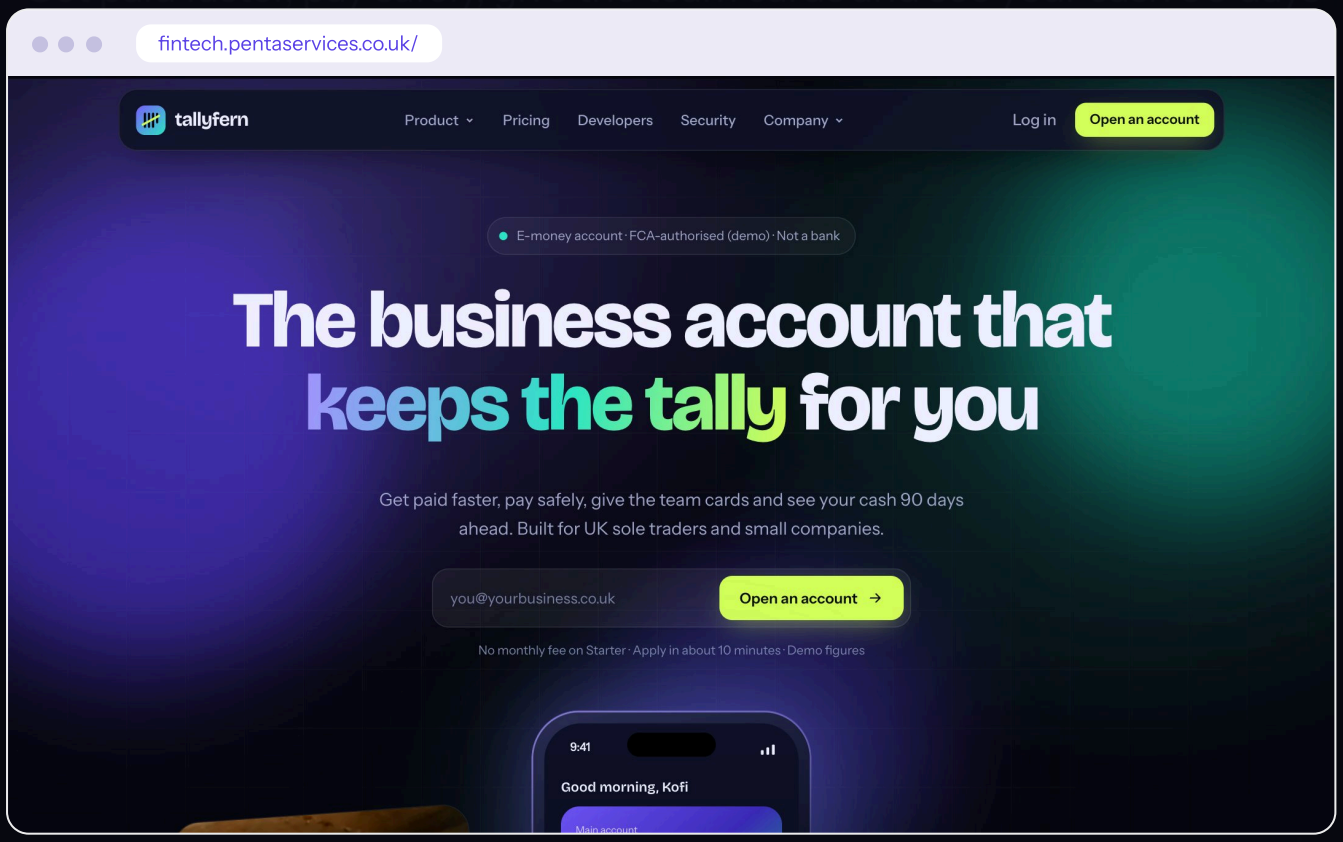
penta SERVICES

November 2026

WEBSITE GUIDE FOR FINTECH AND FINANCIAL PRODUCTS

A fintech website that turns visitors into sign-ups

Ready-made, fast and built to be found on Google and AI assistants. An app-style hero with live product screens, a fee calculator, a transfer cost calculator, a cashflow forecast, a clear security and regulation page, an integrations directory, an API console and a four-step sign-up flow included. We adapt it to your product, host it and keep it updated.



Ready Site · Corporate Website package

Live preview: fintech.pentaservices.co.uk

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TRY THE LIVE DEMO

fintech.pentaservices.co.uk

Tallyfern is a fictional sample business account. Every name, price, fee, exchange rate, rating, review, the company number and the Firm Reference Number in the demo are samples that we replace with your own. The regulatory facts shown (e-money and safeguarding, the FSCS limit, APP scam reimbursement, complaint deadlines) were checked in November 2026.

1 · AT A GLANCE

Built for how businesses choose a financial app

Founders and finance leads compare fintech products in minutes. They want to see the product, know what it costs, trust that their money is safe and check it works with their tools. This website shows all four before they reach the sign-up button.

What visitors check first

- What does the app actually look like and do?
- What will it cost for the way we work?
- Is it regulated, and is our money protected?
- Does it connect to our accounting and other tools?
- How quickly can we open an account?

What the website gives them

- Live product screens inside a device, switched by feature tabs
- A fee calculator that finds the cheapest plan for their usage
- A plain-English security page: e-money, safeguarding and FSCS
- An integrations directory and an API sandbox console
- A four-step sign-up with eligibility checks and a waitlist reference

21
pages, plus a sitemap, robots.txt and llms.txt

13
interactive tools, from fee calculator to API console

4
steps from business type to waitlist reference

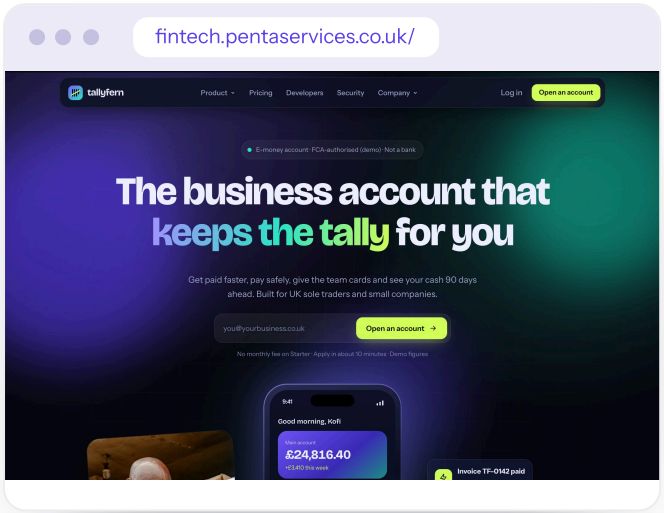
1 tap
to open an account, see pricing or get help on a phone

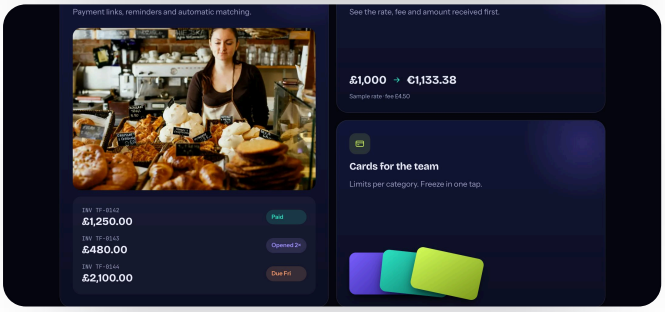
Made for

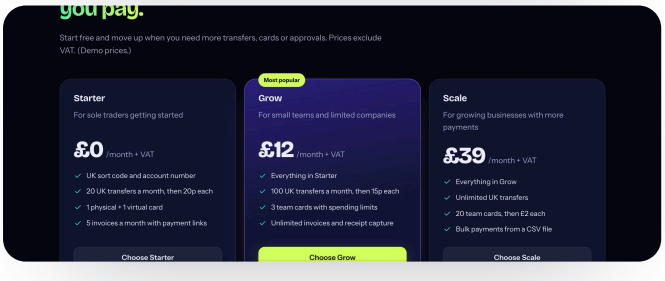
Business current accounts · Payments and money transfer apps · Expense and corporate card products · Invoicing and accounts receivable tools · Banking-as-a-service and API products · E-money and payment institutions

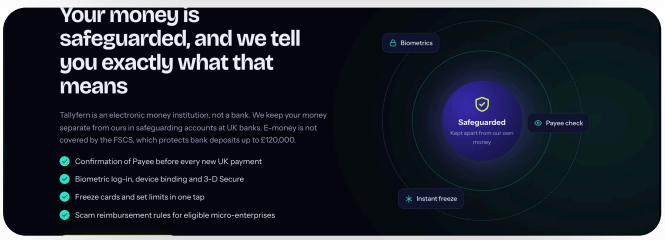
The homepage, section by section

In five seconds a visitor sees the product, the promise and the way to sign up, then scrolls into features, pricing, safety and proof.









1. **App-style hero**
   A dark gradient mesh, a centred headline with a gradient phrase, an email field that starts sign-up, and a glowing phone showing the real product.

2. **Feature tabs drive the device**
   Get paid, Pay safely, Spend smarter and See ahead switch the screen inside the phone, the customer photo and the floating notification.

3. **Bento feature grid**
   Six tiles with mini interfaces: invoices, transfers, cards, forecast, pots and an orbit of integrations.

4. **Three steps and plans**
   How to open an account, then three plans with the most popular highlighted.

5. **Safety, API and reviews**
   Safeguarding explained, a code sample for developers, reviews and an FAQ.

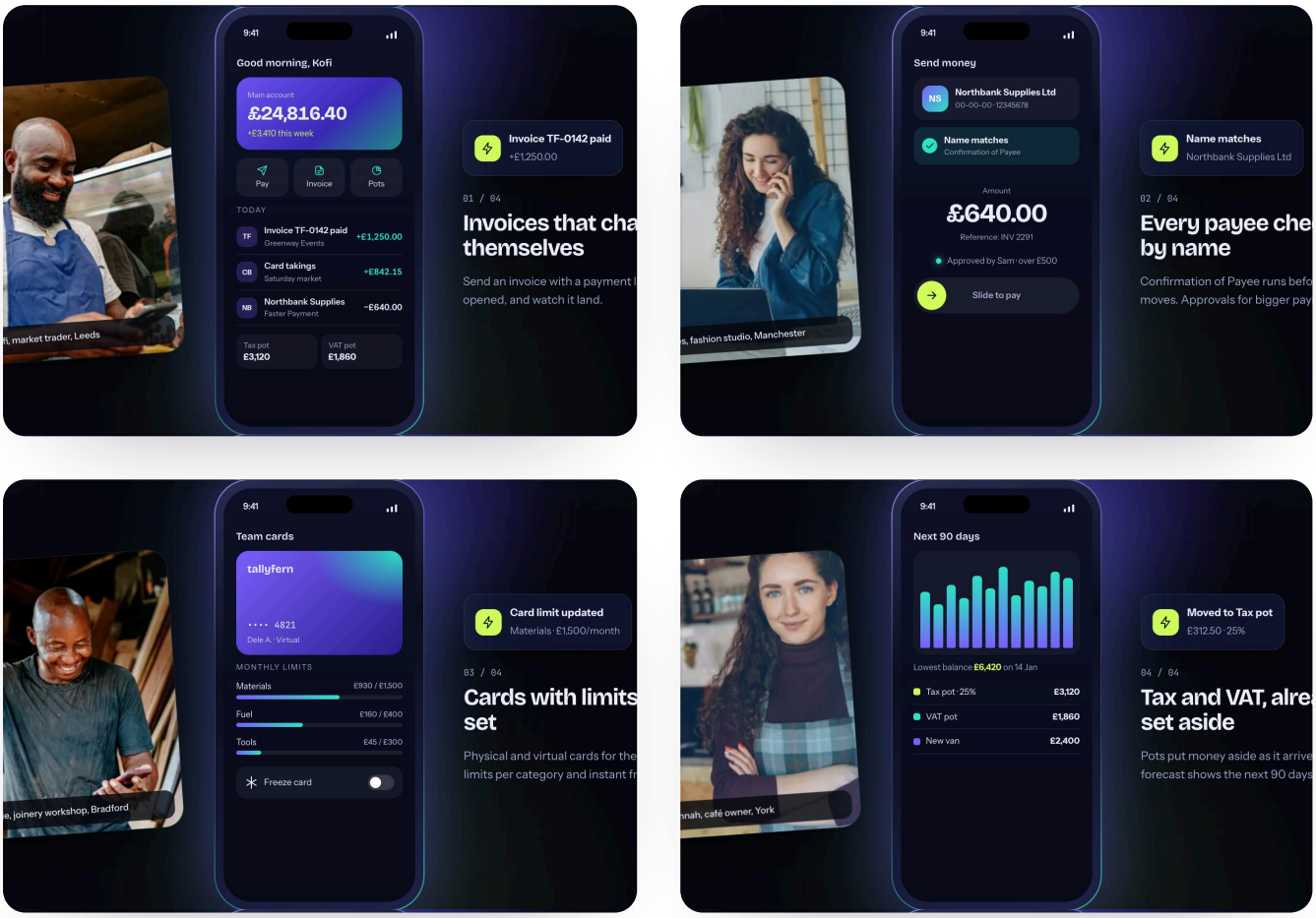
WHY IT WORKS

Fintech buyers want to see the product, not stock photos of handshakes. Showing real screens, real fees and plain-English regulation up front builds trust faster than any slogan.

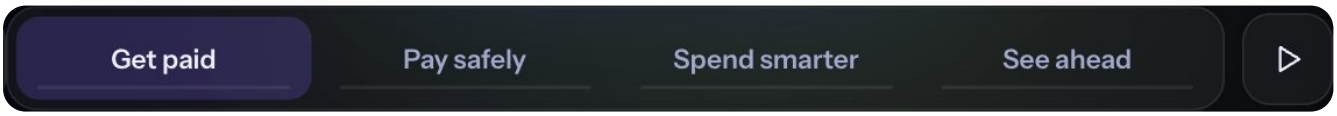
3 · HERO SLIDER

Product screens inside the device

The slider is the product itself. Four screens slide inside a glowing phone, with a customer photo and a live notification that change with each tab.



Get paid, Pay safely, Spend smarter and See ahead: one screen per tab.



1 **Live-looking numbers**
The balance ticks up as sample payments arrive, with new rows sliding into the list.

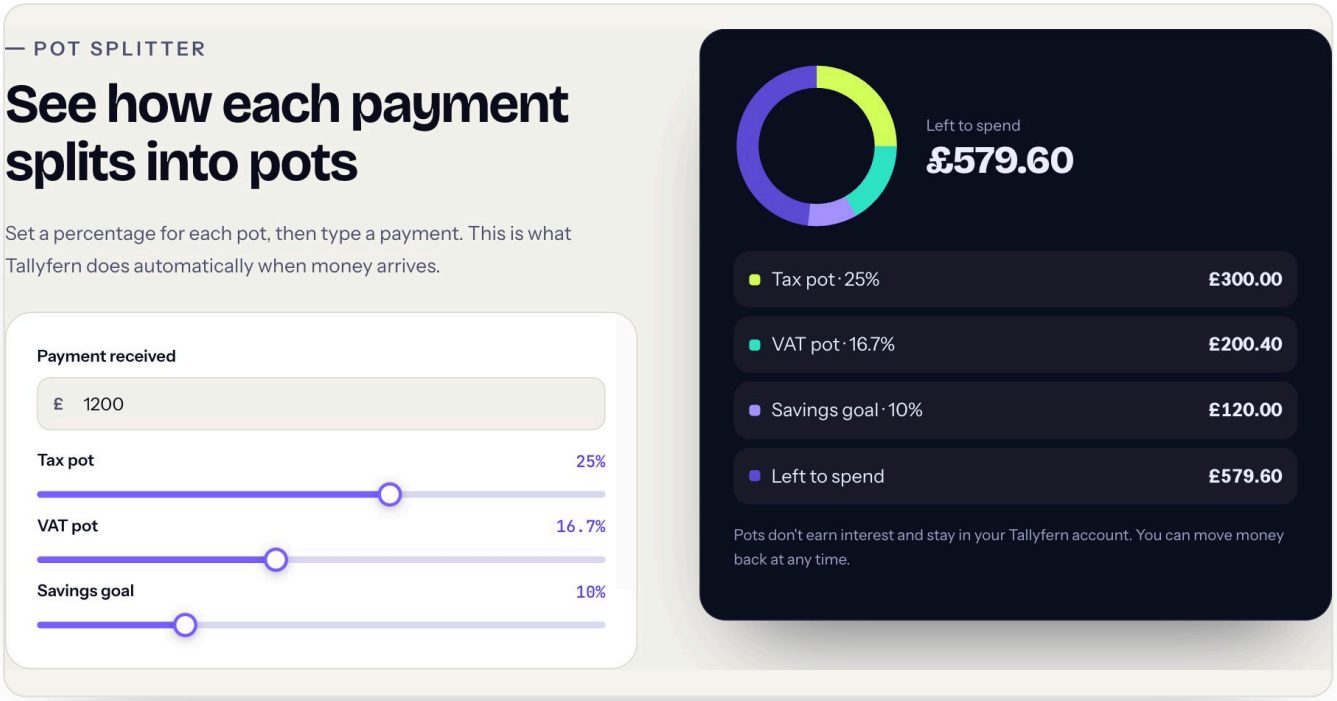
2 **Progress tabs**
Each tab fills as the slide plays; it pauses on hover or focus, and has a pause button.

3 **Keyboard and swipe**
Arrow, Home and End keys move between tabs; swipe the phone on mobile.

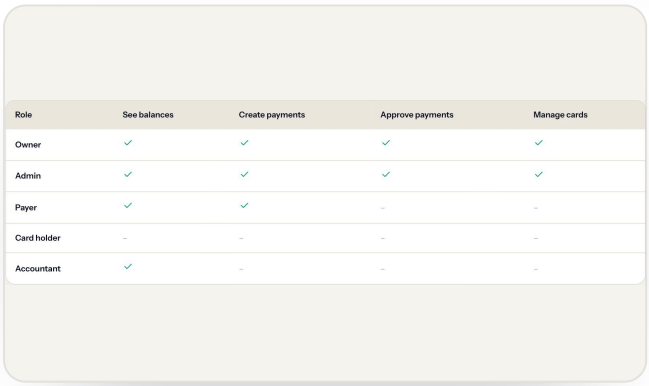
4 **Light and fast**
The first photo is preloaded, the rest load later, and motion is switched off for people who prefer less.

An account page with a pot splitter

The account page explains what a customer gets, then lets them try the pots: set percentages for tax, VAT and a goal, type a payment and see the split.



Pot splitter: sliders, a ring chart and the amount left to spend.



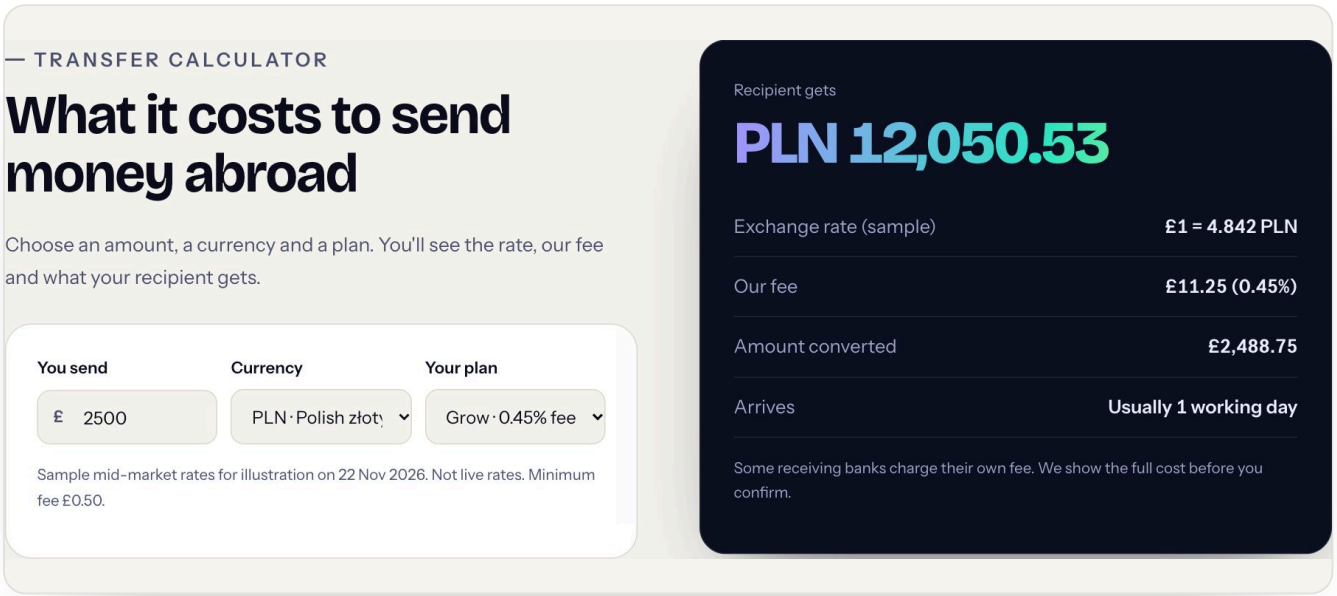
Role	See balances	Create payments	Approve payments	Manage cards
Owner	✓	✓	✓	✓
Admin	✓	✓	✓	✓
Payer	✓	✓	–	–
Card holder	–	–	–	–
Accountant	✓	–	–	–

Roles table: who can see, pay, approve and manage cards.

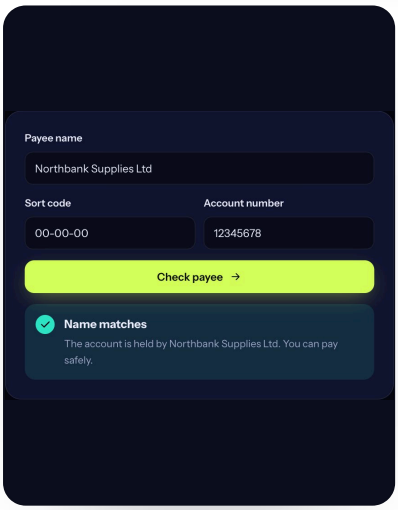
1. **UK account details**
   Sort code, account number, statements and exports, explained in plain words.
2. **Pots that fill themselves**
   The tool shows how rules split every payment as it arrives.
3. **Team access**
   Owner, admin, payer, card holder and accountant roles in one table.

A transfer calculator and a payee check

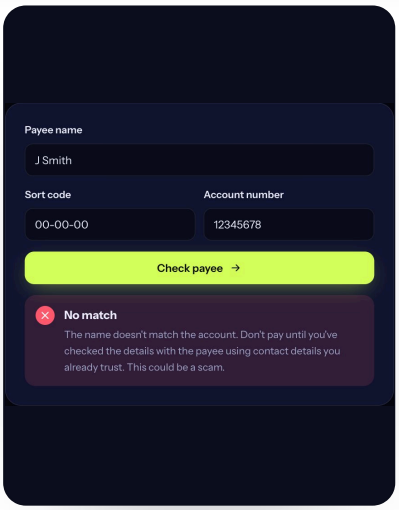
International pricing is where fintech wins or loses trust. The calculator shows the sample rate, the fee, the amount converted and what the recipient gets, in 8 currencies and for each plan.



Transfer calculator: sample rates, fee by plan and arrival time.



Confirmation of Payee demo: match.

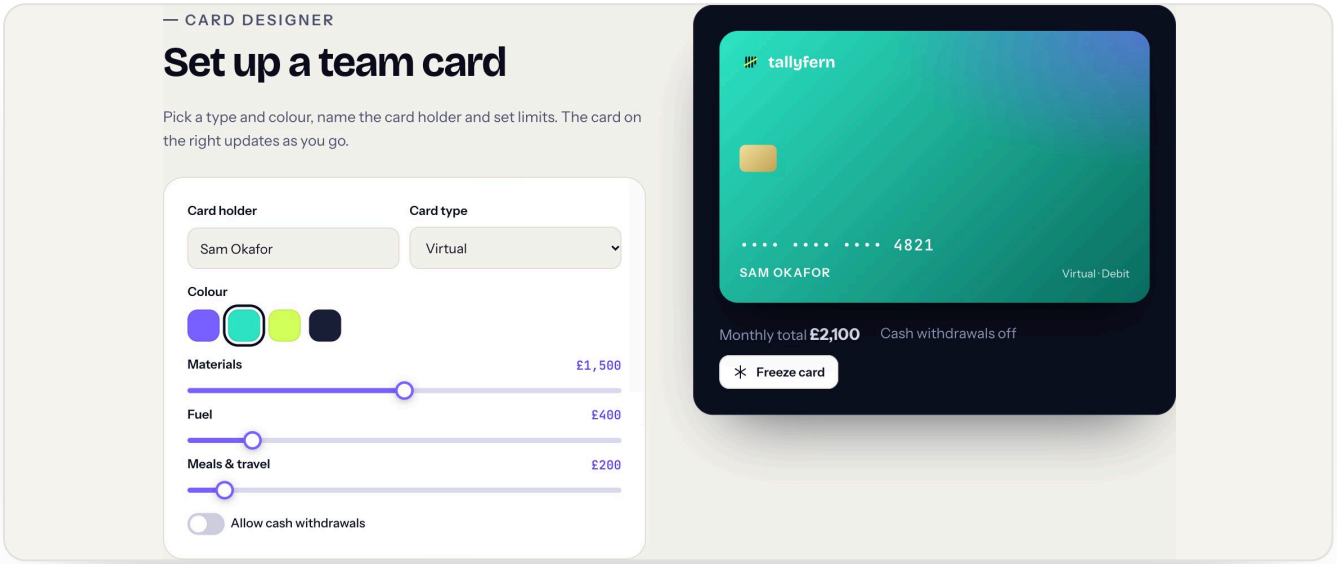


No match, with a scam warning.

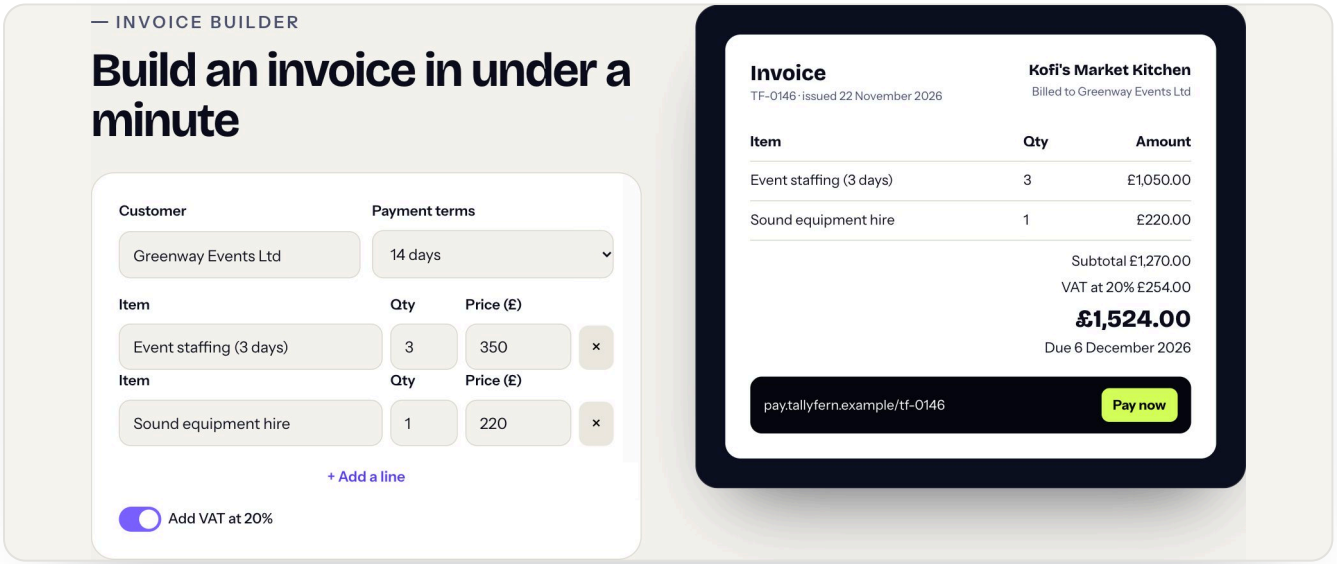
1. **Fees before you pay**
   Minimum fee, percentage by plan and arrival time per currency. Rates are clearly labelled as samples.
2. **Confirmation of Payee**
   Name, sort code and account number give a match, close match or no match result with advice.
3. **Every payment type**
   Faster Payments, scheduled, Direct Debits, bulk, approvals and international.

A card designer and an invoice builder

Two hands-on tools that make features tangible: design a team card with limits, and build a VAT invoice with a payment link.



Card designer: holder name, type, colour, category limits and freeze.



Invoice builder: lines, VAT, payment terms and a live preview.

1 Card designer
The card updates as you type, totals the monthly limits and freezes in one tap.

2 Invoice builder
Add or remove lines, switch VAT on or off and change terms; totals and due date update.

3 From sent to paid
A four-step timeline explains reminders and automatic matching.

An interactive 12-month forecast

Income, costs, opening balance and a tax percentage drive a chart of money in, money out, the spendable balance and the pots. VAT and seasonal business switches change the picture.



Forecast with KPIs, bars, balance line and pots area.



High costs trigger a low-balance alert.

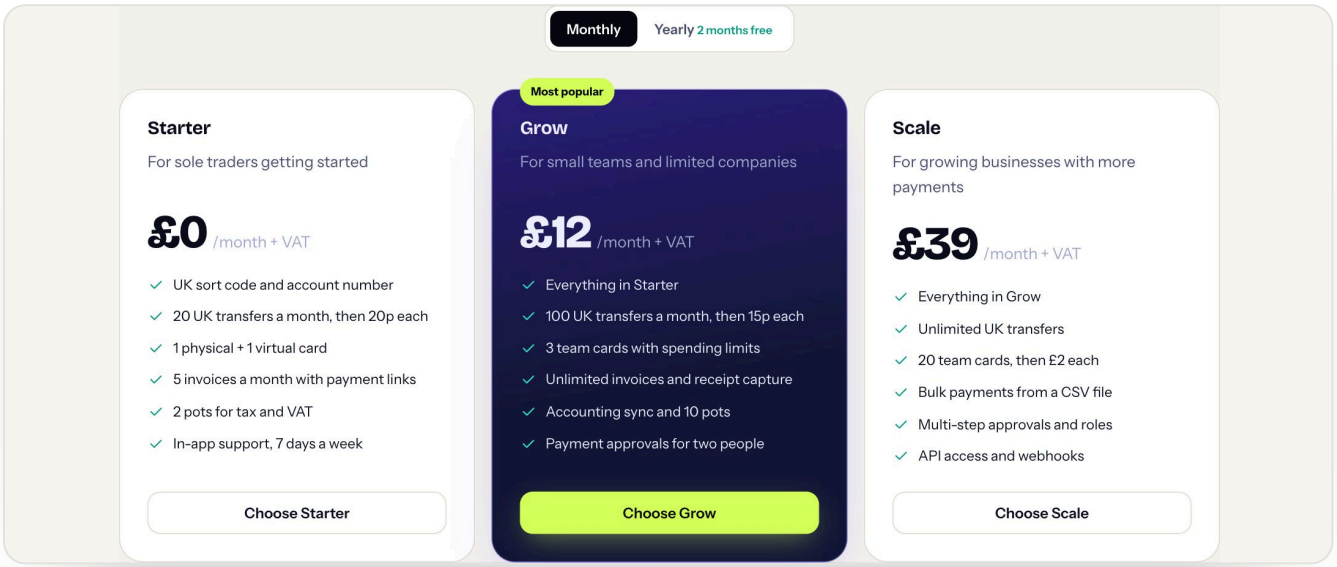
1. **Three key numbers**
   Lowest spendable balance and the month it happens, pots after 12 months and the balance at the end.

2. **Hover tooltips and a table**
   Every month can be read on hover, and an accessible table shows the same numbers.

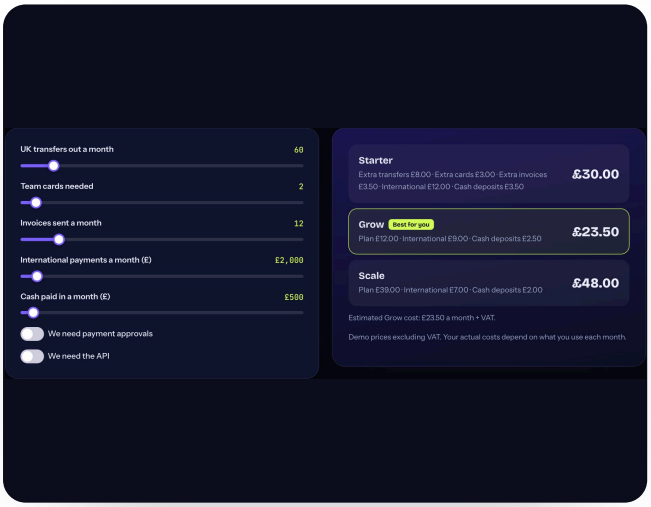
3. **Honest framing**
   Labelled as an illustration, not advice, with a link to a guide on setting aside tax.

Plans, a fee calculator and every fee side by side

Three plans with a monthly or yearly switch, a calculator that adds up plan fees, extra transfers, cards, invoices, international fees and cash deposits, and a full comparison table.



Plan cards with a monthly or yearly toggle.



Fee calculator: the cheapest plan is highlighted.

Feature	Starter	Grow	Scale
Monthly fee (excl. VAT)	£0	£12	£39
UK transfers included	20 a month	100 a month	Unlimited
Extra UK transfer	20p	15p	–
Cards included	1	3	20
Extra card	£3/month	£3/month	£2/month
Invoices	5 a month, then 50p	Unlimited	Unlimited
International transfer fee	0.6%	0.45%	0.35%
Cash deposit (Post Office)	0.7%, min £1	0.5%, min £1	0.4%, min £1
Pots	2	10	50
Payment approvals	–	✓	✓
Bulk payments	–	–	✓
API and webhooks	–	–	✓

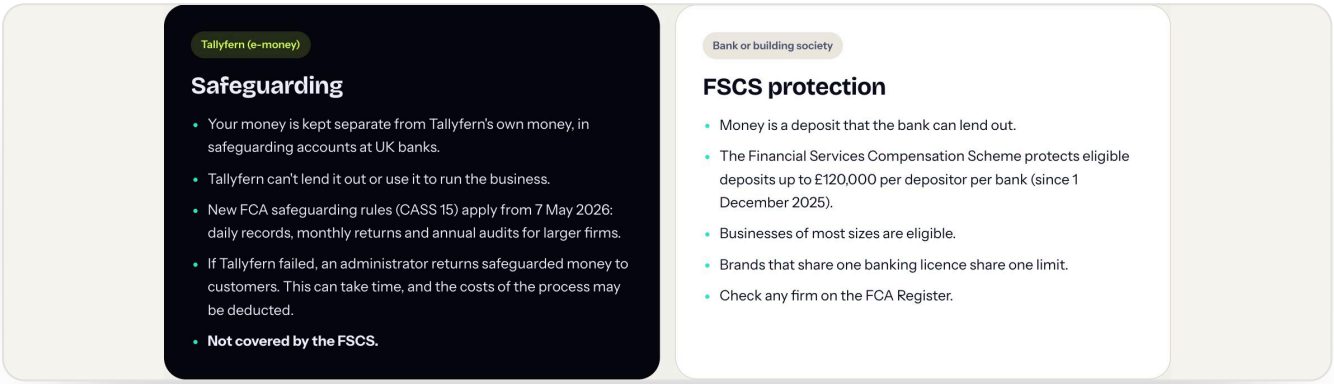
Comparison table.

1. **Best plan for you**
   Needing approvals or the API rules out plans that don't include them.

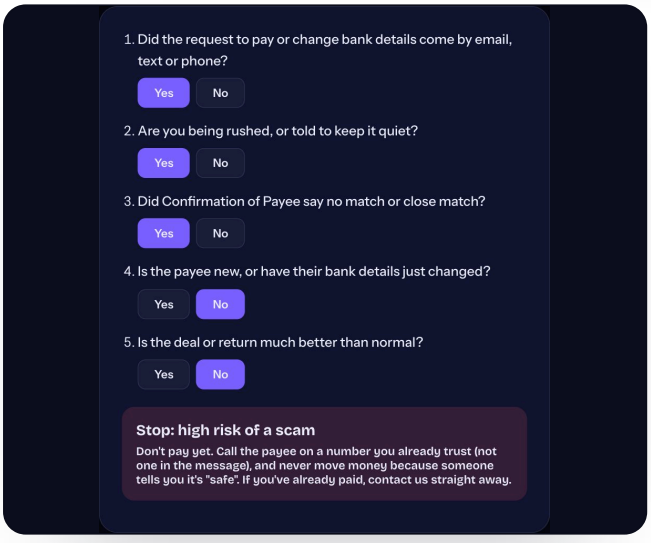
2. **Transparent**
   Every line of the cost is shown, excluding VAT, with demo prices you replace.

Regulation explained correctly and clearly

The page most fintech sites get wrong. It explains, side by side, that e-money is safeguarded and not covered by the FSCS, while bank deposits are protected up to £120,000 per person per bank.



E-money vs bank: safeguarding and FSCS side by side.



Payment safety check: five questions, a clear verdict.



Regulatory statement with the FRN.

1. **Accurate facts**
   CASS 15 safeguarding from 7 May 2026, FSCS £120,000 since 1 December 2025, APP scam reimbursement up to £85,000.

2. **Scam check**
   Warning signs such as urgency and changed bank details produce high, medium or low risk advice.

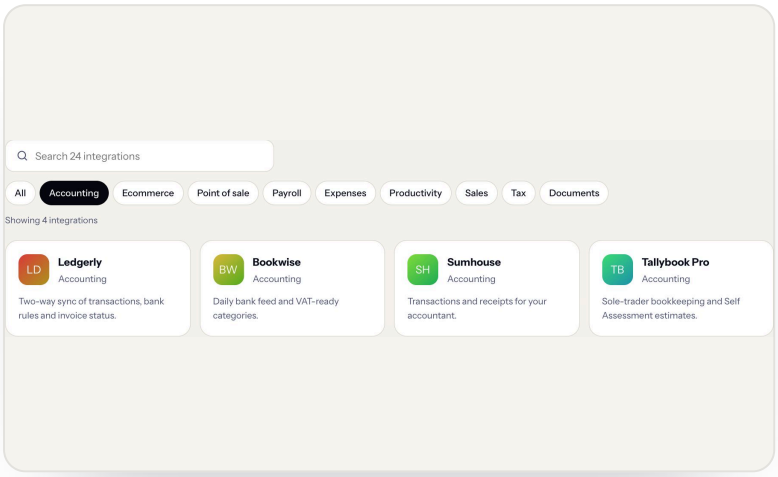
3. **Security features**
   Biometrics, device binding, payee checks, freeze, approvals and alerts.

COMPLIANT BY DESIGN

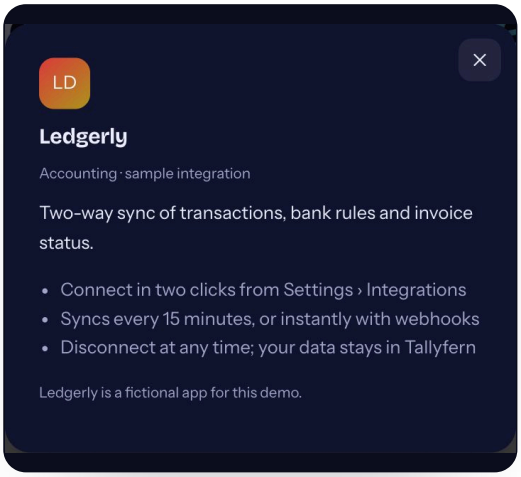
Copy avoids guaranteed returns and unfair comparisons, sample rates are labelled, and the regulatory statement with your FRN sits in every footer. You approve all financial promotion wording before go-live.

A directory and a sandbox console

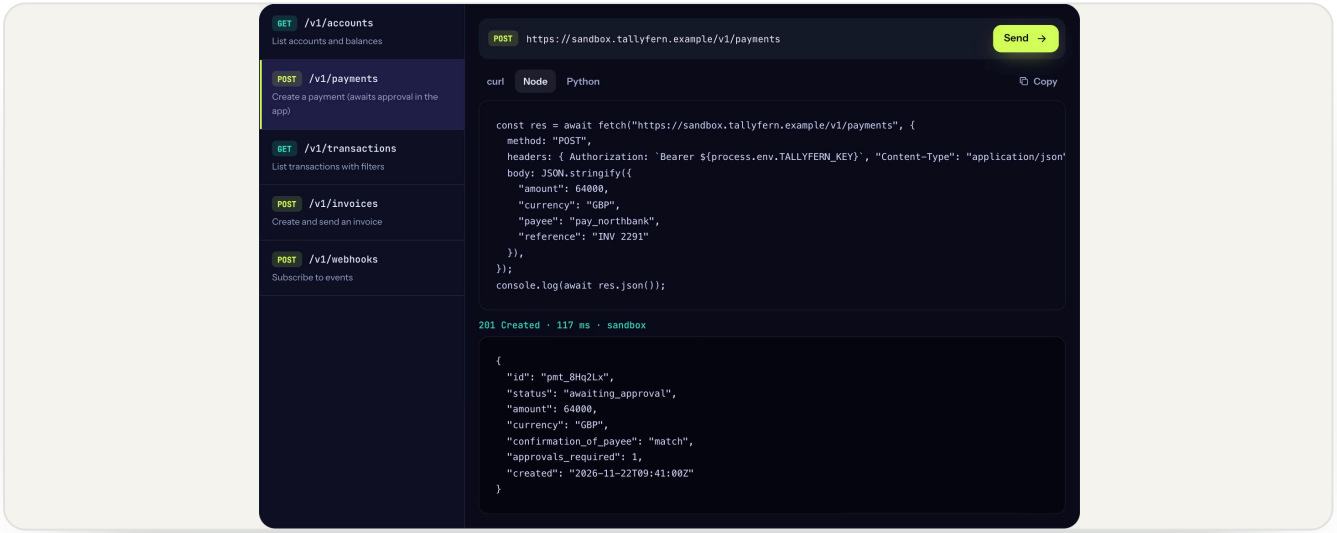
Search and filter 24 sample integrations by category and open each one for details. Developers get a console: pick an endpoint, switch between curl, Node and Python, copy the code and send a test request.



Integrations directory with search and category filters.



Integration detail.



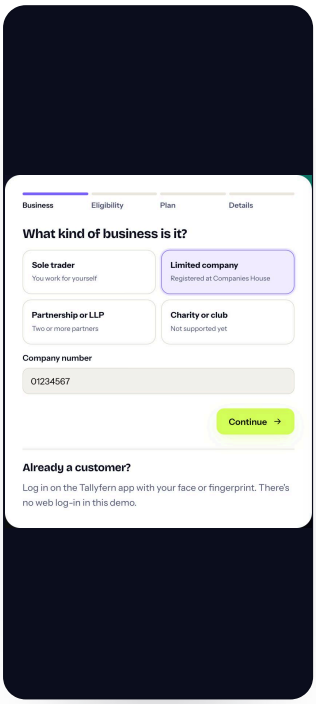
API console: endpoints, code samples and a sandbox response.

1 **Integrations directory**
Accounting, ecommerce, point of sale, payroll, expenses, productivity, sales, tax and documents.

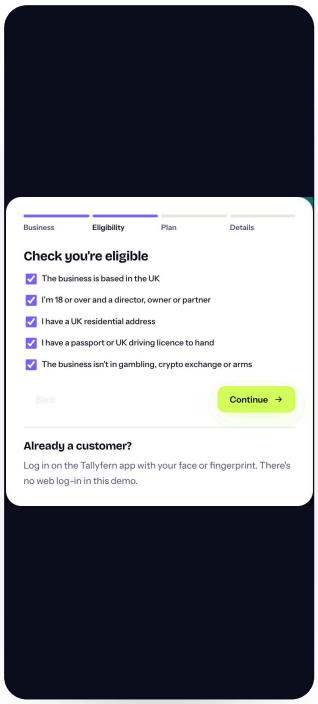
2 **Developer teaser**
Endpoints, webhooks, authentication, limits, idempotency and versioning on one page.

A sign-up that qualifies as it goes

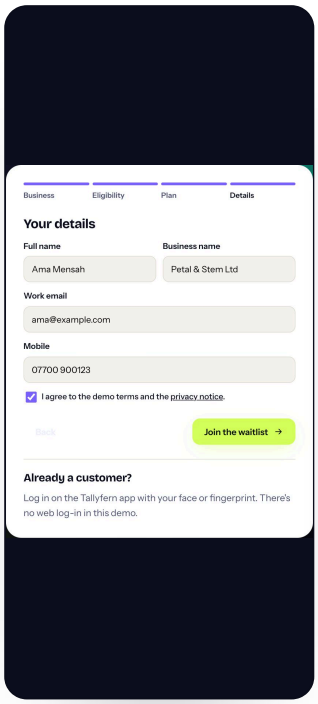
Four steps: business type, eligibility, plan and details. Unsupported businesses are told kindly, company numbers are checked, and the result is a waitlist reference with what to have ready.



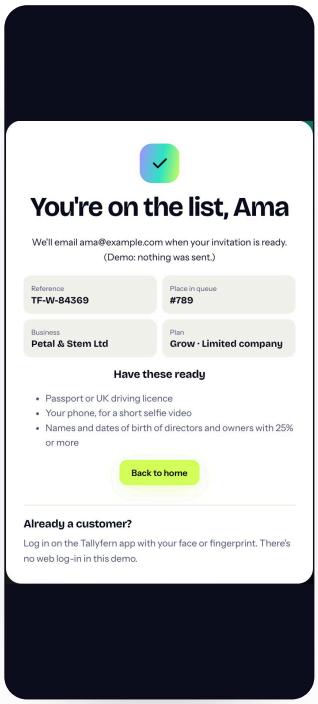
Step 1: business type and company number.



Step 2: eligibility.



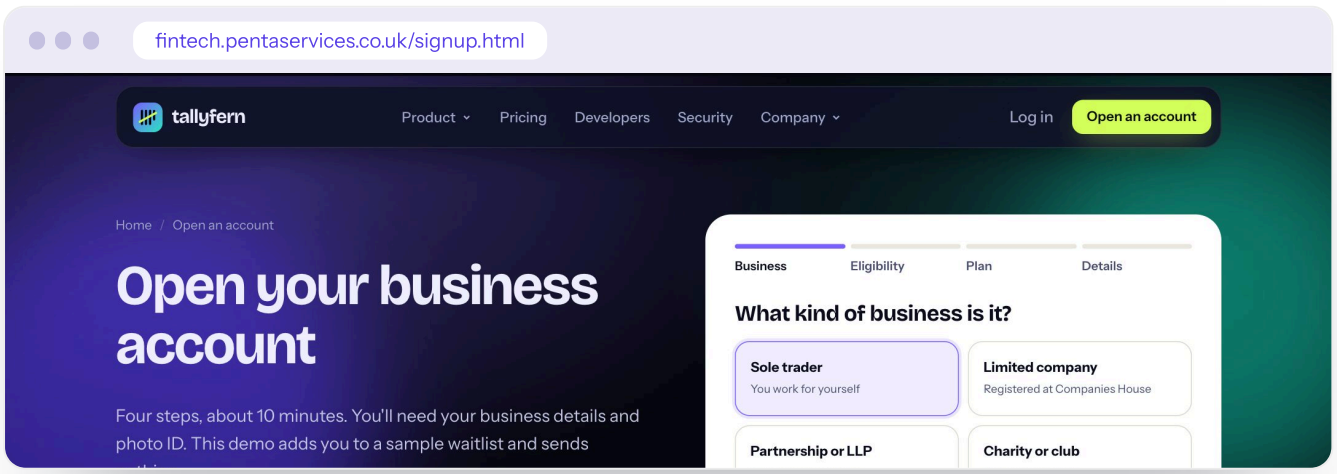
Step 4: details with consent.



Waitlist reference and checklist.

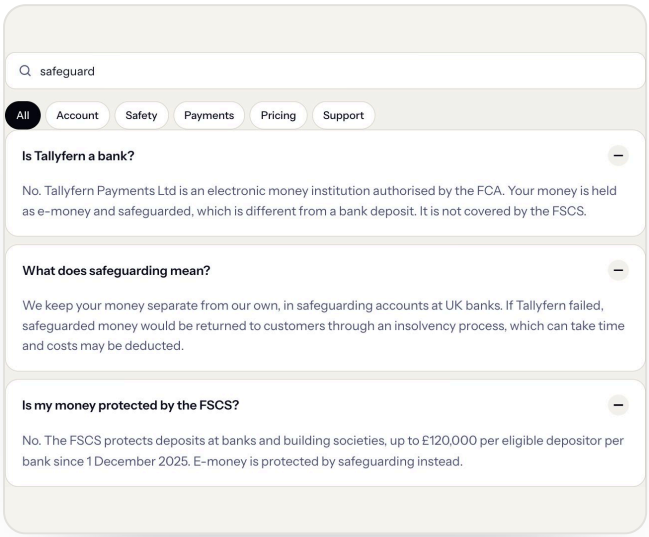
1 **Fewer failed applications**
Eligibility is checked before details are typed, with the exact reason shown.

2 **Connected to your flow**
The form can send to your onboarding system, CRM or waitlist tool.

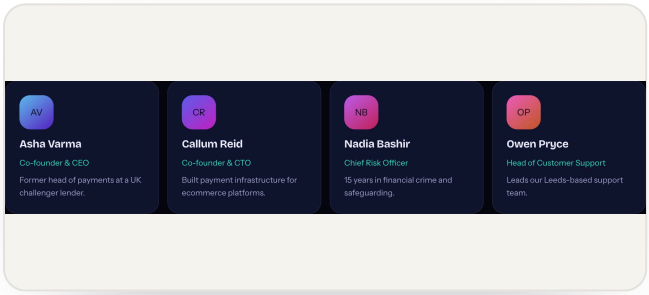


About, help, guides and complaints

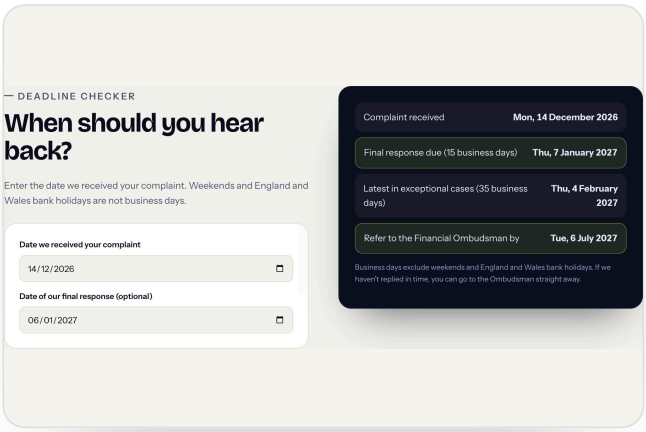
The pages that answer the last questions before sign-up.



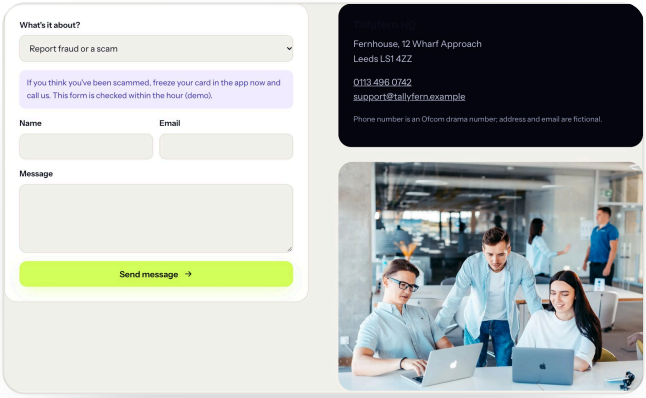
Help centre with search and topics.



Leadership team.



Complaint deadline checker with bank holidays.



Contact form with topic routing.

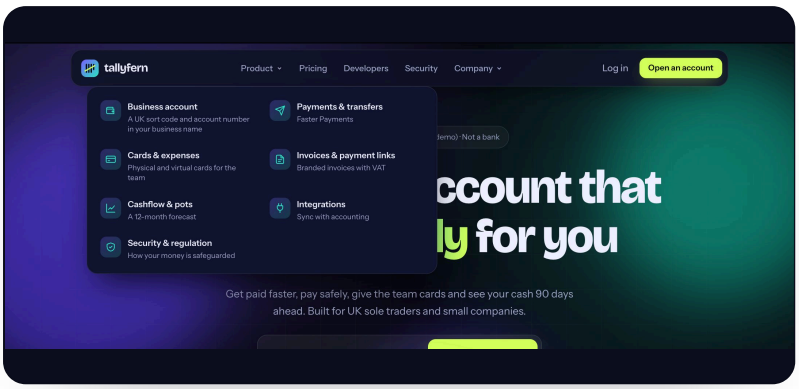
1 Help centre
15 answers in five topics, searchable, with FAQPage structured data.

2 Complaints
15 and 35 business-day response dates and the 6-month Ombudsman deadline, worked out for you.

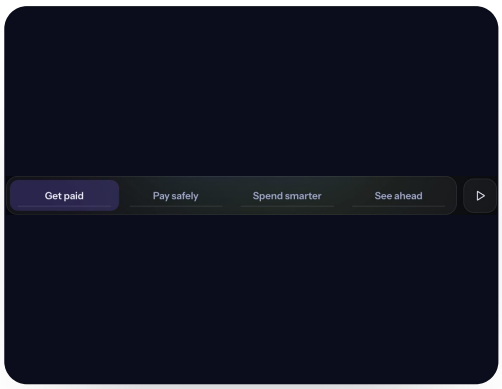
3 Guides
Three articles: e-money vs bank, setting aside tax, and international payment fees.

4 Contact
Sales, support, complaints, fraud and press each get the right message.

Small touches that build confidence



Mega menu with every product page.



Feature tabs with progress bars.

Device slider

Product screens, photo and notification per tab, live balance.

Pot splitter

Percentages, ring chart and amount left.

Transfer calculator

8 currencies, fee by plan, arrival time.

Payee check

Match, close match or no match.

Card designer

Name, colour, limits and freeze.

Invoice builder

Lines, VAT, terms and payment link.

Cashflow forecast

Chart, KPIs, alerts and table.

Fee calculator

Cheapest plan for your usage.

Scam check

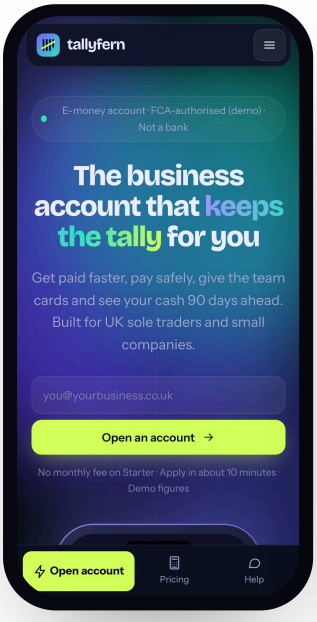
Five questions, clear verdict.

API console

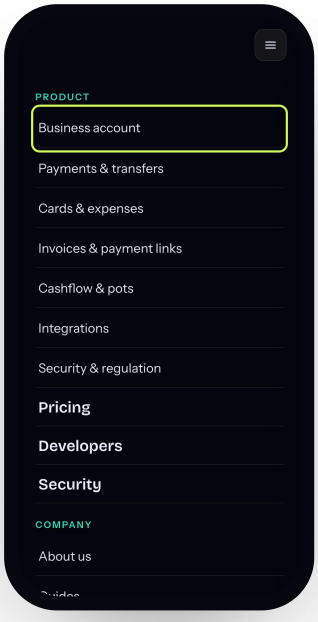
Endpoints, code, sandbox response.

Designed for the phone

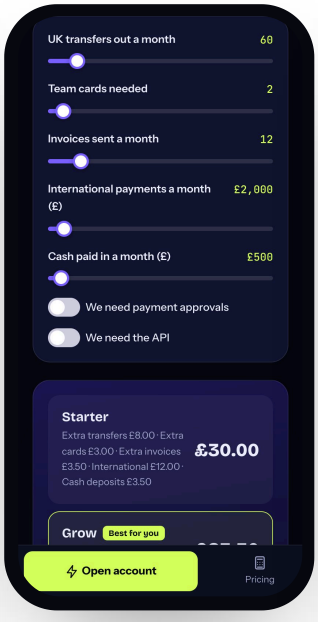
Most fintech sign-ups start on a phone. The menu becomes a full-screen drawer, the device slider supports swipe, every tool fits a small screen, and a bar keeps Open account, Pricing and Help one tap away.



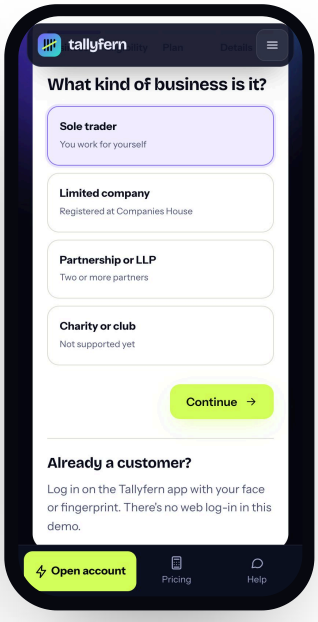
Homepage



Menu



Fee calculator



Sign-up

— FOR DEVELOPERS

An API for payments, invoices and webhooks

On the Scale plan, connect Tallyfern to your own systems: create payments that still need approval in the app, issue invoices and listen for events.

Explore the API →

```
curl https://api.tallyfern.example/v1/payments \
  -H "Authorization: Bearer sk_sandbox_…" \
  -d amount=64000 -d currency=GBP \
  -d payee=pay_northbank -d reference="INV 2291"

# → 201 Created
{ "id": "pmt_8Hq2…", "status": "awaiting_approval" }
```

Your brand, found on Google and AI assistants

The demo uses an app-product layout on a dark gradient mesh in ink, violet, teal and lime, with Bricolage Grotesque headings and Instrument Sans text. We replace them with your logo, colours, fonts, product screens and copy.

Search engines (SEO)

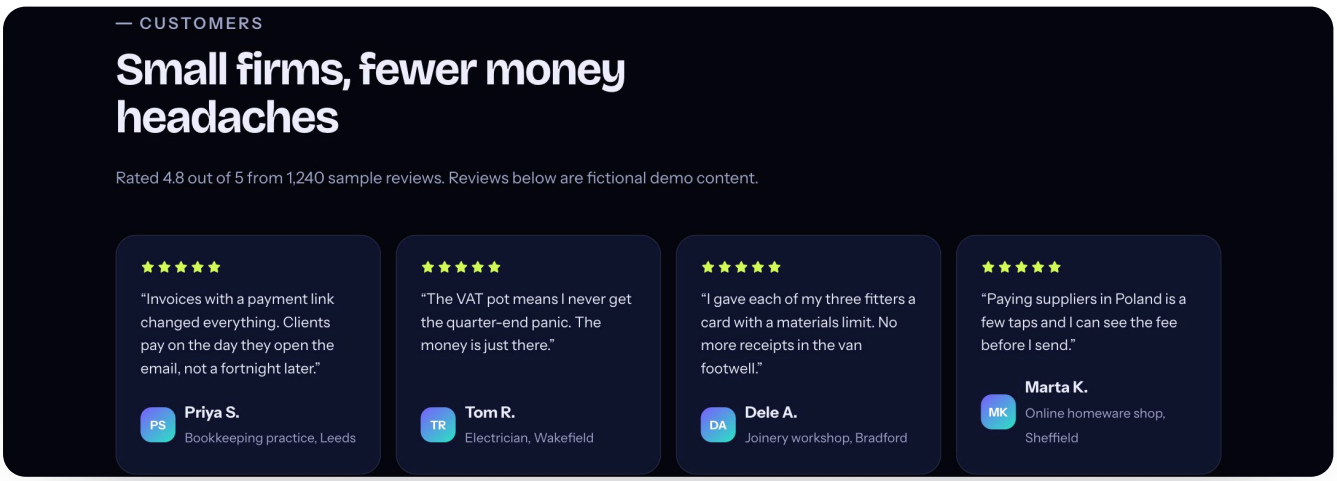
- A unique title and description on every page
- FinancialService and SoftwareApplication structured data with plans, plus Service, WebApplication, FAQPage, Article and Breadcrumb
- A page for each feature, plus pricing, security, integrations and API pages
- Sitemap, clean addresses and fast loading

AI assistants (GEO)

- Answer-first summaries at the top of every page
- Facts AI tools can quote: plan prices, fees, safeguarding, FSCS and complaint deadlines
- Consistent company name, FRN and regulatory statement everywhere
- AI crawlers allowed, with an llms.txt summary of your product

Searches the site is built around

business bank account for sole traders · business account with invoicing · best business account for small business UK · send money abroad business · expense cards for employees · is an e-money account safe · business account fees compared · open a business account online



16 · ALL INCLUDED

Domain, hosting and email: we take care of it all

The website arrives complete and ready to use. You never have to deal with anything technical.

Domain INCLUDED

A free .com, .net or .org domain with yearly billing, or we connect yours.

Fast, secure hosting INCLUDED

Reliable servers, SSL certificate (https) and regular backups.

Business email INCLUDED

Mailboxes on your own domain (e.g. hello@yourcompany.com).

Updates and support

We keep the site updated and secure and make your changes.

Google Business Profile

Your Google Maps listing set up and linked to the website.

Privacy and cookies

Privacy notice and cookie consent for your country.

Ready Site price

Setup

£0 · US$0

Delivered faster than a custom build

Monthly

£34 · US$45

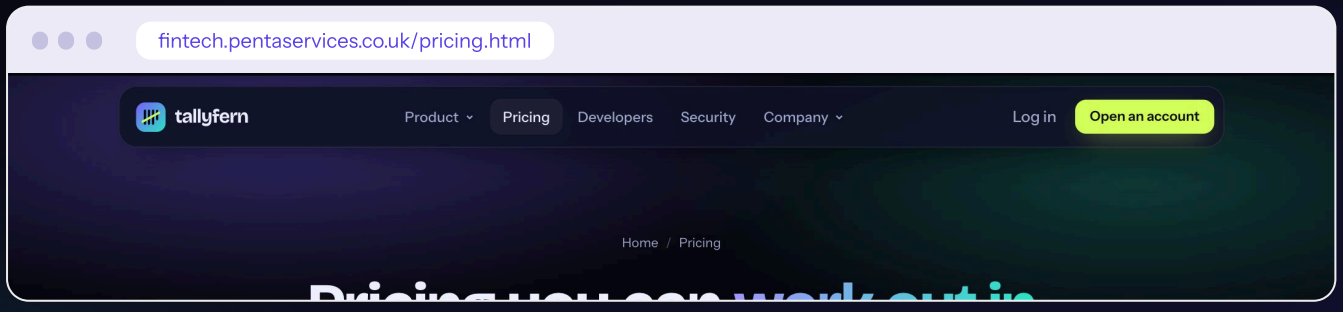
Hosting, SSL and business email included

Pay yearly

2 months free

10 × the monthly fee, plus a free domain

Ready Site prices for the Corporate Website package, November 2026. Prices in EUR, AED, PKR and other currencies on pentaservices.co.uk. 12-month minimum term from go-live.



What we need and what we do

What we need from you

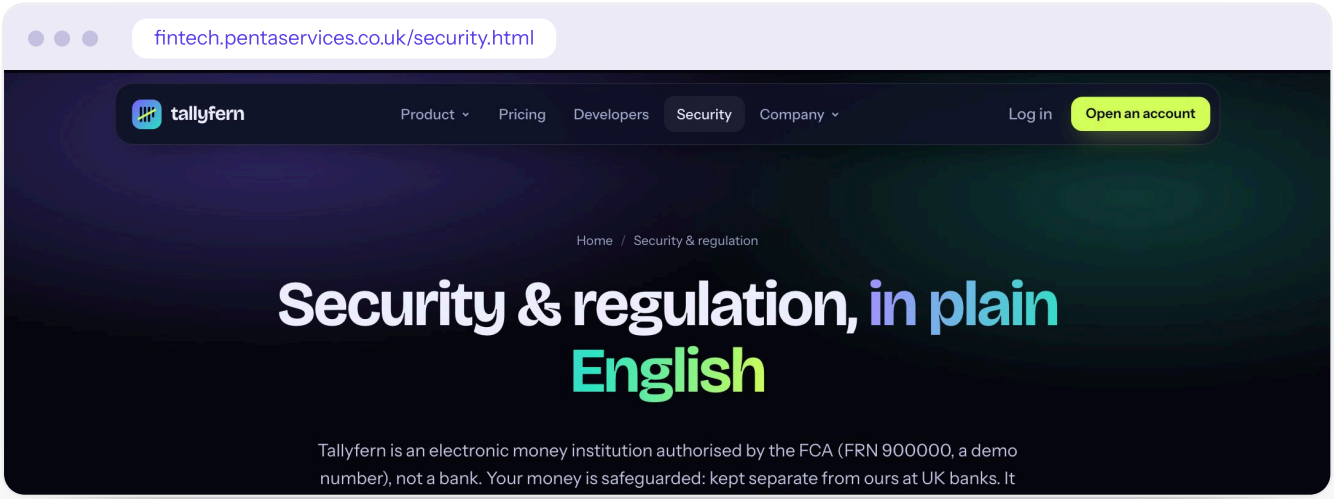
- Logo, colours and fonts, if you have them
- Product screenshots or app screens for the device slider
- Plans, fees and any rates you want shown
- Your FCA status, FRN and the exact regulatory wording
- Integrations, API documentation links and help answers
- Team profiles, reviews and photos

What we do

- Adapt the design to your brand
- Rebuild the device screens from your product
- Load your plans into the fee and transfer calculators
- Connect sign-up and contact forms to your systems
- SEO, structured data and AI-search setup
- Test on phones, tablets and computers, then go live

TAILORED TO YOU

Every website is adapted to your product: your features, plans, fees and sign-up questions. Forms can send to your onboarding system, CRM or waitlist tool. Your compliance team approves every financial promotion before launch. We send a clear proposal with no obligation.



NEXT STEPS

Ready for a website that brings in sign-ups?

1. **See the demo**
   Open the demo on your phone and computer. Try the device slider, the fee calculator, the transfer calculator and the sign-up.

2. **Talk to us**
   Message us on WhatsApp or email: we show you the site and answer every question, with no obligation.

3. **Send us your details**
   Logo, product screens, plans and fees, regulatory wording, integrations and team.

4. **Approve and go live**
   You get a private preview link, approve it, and the site goes live on your domain.

Contact Penta Services

info@pentaservices.co.uk

WhatsApp / phone: **+44 7735 544911**

pentaservices.co.uk · Live demo: fintech.pentaservices.co.uk

Penta Services: websites, apps, SEO and GEO, hosting. 15+ years across 50+ business sectors. Offices in London, Italy and Pakistan.

One website. The product shown, the fees explained, the money's safety made clear, and a sign-up that starts in one tap.