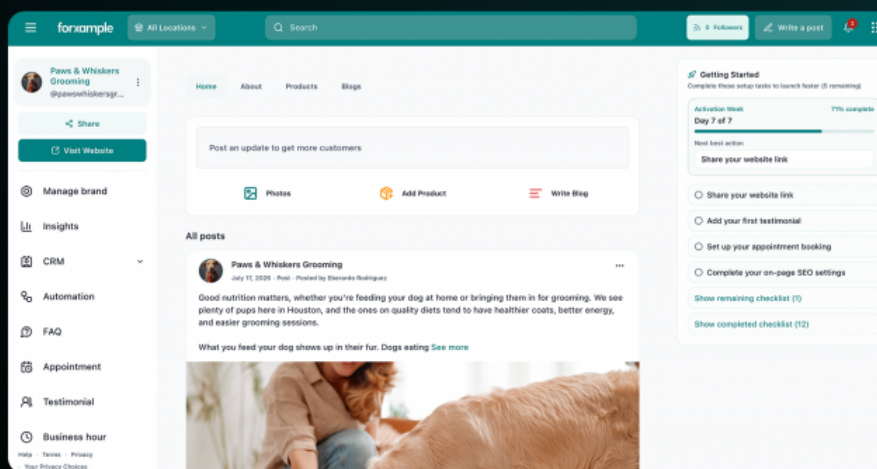


Forxample Launches Feed-First Website Platform That Turns Job Photos Into Searchable Pages for Local Service Businesses

Forxample of Houston opens the platform to cleaners, landscapers, HVAC technicians, plumbers and detailers, starting with businesses in the Houston metropolitan area.

What running your website looks like now

One place to post, one checklist to finish. Everything a customer sees updates from here.



Houston, Texas Sep 4, 2026 ([Issuewire.com](https://www.issuewire.com)) - Forxample has launched a feed-first **website platform built for local service businesses**. The platform is designed so that posting a photo of a finished job publishes a new page on the business's own website, in the same number of steps an owner already uses to post to a social media account.

Feed-first refers to a website structure in which the newest work appears at the top of the site, in the way a social feed does, rather than sitting behind fixed pages that must be edited by hand. On [Forxample](https://www.forxample.com), each posted job also becomes a standalone page with its own web address, so it can be found through a search engine on its own rather than only by visitors who are already on the site.

The launch addresses a gap that separates the two tools most service businesses already use. A brochure **website** presents a fixed description of the business and is rarely updated after it is built. A social media account is updated often, but the posts sit inside an application and are not built to be found by someone searching for a service in a specific neighborhood. Forxample was built so that the act of posting produces both: the update the owner wants to share and the page a search engine can find.

The process is intended to take under a minute. The owner opens the platform on a phone, uploads one or more photos from a completed job, and adds a short description, the type of work and the area it was done in. The **platform then creates a page** for that job with its own address organized by city and trade, writes the page title and description from the details supplied, adds structured data that identifies the business and the images to search engines, and updates the website's sitemap so the new page is submitted for discovery automatically. The owner is not asked to write copy, choose a template, edit a page or work with an agency.

"Owners are already documenting their work. They take before-and-after photos on almost every job because customers ask for them," said Melsham, founder and chief executive of Forxample. "What happens to those photos is the problem. They go to a phone camera roll, or to a social account where nobody searching for a cleaner at 9 p.m. will ever see them. Forxample takes the thing the owner is already doing and turns it into a page on their own website."

Over time, a business that posts regularly accumulates a growing library of pages, each tied to a specific job, service type and location. The company states that this compounding effect is the central idea behind the product: a business that finishes several jobs a week ends the year with a website that reflects hundreds of completed jobs, without anyone having written a website update.

Forxample is aimed at trades where the work is visual and the customer is local. The first verticals include residential cleaning, landscaping and lawn care, heating and air conditioning, plumbing, auto detailing, pressure washing, handyman services, pool service, pest control and painting. The **platform is available to service businesses** throughout the United States, and pages are generated for whatever city and service area the owner enters.

The platform is designed to work alongside a business's existing Google Business Profile rather than replace it. A profile listing and the short updates posted to it serve a different purpose; they do not create separate pages on the business's own website that can be found in search independently. Forxample's pages are hosted on the business's site and remain there.

"There is a version of this that already exists for restaurants and retail, where the photos do the selling," Melsham said. "Service businesses never got that. A cleaning company or a landscaper has better proof than any advertisement they could buy, and it is sitting unused on a phone. The goal was to make publishing it as easy as posting to Instagram, because anything harder than that will not survive a busy week."

Forxample is a registered trade name filed with the Texas Secretary of State. The company operates with a distributed engineering team.

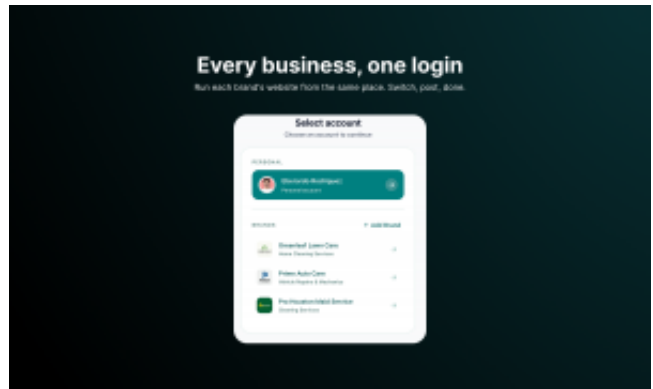
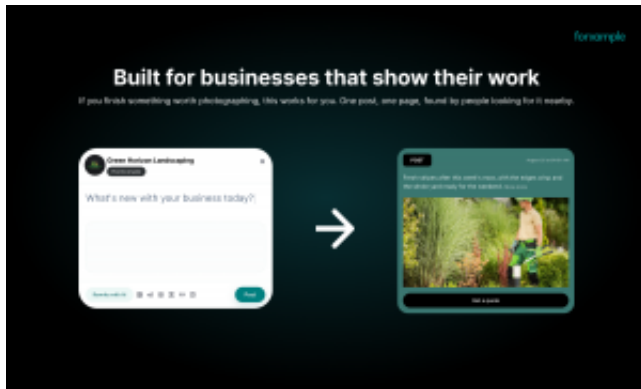
Forxample is accepting new businesses now at forxample.com. The company reports that early accounts are being onboarded directly by the founder, including a setup call within the first day of signup, while the platform is in its initial release period. Pricing and plan details are available on request.

Additional information, sample job pages, and interview availability can be requested through the media contact listed below.

About Forxample

Forxample is a feed-first website platform based in Texas. It is built for local service businesses across the United States that want their completed work to be found by nearby customers searching online.

Each job posted to the platform becomes a page on the business's website with its own web address, created automatically from the photos and details the owner submits. More information is available at forxample.com.



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<https://www.forxample.com>

Source : Forxample

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