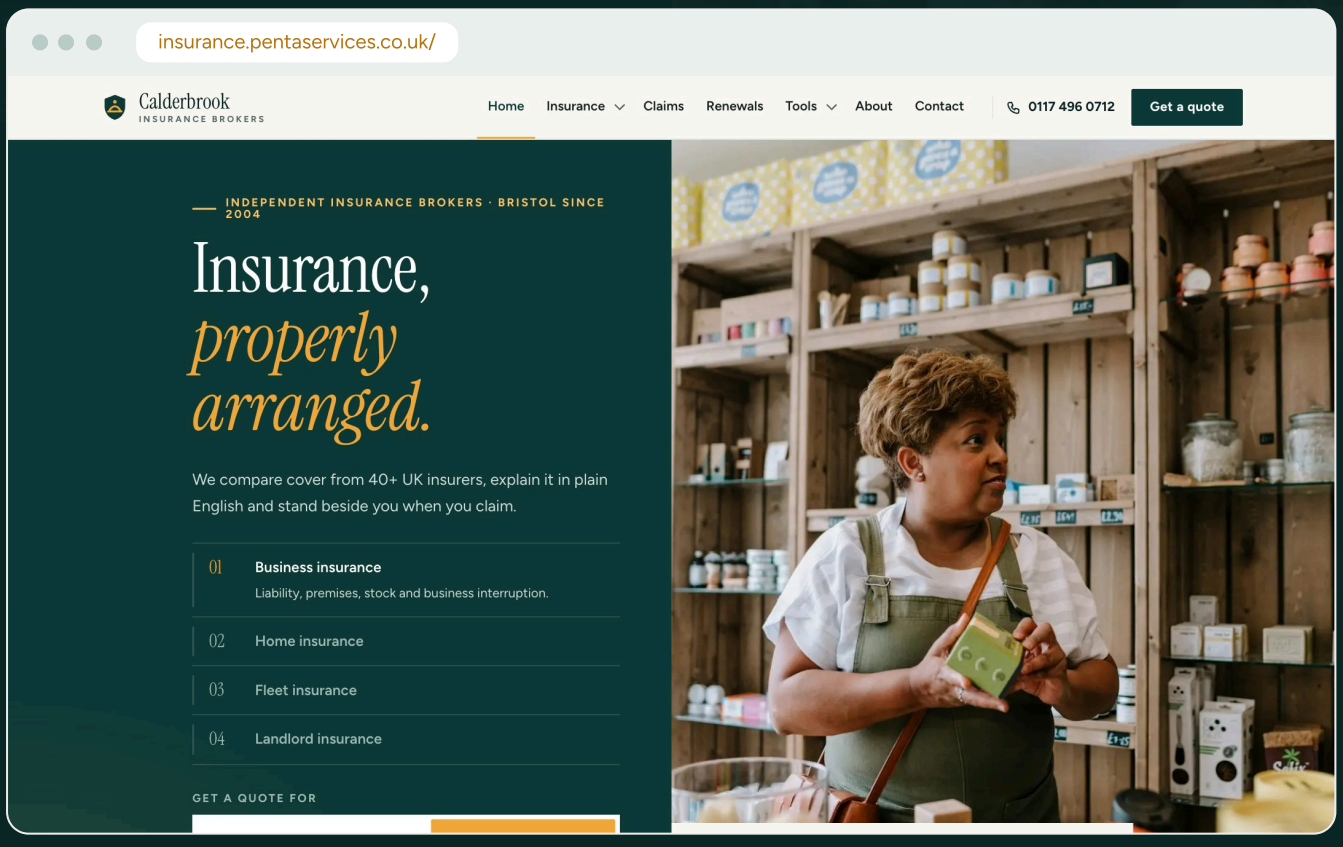
penta SERVICES

November 2026

WEBSITE GUIDE FOR INSURANCE BROKERS

An insurance broker website that *turns visitors into quotes*

Ready-made, fast and built to be found on Google and AI assistants. A premium hero slider, a four-step quote request for six types of cover, a cover finder, a step-by-step claims guide, renewal reminders, three calculators and a clear FCA and complaints page included. We adapt it to your firm, host it and keep it updated.



Ready Site · Corporate Website package

Live preview: insurance.pentaservices.co.uk

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What's *in this guide*

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TRY THE LIVE DEMO

insurance.pentaservices.co.uk

Calderbrook Insurance Brokers is a fictional sample firm. Every name, price, premium range, rating, review and the Firm Reference Number in the demo are samples that we replace with your own. The regulatory facts shown (Financial Ombudsman Service, FSCS, Insurance Premium Tax, employers' liability) were checked in November 2026.

1 · AT A GLANCE

Built for how clients *choose a broker*

Business owners, landlords and homeowners look for a broker when a renewal lands, a contract asks for cover they don't have, or something goes wrong. They want to know what cover they need, roughly what it costs, whether you are regulated and what happens when they claim. This website answers all four before they pick up the phone.

What clients check first

- What insurance do I actually need, and what is compulsory?
- Roughly what will it cost, and can I pay monthly?
- Is this broker authorised by the FCA, and how are they paid?
- Will they help me when I make a claim?
- Reviews, the team, and how quickly they reply

What the website gives them

- A four-step quote request for six covers, with an indicative range
- A cover finder that separates legal requirements from nice-to-haves
- A claims guide: what to do now, what to gather, then notify the claim
- Renewal reminders with a calendar file, and three calculators
- A clear FCA status, complaints process and Ombudsman checker

24
pages, plus a sitemap, robots.txt and llms.txt

6
cover pages, each with facts, FAQs and a quote button

8
interactive tools: slider, quote, finder, claims, renewals, 3 calculators, complaints checker

52
automated checks run on every tool before launch

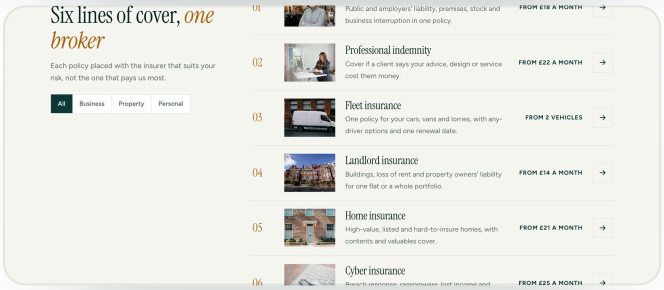
Who it's for

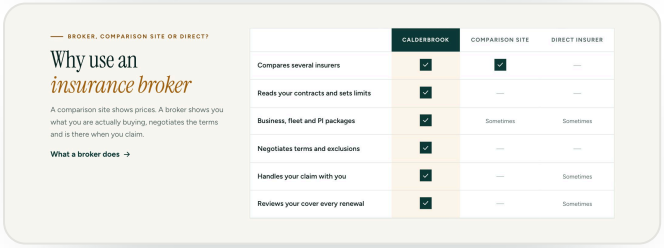
Independent insurance brokers · Commercial and SME brokers · Chartered insurance brokers · Fleet and motor trade brokers · Landlord and property brokers · Private client and high-value home brokers · Professional indemnity and cyber specialists · Broker networks and appointed representatives

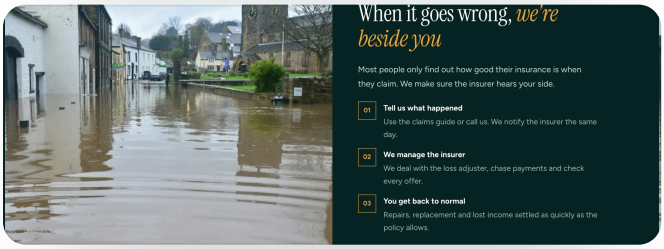
The homepage, *section by section*

A split-screen corporate design: a solid deep-spruce panel with the headline, cover list and quote form on the left, and a changing photo on the right. A quote is one tap away on every screen.









1 Split-screen hero
Left: a large serif headline, a numbered list of four covers (business, home, fleet, landlord) that drives the slider, and an inline 'Get a quote for' form. Right: a full-height photo that changes with each cover, with a caption and quote link.

2 Live office status
Under the form: open or closed now, the phone number and a pause button for the slider.

3 Six covers as an index
Numbered rows with a thumbnail, a one-line summary, a 'from' price and an arrow, filtered by Business, Property or Personal.

4 Six tools
Cover finder, quote request, claims guide, renewal reminders, calculators and complaints checker in a hairline grid.

5 Broker vs comparison site
A clear table showing what a broker does that a comparison site or direct insurer does not.

6 Claims promise
A half-and-half band: a strong photo beside 'When it goes wrong, we're beside you', three claim steps and the claims line.

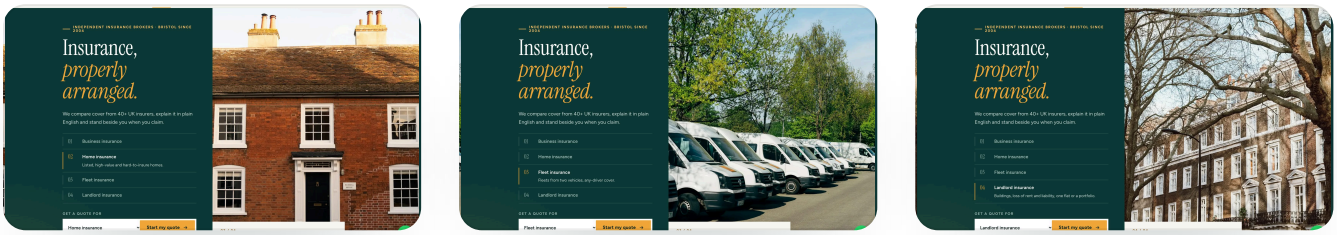
7 Sectors, team, reviews, guides
Four sector tiles, broker profiles that open a bio, a numbered review panel, guides as editorial rows, a regulation strip and a two-colour call-to-action band.

WHY IT WORKS

Insurance is a trust purchase. The split hero shows independence, every line of cover and a quote form at once, and every section below ends in a quote or a call.

A slider driven by *your covers*

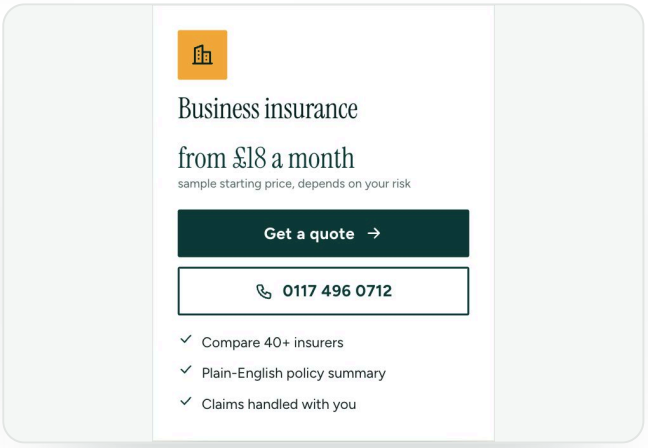
Each cover in the numbered list switches the photo on the right, with its own caption and quote link. Autoplay pauses on hover and focus, arrow keys move through the list, photos swipe on a phone, the quote form follows the slide and reduced motion is respected.



Home, fleet and landlord slides. Slide 1 (business) is on the cover of this guide.



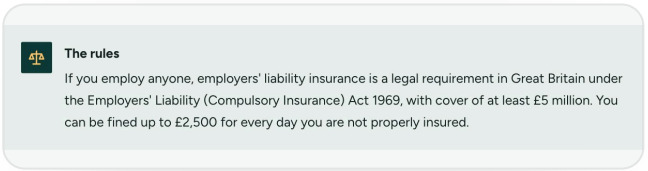
A page for each cover: business, professional indemnity, fleet, landlord, home and cyber.



The side card: starting price, quote and call buttons.

1 **Answer-first introduction**
What the cover is and what it pays for, in two or three sentences Google and AI assistants can quote.

2 **What it can cover and who it's for**
A ticked list of the main sections and the businesses or people it suits.

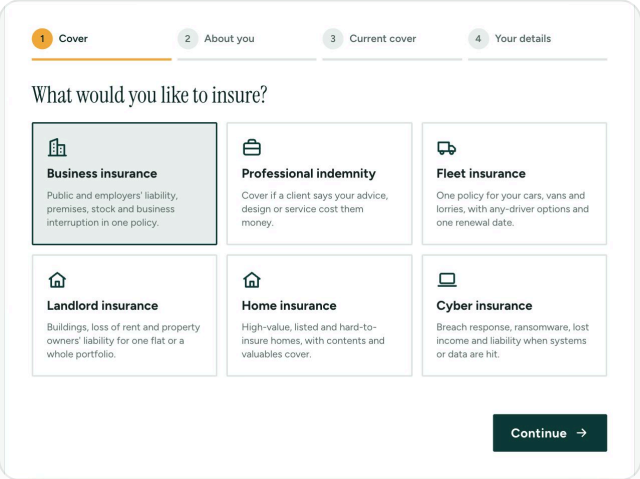


3 **The rules**
A fact box with the law or regulation that applies, such as the £5 million employers' liability minimum or FCA renewal pricing rules.

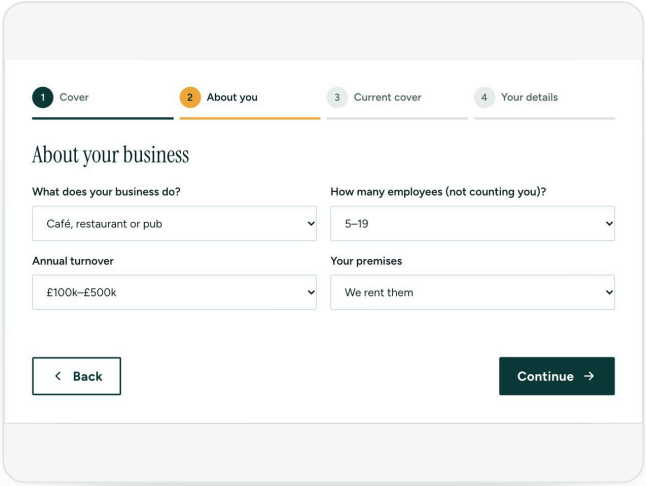
4 **Questions and related cover**
Two FAQs marked up as structured data, a photo and three related covers.

A quote request in *four steps*

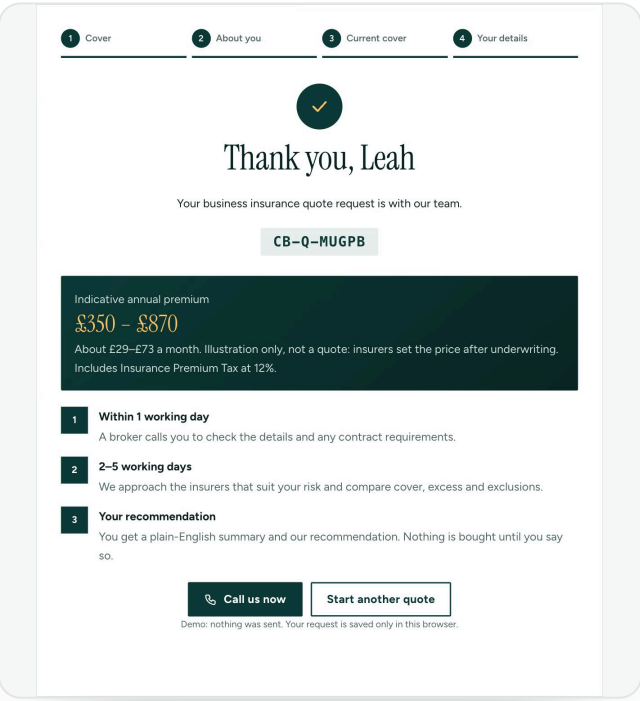
Clients choose the cover, answer four questions written for that cover, add their current cover and contact details, and leave with a reference and a next-steps timeline.



Step 1: six types of cover.



Step 2: questions change with the cover (here, business).



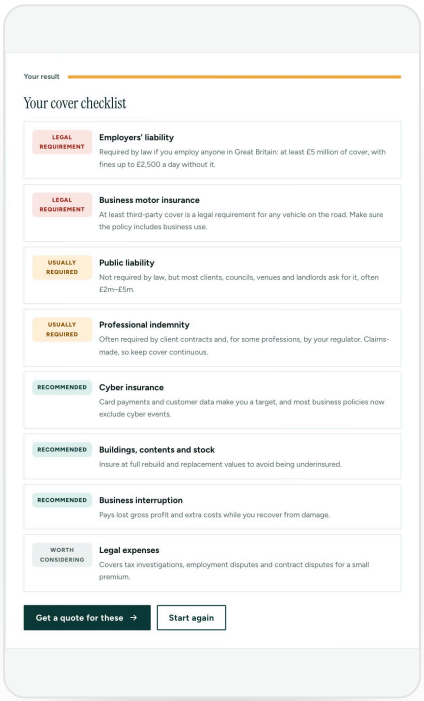
Confirmation with reference, indicative range and next steps.

1. **Six question sets**
   Business (trade, staff, turnover, premises), PI (profession, fees, limit, contract), fleet, landlord, home and cyber.
2. **Current cover**
   Start date, renewal date, current insurer and claims in the last five years.
3. **Contact and consent**
   Name, business, phone, email, postcode, best time to call and a consent box linked to the privacy notice.
4. **Indicative range**
   An illustrative annual and monthly range that you can switch off. It is clearly labelled 'not a quote'.
5. **Summary card**
   A live summary of every answer beside the form, with your phone number.

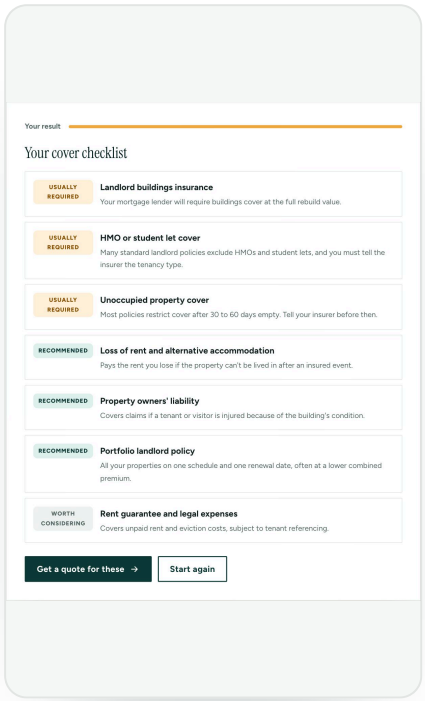
5 · COVER FINDER

What insurance *do I need?*

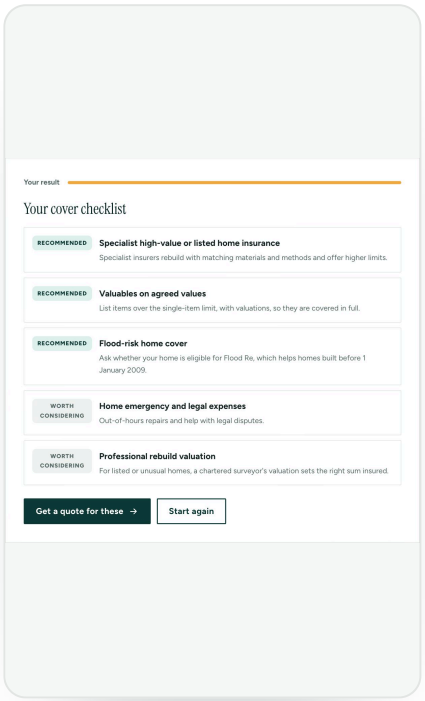
Six questions for business owners, landlords or homeowners. The result is a checklist that separates what the law requires from what contracts usually ask for and what is worth considering.



Business owner with staff and a van.



Landlord with an HMO.



Owner of a listed, high-value home.

1. **Four levels**
   Legal requirement, Usually required, Recommended and Worth considering, each with a one-line reason.

2. **Real rules**
   Employers' liability for anyone with staff, third-party motor for vehicles, lender requirements for mortgaged property, unoccupancy limits.

3. **Straight to a quote**
   One button opens the quote request with the right cover selected.

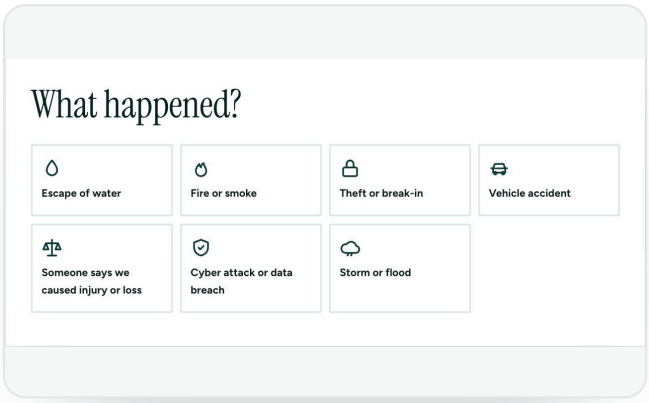
WHY IT MATTERS

Most visitors don't know the difference between public liability, employers' liability and professional indemnity. The finder explains it in a minute and brings them back to you with a clear need.

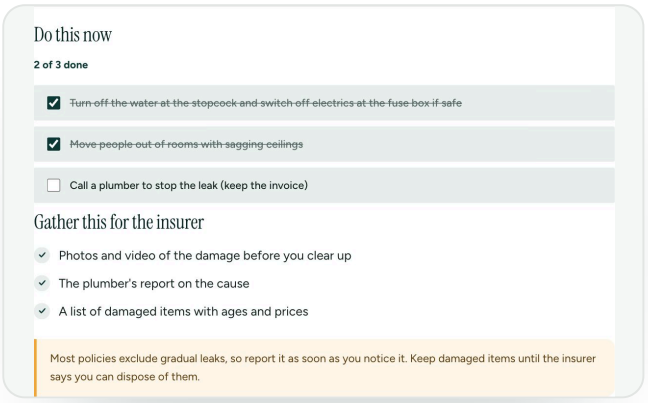
When something goes wrong, *a clear next step*

Seven incident types, a safety check first, then what to do now, what to gather and a claim notification form.

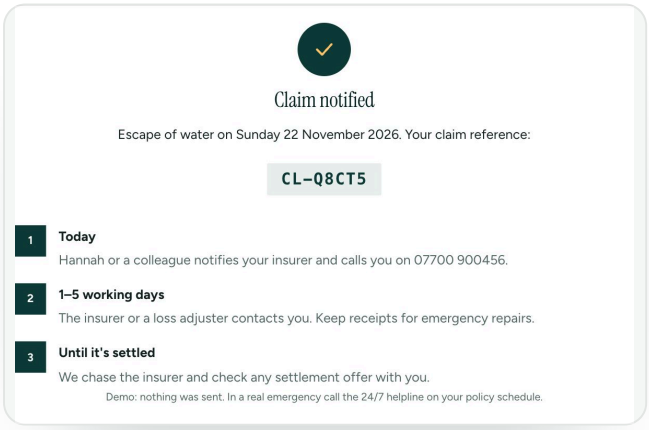
Is anyone in danger? Call **999** first for fire, injury, a crime in progress or a gas leak (gas emergency: **0800 111 999**). Then come back to this page.



Seven incidents, from escape of water to cyber attack.



A checklist with progress, evidence list and notes.



Claim notified with a reference and timeline.

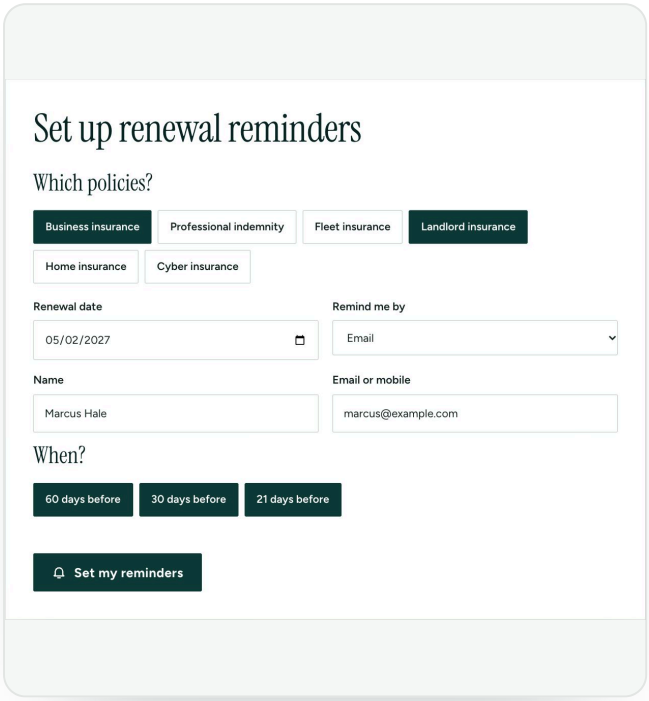
1. **Safety first**
   Every flow asks if anyone is in danger and points to 999 or the gas emergency line before anything else.
2. **Accurate guidance**
   Crime reference numbers for theft, 24-hour police reporting after some road accidents, 72-hour ICO reporting for data breaches.
3. **Notify online**
   Date, policy number, what happened, name and phone, ending with a CL reference and your claims promise.

YOUR BEST ADVERT

Claims are where brokers win loyalty. A calm, useful claims page shows prospects what you will do for them when it matters.

Renewal reminders *that keep clients*

Clients choose their policies, renewal date, reminders at 60, 30 and 21 days and email, text or WhatsApp. They get the dates and a calendar file.

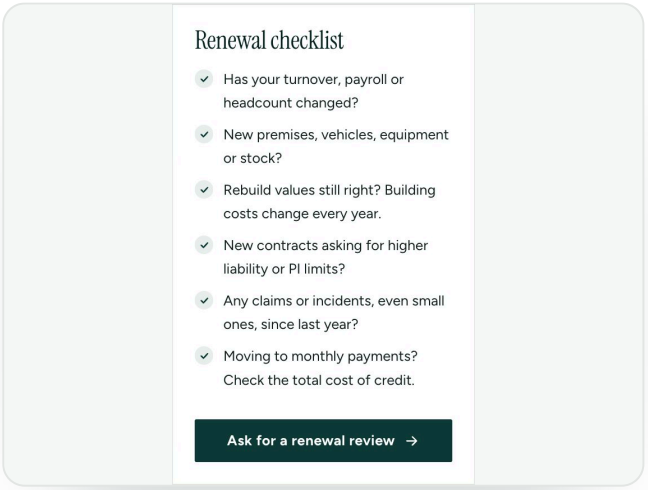


The sign-up form.



Reminder dates and calendar download.

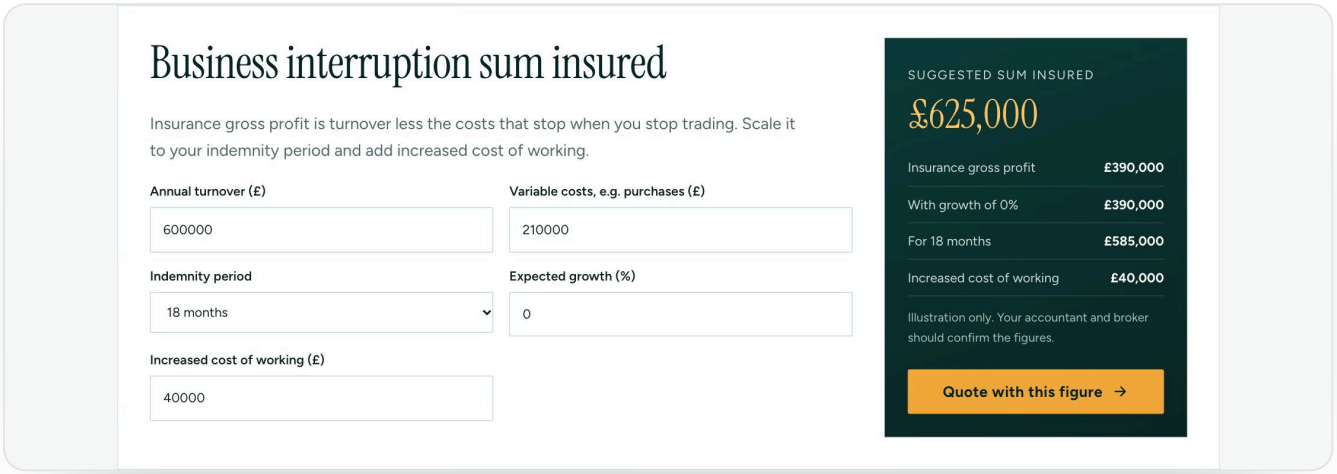
1. **Fewer lapses**
   Reminders bring clients back to you before they auto-renew elsewhere.
2. **Calendar file**
   An .ics file adds every reminder to the client's own calendar.
3. **Renewal review**
   A checklist (turnover, vehicles, rebuild values, new contracts, claims) and a review button.
4. **Correct pricing rule**
   The page explains that home and motor renewal prices cannot exceed the new-customer price, under FCA rules since 1 January 2022.



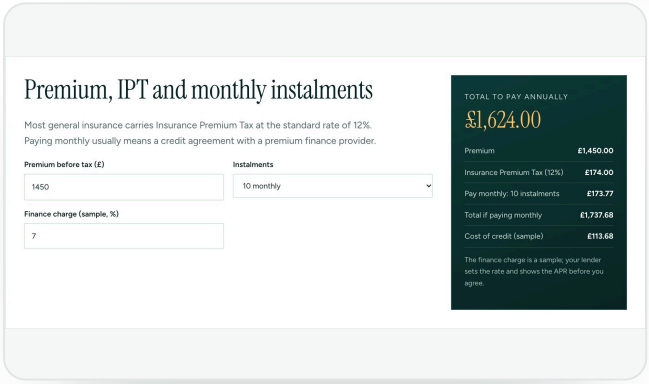
Renewal checklist beside the form.

Three calculators *brokers use every day*

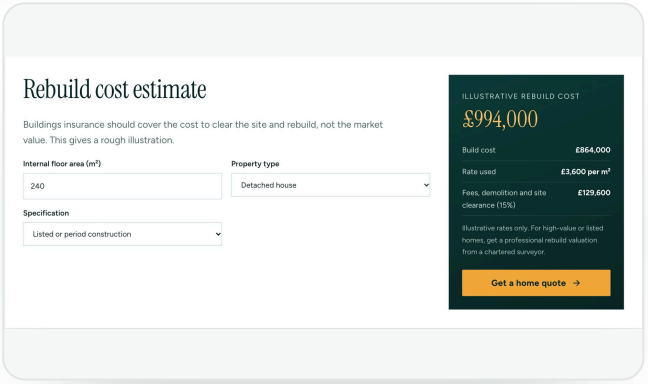
Tabs for business interruption, premium with Insurance Premium Tax and instalments, and an illustrative rebuild cost.



Business interruption: gross profit, indemnity period, growth and increased cost of working.



Premium + 12% IPT + monthly instalments.



Rebuild cost by area, type and specification.

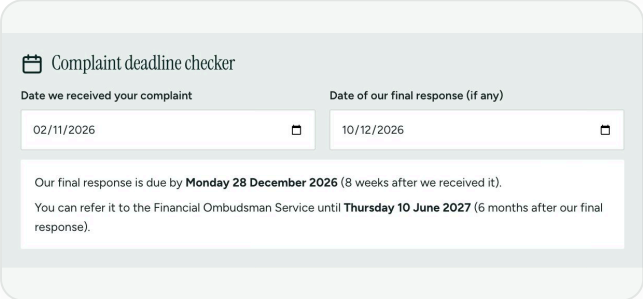
1. **Avoid underinsurance**
   The business interruption calculator explains insurance gross profit and indemnity periods, the two most common causes of underinsured claims.
2. **Honest finance**
   Premium, IPT, instalments, total and cost of credit shown separately, with a sample rate you set.
3. **Quote from the result**
   Each calculator ends with a button that opens the right quote.

Regulation, explained *in plain English*

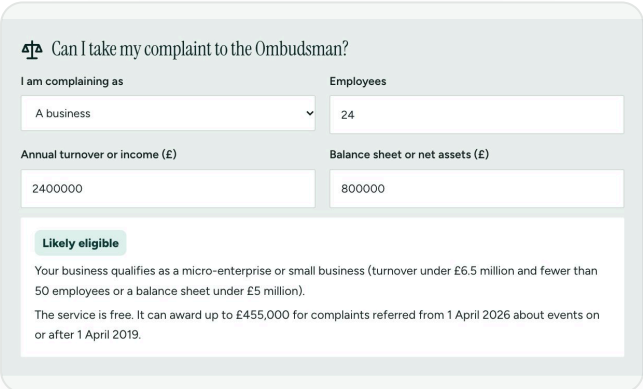
One page with your FCA status, how you are paid, your complaints process, the Financial Ombudsman Service and FSCS protection, plus two checkers.



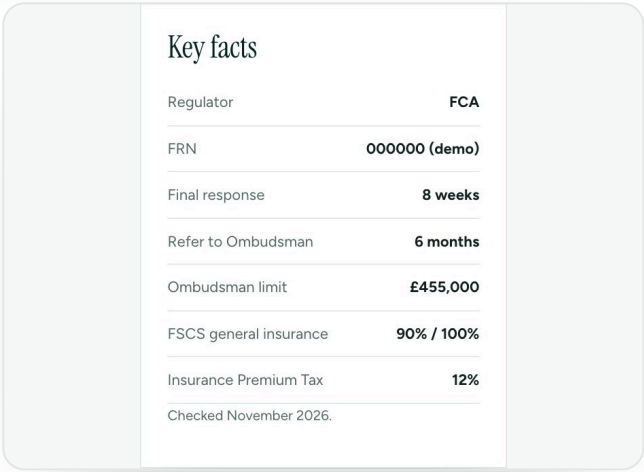
Regulatory status with FRN and FCA Register link.



Complaint deadline checker.



Ombudsman eligibility checker.



Key facts card.

1 **Correct, current facts**
Final response within 8 weeks, Ombudsman within 6 weeks, the £455,000 award limit from 1 April 2026, FSCS 90% / 100%, 14-day cancellation.

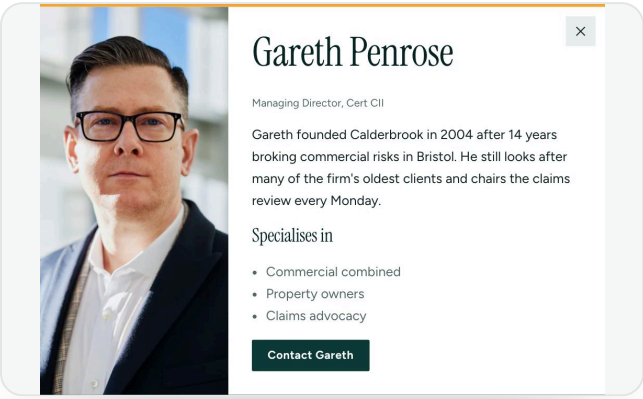
2 **How you're paid**
Commission and fees disclosed in plain words, as clients and the FCA's Consumer Duty expect.

TRUST SIGNAL

Clients and AI assistants look for proof that a broker is regulated. A clear status page with your FRN and complaints process answers that question on the spot.

People, history *and the trades you know*

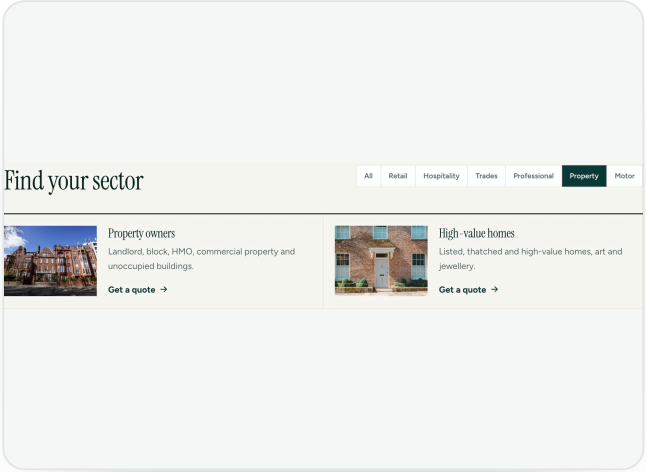
An about page with your story, values, team and timeline, and a sectors page with filters.



Broker profile opened from a team card.

1. **Team with qualifications**
   Photos, roles and CII qualifications, opening a short bio and specialisms.

2. **Values**
   Independent, plain English, claims advocates, local and personal.



Sectors filtered by property.

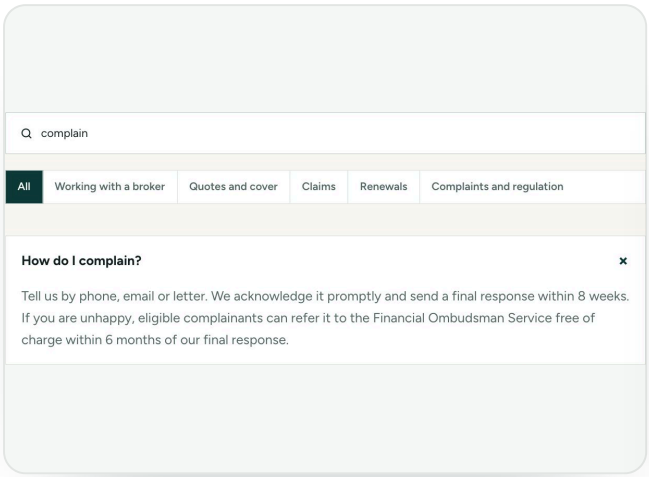
3. **Eight sectors**
   Retail, hospitality, trades, tech and consultancy, property owners, logistics, offices and high-value homes.

4. **Quote by sector**
   Each sector links to the right quote form.



Timeline of the firm.

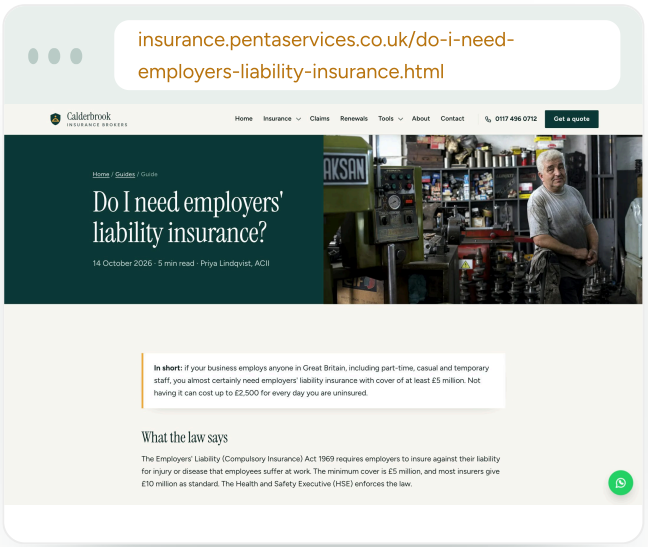
Answers, guides *and every way to reach you*



FAQ with search and topics.

1 **Searchable FAQ**

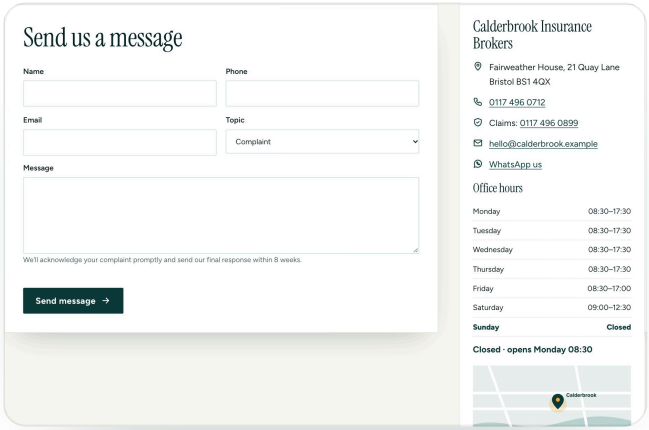
14 answers in five topics: working with a broker, quotes and cover, claims, renewals, complaints and regulation.



Answer-first guides with dates and authors.

2 **Three guides**

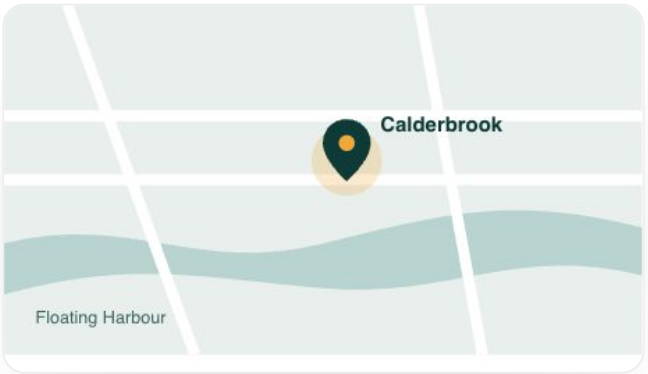
Employers' liability rules, setting a business interruption sum insured and what a broker does and how they are paid.



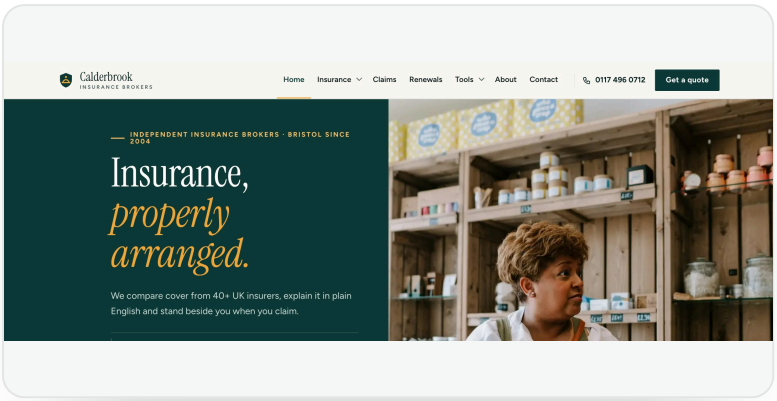
Contact form with topics, including complaints.

3 **Contact and map**

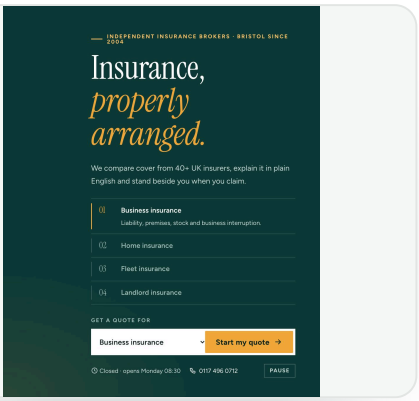
Form with topic routing (a complaint shows the 8-week promise), office hours with live status, claims line, WhatsApp and a map.



Small touches that *build confidence*



Mega menu with every cover and tool.



Hero panel with cover list and inline quote form.

Split-screen slider

Numbered cover list, Ken Burns photos, keyboard, swipe and pause.

Quote request

Four steps, six question sets, reference and indicative range.

Cover finder

Six questions, four levels of need, quote button.

Claims guide

Safety check, checklist, evidence list and claim notification.

Renewal reminders

60/30/21-day reminders and a calendar file.

Calculators

Business interruption, IPT and instalments, rebuild cost.

Complaints checkers

8-week deadline and Ombudsman eligibility.

Live office status

Open or closed now, from your office hours.

13 · MOBILE

Designed *for the phone*

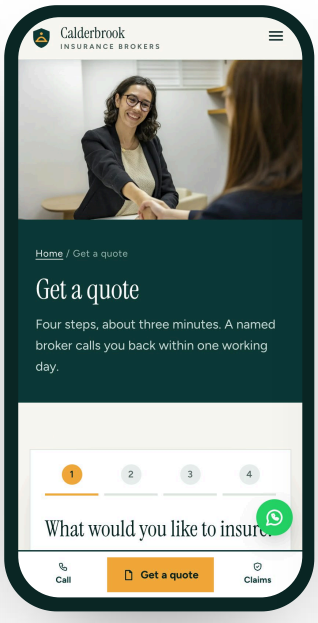
Many clients look for cover, or start a claim, on a phone. The menu folds into a drawer, every tool works on a small screen, and a bar keeps Call, Get a quote and Claims one tap away.



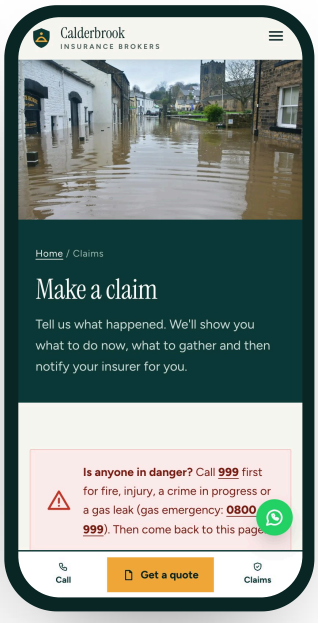
Homepage slider



Menu



Quote request



Claims guide

TOOLS THAT SAVE YOU A PHONE CALL

Answers in minutes, *not days*

All tools →

T1
Cover finder
Six questions show which covers are a legal requirement, usually required or worth considering.
Open →

T2
Quote request
Choose a cover, answer four questions and get an indicative range and a broker call.
Open →

T3
Claims guide
Pick what happened: who to call, what to do now and what to gather, then tell us.
Open →

T4
Renewal reminders
Reminders 60, 30 and 21 days before renewal, with a calendar file.
Open →

T5
Calculators
Business interruption sum insured, premium with IPT and instalments, rebuild cost.
Open →

T6
Complaints & Ombudsman
Complaint deadlines and a Financial Ombudsman eligibility check.
Open →

Your brand, found on *Google and AI assistants*

The demo uses a split-screen corporate layout in deep spruce, saffron and warm paper, with Instrument Serif headings and Figtree text. We replace them with your logo, colours, fonts, photos and copy.

Search engines (SEO)

- A unique title and description on every page
- InsuranceAgency structured data with hours, rating, offer catalogue and team, plus Service, FAQPage, HowTo, Article and Breadcrumb
- A page for each cover, plus claims, renewals, calculators and complaints pages
- Google Business Profile, sitemap, clean addresses and fast loading

AI assistants (GEO)

- Answer-first summaries on every cover and tool page
- Facts AI tools can quote: employers' liability rules, IPT, Ombudsman limits, FSCS protection
- Consistent firm name, address, phone, FRN and hours everywhere
- AI crawlers allowed, with an llms.txt summary of your covers and tools

Searches the site is built around

insurance broker [city] · business insurance broker near me · professional indemnity insurance broker · fleet insurance broker [city] · landlord insurance broker · do I need employers' liability insurance · how to make an insurance claim · independent insurance broker [region]

COMPLIANT BY DESIGN

Copy avoids promised savings and guarantees, ranges are labelled as illustrations, and your FRN, complaints process and payment disclosure sit on every page footer. You approve all financial promotion wording before go-live.

15 · 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@yourbroker.co.uk).

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

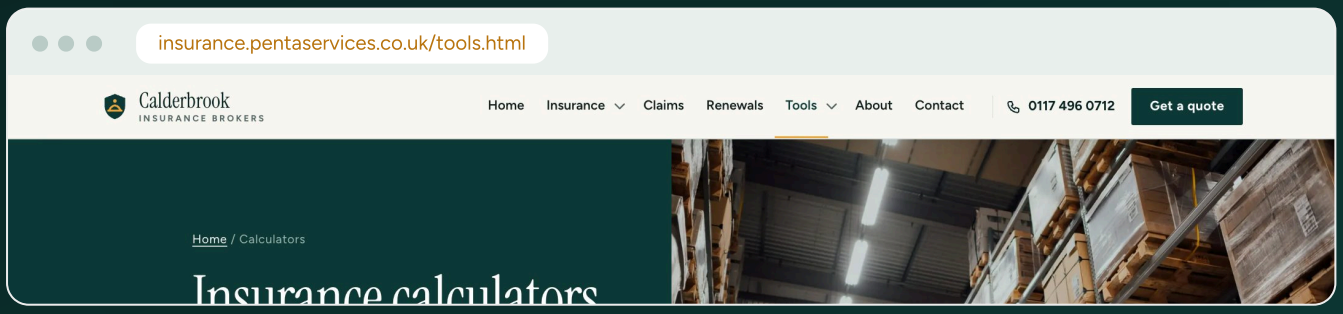
Hosting, SSL and business email included

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

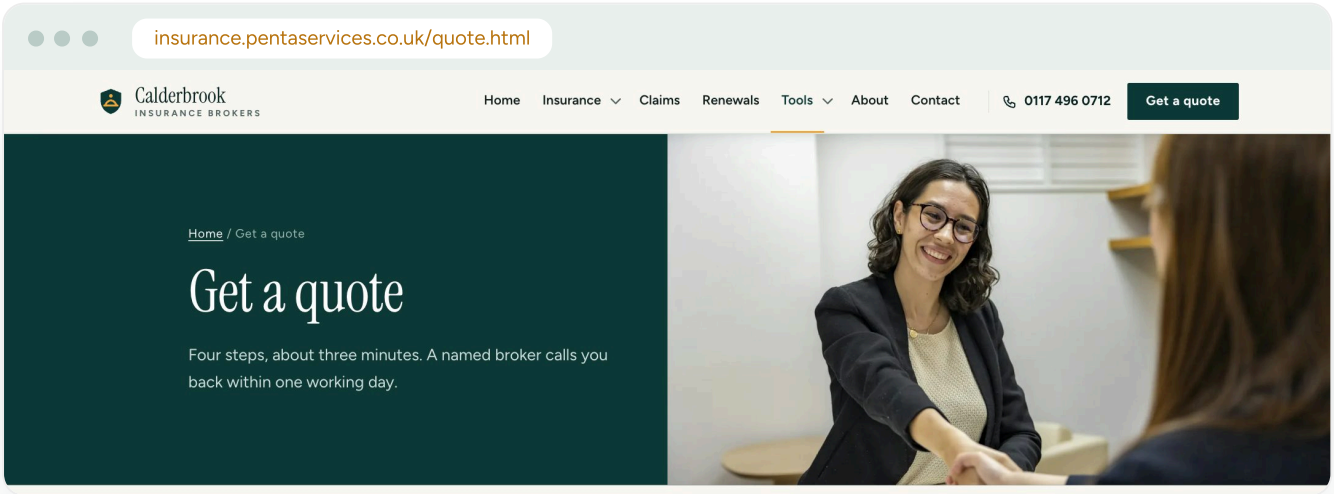
- Logo and colours, if you have them (otherwise we design them)
- Firm name, address, phone, email, office hours and claims line
- Your FCA Firm Reference Number, status wording and complaints process
- The covers you offer, your sectors and any starting prices you want shown
- Broker profiles, qualifications and photos
- Reviews, case studies and photos of your office and clients

What we do

- Adapt the design to your brand
- Load your covers, quote questions, team and hours
- Set up quote, claims, renewal and contact forms to your email or CRM
- SEO, structured data and Google Business Profile
- Test on phones, tablets and computers
- Go live on your domain, then look after it

TAILORED TO YOU

Every website is adapted to your firm: your lines of cover, sectors, quote questions and claims process. Forms can send to your email, a CRM or your broking system, and the indicative range can be switched off. We send a clear proposal with no obligation.



NEXT STEPS

Ready for a website that *brings in quotes?*

1. **See the demo**
   Open the demo on your phone and computer. Try the quote request, the cover finder, the claims guide and the calculators.

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, covers, FCA details, team profiles, office hours, reviews and photos.

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: insurance.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 right cover explained, a quote requested and a client who knows you'll be there when they claim.