Your website: a review

How van owners find you, understand you, trust you and choose you, and how to win more of them

Prepared for Panel-Line Ltd. We followed a van owner through every step from first search to finished van, and asked at each one: what helps them, and what gets in the way?

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Website review · November 2026
theambitionsagency.com

Contents

What is in this review

The review on one page 3

What this review covers 4

Stage 1 Being found 6
1.1 Do you show up when a van owner nearby searches? 7
1.2 Does every listing give the same address? 9
1.3 Does everyone who types your web address reach this website? 12
1.4 Do your pages carry the right labels for Google? 14
1.5 Is there a page for every job and every van people search for? 16
1.6 Is the website quick on a phone? 17
1.7 Do other websites vouch for you? 18

Stage 2 Being understood 20
2.1 Does the homepage say what you do, for whom and where? 21
2.2 Can people find out what it costs? 23
2.3 Do your pages answer the questions van owners ask? 26
2.4 Will answering questions help you get found? 31
2.5 Where will the answers come from? 34
2.6 Do the small details look cared for? 37

Stage 3 Being trusted 39
3.1 Does the website show what customers already say? 40
3.2 Do your reviews look as good everywhere? 43
3.3 Can people see who's behind Panel-Line? 44
3.4 Does your work sell itself on the page? 45
3.5 Does the website show your company details? 46

Stage 4 Choosing to enquire 48
4.1 Can people ask for a quote at any time, in a few taps? 49
4.2 Does the website say what happens after someone gets in touch? 50

Stage 5 Enquiry to finished van 51

Stage 6 Measuring 52
6.1 Can you see which enquiries come from the website? 53
6.2 Do you know where each customer came from? 54

Our recommendation How do we fix all of this, and win more of the work you want? 55

Executive summary

The review on one page

Panel-Line does work its customers love: 17 reviews on Google, every one of them five stars. The website hasn't caught up with the business. This review follows a van owner from their first search to a finished van, and asks at each step what helps them choose you and what gets in the way.

What is already working

Your reputation, your craft and your ranking for ply lining. Customers praise the work, the price and how quickly you communicate.

What we found

Stage	The main finding
1. Being found	You win ply lining searches but rarely appear for racking, shelving or fit-outs. Your address differs from place to place, and your web address without "www" shows a security warning and an old website.
2. Being understood	The homepage headline is just "PANEL-LINE", no page shows a price, and the pages list products rather than answering the questions van owners ask.
3. Being trusted	None of your 17 Google reviews appear on the website, there is no "about us", and the website is missing the company details the law requires.
4. Choosing to enquire	There is no way to ask for a quote online, and on a phone your number isn't at the top of the page.
5. Enquiry to finished van	Your strongest point. Customers say you reply fast and keep them informed. The website should say so.
6. Measuring	Nobody can yet see how many enquiries the website brings in.

What we recommend

A monthly programme that fixes everything in this review and keeps it working. Its heart is one recorded hour a week with Curtis, turning what he already tells customers into honest answers that win searches and trust (2.3 to 2.5).

> More of the right van owners find you, and more of them ask you for a quote. The two multiply.

Introduction

What this review covers

In short: the business is strong and customers say so. Almost every gap we found is in how the website presents, labels and connects what you already do, and every one of them can be fixed.

This review asks one question of every page, listing and profile: **at each step a van owner takes towards you, what helps them and what gets in the way?**

How we approached it

- Everything was checked on 7 November 2026: all 7 pages of your website and the code behind them, Google searches made from Exeter on a phone and a computer, Google Maps, your Google Business Profile and reviews, Trustpilot, Facebook, and the other websites that link to yours.
- Search rankings move from day to day, so treat any single position as a snapshot. The pattern across many searches is what matters.
- Where we rely on research or Google's own guidance, we link to it, so you can check it. Where we speak from our own client work, we say so.
- We don't yet have access to your website's statistics or Google Search Console. Where that would strengthen or change a finding, we say so.

What is already working

- **Your reviews.** 17 on Google, all five stars, nine of them in the last 18 months. Customers name Curtis, Lisa and John, and praise the finish, the price and the communication.
- **Your craft.** Shelving designed in AutoCAD and cut on your own CNC machine, phenol resin and aluminium that stands up to work, approved VanGuard installer, Tow-Trust towbars, and fitting at your unit or at the customer's.
- **Your ranking for ply lining.** On 7 November, your website was the top result for “van ply lining exeter” and “van ply lining near me”, and your Google listing came first on Google Maps for “van ply lining”.
- **Real photos of real work**, on every page.
- **Clean foundations.** Google's own test gives the homepage 100 out of 100 for search basics and for accessibility.
- **Nineteen years of trading**, since 2007.

> The business is the hard part, and you have it. The gaps are in how the website shows it.

How this review is organised

It follows the customer journey, from a van owner's first search to their finished van:

Stage	The question
1. Being found	When someone nearby searches for what you do, do they see you?
2. Being understood	Once they arrive, can they quickly tell what you do, whether it suits their van, and roughly what it costs?
3. Being trusted	Does everything they see confirm you're the right people for the job?
4. Choosing to enquire	Is asking for a quote obvious and easy, at any time of day?
5. Enquiry to finished van	What happens between first contact and handing back the keys?
6. Measuring	Can you see which of all this brings in work?

Each point is set out the same way: a question, then **what good looks like, and why it matters**, **what we found**, and **the solution**. Each carries an importance rating:

- **Critical and urgent:** among the first things we fix.
- **High:** part of the first three months.
- **Steady improvement:** part of the regular monthly work.

What we draw on

- **Established best practice** for websites, search and accessibility.
- **Google's own guidance** on how it ranks pages and local businesses.
- **The latest research** on how people read web pages and how AI assistants choose what to quote.
- **Endless Customers**, Marcus Sheridan's globally proven framework for becoming the most known and trusted business in your field. Nick is certified and trained to coach it.
- **StoryBrand**, Donald Miller's widely used method for making a website's message clear at a glance.

Stage 1

Being found

In 2026, being found means three things for a business like yours:

1. **Appearing in the map results**, the few businesses Google shows on a map when someone nearby searches for what you do.
2. **Your pages appearing for the exact job and the exact van**, such as "Transit Custom ply lining" or "Sprinter racking Devon".
3. **AI naming you.** When someone asks Google's AI summary or ChatGPT "who fits van racking near Exeter?", your name is in the answer.

Why this stage matters more than it used to

- 82% of UK online adults use Google Search, and about 30% of UK searches now show an AI summary at the top (Ofcom, 2025).
- When an AI summary appears, people click a result about half as often: 8% of visits against 15%, in US data (Pew Research Center, 2025).
- Three of the 14 searches we checked already showed an AI summary, including "van racking exeter" and "van ply lining cost".

> So being found now means more than ranking. It means Google, its map and AI all being sure exactly who you are, where you are and what you do.

1.1

Do you show up when a van owner nearby searches?

Importance: critical and urgent

What good looks like, and why it matters

Google says its local results are "mainly based on relevance, distance, and popularity" (Google Business Profile Help). Distance you can't change. Relevance comes from the categories on your Google listing and the words on your website. Popularity comes largely from reviews and from other websites mentioning you.

Good looks like this: whatever a van owner in Devon types, whether ply lining, racking, shelving, roof bars or a full fit-out, Panel-Line appears in the map results and on the first page.

What we found

We searched from Exeter on a phone on 7 November 2026:

Search	Your website	Map results
van ply lining exeter	1st, plus three more of the top six	No map shown
van ply lining near me	1st and 2nd	1st
van ply lining devon	10th	1st
van shelving exeter	Not in the top 20	1st
van racking near me	Not in the top 20	2nd
van racking exeter	Not in the top 20	No map shown
van racking devon	Not in the top 20	Not shown
van racking shelving devon	Not in the top 20	Not shown
van fit out exeter	Not in the top 20	No map shown
van conversions exeter	Not in the top 20	No map shown
vanguard roof bars fitted exeter	Not in the top 20	Not shown

- **Ply lining is yours. The bigger jobs go elsewhere.** Where you're missing, Google shows Provox UK, Trade Van Gear, Darracott Designs, StowPro and, for roof bars, other fitters. bott, the national racking brand, now has a conversion centre in Exeter and appears on page one for "van ply lining exeter".
- **On Google Maps itself**, a search for "van shelving" from Exeter shows three businesses. Panel-Line isn't one of them.

- **Your Google listing has one category: "Van Accessories Shop".** It has no additional categories. Its description opens "WE HAVE RECENTLY MOVED".

> So today, Google is sure you do ply lining. It isn't yet sure you do racking, shelving and full fit-outs, which are the larger jobs.

The solution

1. Review your Google listing's categories: the closest main category for what you mostly do, plus the additional categories Google offers that genuinely fit. Google's advice is to use the fewest that describe the business.
2. Rewrite the listing's description around the jobs you want more of, and keep it current with photos and posts.
3. Give each service its own page on the website, in the words people search with (see 1.5 and 2.4).
4. Ask every customer for a review that mentions the job, which tells Google what you do (see 3.1).

1.1 *Do you show up when a van owner nearby searches?*

In short: partly. You're found for ply lining but rarely for racking, shelving or fit-outs. Better categories, a page for each service and reviews that name the job will change that.

1.2

Does every listing give the same address?

Importance: critical and urgent

What good looks like, and why it matters

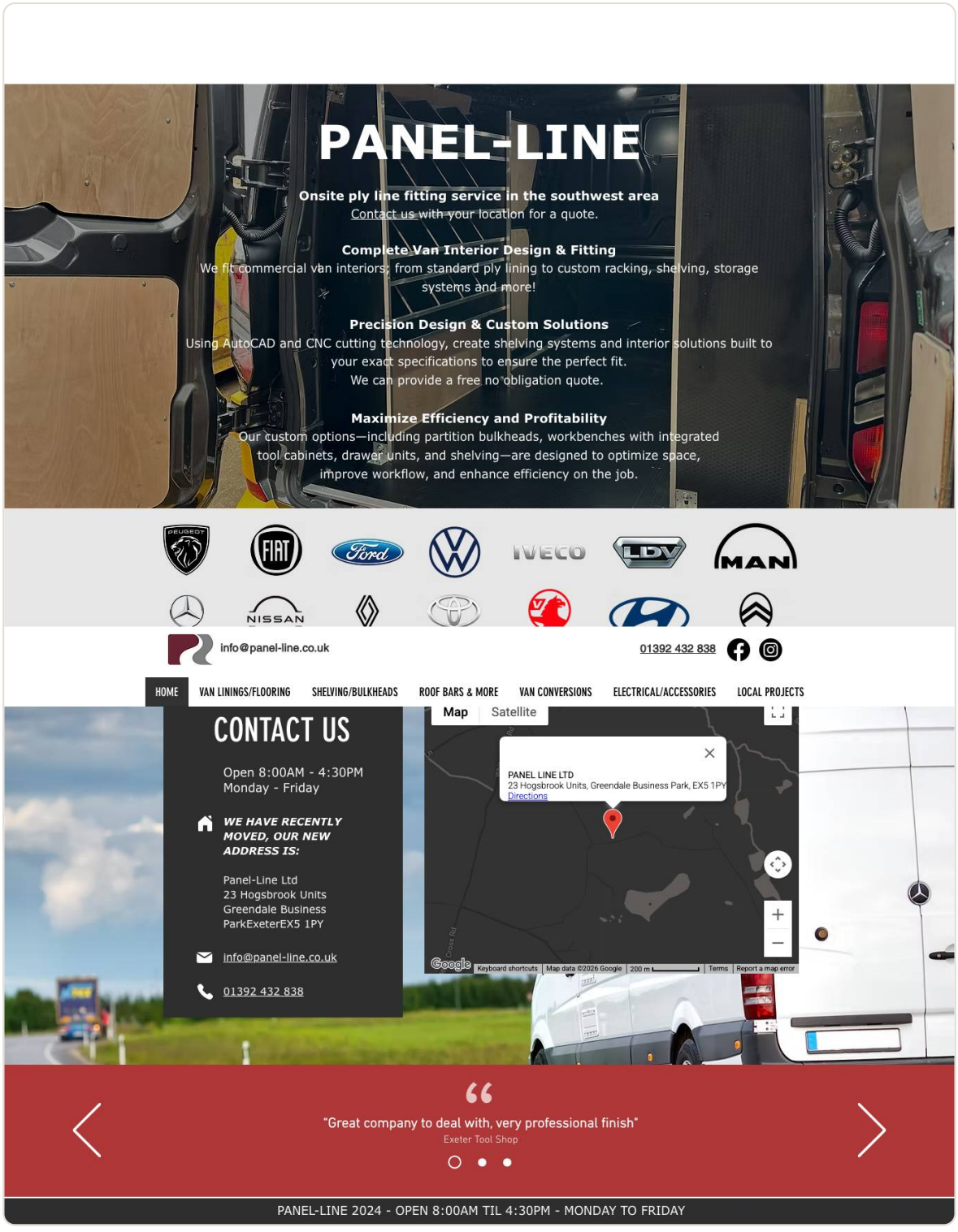
Google asks businesses to "use a precise, accurate address" (Google Business Profile guidelines) and says that businesses with "complete and accurate info are more likely to show up in local search results" (Google). Google checks your details against every other website that lists you. When they agree, it trusts them. When they differ, it is less sure which is right, and so are customers.

What we found

Where	Address shown
Website footer, Google listing, Facebook	23 Hogsbrook Units, Greendale Business Park, Exeter EX5 1PY
Your website's code (read by Google, not shown to visitors)	1A Greendale Business Park, Woodbury Salterton
Trustpilot	1A Hogsbrook Units
Your old website (see 1.3)	1a Hogsbrook Units

- **A customer couldn't find you.** Sue's review in September 2026: "Hard to find (not on the farm that Google maps takes you to, up the lane a bit)". As you know, your full address takes people to the door, but the postcode alone sends them the wrong way, and many people and sat-navs search by postcode.
- **"We have recently moved"** is still on every page of the website and at the top of your Google description, and the footer of every page says "PANEL-LINE 2024".

The contact section at the foot of every page.



"We have recently moved", and the footer line "PANEL-LINE 2024". panel-line.co.uk, 7 November 2026.

> So today, Google holds four versions of where you are, and customers who search by postcode end up on the wrong lane.

The solution

1. One address, written the same way everywhere: website, code, Google, Facebook, Trustpilot, Yell and every directory.
2. Simple directions on the website and your Google listing: use the full address, not just the postcode, plus a landmark for the lane.
3. Remove “recently moved” and the 2024 date.

1.2 *Does every listing give the same address?*

In short: not yet. Four addresses are in circulation and customers searching by postcode get lost. One address everywhere, and clear directions, fixes it.

1.3

Does everyone who types your web address reach this website?

Importance: critical and urgent

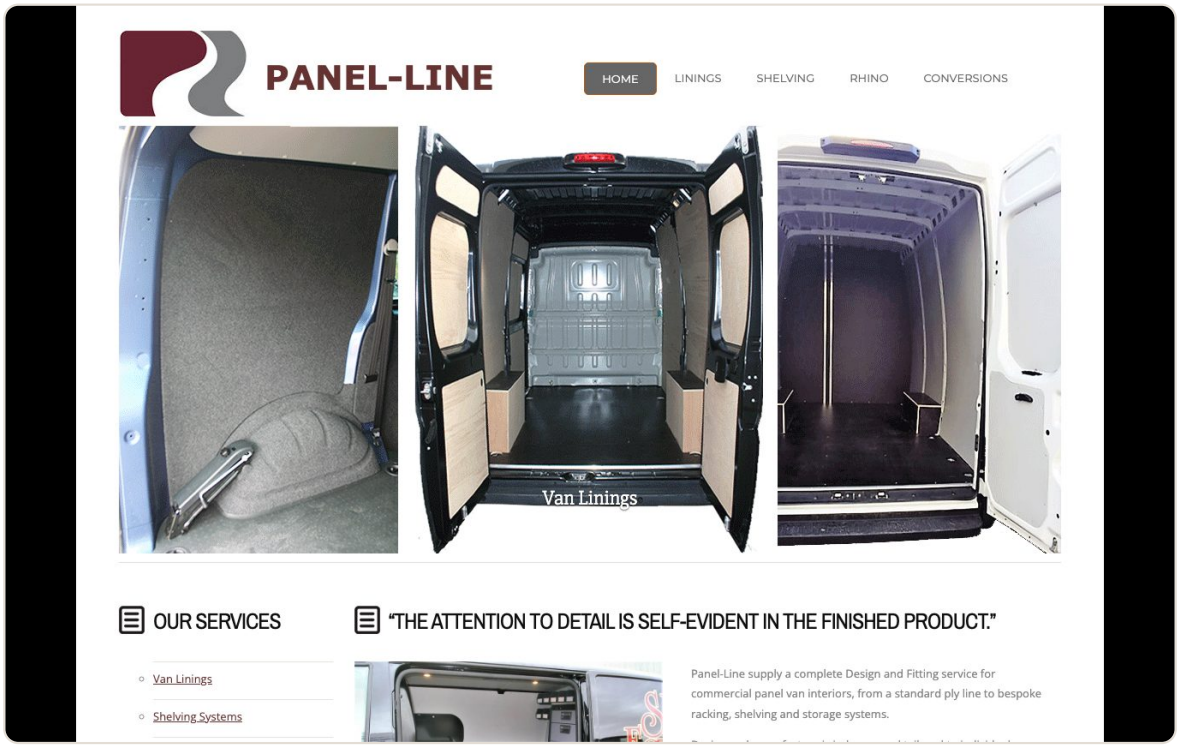
What good looks like, and why it matters

People type web addresses in different ways. Whether someone types www.panel-line.co.uk or just panel-line.co.uk, they should land on your current website, safely, with the padlock showing.

What we found

- **Without the "www", the browser shows a security warning.** Chrome says "Your connection is not private", because the security certificate for that address expired on 1 March 2025. Most people stop there.
- **Anyone who clicks past the warning sees a website from years ago**, still running separately at your domain company. It has a different menu, the old "1a Hogsbrook Units" address and "Approved supplier and fitter of Rhino products", from before you became VanGuard installers.

What panel-line.co.uk (without "www") shows once past the security warning.



The old website, still live. panel-line.co.uk, 7 November 2026.

> So today, some people who type your address are told your website isn't safe, and the rest see an old one.

The solution

1. Send the address without “www” straight to your current website, permanently and securely.
2. Switch off the old website.

1.3 *Does everyone who types your web address reach this website?*

In short: no. Without “www”, visitors get a security warning and an out-of-date website. A redirect in your domain settings fixes it.

1.4

Do your pages carry the right labels for Google?

Importance: high

What good looks like, and why it matters

Every page gives Google three labels. The **meta title** is the blue link in search results. The **meta description** is the text beneath it. The **headings** organise the page: the main one, called the **H1**, should say what the page is about, and there should be one per page. Google's SEO Starter Guide asks for titles that are unique, clear and describe the page.

Photos need a short written description too, called alt text. Google says it "uses alt text along with computer vision algorithms and the contents of the page to understand the subject matter of the image" (Google Search Central). It also lets people with screen readers know what's in the photo.

What we found

- **Meta titles are in capitals and shorthand:** "VAN LININGS/FLOORING | Panel-Line", "ELECTRICAL/ ACCESSORIES | Panel-Line". Only the homepage mentions Exeter, and none mentions Devon or the South West.
- **The main headings say the wrong thing.** On six of the seven pages, the only H1 headings are "CONTACT US" and the footer line "PANEL-LINE 2024 - OPEN 8:00AM TIL 4:30PM". The page names, like "SHELVING & BULKHEADS", are smaller headings. The Electrical page's top heading is "TOW TRUST". The Roof Bars page has no page heading at all.
- **Most photos have no description.** Of 129 photos, 56 have none and 37 are labelled with a camera file name, such as "IMG_1235.jpg", "20250922_160511" or "VideoCapture_20260302-183834.jpg".

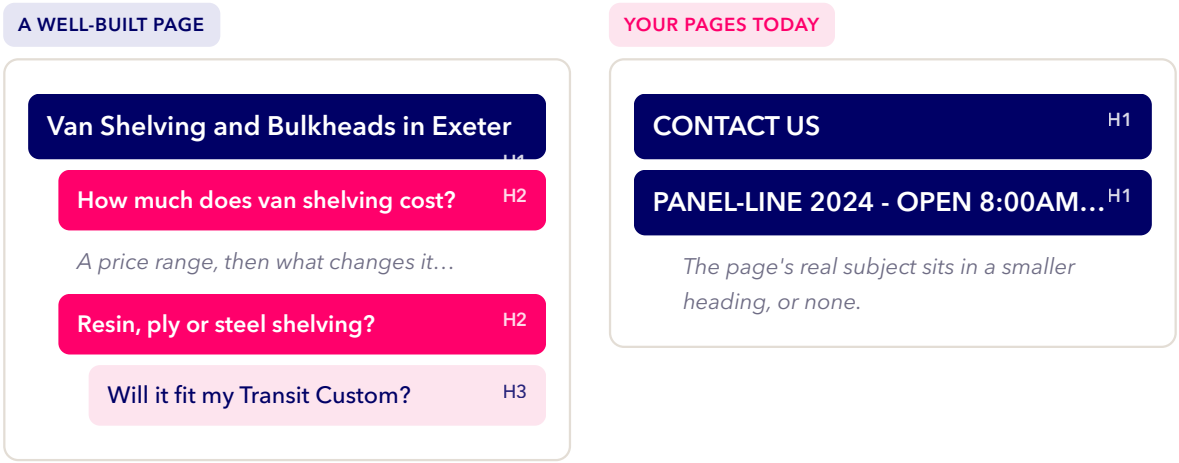
How a page appears in Google.



Illustration. The "could be" version says what, where and why to choose you, in the words people search with.

How headings should work.

One H1 saying what the page is about, then smaller headings in order.



The solution

1. A clear meta title and description for every page, naming the job and the area.
2. One H1 per page that says what the page is about.
3. A short description on every photo: "Hexagrip floor and ply lining in a Ford Transit Custom".
4. Correct the business details in the code: one address, opening hours, reviews.

1.4 *Do your pages carry the right labels for Google?*

In short: not yet. Titles are shorthand, the main headings say "CONTACT US", and most photos have no description. All of it is quick to correct.

1.5

Is there a page for every job and every van people search for?

Importance: high

What good looks like, and why it matters

Van owners search for their van and their job: "Transit Custom ply lining", "Sprinter racking", "VanGuard roof rack fitting Exeter", "van towbar fitting Exeter". Google can only show a page that exists. A business with a page that answers that exact search has a far better chance of appearing than one with a gallery on a general page.

What we found

- **Seven pages in total.** Each covers several services: Linings and Flooring, Shelving and Bulkheads, Roof Bars, Conversions, Electrical and Accessories.
- **The homepage shows the logos of 14 van makes**, but there's no page about any of them.
- **Towbars, drawer units, bulkheads, mobile fitting and the "weekender" conversion** are mentioned but have no page of their own.
- **No page says which areas you cover** beyond "the southwest area".

The solution

Build up, month by month, a page for each service you want more of, each popular van, and mobile fitting with the towns you cover. Each page answers the questions buyers ask (see 2.3) and shows your own photos and reviews of that job. These pages come straight out of the weekly sessions with Curtis (2.5).

1.5 *Is there a page for every job and every van people search for?*

In short: not yet. Seven pages can't match the hundreds of ways people search. A page for each job and each popular van, built steadily, can.

1.6

Is the website quick on a phone?

Importance: steady improvement

What good looks like, and why it matters

Google judges websites mainly as they work on phones (Google). Its guidance is that the main part of a page should appear within 2.5 seconds (web.dev).

What we found

- On Google's own speed test, run twice on 7 November, the homepage's main image took **5.5 seconds** to appear on a phone. Its performance score was 74 out of 100 on a phone, and 80 to 82 on a computer.
- The homepage weighs about 2.3 MB, mostly photos.

The solution

Lighter photos, and the main image loaded first. Wix limits what can be changed behind the scenes, so we focus on what it allows.

1.6 *Is the website quick on a phone?*

In short: acceptable, not quick. Lighter photos will bring the phone time down.

1.7

Do other websites vouch for you?

Importance: steady improvement

What good looks like, and why it matters

When respected websites link to yours, Google takes it as a sign you're a real, trusted business. For you, the most valuable links are from suppliers (VanGuard, Tow-Trust), local business groups, local news and customers.

What we found

- **62 websites link to yours, but few are worth much.** The genuine ones are directory listings: Yell, Exeter.co.uk, Greendale Business Park, Somerset Live and Yellow Pages.
- **29 are spam adverts** from link sellers ("High Quality Dofollow Backlinks…"), placed across thousands of random websites. Nobody at Panel-Line did this, and Google ignores them. No action needed.
- **Nothing links from VanGuard, Tow-Trust, CrossFit Isca or local news.**

The solution

Ask suppliers to list you as an installer with a link, ask business customers like CrossFit Isca to link to the work you did for them, and share stories like the gym project with local news.

1.7 *Do other websites vouch for you?*

In short: thinly. You have the directory listings, but no supplier, customer or local news links yet. A few asks a month will build them.

Stage 1 in summary

We began with what being found means in 2026: appearing in the map results, having pages for the exact job and van, and being the business Google and AI are sure about.

Today:

- **You win ply lining searches,** but rarely appear for racking, shelving or fit-outs.
- **Four addresses are in circulation,** and searching by postcode sends customers up the wrong lane.
- **Without "www", your address shows a security warning** and an old website.
- **Page labels and photo descriptions** don't tell Google what each page is about.
- **Seven pages** can't cover the jobs and vans people search for.

What changes when this is fixed

More van owners find you for the jobs you most want, not only ply lining. Much of this is powered by the answers in stage 2 (see 2.4). Google, its map and AI all hold one clear, correct picture of Panel-Line, and every search for your name lands safely on your current website.

> Fix stage 1 and far more of the right van owners reach your website. What they find there is stage 2.

Sources for stage 1

- Ofcom, From apps to AI search: how the UK goes online in 2025
- Pew Research Center, Google users are less likely to click on links when an AI summary appears (2025)
- Google, Tips to improve your local ranking on Google
- Google, Guidelines for representing your business on Google
- Google, SEO Starter Guide
- Google, Google Images best practices
- Google, Mobile-first indexing best practices
- web.dev, Largest Contentful Paint

Stage 2

Being understood

Being understood means that within a few seconds of arriving, a van owner knows:

1. **What you do, where, and for whom.** "Am I in the right place?"
2. **Roughly what it will cost**, with no horrible surprises.
3. **The answers to their questions:** will it fit my van, how long will it be off the road, can you come to me?

This stage is the heart of our work with you. Sections 2.3 to 2.5 explain why, how answering customers' questions also gets you found, and what it asks of you.

Why this stage matters

- People don't read web pages word by word. They scan, mostly the first lines and the left-hand side, and decide in seconds whether to stay (Nielsen Norman Group).
- StoryBrand puts it in four words: "If you confuse, you lose."
- Most of a buying decision is made before the buyer ever gets in touch. Endless Customers cites research putting it at around 80%, and rising.

> So being understood means answering, at a glance and in full, the questions every van owner already has in their head.

2.1

Does the homepage say what you do, for whom and where?

Importance: high

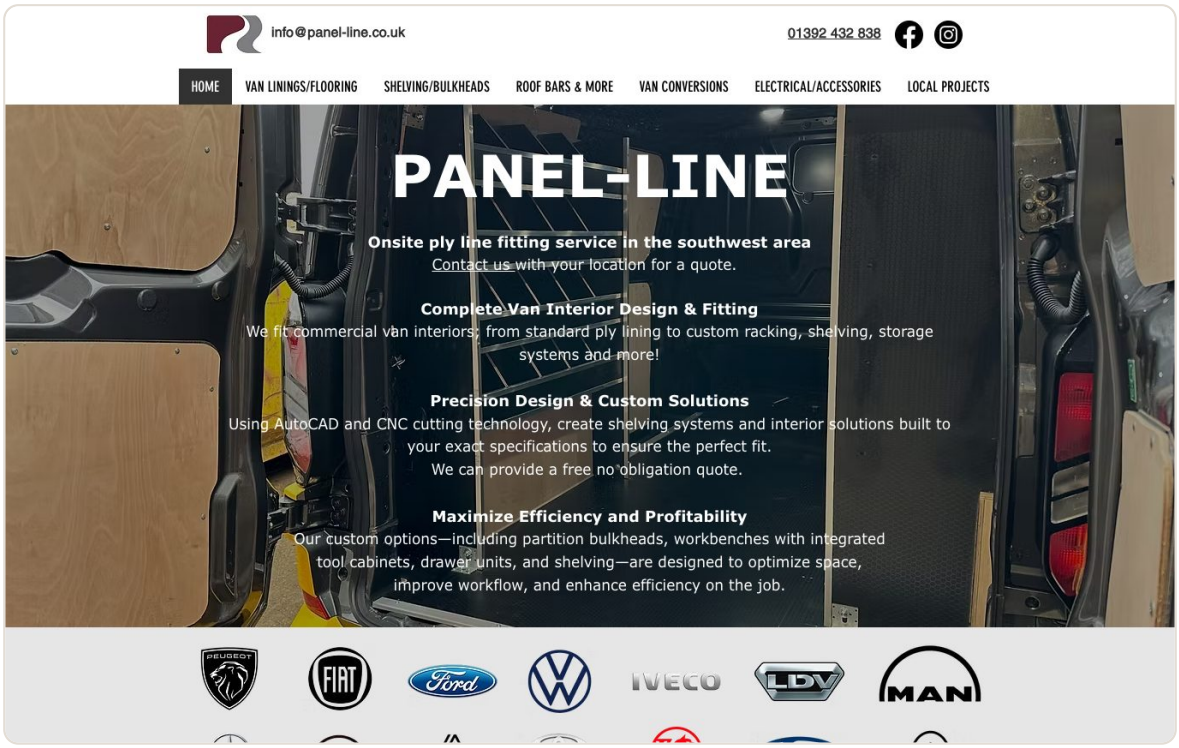
What good looks like, and why it matters

A visitor should be able to answer three questions without scrolling: what do they do, is it for someone like me, and what do I do next? Good looks like a headline naming the job and the area, one line on why to choose you, a clear "Get a quote" button, and a glimpse of your reviews.

What we found

- **The headline is "PANEL-LINE".** It names you but says nothing about what you do.
- **Underneath, four headings and paragraphs** sit in white text centred over a photo, which makes them hard to scan. "Maximize Efficiency and Profitability" and "Precision Design & Custom Solutions" could describe any business.
- **There's no button.** The only next step is an underlined "Contact us" link.
- **Who it's for isn't said:** tradespeople, fleets or leisure buyers.

Your homepage's first screen.



panel-line.co.uk, 7 November 2026.

The solution

A headline that says it ("Van ply lining, racking and fit-outs, in Exeter and across the South West"), one line on why you ("Designed and CNC-cut in our own workshop, fitted at ours or yours"), a "Get a quote" button, and your 5.0 Google rating with a real review.

2.1 *Does the homepage say what you do, for whom and where?*

In short: not yet. The homepage names you but not what you do or who it's for. A clear headline, one line and a button fix it.

2.2

Can people find out what it costs?

Importance: critical and urgent

What good looks like, and why it matters

Cost is the first question almost every buyer has, and the first of the Big 5 topics explained in 2.3. When buyers can't find a price, they don't phone to ask: they keep searching, and usually find a competitor. Good doesn't mean a fixed price list. It means honest ranges, real recent jobs and an explanation of what makes the price go up or down.

A cost page built on real jobs.

Better Way Roofing is one of our clients: a roofing company in Indiana. Its cost pages show what real customers actually paid, by job. Only the format carries over.

homeowners paid for a metal roof



"These are real roofs we've built for real neighbors, at the real price they paid. Every one of these is a job we stand behind. That's the Better Way."

Lyle Lehman, Owner

6	$21,730 to $44,028	28 to 38 sq	IN • MI
Recent metal roofs	What they paid	Roof sizes shown	Across our service area

LOCATION	ROOF SIZE	SYSTEM & DETAILS	PRICE
LaGrange, IN	**28 sq** 2,800 sq ft	Exposed-fastener metal roof in Ash Gray, with new 6-inch white gutters.	**$21,730**
South Bend, IN	**38 sq** 3,800 sq ft	Exposed-fastener metal roof in Light Stone.	**$23,705**
Wolcottville, IN	*On request*	Exposed-fastener metal roof in Gallery Blue.	**$30,295**
Hanna, IN	**30 sq** 3,000 sq ft	Hidden-fastener metal roof in textured Ash Gray, with new gutters.	**$31,395**
Sturgis, MI	*On request*	Hidden-fastener copper metal roof on a lakefront home at Klinger Lake.	**$37,000**
Hillsdale, MI	*On request*	Black hidden-fastener metal roof with new soffit and fascia.	**$44,028**

Real jobs, with what each customer paid. betterwayroofing.com, 7 November 2026.

What we found

- **No price, range or example appears on any page.** The website offers "a free no obligation quote".
- **Buyers are asking.** Alongside our searches, Google showed "How much does it cost to ply line a van?" and "How much does it cost to rack a van?", and people search for "van ply lining devon prices" and "van ply lining cost near me".

- **Others are answering.** When we searched "van ply lining cost", Google's AI summary drew its answer from kit sellers and forums, not from a local fitter.

The solution

A page for each main job, starting with "How much does it cost to ply line a van?": typical ranges by van size, real recent jobs with what was done and what it cost, and what changes the price. Your quotes stay personal; the page gets people to the quote already comfortable with the figure. Curtis's knowledge provides the figures (see 2.5).

2.2 *Can people find out what it costs?*

In short: no. The website gives no idea of cost. Honest ranges and real jobs answer the first question every buyer has.

2.3

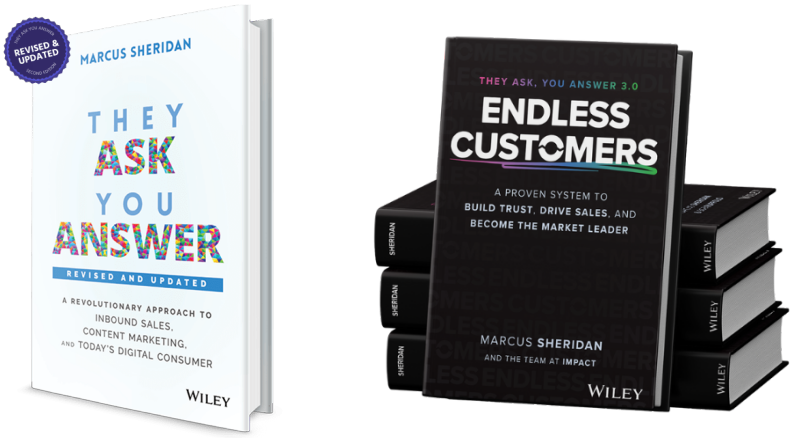
Do your pages answer the questions van owners ask?

Importance: critical and urgent

> This is the heart of our work with you. Everything in 2.3 to 2.5 is why we ask for one hour a week with Curtis.

What good looks like, and why it matters

Every van owner arrives with the same questions in their head. Most businesses never answer them online. They wait for the phone call, and by then many buyers have already chosen someone else. Endless Customers, Marcus Sheridan's framework, shows that the business that answers buyers' questions honestly, before anyone asks, becomes the one they trust.



They Ask, You Answer and its successor, Endless Customers, both by Marcus Sheridan. Nick is certified and trained to coach the method. If you read one business book this year, make it one of these.

The Big 5: what every buyer researches

Marcus found that people buying anything significant research the same five subjects before they get in touch. He calls them the Big 5. Here's how they look for Panel-Line:

Topic	What the buyer wants to know	Questions your customers ask
1. Cost and price	What will I pay, and what changes the price?	How much does it cost to ply line a van? How much does racking cost? Why are some fit-outs so cheap and others so expensive?
2. Problems	What could go wrong? What are the downsides?	Will racking add too much weight? What goes wrong with cheap ply kits? Can I fit racking to a lease van and take it out at the end?
3. Versus and comparisons	Which option suits me?	Ply or poly lining? Resin shelving or steel racking? Bespoke, or an off-the-shelf system? Fitted at your unit or at my yard?
4. Reviews	What do people who bought it say, good and bad?	Is the VanGuard ULTI Bar worth it? How does a Hexagrip floor hold up after a year? What do your customers say?
5. Best in class	What's the best, strongest or quickest?	What's the best racking for an electrician? The best floor for a builder's van? Who are the best van fit-out companies in Devon?

The questions are examples. The real list comes from you and your customers.

Why answering them works

- **Buyers decide before they call.** If your website doesn't answer their questions, somebody else's does, and that business gets the call.
- **One honest answer can change a business.** In 2009, in the middle of a recession, Marcus's swimming pool company published an article explaining what a fibreglass pool costs. No pool company had done it before. He credits that one article with more than $35 million in sales since.
- **Informed buyers buy.** At the same company, people who had read 30 or more pages of the website before their appointment bought 80% of the time, against 25% for those who hadn't. Marcus calls sending customers your answers before you quote "Assignment Selling".
- **Honesty is what makes you stand out.** Marcus's phrase is "say what others aren't willing to say". Prices, problems and when you're not the right choice are exactly what other fitters avoid.

> The fitter who answers van owners' questions most honestly becomes the one they trust before they ever pick up the phone.

What a page built this way looks like

Each service page works like a good Amazon product page: the price, the problems, the options compared, the reviews and the best choice, all in one place. Each question is a heading with a short answer straight underneath.

A short answer straight after the question.

Katherine Brown Curtains and Blinds is one of our clients, a London business. Each article opens with a "Quick answer" before the detail. Only the format carries over.



Quick answer: Floor length or a soft break or puddle in reception rooms and principal bedrooms. Sill length only where genuinely practical, such as a kitchen window above a sink or a small cloakroom.

The Victorian townhouse is built for grandeur. High ceilings, deep cornicing, generous bay windows and tall sash windows all call for curtains that hold their own. Short curtains in a Victorian drawing room can feel timid, as though the fabric ran out before it reached the floor.

> ***'In a Victorian home, floor-length curtains are not just stylish, they are proportionally correct. The architecture demands it. The ceiling height demands it. A puddle in the right room can be absolutely magnificent.'*** – *Katherine Brown*

How Long Should Curtains Be In A Victorian Bay Window?

The bay window in a Victorian reception room is one of the most rewarding curtain projects there is. Curtains that drop to the floor from a well-positioned track or pole frame the bay beautifully and create a sense of warmth and enclosure that shorter curtains simply cannot achieve.

If ceiling height allows, curtains are stunning. But blinds can work too, especially in smaller or more functional rooms. Just make sure there's space for the curtains to stack back far enough not to block the light during the day.

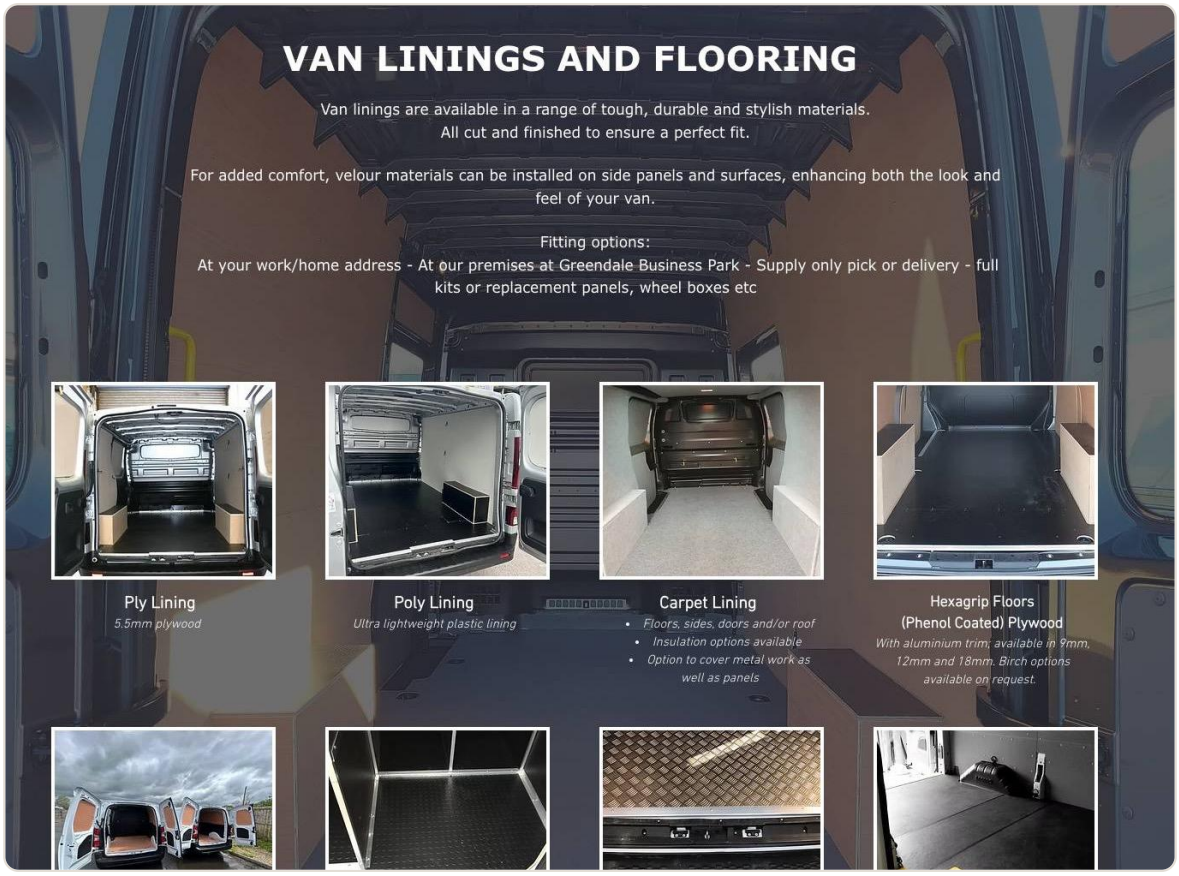
kbcurtainsandblinds.co.uk, 1 November 2026.

What we found

Big 5 topic	On your website today
Cost and price	Nothing (see 2.2).
Problems	Nothing.
Versus and comparisons	Nothing. The linings page lists ply, poly and carpet lining but never says which suits whom.
Reviews	Three short quotes on the homepage. None of your 17 Google reviews, and no honest views on the products you fit.
Best in class	Nothing.

- **The pages are product lists with photo galleries**, between about 185 and 370 words each. They say what you sell but rarely answer a question.
- **Your best selling points are buried:** the phenol resin shelving that's "waterproof, chemical resistant and very durable" sits mid-page, and "we come to you" appears only as a line on the homepage and the linings page.

Your linings page.



The options are listed, with good photos, but nothing says which to choose, what each costs or why. panel-line.co.uk/vanliningsandflooring, 7 November 2026.

> So today, every question a van owner has is either answered on someone else's website, or not until they phone you.

The solution

1. **Build a library of honest answers**, starting with cost (2.2), then problems, comparisons, reviews and best, for each service you want more of.
2. **Rebuild each service page around the Big 5**, so a van owner finds price, problems, options, reviews and the best choice in one place.
3. **Add questions and short answers** to every page, in your words.
4. **Use the answers when you quote:** send customers the pages that answer their questions before you quote, so they arrive informed.

Every answer also does a second job: it helps you get found (2.4). And the answers come from you, in a weekly session (2.5).

2.3 *Do your pages answer the questions van owners ask?*

In short: not yet. Your pages say what you sell, not what van owners want to know. A steady library of honest answers, built from your own knowledge, is the heart of our work with you.

2.4

Will answering questions help you get found?

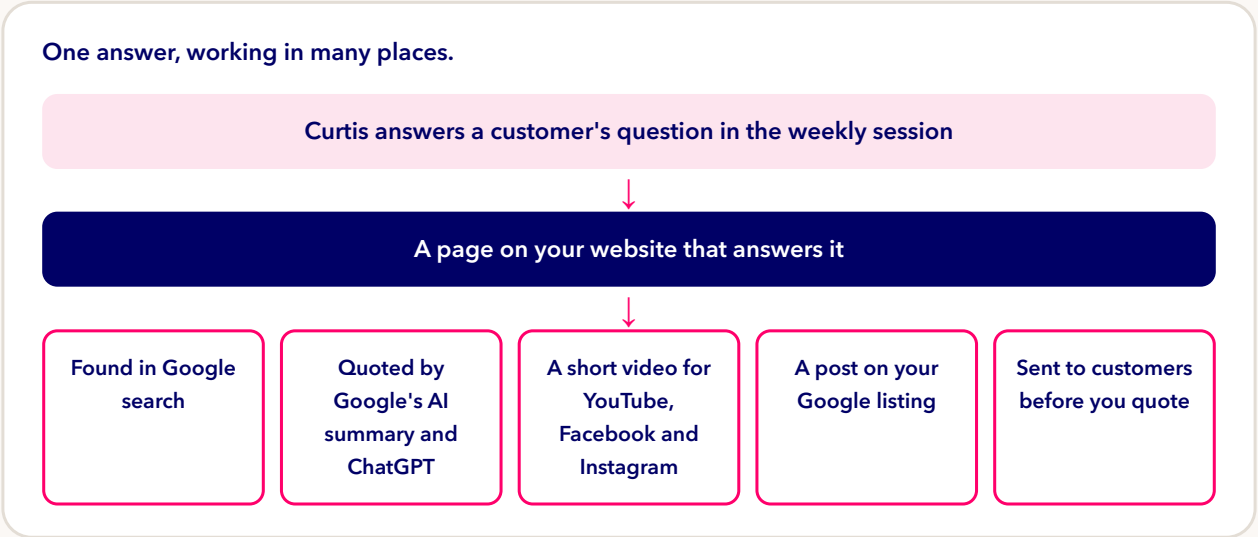
Importance: high

What good looks like, and why it matters

You don't need to understand how Google works to benefit from this. The idea is simple. When someone types a question into Google, or asks an AI assistant like ChatGPT, it looks for the page that best answers that exact question. It can only choose from pages that exist.

> Every question we answer is another chance to win a Google search, and another reason for AI to recommend you.

A website with seven pages has seven chances. Add two honest answers a week and within a year you have around a hundred more, each aimed at a real question a real van owner is asking.



Why this matters more every year

- **Google increasingly answers on the page.** Endless Customers reports that more than half of Google searches now end without a click, and in the UK about 30% of searches show an AI summary (Ofcom, 2025). When Google or AI answers, it quotes someone. The aim is that it's you.
- **AI recommends businesses it keeps seeing.** Assistants like ChatGPT build their picture of a business from the signals they find across the web: helpful answers, reviews and listings. Every answer you publish is another signal pointing at Panel-Line.
- **Google rewards it.** Its own guidance is to create "helpful, reliable, people-first content" (Google Search Central).

What we found

- **Google already shows the questions people ask**, and Panel-Line's website answers none of them:

People also ask

How much does it cost to ply line a van?

How much does it cost to rack a van?

Should I ply line my van?

What thickness ply to line a van?

What is ply lining in a van?

Questions Google showed alongside our searches from Exeter, 7 November 2026. Recreated from the results.

- **AI is answering with other people's pages.** For "van ply lining cost", Google's AI summary drew on Vanax, Plycraft, YouTube, a Screwfix forum and Facebook. No fitter in Devon.
- **People search for what you do in large numbers**, and outside ply lining you rarely appear (see 1.1):

Search	Searches a month, UK
van racking	about 5,400
van shelving	about 1,300
van flooring	about 1,000
van guard roof rack	about 1,000
transit custom racking	about 880
van ply lining	about 590

Google Ads figures for the whole UK, November 2026. Devon is a small share; the point is the size of the demand and how often it starts with a search.

The solution: how answers lift stage 1

Stage 1 point	How the answers help
1.1 Showing up for racking, shelving and fit-outs	Pages that answer racking and shelving questions tell Google you do that work.
1.5 A page for every job and van	Each answer is a new page aimed at a real search: "How much does Transit Custom racking cost?"
1.7 Other websites vouching for you	Useful answers get shared and linked by customers, suppliers and forums.
Your Google listing	Each answer becomes a post, keeping the listing fresh.
AI recommendations	Each answer is another signal that Panel-Line is the business to recommend.

2.4 *Will answering questions help you get found?*

In short: yes. Every answer is a new way in. Answering van owners' questions is how you win the racking, shelving and fit-out searches that go to others today.

2.5

Where will the answers come from?

Importance: critical and urgent

What good looks like, and why it matters

The best answers don't come from a copywriter guessing. They come from the person customers already trust: the one who answers their questions every day, on the phone and in the workshop. At Panel-Line, that's Curtis.

Endless Customers is clear on this: the best content comes from the people on the front line, because they hear every question, worry and objection first-hand, and they already know how to explain things simply. Good looks like one hour a week in which we draw that knowledge out and turn it into answers customers can find.

What happens in the weekly session

1. **We bring three or four questions** from the plan: real questions your customers ask, starting with cost.
2. **Curtis answers them as he would a customer.** We record it, in person at the unit or on a video call.
3. **We ask the follow-ups a buyer would:** "Roughly what would that cost?" "What goes wrong?" "When would you tell someone not to do that?"
4. **Now and then we film a short answer** on a phone, for video.
5. **We write it up.** Curtis reads it to check the facts, approves it, and we publish.

What Curtis doesn't need to do

- Write anything.
- Know anything about Google, keywords or websites. That's our job.
- Learn any software.
- Be polished on camera. Real beats perfect.

Why it's coaching, not just an interview

Ask most tradespeople a price question and the instinct is "it depends, give us a call". That's natural, and it's exactly the moment a buyer moves on. Nick coaches Curtis to answer the way Endless Customers teaches: openly and honestly, including the awkward questions.

- **Give a range, and explain what moves it.** Marcus's rule: you don't have to give an exact price, but you do have to address the question.
- **Show both sides.** Marcus calls it the Law of the Coin: every purchase has reasons for and against, and the business that explains both is the one buyers believe.

- **Say when Panel-Line isn't the right choice.** It feels backwards, and it's one of the strongest signs of trust there is.
- **Be fair about the alternatives**, even other companies' systems.

Over the weeks this becomes second nature, and it shows in the way Curtis quotes and sells, not only on the website.



Who coaches Curtis.

Nick Burrage, with Marcus Sheridan at Endless Customers Live. Marcus and his team trained Nick personally, and Nick is certified to coach the method.

What one hour becomes

From each weekly session	Where it goes
Two or more answers	New pages on your website, each aimed at a real search
Questions and short answers	Added to your service pages
A short video, when filmed	Your website, YouTube, Facebook, Instagram and Google listing
A post	Your Google listing and social media
Answers to send customers	Before you quote, so they arrive informed

Two answers a week adds up to around a hundred in a year: a hundred more chances to be found, and a hundred questions customers no longer need to phone about.

What we found

- **None of Curtis's knowledge is on the website yet.** The pages list materials and products but never explain a choice, a price or a problem.
- **Customers already say he explains things well:** “helpful, insightful, and keen to offer a solution” (Rob A); “I had quite specific requests that they made real” (Adam C).
- **The knowledge is all there:** nineteen years of fitting, CNC design, materials, every make of van. It just isn't written down anywhere a buyer can find it.

The solution

One recorded hour a week with Curtis, from the first month, starting with cost.

2.5 *Where will the answers come from?*

In short: from Curtis. One coached, recorded hour a week turns what he already tells customers into answers that work for Panel-Line day and night.

2.6

Do the small details look cared for?

Importance: high

What good looks like, and why it matters

Your work is about precision. Visitors judge a business by its website in seconds, and small errors suggest a business that isn't paying attention, even when it is.

What we found

Where	What it says
Electrical and Local Projects pages	"Open 8:00PM - 4:30PM" (the other pages say 8:00AM)
Every page	"PANEL-LINE 2024" in the footer, and "We have recently moved"
Electrical page	Top heading "TOW TRUST"; "VENTILLATORS"
Contact section	The address runs together: "Greendale Business ParkExeterEX5 1PY"
Facebook page introduction	Still lists "Rhino Products Limited inc MR4 racking"
Throughout	American spellings: "Maximize", "specialize", "Customizable"

The solution

A full tidy of every page, then a monthly check so it stays right.

2.6 *Do the small details look cared for?*

In short: not quite. A handful of small errors undersell work that is precise. A tidy fixes them.

Stage 2 in summary

We began with what being understood should mean: a van owner knows at a glance what you do, roughly what it costs and whether it suits their van, and finds every question answered.

- **The homepage headline is just your name,** with no button.
- **No price, range or real job** appears anywhere.
- **None of the Big 5 is answered:** no cost, problems, comparisons, honest reviews or best options.
- **Curtis's knowledge, the answer to all of it,** isn't on the website yet.
- **Small errors** undersell precise work.

What changes when this is fixed

First, visitors stay, and arrive at the quote already sure. They know you do their job, for their van, at a price they expected. Your quotes land with people who are ready, and fewer conversations are spent explaining the basics.

Second, you get found for far more. Every answer is another chance to win a Google search and another reason for AI to recommend you, which is how stage 1 gets fixed for good.

> Fix stage 2 and van owners understand you, find you and come to trust you through your answers. Whether everything else they see confirms it is stage 3.

Sources for stage 2

- Nielsen Norman Group, F-shaped pattern of reading on the web
- Donald Miller, StoryBrand
- Marcus Sheridan, Endless Customers: the Big 5, Assignment Selling and the Law of the Coin
- Google, Creating helpful, reliable, people-first content
- Ofcom, From apps to AI search: how the UK goes online in 2025
- Better Way Roofing, How much does a metal roof cost in Indiana? (viewed 7 November 2026)

Stage 3

Being trusted

Being trusted means that everything a van owner sees confirms you're the right people:

1. **Other customers vouch for you**, where people look and on your own website.
2. **They can see who you are**: the people, the workshop, the years of experience.
3. **They can see your work**, told as stories they recognise.

A van is a working tool. Handing it over for a day or more is a real cost to a tradesperson, so they want to be sure first.

> So being trusted means showing, on your own website, the proof you already have everywhere else.

3.1

Does the website show what customers already say?

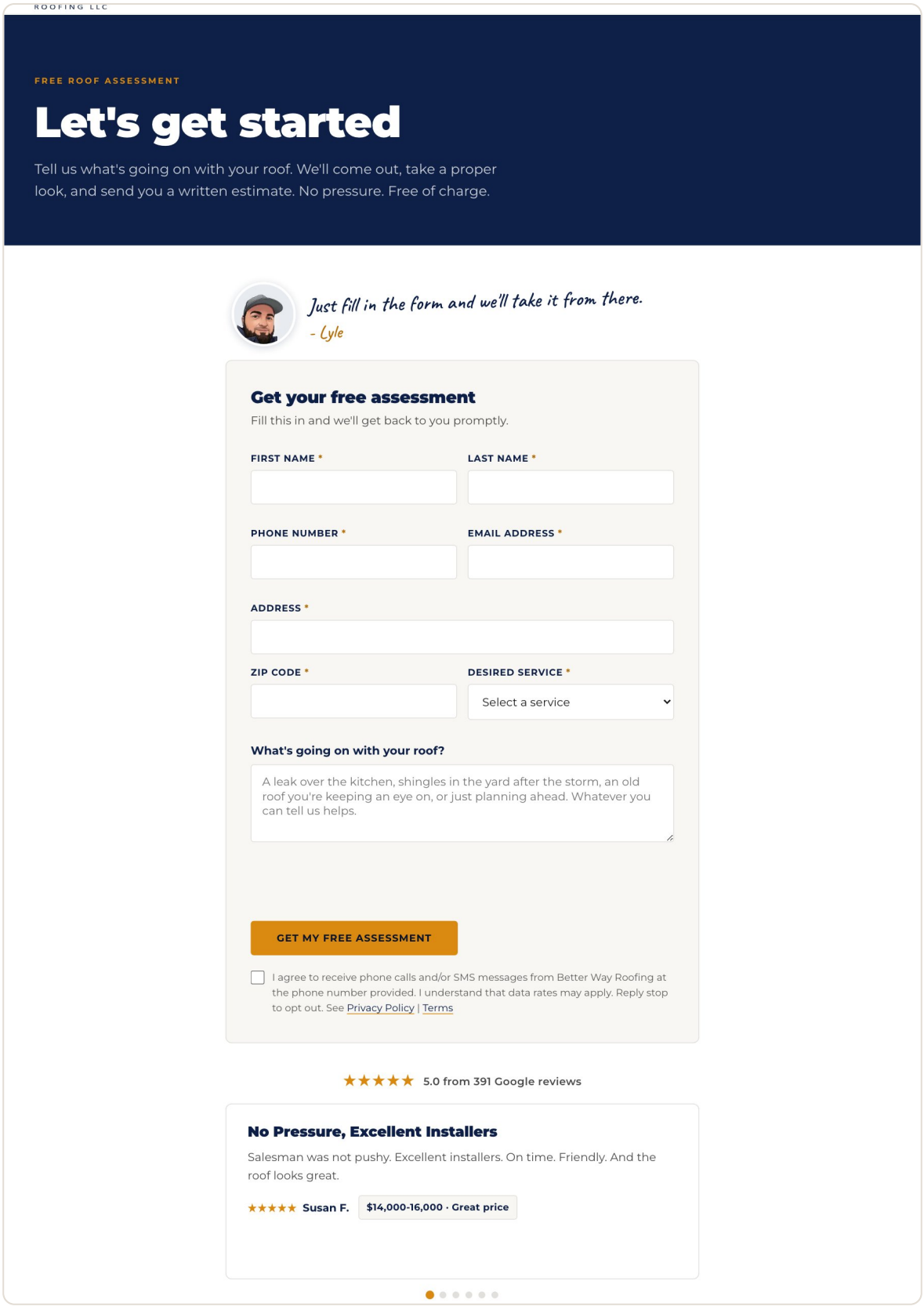
Importance: high

What good looks like, and why it matters

Reviews are most powerful where the decision is made: on the service page, by the quote button. Good looks like real reviews on every page, each with a short headline in the customer's own words so a visitor gets the point in two seconds. Google adds that replying to reviews shows you value feedback, and that positive reviews can improve your visibility (Google).

Reviews at the point of decision.

Better Way Roofing's contact page puts a headlined review, with what the customer paid, straight under the form.



betterwayroofing.com/contact, 7 November 2026.

What we found

- **Your Google reviews are excellent:** 17 reviews, all five stars, nine in the last 18 months, and you reply to the recent ones.
- **The website shows none of them.** It has one slider of three short quotes at the foot of the homepage; the first reads "Great company to deal with, very professional finish", from Exeter Tool Shop.

Here's what the website could be showing, with headlines drawn from customers' own words:

Headline	From the review
Exact Spec for My Tools	"What a transformation of my van. Exact spec for tools and boxes I needed." Adam C, May 2026
They Answered When Others Didn't	"Others who didn't respond from contact lost a significant order, their loss! Panel-lines gain!" Rob A, September 2025
Three Bespoke Racks, Outstanding	"They've completed three bespoke racking for us… the quality of the finished products is outstanding." Flow Pools Ltd, September 2026
Short Lead Time, Fair Price	"Lead time from initial enquiry was short, all comms efficient and friendly, price was fair." John B, May 2025

The solution

1. Your Google reviews on every page, each with a headline, matched to the page (racking reviews on the racking page).
2. Ask every customer for a review when you hand back the van, with a simple link or QR code. We set that up as part of the programme.

3.1 *Does the website show what customers already say?*

In short: no. You have 17 five-star Google reviews and the website shows none of them. Bringing them onto every page is one of the quickest wins in this review.

3.2

Do your reviews look as good everywhere?

Importance: high

What good looks like, and why it matters

Buyers check more than one place. Every profile with your name on it should show the same strong picture, or be closed.

What we found

- **Trustpilot shows "3.7".** You claimed the profile in December 2024 and have one review, five stars ("Nice quick job"). Trustpilot holds new profiles near the middle until more reviews arrive, so one five-star review shows as 3.7. It also displays "No recent history of asking for reviews".
- **Facebook** shows 100% recommend, from 5 reviews.

The solution

Decide where to point customers. Our recommendation is Google first, because that's where van owners look and where it helps you rank. Then either invite customers to Trustpilot too until the score reflects reality, or stop sending people there.

3.2 *Do your reviews look as good everywhere?*

In short: not everywhere. Google says 5.0, Trustpilot says 3.7 from a single five-star review. One review plan fixes it.

3.3

Can people see who's behind Panel-Line?

Importance: high

What good looks like, and why it matters

People buy from people. Google's guidance asks whether it's clear who is behind a website (Google Search Central). Good looks like an "about us" page with the story, the faces and the workshop.

What we found

- **There's no "about us" page**, and no names or faces anywhere on the website.
- **Your story is a strong one** and isn't told: founded by John in 2007, nineteen years of fitting vans, Curtis now a director, your own workshop and CNC machine at Greendale.
- **Your customers already use your names:** "Curtis, Lisa and team have been fantastic!", "John and the team are fantastic."

The solution

An "about us" page: the story, photos of the team and the workshop, and a short video of Curtis walking round a finished van.

3.3 *Can people see who's behind Panel-Line?*

In short: no. Customers know you by name, but the website never introduces you. An "about us" page with faces and the story fixes it.

3.4

Does your work sell itself on the page?

Importance: steady improvement

What good looks like, and why it matters

A gallery shows what you made. A project story shows a buyer someone like them: the trade, the van, the problem, what you built, how long it took, roughly what it cost, and what the customer said. Short videos do the same even faster, and work on your website, Google listing, Instagram and YouTube.

What we found

- **Plenty of real photos, which is a strength**, mostly in galleries without captions.
- **Your most interesting work is buried:** a mobile equine vet surgery, an automotive paint shop van and a construction support vehicle each appear only as a gallery title.
- **The CrossFit Isca page is a good start**: a short story, the client's name and what you made.

The solution

One project story a month, in the CrossFit Isca format but fuller, and a short phone video of each finished van.

3.4 *Does your work sell itself on the page?*

In short: partly. The photos are there; the stories aren't. One project story a month turns your galleries into proof.

3.5

Does the website show your company details?

Importance: critical and urgent

What good looks like, and why it matters

UK law requires a limited company's website to show its registered number, its registered office address, where it is registered and that it is a limited company (GOV.UK). It's also a quiet trust signal.

What we found

- The website names "Panel-Line Ltd" but shows **no company number, no registered office address and no place of registration**.
- There's no privacy notice, which you'll need once the website has a quote form (see 4.1).

The solution

A short legal line in the footer of every page: Panel-Line Limited, registered in England and Wales, company number 06074764, with the registered office address. Plus a short privacy notice.

> 3.5 *Does the website show your company details?*
>
> **In short:** no. The legally required company details are missing. A footer line fixes it.

Stage 3 in summary

We began with what being trusted means: customers vouching for you, people who can see who you are, and work told as stories.

- **17 five-star Google reviews,** and none on the website.
- **Trustpilot shows 3.7** from one five-star review.
- **No "about us"**, no names, no faces.
- **Great work shown as galleries** rather than stories.
- **The company details the law requires** are missing.

What changes when this is fixed

The website does what your reputation already does. A van owner who has never heard of you sees nineteen years, real faces, real vans and a wall of five-star reviews, and feels about you the way your customers already do.

> Fix stage 3 and van owners arrive at the quote button already sure of you. Whether they press it is stage 4.

Sources for stage 3

- Google, Tips to improve your local ranking on Google
- Google, Creating helpful, reliable, people-first content
- GOV.UK, Running a limited company: signs, stationery and promotional material
- Better Way Roofing, Contact page (viewed 7 November 2026)

Stage 4

Choosing to enquire

Choosing to enquire means the moment a van owner decides to ask you for a quote. At its best:

1. **One clear next step on every page:** "Get a quote".
2. **They can do it at any hour**, on their phone, in a minute.
3. **They know what happens next.**

> Everything in stages 1 to 3 is wasted if the last step is hard.

4.1

Can people ask for a quote at any time, in a few taps?

Importance: critical and urgent

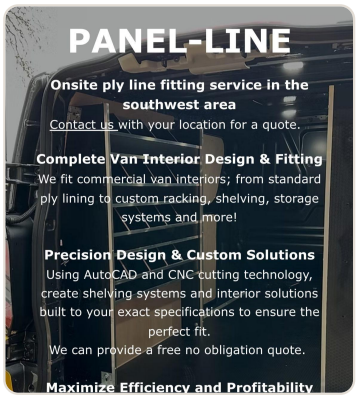
What good looks like, and why it matters

Many van owners look at their options in the evening or at the weekend, outside your hours of 8:00 to 4:30. Good looks like a short quote form on every page asking only what you need: name, phone, van make and model, what they'd like, postcode, and an optional photo. On a phone, a tap-to-call number sits at the top. Usability research is clear that every extra field costs enquiries, so keep it short (Nielsen Norman Group).

What we found

- **There's no form on any page.** The only ways to get in touch are the phone number and the email address.
- **On a phone, your number isn't at the top of the page.** The header shows the logo, Facebook, Instagram and the menu.
- **"Contact us with your location for a quote"** on the homepage jumps to the contact details at the foot of the page.

Your homepage on a phone.



No phone number or quote button in the header. panel-line.co.uk on an iPhone-sized screen, 7 November 2026.

The solution

1. A short quote form on every page, with an automatic reply saying when you'll be in touch.
2. Tap-to-call and "Get a quote" at the top of every page on a phone.

4.1 *Can people ask for a quote at any time, in a few taps?*

In short: no. Out of hours, there's no way to ask for a quote online, and on a phone the number is hard to find. A short form and a tap-to-call button fix it.

4.2

Does the website say what happens after someone gets in touch?

Importance: high

What good looks like, and why it matters

Uncertainty stops people enquiring. A simple "how it works" in four steps takes the worry away: tell us about your van, get your quote, book a date, drive away (or we come to you).

What we found

Nothing on the website explains how quoting, booking or fitting works, how long a typical job takes, or whether customers wait or leave the van.

The solution

A short "how it works" section beside every quote form, with typical lead times and time off the road.

> 4.2 *Does the website say what happens after someone gets in touch?*
>
> **In short:** no. A four-step "how it works" beside the form tells people exactly what to expect.

Stage 4 in summary

- **No quote form** anywhere on the website.
- **No phone number at the top** on a phone.
- **Nothing about what happens next.**

What changes when this is fixed

More of the people who are ready actually enquire, including in the evenings and at weekends, and enquiries arrive with the van, the job and the postcode already filled in, so you can quote faster.

> Fix stage 4 and every van owner stages 1 to 3 bring in has an easy first step. What happens next is stage 5.

Sources for stage 4

- Nielsen Norman Group, Website forms usability: top 10 recommendations

Stage 5

Enquiry to finished van

This stage covers everything from first contact to handing back the keys. The website can't show us this stage, so it is set out differently: what good looks like, what we can already see, and questions that will tell us where work is won and lost.

What good looks like

1. **A fast reply**, ideally the same working day.
2. **A clear written quote**, with what's included and a date.
3. **A friendly follow-up** for quotes that haven't been accepted.
4. **Photos and a short video of every finished van**, for the customer and for the website.
5. **A review request** at handover, every time.

We would make these habits automatic: a quote template, a reminder for open quotes, and a review request sent at handover with a photo of their van.

What we can already see

This is your strongest stage. Customers single out exactly what most businesses get wrong:

- "The communication has been excellent throughout." Flow Pools Ltd
- "Lead time from initial enquiry was short, all comms efficient and friendly." John B
- "Right from the early enquiry, they were helpful, insightful, and keen to offer a solution." Rob A

> The way you handle an enquiry is a reason to choose you. The website should say so, loudly.

Questions for you

1. Roughly how many enquiries do you get a week, and how do they arrive: phone, email, Facebook, walk-in?
2. How quickly do you usually reply?
3. How do you quote: from a phone call, photos, a visit, or a set price?
4. Roughly how many quotes become jobs?
5. How far ahead are you booked at the moment?
6. Which jobs would you most like more of?
7. Do you ask every customer for a Google review, and how they found you?

Stage 6

Measuring

Measuring means being able to see which of all this brings in work, so time and money go where they pay back.

6.1

Can you see which enquiries come from the website?

Importance: high

What good looks like, and why it matters

Good looks like a simple monthly view: how many people found you on Google, how many visited, how many asked for a quote or called, and how many became jobs.

What we found

- **We found no Google Analytics on the website.** Wix keeps its own visitor figures, which show visits but not which visits became enquiries.
- **With no form, there's nothing to count**, and calls from the website can't be told apart from other calls.
- We don't know whether Google Search Console, which shows the searches you appear for, has been set up.

The solution

Google Analytics and Search Console set up, the quote form counted, and a one-page monthly scorecard.

6.1 *Can you see which enquiries come from the website?*

In short: not yet. Nobody can see which enquiries the website produces. Simple tracking and a monthly scorecard fix it.

6.2

Do you know where each customer came from?

Importance: steady improvement

What good looks like, and why it matters

One question, "How did you hear about us?", on the form and on the phone, tells you more than any software.

The solution

Add it to the quote form, and note it on every phone enquiry.

6.2 *Do you know where each customer came from?*

In short: one question, asked every time, shows where your work comes from.

Stage 6 in summary

Today, nobody can see what the website does for the business. Once it's measured, every month's work goes on what brings in vans.

Our recommendation

How do we fix all of this, and win more of the work you want?

You've built something most businesses never manage: customers who rave about you, by name. Online, that isn't yet showing. People searching for racking, shelving and fit-outs find others, and the website gives them no easy way to ask you for a quote.

It's a problem I fix time and again. My clients are businesses where people want to be sure before they commit: a roofing company in Indiana, a bespoke curtain maker in London, a luxury bed maker. For all of them, trust is the whole job.

> With our help, more of the right van owners find you, arrive already knowing roughly what it costs and that you're good, and ask you for a quote.

What it takes

A monthly programme that fixes everything in this review and keeps it working.

- **One hour a week with Curtis: the heart of it.** A recorded, coached conversation that turns what he already tells customers into honest answers to the Big 5: cost, problems, comparisons, reviews and best (2.3 to 2.5). Every answer is another chance to win a Google search and an AI recommendation. Curtis approves; he doesn't write.
- **Every fix in this review**, critical and urgent first.
- **Your reviews working for you**: on every page, with a simple way to collect more after every job.
- **A monthly scorecard**, so you can see exactly what is working.

What to expect

The urgent fixes show quickly: the web address, the address and directions, the page labels, the quote form. The bigger change builds over a year, as new pages are found and reviews grow. The two work together: more of the right van owners find you, and more of those who find you ask for a quote.

Katherine Brown's business shows what is possible: her turnover has more than doubled, from around £600,000 to £1.2 million. At Marshall & Stewart, a customer who had read one comparison article walked into the showroom and bought a £32,000 bed within 45 minutes.

The order we would work in

When	What
First	The critical and urgent items: the weekly sessions with Curtis and the first cost answers (2.2 to 2.5); your Google listing and categories (1.1); one address and directions (1.2); the web address without "www" (1.3); company details (3.5); the quote form (4.1).
Next	The high items: page labels, a page for each job and van, the homepage, the tidy, reviews on every page, Trustpilot, "about us", "how it works", tracking.
Throughout	New Big 5 answers every week, plus project stories, videos and reviews.

Why us

- **I learnt my trade at Saatchi & Saatchi and Ogilvy**, and I am certified and trained to coach Endless Customers, the framework behind much of this review. Marcus Sheridan and his team trained me personally.
- **We know trade businesses.** Better Way Roofing, the roofer shown in this review, now shows a 5.0 rating from 391 Google reviews on its contact page.
- **We're local.** We work with CrossFit Isca, whose gym you kitted out.

Investment

£2,850 a month, plus VAT. An initial three months, then month to month.

That covers everything above: the weekly hour and all the writing that comes from it, every fix in this review, the review system and the monthly scorecard.

> **A new website** is separate from the monthly programme. Websites built by the agency cost between £7,500 and £15,000. We'll discuss this with you, and your agency contact will give you a precise fee separately.

Next step

We meet, agree the first priorities together, and begin.

Nick Burrage, The Ambitions Agency