

Austin's Siite Replaces Five Vendors With One Growth Partner for the Trades

New Austin agency unites web, branding, SEO, Google Ads and automation under one roof — one accountable partner for HVAC, plumbing and roofing companies.

AUSTIN, TX, UNITED STATES, July 12, 2026 /EINPresswire.com/ -- The average American home service business today pays a website vendor, an SEO freelancer, an ads agency, an email tool and a lead-generation platform — five invoices, five points of contact, and no single party

accountable when the phone stops ringing. Siite, a new Austin-based agency launching today at siite.co, was built to replace all of them.



Mikkel Kragelund from Siite

Siite enters the US market as a [full-service digital growth partner](#) for the trades: HVAC

contractors, plumbers, roofers and home service businesses. Web development, e-commerce, branding, [local SEO](#), Google Ads, paid social, email and SMS marketing, reputation management and [marketing automation](#) are all delivered in-house, on one retainer, with one dedicated advisor — no subcontractors, no hand-offs, no gaps between vendors where leads fall through.

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Leonardo Miodrag, Partner & CMO, Siite

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The fragmented vendor model doesn't just cost time, the company argues — it breaks accountability. When the website vendor blames the ads agency and the ads agency blames the website, the business owner is left refereeing instead of running crews. And shared lead marketplaces compound the problem by selling the same prospect to several competitors at

once, forcing contractors to bid for customers they will never own.

Siite's model puts the entire growth engine under one roof and measures it by one standard: booked jobs and signed contracts, tracked through server-side attribution — not clicks, impressions or other vanity metrics. Monthly reporting shows cost per booked job, by channel, with the full attribution chain.

The offering is completed by Siite OS, the company's automation layer that plugs into a contractor's daily operations: missed-call text-back, automated review requests and CRM workflows. Brand and website projects typically launch within four to six weeks; ad campaigns go live in one to two.

Unlike traditional agency arrangements, Siite clients retain full ownership of their domains, hosting, ad accounts, customer data and creative assets, and most retainers run month to month. Siite is the US operation of a Danish agency group serving more than 800 businesses, bringing Nordic engineering standards — fast, conversion-focused builds and transparent reporting — to American main streets.

While headquartered in Austin, Siite serves home service operators nationwide, with a sweet spot of established businesses generating \$1M–\$25M in annual revenue. New clients start with a free digital audit: a written benchmark of website performance, ad account efficiency, local search rankings, review velocity and tracking setup — theirs to keep, with or without an engagement.

About Siite

Siite is a full-service digital growth agency headquartered in Austin, Texas, and part of a Danish agency group serving more than 800 businesses with a 4.9-star average client rating. Siite provides web design, e-commerce, branding, local SEO, Google Ads, paid social, email marketing, marketing automation and reputation management to American small and medium businesses. Learn more at <https://siite.co>.

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