases.

6 Niche Demos

Each one is crafted for a different vertical, with no filler content, just clear messaging, practical sections, and strong CTA placements.

Conversion-Driven Design

From quote forms to service blocks, everything is built to turn visitors into leads.



BETTER
AL CARE
HOME

Built for Speed & SEO

We optimized every page for performance and search Core Web Vitals. Check. Schema-ready? Also check.

Easy Customization

Compatible with Elementor and Gutenberg users don't need to touch code to make it their own.

Feature Highlights

- Testimonials, pricing, and FAQ blocks
- RTL & translation-ready
- WPML compatible
- 6 Templates
- True no-code customization with drag and drop visual builder
- Customize fonts and colors in one place or fine-tune on individual elements
- Clean and Minimal Design
- Fast-loading
- Works with most Elementor themes
- Responsive Design