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FREE GUIDE

What your website needs

Ten things that turn a visit into a phone call.

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Brand New Design is a trading name of GFY Marketing Limited.

Why it matters

More than half of visits to UK websites now come from phones.[1] The person looking you up is often standing in a kitchen with a leak, or between jobs of their own. They want three answers, fast: are you any good, do you cover my area, and how do I reach you?

Everything below serves one of those three. None of it needs a big budget.

The ten things

1 It works on a phone

Text you can read without pinching, buttons big enough for a thumb, and nothing sliding sideways. Open your site on your own phone and try to find your number with one hand.

2 Your number, one tap away

A phone number set up as a link rings you when it's tapped. Put it at the top of the page, and again at the bottom.

3 What you do, and where

"Roof repairs in Poole and Bournemouth" beats "Welcome to our website". Say it in the first screen, and name the towns you cover.

4 Photos of your own work

Real jobs, your van, your workshop. Stock photos are easy to spot, and they say nothing about you.

5 Your reviews

If you have good Google reviews, show some, with your rating and count exactly as Google shows them. In one large survey, 71% of people said they always or regularly read reviews when choosing a local business.[2]

6 Prices, or where they start

Even “Boiler service from £85” saves a call that goes nowhere, and it builds trust. If every job is different, say how you price.

7 When you’re open

Your hours, whether you take emergency calls, and how quickly you usually reply.

8 A short enquiry form

Name, phone, postcode and what they need. Fewer boxes means more people finish it. Send yourself a test now and then, to be sure it still reaches you.

9 The padlock

Your web address should start with `https://`. Without it, browsers show “Not secure” beside your address, which puts people off before they’ve read a word.

10 Speed

Google found that 53% of visits are abandoned when a site takes more than three seconds to load on a phone.[3] Oversized photos are the usual cause.

How yours does

Not sure how your own site measures up? Our five-minute website check walks you through it on your phone.

Or let us show you. We build your new website first, and you see it free, on a private link.

Sources

1. Statcounter Global Stats, desktop vs mobile vs tablet market share, United Kingdom, September 2026: mobile 53.56%.
2. BrightLocal, Local Consumer Review Survey 2025, 1,026 adults in the United States.
3. Google, “The need for mobile speed”, Google Analytics benchmark data, March 2016.

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We build your new website first, from your own photos and words. You see it free, on a private link.

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