

PHILRANJAM.

THE 18-POINT WEBSITE GUIDE



18

**WHAT EVERY ELEMENT IS ACTUALLY
THERE TO DO —
AND WHAT IT COSTS YOU WHEN IT
IS MISSING**

PHILRANJAM · **PHILRANJAM.COM**

The eighteen points

- 01 Customers cannot find you online

- 02 Customers do not understand what you do, or how you are different

- 03 Customers do not trust you

- 04 Customers cannot pay you online

- 05 Customers cannot book you online

- 06 Customers cannot find the right information

- 07 You do not show up on Google

- 08 You do not capture enough leads

- 09 Not enough visitors are converting

- 10 You need to impress people who are not customers

- 11 The website looks bad on a phone

- 12 You look outdated

- 13 The website is hard to maintain

- 14 The website is not compliant

- 15 Competitors have better websites

- 16 You do not look premium enough for what you charge

- 17 Nobody can say whether the site is working

- 18 You feel embarrassed sending people to it

Your website is not a brochure. It is a list of problems, solved.

Nobody wants to buy a website. What they want is to stop losing work they should have won. Every element on a good site is there because it solves a specific problem — and if you cannot name the problem, the element is decoration.

Eighteen problems. What each one actually costs you, why it happens, what it looks like done badly and done well, and one question you can answer about your own site in under a minute.

How to use it. Open your own site on your phone and work down the list. Every question you answer "no" to is a problem you are already paying for, whether or not you can see the bill.

Skip anything that does not apply to your trade. A garden designer does not need an online shop.

01

Customers cannot find you online

You will never know it happened. There is no missed-call log for a search that ended on somebody else's website, so this loss is completely silent — you simply have a quieter month and no idea why.

Why: usually not the website at all. No Google Business Profile, an inconsistent business name across listings, or the words that describe what you do live inside images where search engines cannot read them.

WHAT MOST SITES DO

The services are one beautifully designed graphic. Legible to a human, invisible to Google. The town is never written down anywhere.

WHAT WORKS

Services as ordinary text, the town named in the page heading, and a filled-in Google Business Profile with photographs and opening hours.

Search your trade plus your town in a private window. Are you anywhere on the first page?

Customers do not understand what you do, or how you are different

You spend the first ten minutes of every call explaining your own business, and you still get compared on price at the end of it. When nobody can tell you apart, the only question left is who is cheapest.

Why: the homepage opens with adjectives instead of specifics. Every competitor also says bespoke, passionate, tailored and personalised, which makes all of you invisible at once.

WHAT MOST SITES DO

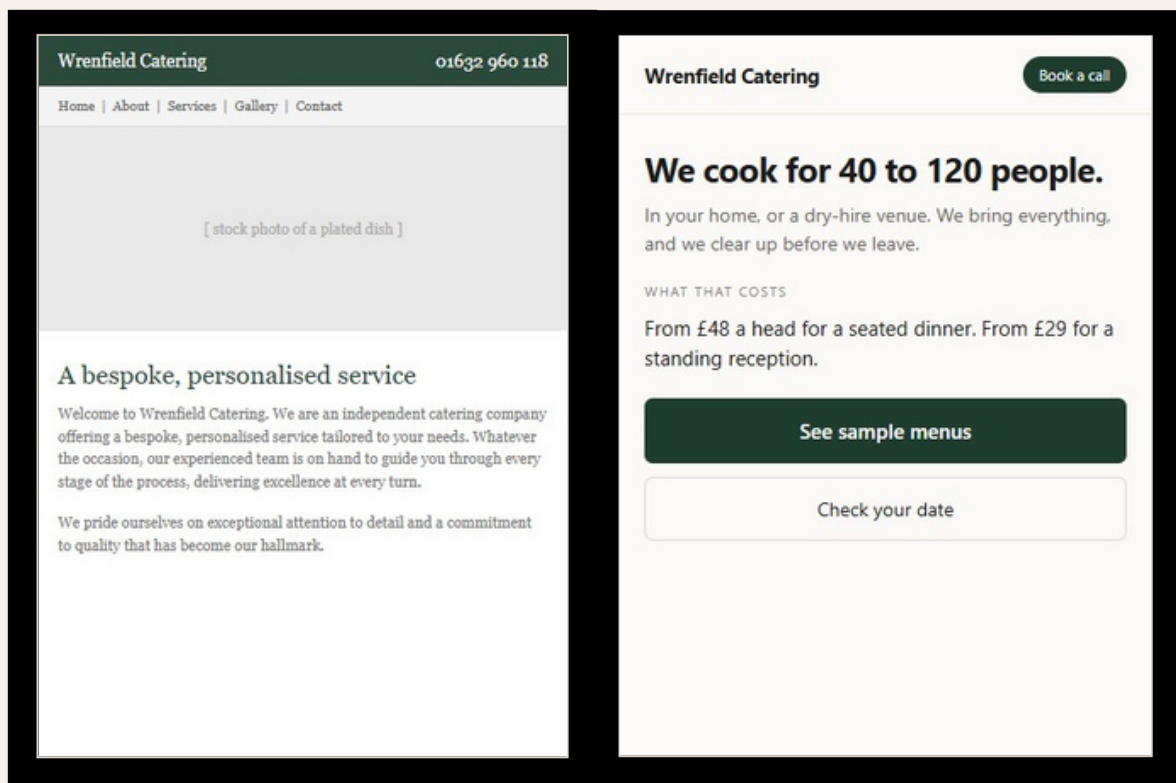
"A bespoke, personalised service tailored to your needs."

True of every caterer alive. Nothing to remember, nothing to repeat to a friend.

WHAT WORKS

"We cook for 40 to 120 people, in your home or a dry-hire venue, and we clear up before we leave."

Not better written. Just specific — and specific is what someone repeats when asked for a recommendation.



Adjectives every competitor also uses

A number, a place, and what it costs

Cover your logo. Could a stranger tell your site apart from your nearest competitor's?

Customers do not trust you

The enquiry that never arrives. Nobody emails to tell you they did not trust you — they just quietly choose somebody else, and you never learn that you were in the running.

Why: two causes that compound. The aesthetic-usability effect means people judge carefully-made things as more competent before reading a word. And missing social proof — no reviews, no names, no faces — leaves nothing to verify you against.

WHAT MOST SITES DO

No photograph of the person doing the work. A pixelated logo. Testimonials that read "Great service! — J.S." with no surname, no business, no date.

WHAT WORKS

A photograph of the owner. Two reviews with full names and the job attached: "Sarah cooked for our 60-person wedding in Cardiff last June." Verifiable beats glowing.

Is there a photograph of the person doing the work, and a review with a real name on it?

04

Customers cannot pay you online

Two days of silence at the exact moment someone had decided to say yes — and in those two days a date you were holding informally can go to someone who could take a deposit immediately.

Why: service businesses assume this does not apply because they do not sell products. But most of them take a deposit, and a deposit is a payment.

WHAT MOST SITES DO

"Get in touch to secure your date."
Then an email exchange, then bank details typed out by hand, then a wait to see whether the transfer arrived.

WHAT WORKS

A deposit button with the amount on it. Card payment, instant confirmation to both of you, date held the moment it clears.

If someone decided to book you right now, could they pay a deposit today without speaking to you?

Customers cannot book you online

The enquiries you never receive, because sending the message felt like homework. You cannot count these and you cannot chase them. This is the most common gap on a service business website.

Why: a blank box asks a stranger to compose something from nothing — to explain their event, guess what you need to know, and then wait, unsure it even sent. A time slot asks them to tap.

WHAT MOST SITES DO

Your message *

An empty textarea. Send. The page reloads on its own with no confirmation, so they never know whether it went.

WHAT WORKS

Pick a time — Thu 14:00 · Fri 09:30 · Fri 16:00

Three slots this week. Name and number only. A confirmation that repeats their name back and says when you are calling.

The image shows two side-by-side website mockups for 'Thornbury Catering'. The left mockup is a 'Contact Us' page with a header bar containing the company name and phone number (01632 960 xxx), a navigation menu (Home | About | Services | Gallery | Contact), and a form with fields for Name, Email, and a large text area for 'Your message', followed by a 'Submit' button. The right mockup is a 'Book a call' page with a header bar containing the company name and a 'Book a call' button. It features a section titled 'Talk to us this week.' with the instruction 'Pick a time that suits. Fifteen minutes, no obligation.' Below this is a table of available time slots for the week, with 'Friday 09:30' highlighted. The table also shows slots for Thursday 14:00 and Friday 16:00, each for 15 minutes. Below the table are fields for 'YOUR NAME' and 'PHONE NUMBER', and a 'Confirm Friday 09:30' button.

AVAILABLE THIS WEEK	
Thursday 14:00	15 min
Friday 09:30	15 min
Friday 16:00	15 min

A blank box and a wait

Three slots and a confirmation

Can someone book a time with you in two taps, or must they compose a message and wait?

Customers cannot find the right information

Two costs at once. People who would have hired you give up looking, and people who were never right for you enquire anyway — so your inbox fills with the wrong jobs while the right ones leave.

Why: the site is organised the way the business thinks about itself, rather than the order in which a customer needs to know things.

WHAT MOST SITES DO

Service area buried in the footer of the contact page. Prices absent. What happens after you enquire, unexplained.

WHAT WORKS

"We work across Cardiff, Newport and the Vale" in the first screen. What it costs, roughly. What happens next, in three steps.

Can a stranger find your service area, what you do, and how to reach you in fifteen seconds?

You do not show up on Google

The steadiest work most local businesses have. Someone searching for exactly what you do, in your town, this week, is the warmest lead that exists — and it goes to whoever appears instead of you.

Why: one generic "Services" page covering three different things people search for separately, no town named in ordinary text, and no Google Business Profile.

WHAT MOST SITES DO

What we do

One page describing corporate lunches, weddings and private dining together. Three separate searches, compressed into a page that ranks for none of them.

WHAT WORKS

Wedding catering in Cardiff

A page per service, each naming the thing and the place the way a customer would type it.

**Does your site say your town and your specific services
in ordinary text, not only in images?**

You do not capture enough leads

Everyone who was interested but not ready. Most people researching a wedding, an extension or a garden are months from committing — and if the only option is "enquire now", they leave with nothing and you learn nothing.

Why: the site offers exactly one action, aimed only at the small fraction who are ready today.

WHAT MOST SITES DO

A contact form and nothing else. A couple eleven months out has no reason to fill it in, so they leave and are never heard from again.

WHAT WORKS

Something worth having in exchange for an email — a month-by-month planning checklist, a real price guide. Now you are in touch when they are ready.

Is there anything on your site for someone who is interested but not ready yet?

Not enough visitors are converting

Everything you already spent getting them there. Traffic that does not convert is the most expensive kind — all of the cost, none of the return.

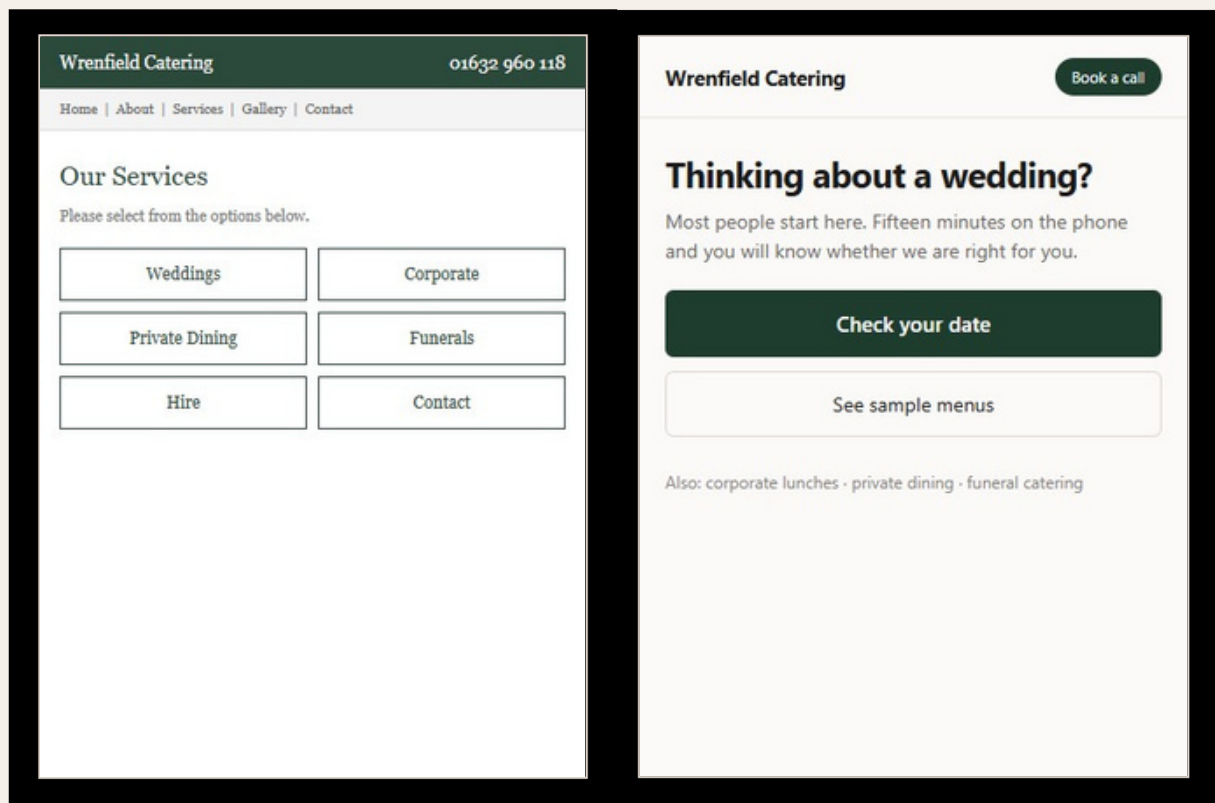
Why: almost always one of three things. They did not trust you, they could not find what they needed, or the next step was unclear. Conversion is not a separate problem; it is the sum of the others.

WHAT MOST SITES DO

Six buttons of equal weight — valuation, sell, buy, rent, about, contact.
Six equal choices is the same as no recommendation.

WHAT WORKS

One primary action, visually louder than everything else, repeated down the page. Everything else is quieter and secondary.



Six equal choices

One obvious next step

Is there one obvious next step on your homepage, more prominent than every other option?

10

You need to impress people who are not customers

The recommended-supplier lists that quietly generate work for years, and the good people who check you out before agreeing to work for you.

Why: the site is written only for buyers. But venues vet caterers, planners vet florists, and larger firms vet subcontractors — all of them looking for reasons to say no.

WHAT MOST SITES DO

Nothing for a professional audience.
No insurance, no certifications, no
sense of the scale you can handle.

WHAT WORKS

Public liability cover stated. Largest
event handled. Venues worked at
before. A partner can say yes
without a phone call.

**If a venue were choosing which suppliers to
recommend, would your site help or hurt?**

The website looks bad on a phone

Most of your visitors, and you will never see it happen — because you check your site on a laptop at your desk, and they see it on a phone on a sofa at nine in the evening.

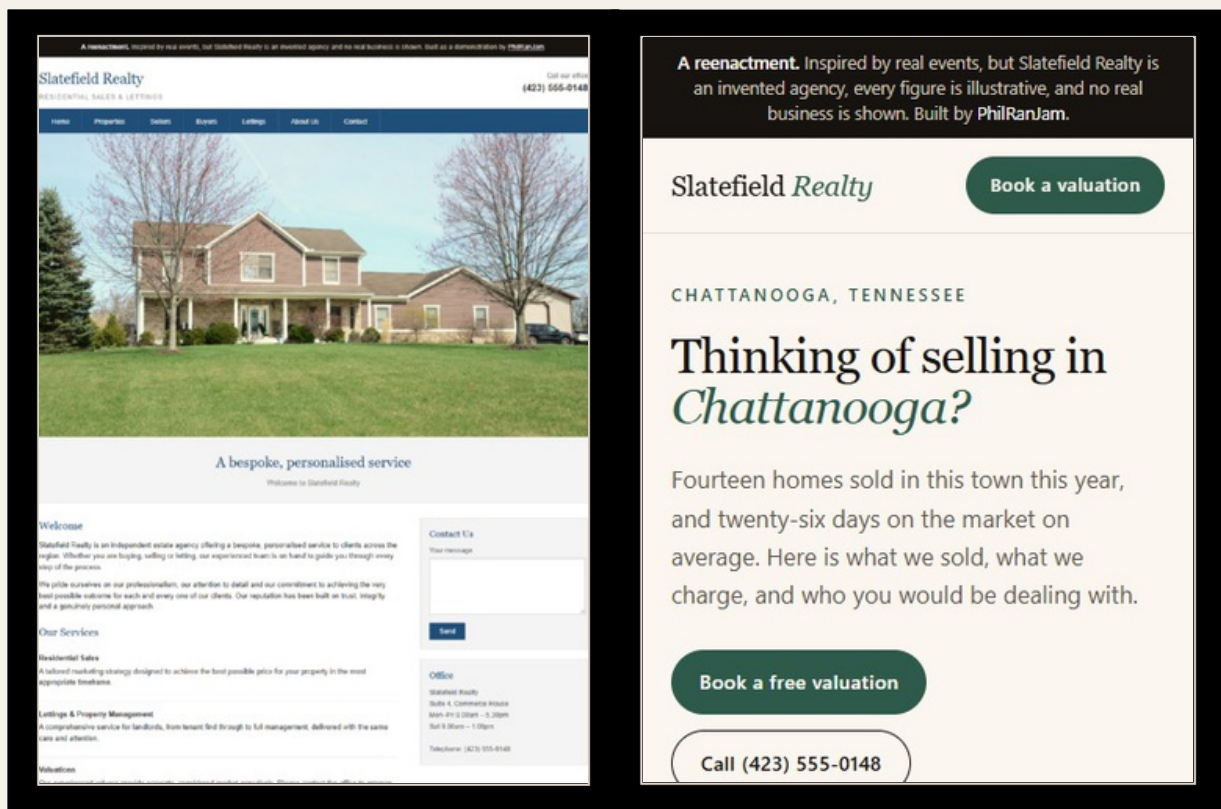
Why: frequently a single missing line telling the phone how wide the page is. Without it the phone renders the desktop layout and shrinks the lot, so text designed to be readable arrives at roughly the size of this full stop.

WHAT MOST SITES DO

Respectable on a laptop. On a phone: navigation collapsed to two links, photos touching edge to edge, body text that has to be pinched to read.

WHAT WORKS

Built phone-first. Text readable at arm's length without zooming, buttons big enough for a thumb, one column.



980px squeezed onto a 390px screen

Built for the screen it is read on

**Open your own site on your phone.
Can you read it without pinching to zoom?**

You look outdated

The assumption that the business is as neglected as the website. Nobody says this out loud — they just prefer the competitor and cannot quite tell you why.

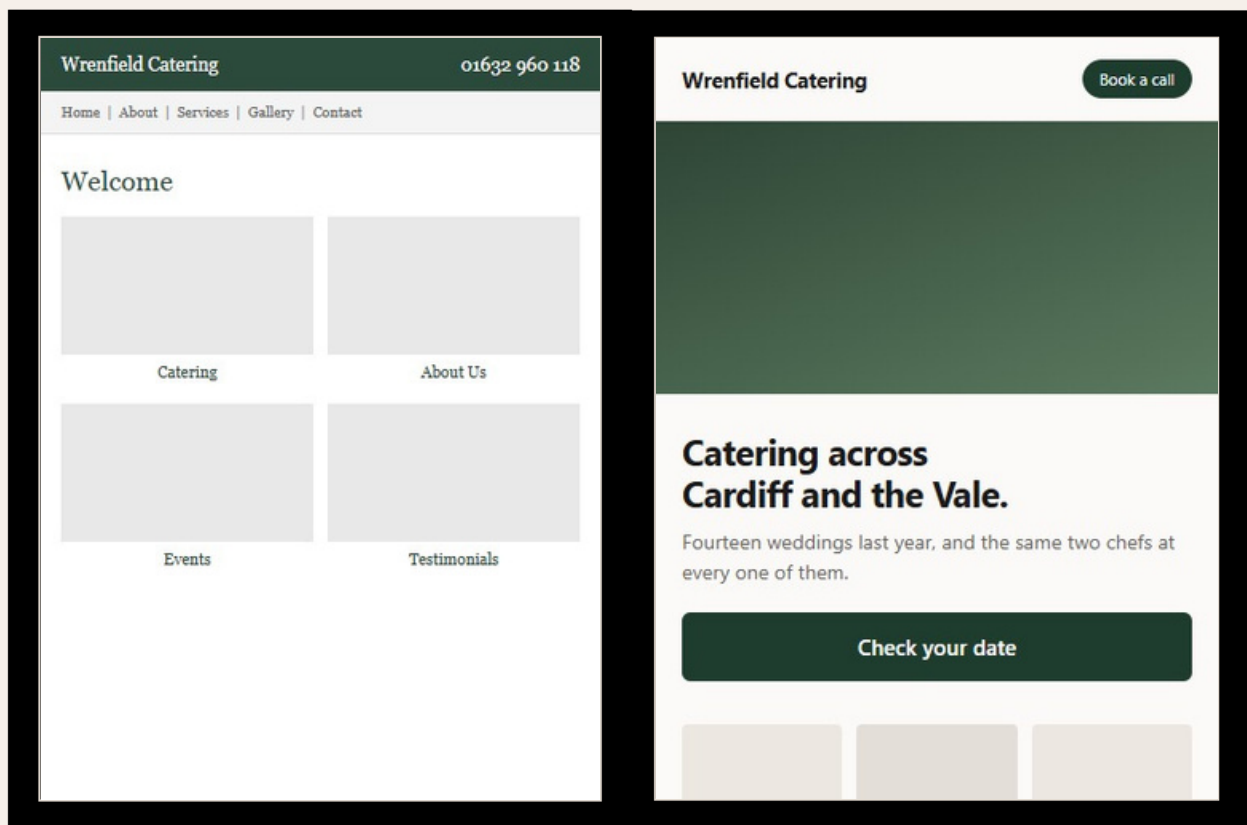
Why: visual conventions date faster than anyone expects. Gradients, drop shadows, tiny body text, stock photographs of people in headsets. Each was normal once. Each now reads as "last touched a decade ago".

WHAT MOST SITES DO

A two-by-two grid of square thumbnails with text labels underneath, and nothing else. No headline, no reason to stay.

WHAT WORKS

One clear headline saying what you do and for whom, generous space, real photographs of real work.



Thumbnails with no reason to stay

One clear claim, then the proof

**Does your site look like it was
made in the last three years?**

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The website is hard to maintain

Being confidently wrong in public. If changing a price means emailing someone and waiting, the price stops getting changed — and a site quoting last year's numbers is worse than no site at all.

Why: the content is welded into the design, so a wording change is a development job rather than an edit.

WHAT MOST SITES DO

The autumn menu has been up since March, because every change is a favour asked of someone who is busy.

WHAT WORKS

You can log in and fix a price in five minutes, on your phone, without asking anybody.

Could you correct a wrong price on your site yourself, today, in five minutes?

The website is not compliant

Ordinarily nothing at all, and occasionally a great deal. A low-probability, high-consequence risk — which is exactly the kind people are worst at judging.

Why: forms collect personal data without saying what happens to it, tracking runs before anyone agrees to it, and text sits on backgrounds too similar for anyone with reduced vision to read.

WHAT MOST SITES DO

A form asking for name, email, phone and event date. No privacy notice anywhere. Analytics loading before consent.

WHAT WORKS

A plain-English privacy page. A tick-box saying what you will do with the address. Nothing tracking until they agree.

Does your site have a privacy notice, and does anything track visitors before they agree?

15

Competitors have better websites

Comparisons you never know happened. Nobody researches one supplier — they open four tabs, and the weakest gets closed first.

Why: you see your site alone, on the device you built it on. Your customer sees it beside three alternatives, on a phone, with no loyalty to any of you.

WHAT MOST SITES DO

Never get compared side by side by the person who owns them. The owner has genuinely no idea where they rank.

WHAT WORKS

Owner opens four tabs on a phone every few months and switches between them like a customer would. Uncomfortable and extremely useful.

Put your site beside your three closest competitors on a phone. Which tab would you close first?

You do not look premium enough for what you charge

Your rates. Every quote has to overcome the impression the site already made, and some of them will not — so you end up discounting to close work you should have won at full price.

Why: price is a signal, and all the signals have to agree. A five-figure quote arriving from a business whose site looks like it cost a few hundred creates a mismatch, and the client resolves it by assuming the price is wrong.

WHAT MOST SITES DO

Excellent work shown as compressed thumbnails that go blurry on a modern screen. The presentation contradicts the price.

WHAT WORKS

Fewer images, larger, sharp. Space around them. The site itself is the first sample of your standards.

Does your website look like it belongs to a business that charges what you charge?

Nobody can say whether the site is working

The next decision. Without numbers, "should we improve the website" is a matter of opinion — and opinion loses to "we have got by so far", every time.

Why: nothing is measured. No visitor numbers, no record of where enquiries came from, so the site's contribution is invisible and therefore assumed to be zero.

WHAT MOST SITES DO

Real money spent two years ago, and no way to say whether a single job came from it. Nobody ever asked new clients how they found you.

WHAT WORKS

Visitor numbers switched on. One question on every enquiry: "how did you hear about us?" Two minutes to set up, answers for years.

Do you know how many people visited your site last month, and where they came from?

18

You feel embarrassed sending people to it

Every introduction you did not make. This costs more than anything else on the list and gets mentioned last — because the hesitation happens in your own head, in the second before you decide to send photos instead of a link.

Why: the site stopped matching the business. You got better, took on bigger work, raised your prices. The website stayed where it was.

WHAT MOST SITES DO

"I'll email you some photos."

Said after a good conversation with a promising contact, instead of "have a look at my site".

WHAT WORKS

"It's all on the website — have a look ."

Said without thinking about it. That sentence is the whole return on a good site.

**When someone asks for your website, do
you send it gladly, or do you hesitate?**

The eighteen questions, on one page

Every **"no"** is a problem you are already paying for.

- 01 **Search your trade plus your town in a private window. Are you on the first page?**
- 02 **Cover your logo. Could a stranger tell your site from your nearest competitor's?**
- 03 **Is there a photograph of the person doing the work, and a review with a real name?**
- 04 **Could someone pay you a deposit today without speaking to you?**
- 05 **Can someone book a time in two taps, or must they compose a message and wait?**
- 06 **Can a stranger find your service area, services and contact in fifteen seconds?**
- 07 **Does your site say your town and services in ordinary text, not only in images?**
- 08 **Is there anything for someone interested but not ready yet?**
- 09 **Is there one obvious next step, more prominent than every other option?**
- 10 **Would your site help or hurt if a venue were choosing suppliers to recommend?**
- 11 **Open it on your phone. Can you read it without pinching?**
- 12 **Does it look like it was made in the last three years?**
- 13 **Could you fix a wrong price yourself, today, in five minutes?**
- 14 **Is there a privacy notice, and does anything track visitors before they agree?**
- 15 **Beside your three closest competitors on a phone — which tab would you close first?**
- 16 **Does it look like it belongs to a business that charges what you charge?**
- 17 **Do you know how many people visited last month, and where from?**
- 18 **When someone asks for your website, do you send it gladly or hesitate?**

Fewer than four "no"s and your site is in good shape. Fix those, leave the rest alone

Four to eight is normal, and two or three of them usually share one cause. Start with 11 and 5 — cheapest to fix, most expensive to ignore.

More than eight and the site is working against you. Not a reason to panic. A reason to stop paying to send people to it until it is fixed.

You do not need a web designer for most of this

Nine of the eighteen cost nothing but an afternoon. Filling in a Google Business Profile, writing your town in plain words, adding a privacy notice, putting your face on the page, switching on visitor numbers, asking two clients for a review with their name on it — none of that needs anybody.

Work through what you can. If what is left is genuinely a build problem, you will at least know exactly which problems you are paying to solve, which is the only honest way to tell whether the money was well spent.