



Capability Statement

WEBSITES · ACCESSIBILITY · SEARCH · PAID MEDIA · CRM



Company Overview

Rethink Web Solutions LLC is an Arizona digital agency founded in 2016. We design, host, and maintain accessible websites and run search, paid-media, and CRM programs for public agencies, schools, community associations, and local service businesses. One accountable team owns the website, the traffic, and the follow-up. We work in English, Spanish, and Portuguese.

Core Competencies

- **Accessible websites:** discovery, design, build, and content migration to WCAG 2.1 / 2.2 AA and Section 508
- **Hosting & maintenance:** managed hosting, security updates, backups, uptime monitoring, monthly reporting
- **Accessibility audits & remediation:** automated + manual testing, prioritized fix plans, ADA Title II readiness
- **Search:** technical SEO, structured data, Google Business Profile, analytics and Search Console
- **Paid media:** Google Ads (Search, Performance Max, YouTube) and Meta, tracked to real outcomes; native Spanish campaigns
- **CRM & automation:** lead capture, SMS/email follow-up, booking, dashboards

Past Performance

Arizona Contractor License Center: statewide licensure school (since 1983)
Google Ads and Meta enrollment marketing in English and Spanish: \$252,000 in Google Ads media and 9,580 tracked conversions over the 12 months ending Sept 2026; bilingual landing pages; conversion-tracking rebuild.

Augusta Ranch Homeowners Association: Mesa, AZ (since 2023)
Website management for a professionally managed association: monthly board-meeting notices, agendas, and document publishing on a governed schedule.

Anva: national legal-industry software
WordPress management on WP Engine, technical SEO across a 105-URL site, GA4/Search Console reporting, and a 2026 full-site audit with a prioritized fix plan.

Contractor Kickstart program (2025–present)
49 websites published and 26 live client sites, each launched against a written checklist with structured data, analytics, and lead routing; Google Business Profile optimization for ~50 locations.

Company Data

LEGAL NAME

Rethink Web Solutions LLC

ENTITY

Arizona LLC · Small business
In business since 2016

HEADQUARTERS

24608 N Seed Rd
Florence, AZ 85132 (Pinal County)

POINT OF CONTACT

Geoff Bybee, Founder & CEO
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WEBSITE

www.rethinkwebsolutions.com

LANGUAGES

English · Spanish · Portuguese

NAICS CODES

541511 Custom Computer Programming
541810 Advertising Agencies
541613 Marketing Consulting
541830 Media Buying Agencies
541430 Graphic Design
518210 Web Hosting & Data Processing

STANDARDS

WCAG 2.1 / 2.2 AA · Section 508 · ADA
Title II

Differentiators

- Principal-led: the founder is the single point of contact on every engagement
- Accessibility and analytics built in from day one, not bolted on
- Bilingual team: Spanish content written natively, not translated
- Client owns every domain, account, and dataset; transparent monthly reporting