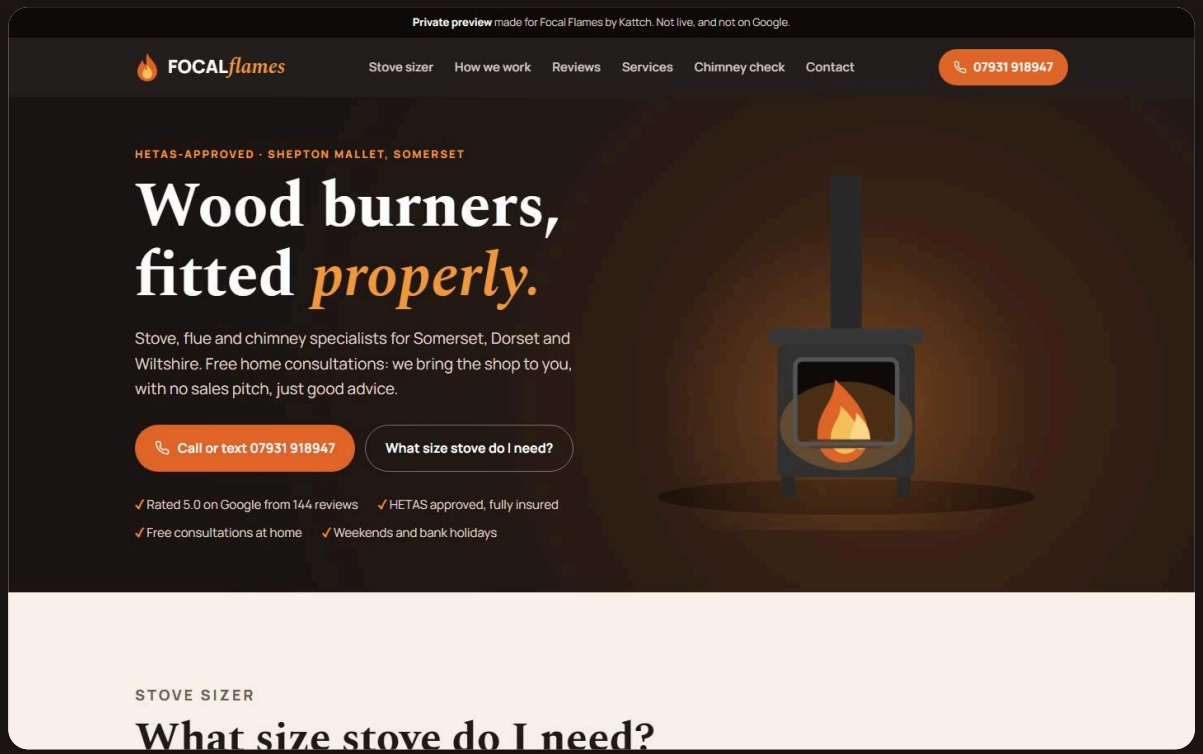
WEBSITE PREVIEW · NOVEMBER 2026

A new website for Focal Flames

Built around what makes you different: a 5.0 rating from 144 Google reviews, free home consultations, a spotless install, weekend working, and reaching most chimneys without scaffold.

Try it yourself (what size stove do I need?):
focal-flames-preview-3701ee.pages.dev

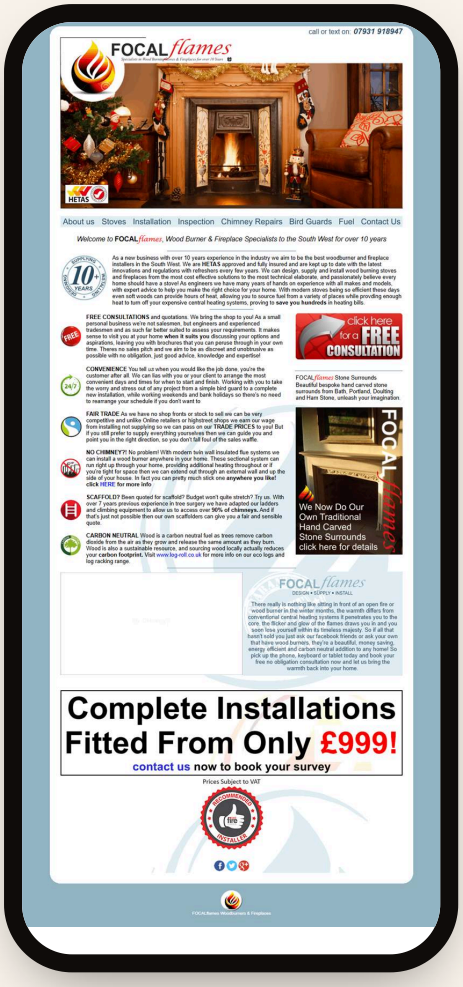
Prepared for Focal Flames by Chris at Kattch.
A private preview. It isn't live, and it isn't on Google.



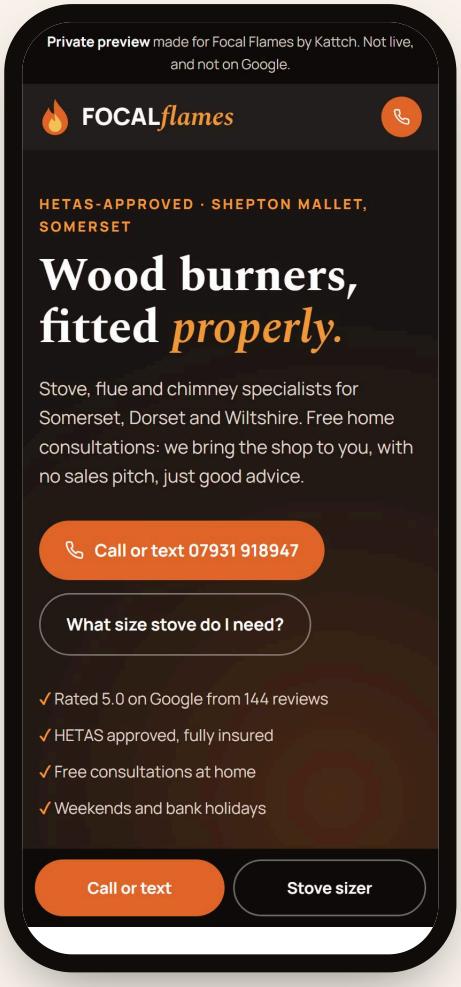
BEFORE AND AFTER, ON A PHONE

What a customer sees when they look you up

Your site today



The preview



What a visitor sees first

- **Today:** there's no phone version, so the whole page shrinks and the text is too small to read without zooming in.
- **Today:** no mention anywhere of your 5.0 rating from 144 Google reviews.
- **Preview:** readable on any phone, with your 5.0 rating from 144 reviews and "HETAS approved" on the first screen.
- **Preview:** a "call or text" button that stays on screen as people scroll.

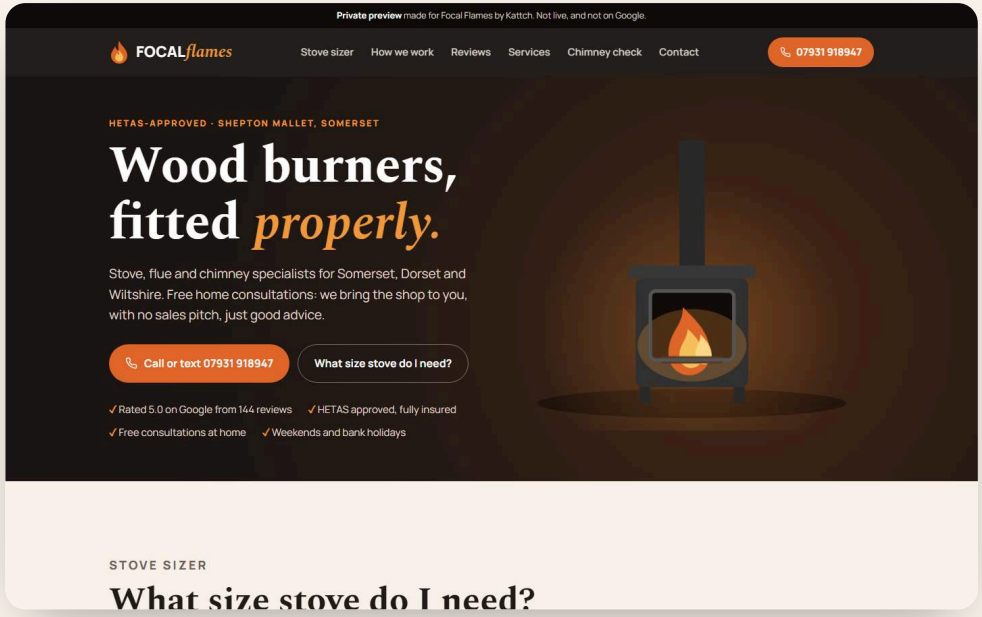
BEFORE AND AFTER, ON A COMPUTER

First impressions count

Your site today



The preview



Your site was built with Microsoft FrontPage, which Microsoft stopped making in 2006. The Christmas photo is perfect in December, less so in June, and the welcome still says "As a new business with over 10 years experience", though Focal Flames Limited has been going since 2015.

YOUR BEST ADVERT

144 reviews, and your website doesn't mention one

On your website today

0

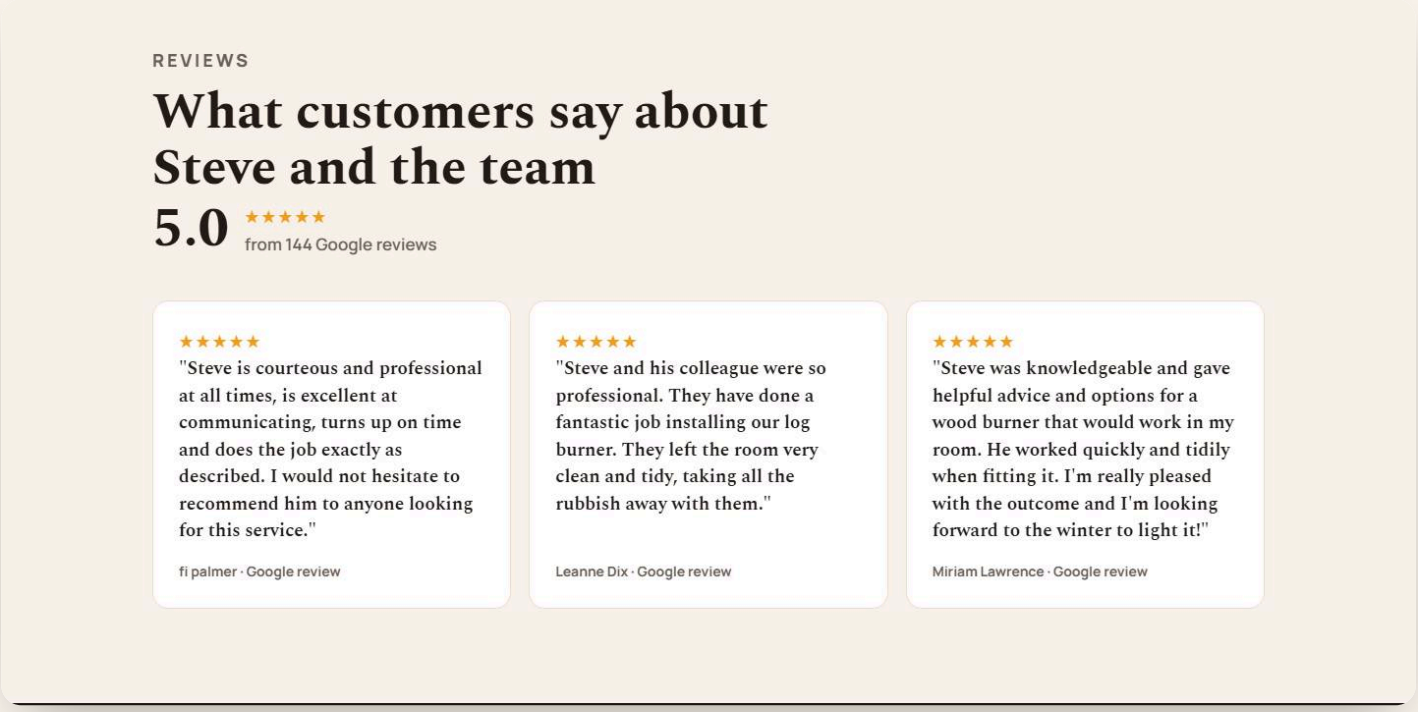
reviews shown

Meanwhile, on Google:

5.0 ★★★★★

from 144 reviews

The preview: your reviews, on show



Most people check reviews before they let anyone into their home to fit a stove. Yours are exceptional, and customers name you again and again for turning up on time, leaving the room spotless and giving honest advice. In the preview, your 5.0 rating sits on the very first screen, and real reviews have their own section.

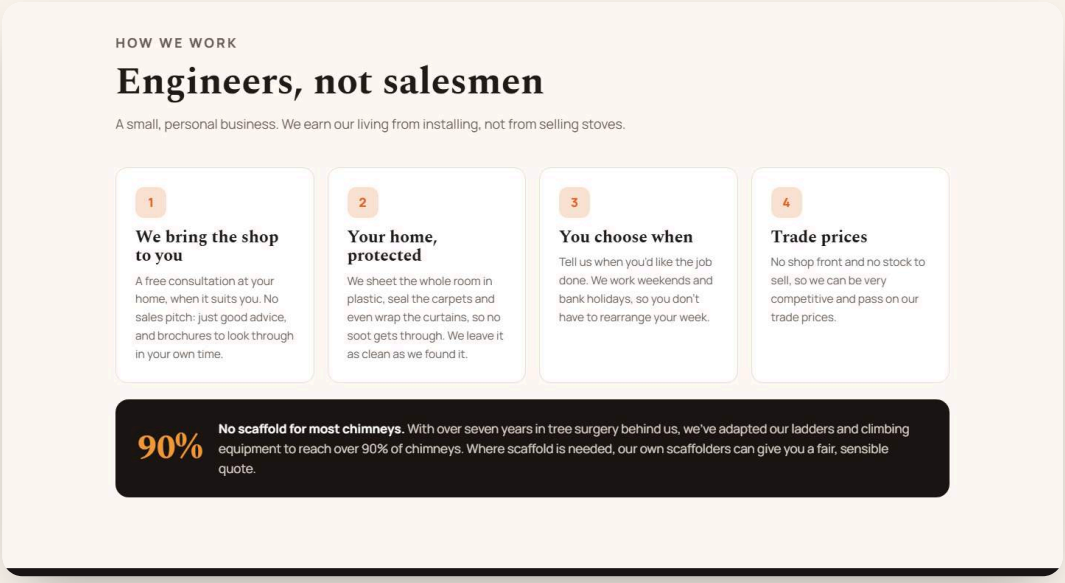
WORTH FIXING, WHATEVER YOU DECIDE

Your best selling points, buried

Today: in small print, halfway down



The preview: front and centre



1. **Security warning.** Anyone who reaches https://www.focalflames.co.uk gets a browser warning, because the certificate isn't trusted. Your web host can usually sort this, often for free.

2. **Music on the homepage.** It's set to play automatically. Most people looking for a tradesman, often at work, would rather it didn't.

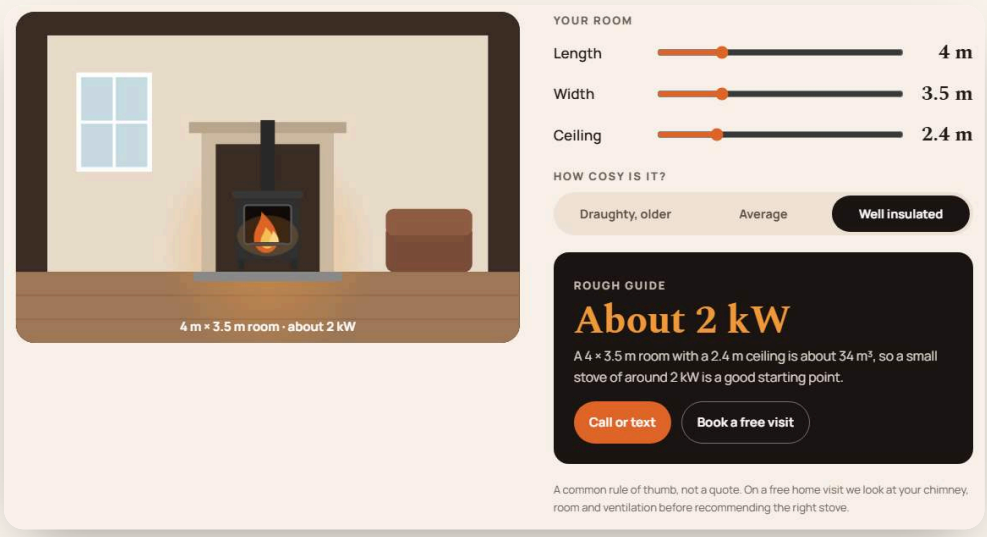
3. **Small things that date it.** A Google+ button (Google closed it in 2019), and typos like "provding", "lias", "appropiate" and "Wincantion".

THE STANDOUT FEATURE

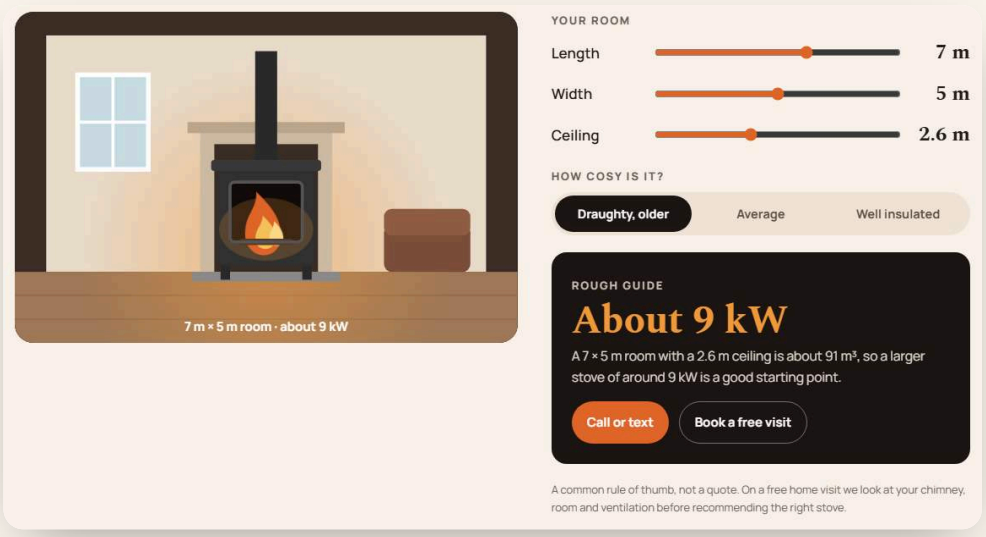
"What size stove do I need?"

Visitors slide in their room size and say how draughty it is. The room changes, the stove grows, and they get a rough kW guide, then one tap to book a free home visit, with their room details already filled in. Your stove page already asks for room details; this makes it fun.

Small, well-insulated room



Big, draughty room



THE THINKING BEHIND IT

Why we made these changes

1. Your difference, up front

Free home consultations, sheeting the whole room, weekends and bank holidays, trade prices. These were in small print; now they're the first things people read.

2. A reason to get in touch

Most people don't know what size stove they need. The sizer gives them an answer, and books the visit with their details filled in.

3. The 90% story

Reaching over 90% of chimneys without scaffold, thanks to your tree surgery background, saves customers real money. It now has its own spotlight.

4. Your 144 reviews, on show

5.0 on Google from 144 reviews is rare. Customers name Steve again and again, so the rating sits on the first screen and real reviews have their own section.

5. Call or text, one tap

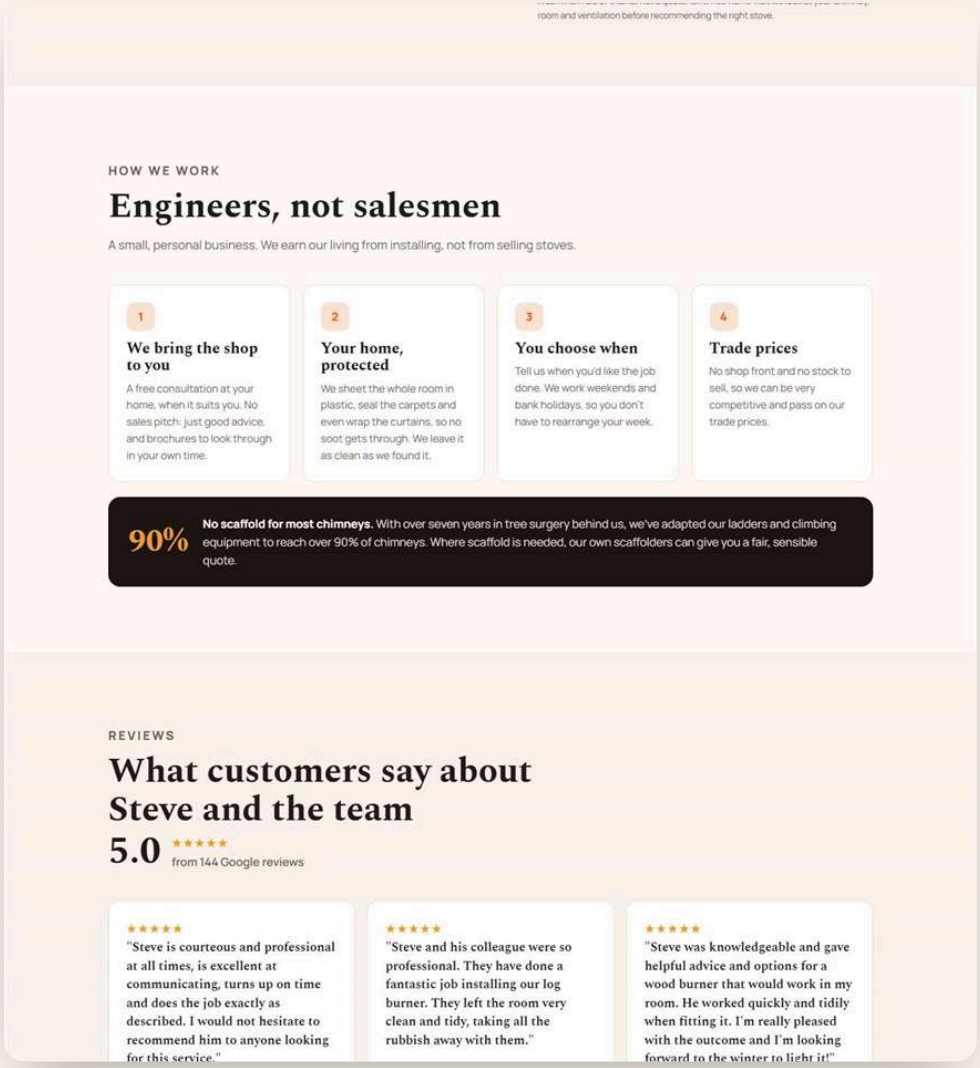
Your mobile is on every screen and taps to call, with a short form for anyone who'd rather write.

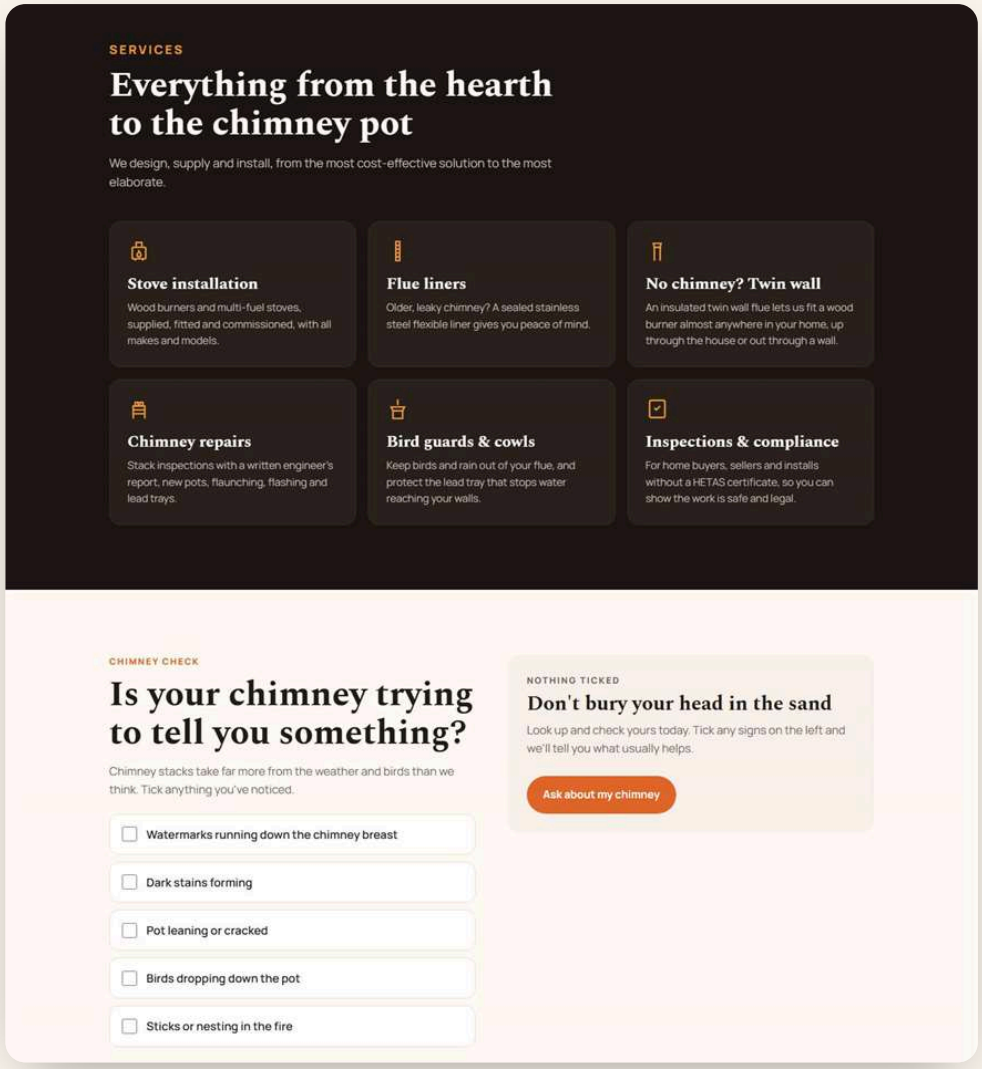
6. Secure, quiet, and found on Google

It loads with the padlock, no music, and tells Google you install wood burners in Shepton Mallet, Wells, Frome and beyond.

THE FULL PAGE, ON A COMPUTER

Your services, your way of working





IF YOU'D LIKE IT

Low cost, modern, and live within 48 hours

Once I have your logo, photos and go-ahead, your new website can be live within 48 hours.

- Your own logo, and photos of your installations if you have them.
- Enquiries from the quote form go straight to you.
- I handle all the technical side. Your email and phone numbers stay exactly as they are.
- Up to 3 small changes a month for the first 3 months, free. Anything bigger, I'll quote first.
- **Nothing to pay** until you've seen the finished site and you're happy with it.

FREE, WHETHER OR NOT YOU GO AHEAD

A one-page "What customers say about Steve" sheet of your best Google reviews, to leave with your brochures after every home visit (there's a sample on the preview site). Plus, if useful: a "Before Steve visits" photo and measuring guide to save wasted trips, and a check of what other installers nearby charge. Just reply to my email.

Kattch

ABOUT KATTCH

Most local businesses don't lose work because they're bad at what they do. They lose it in the gaps: a call missed while you're on a job, a quote nobody chased, a past customer nobody spoke to again. Kattch helps trade and home-service businesses catch that work.

- **Missed calls, caught.** An automatic text the moment you can't answer, so customers wait for you instead of ringing the next name on Google.
- **Quotes followed up.** Friendly, well-timed reminders, so fewer quotes go quiet.
- **Past customers remembered.** A friendly follow-up to old enquiries and past customers you already have.
- **A website that works on phones.** Where most customers find you first, and decide in seconds.
- **A clear look at where work leaks.** We see how enquiries come in and get handled, find where jobs are lost, and fix it with simple systems that fit how you already work.

hello@kattch.co.uk · kattch.co.uk

Kattch

REFER A BUSINESS

NOT FOR YOU? PASS IT ON

Know a business that's better than its website?

Most people in the trades know someone who's brilliant at the job but losing work in the gaps: a website that hasn't changed in years, or a phone that rings out while they're up a ladder. If someone comes to mind, an introduction helps everyone.

FOR YOU

£50

for every business you refer that goes ahead.

Paid by bank transfer once they've paid, or given to a charity of your choice. There's no limit on how many you can refer.

HOW IT WORKS

1. **Ask them first.** A quick "mind if I pass your details on?" is all it takes.
2. **Introduce us.** Forward them this PDF, or email their name and number to **hello@kattch.co.uk**
3. **Get your thank-you.** When they go ahead and pay, your £50 is on its way.

FOR THEM

A free preview + 6 months of changes

Their own private preview, like this one, with no obligation. If they go ahead, small changes are free for 6 months instead of 3.

FOR US

A warm introduction

We're a small business too. A good word from someone in the trade means more than any email from us.

WHO COMES TO MIND?

Builders · Roofers · Electricians · Plumbers · Landscapers · Kitchen & bathroom fitters · Decorators · Cleaners · Garages · Any local service business

Whether or not you go ahead with us yourself. The £50 is paid once the business you referred has paid for their website or service, as long as they mention your name, or you introduce them, before they sign up. They're always free to say no thanks.