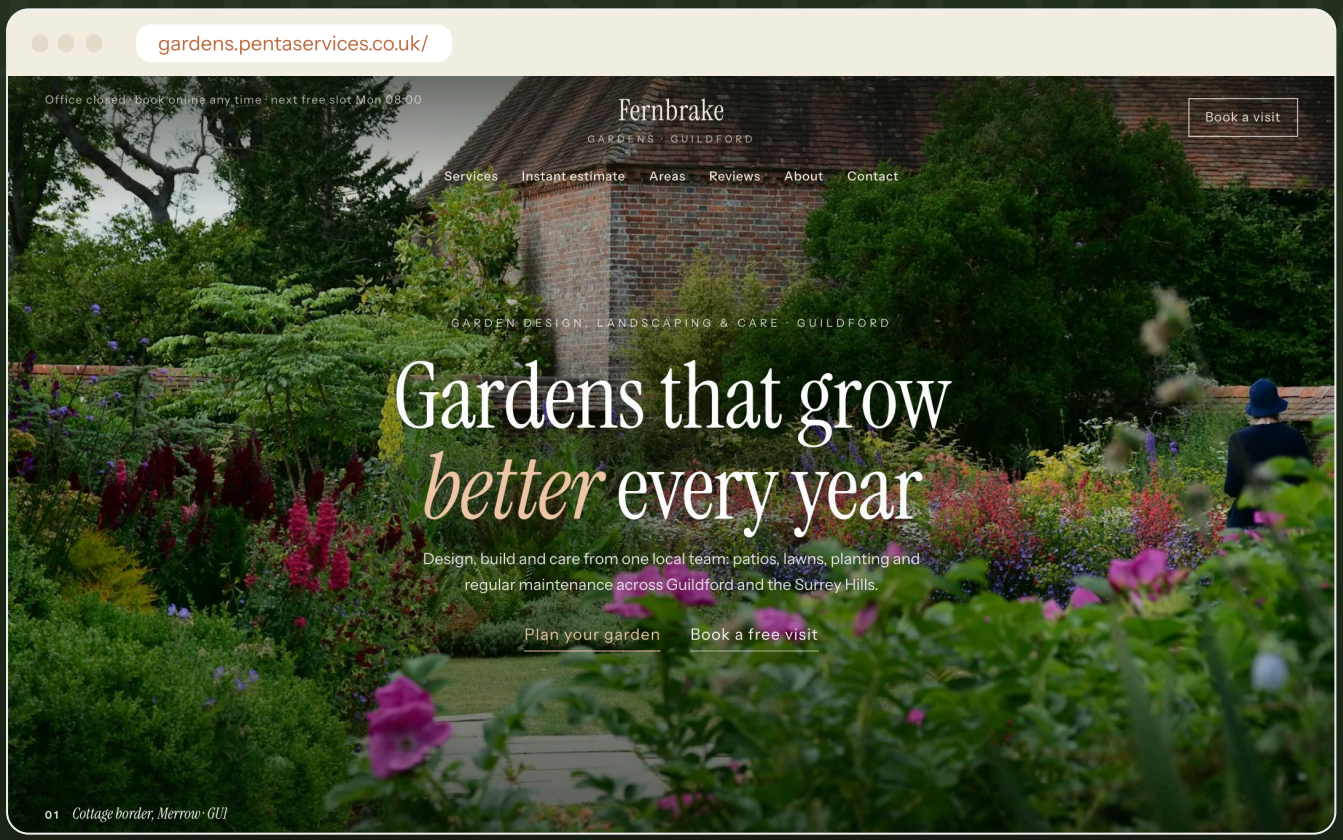
penta SERVICES

November 2026

WEBSITE GUIDE FOR LANDSCAPERS AND GARDENERS

A garden website that sells the vision and the budget

Ready-made, fast and built to be found on Google and AI assistants. A garden design planner with live costs, an instant estimate, a seasonal garden calendar, a postcode map and online booking included. We adapt it to your business, host it and keep it updated.



CONTENTS

What's in this guide

1 · At a glance 3

2 · The homepage, section by section 4

3 · Services and service pages 5

4 · Instant estimate 6

5 · Garden design planner 7

6 · Seasonal garden calendar 8

7 · Online booking 9

8 · Areas and postcode checker 10

9 · Reviews, about, FAQ and contact 11

10 · Interactive features 12

11 · Designed for the phone 13

12 · Your brand, Google and AI search 14

13 · All included and price 15

14 · How we start and next steps 16–17

TRY THE LIVE DEMO

gardens.pentaservices.co.uk

Fernbrake Gardens is a fictional Guildford landscaping company. Every name, price, review and accreditation badge in the demo is a sample that we replace with your own; badges are clearly labelled as examples.

1 · AT A GLANCE

Built for how people plan a garden

Garden projects are big, visual decisions. Homeowners browse for weeks, compare photos and worry about cost and mess. They choose the landscaper who looks local and proven, explains the process and gives them a sense of budget before the visit.

What homeowners check first

- Do you work in my area, and when can you start?
- Roughly what will it cost?
- Have you built gardens like the one I want?
- Will you look after it afterwards?

What the website gives them

- A garden design planner with a live cost estimate
- An instant estimate by job, size and timing
- A seasonal calendar with maintenance plan prices
- A framed hero slider and space for your best garden photos

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

6 service pages, each written for local search

8 materials in the planner, priced per m²

12 months of garden tasks in the calendar

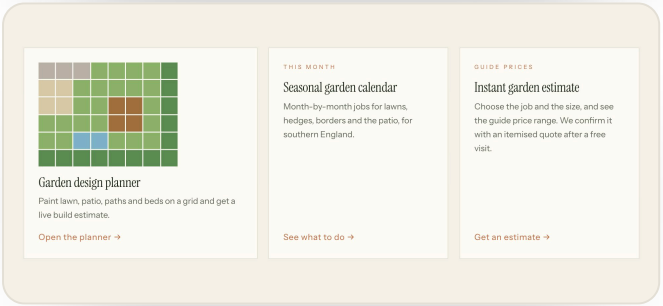
Who it's for

Landscape gardeners · Garden designers · Garden maintenance companies · Patio and paving specialists · Lawn care businesses · Tree and hedge specialists

The homepage, section by section

A gallery of gardens first, with a light serif headline over the photos and a before-and-after slider below.







1. **Full-screen gallery**
   Five gardens in a horizontal scroll-snap gallery with captions, a counter, arrows and pause.
2. **Overlay nav**
   A transparent masthead with a centred wordmark and a light serif headline over the photos.
3. **Before and after**
   A drag handle compares a garden before and after (an illustration in the demo).
4. **Editorial facts**
   Years, free visits and the guarantee in one serif sentence.
5. **Services and proof**
   Tall photo tiles, planner and calendar cards, a postcode map and serif review quotes.

WHY IT WORKS

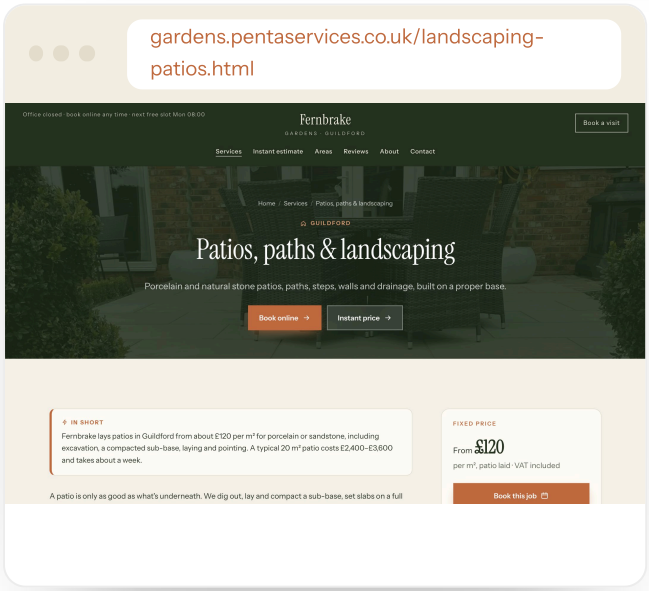
Landscaping is sold on vision and trust. The homepage leads with beautiful gardens, then gives homeowners tools to plan and budget, so the visit starts with a qualified, excited customer.

Services and service pages

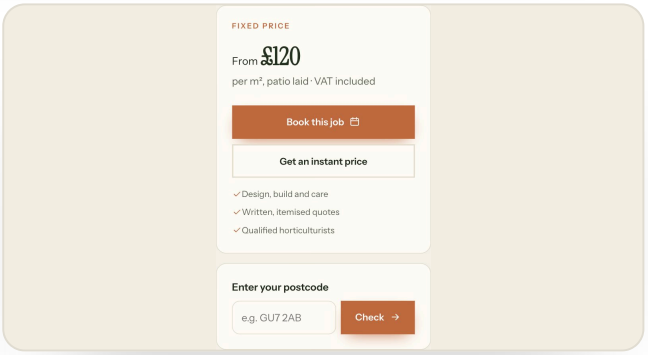
Guide prices for every service and a page for each, written to rank in your area.



Six services with guide prices



Service page with an answer-first summary



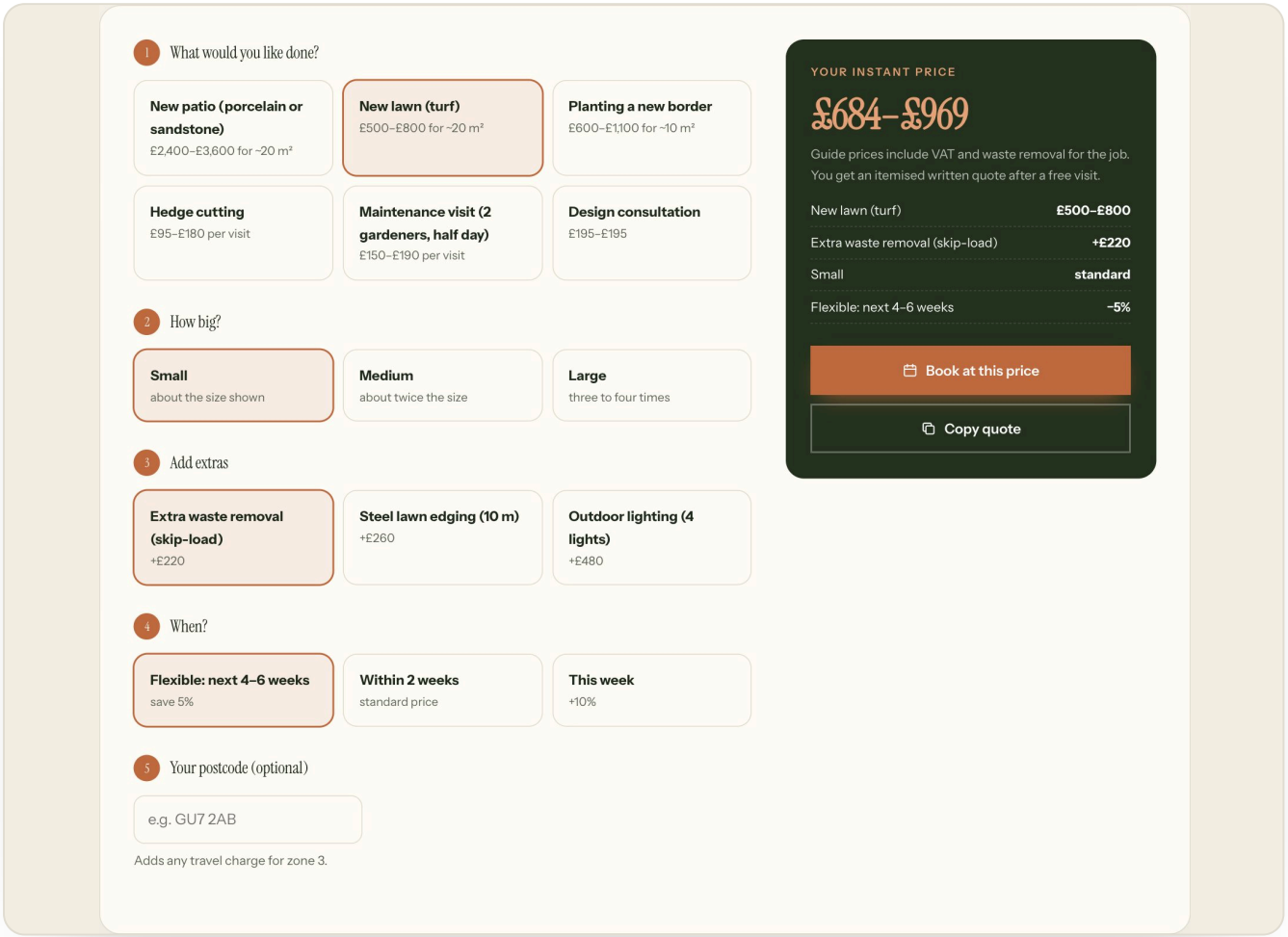
Sticky booking card

1 **In short**
Guide price, duration and best season in two sentences that Google and AI assistants can quote.

2 **Expert detail**
Sub-bases, drainage, front-garden planning rules, planting times and nesting birds.

Instant estimate

A realistic budget before the visit, so quotes don't come as a shock.



Job, size, extras and timing give a guide price range

1 Job
Patio, lawn, planting, hedge cutting, maintenance or a design consultation.

2 Size
Small, medium or large, with a hint of what each means.

3 Extras
Extra waste removal, steel edging and outdoor lighting.

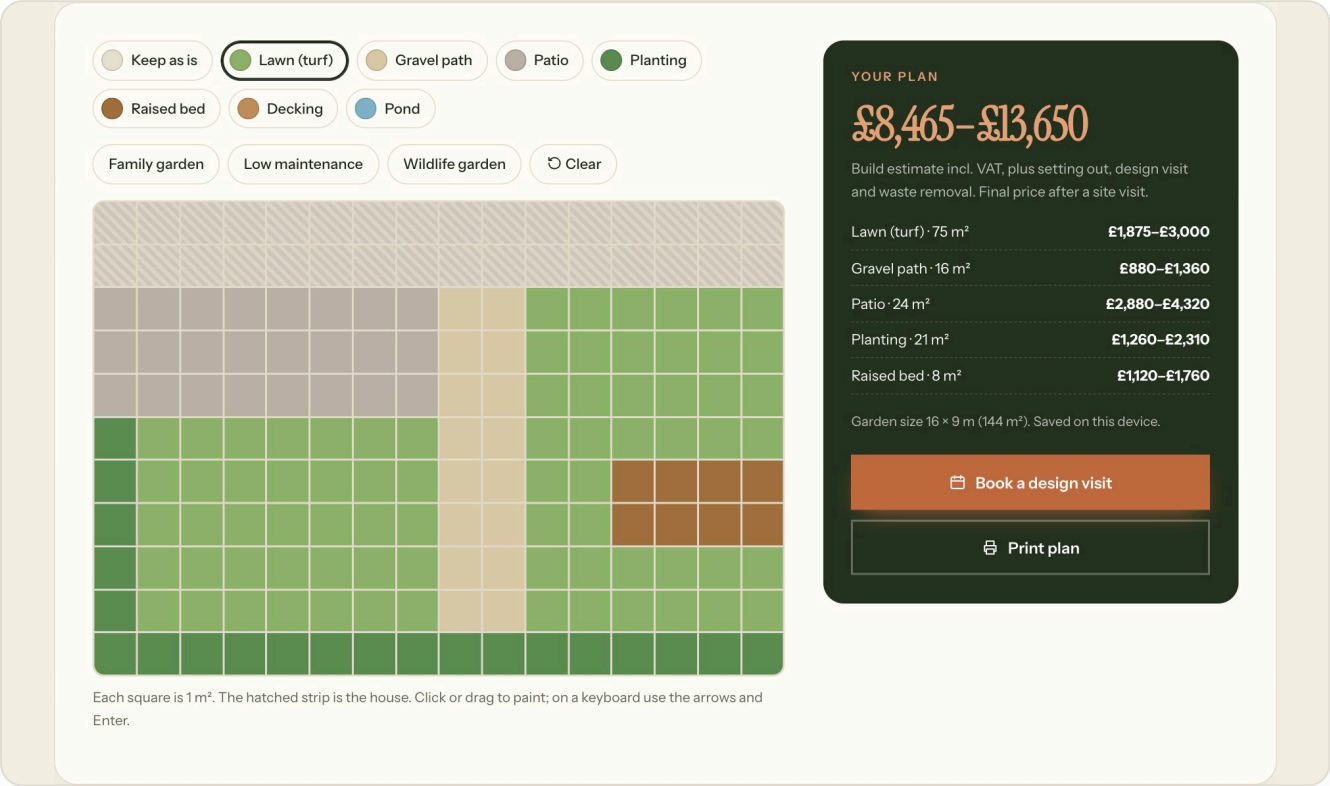
4 Timing
Flexible, within two weeks or this week.

YOUR PRICES, YOUR RULES

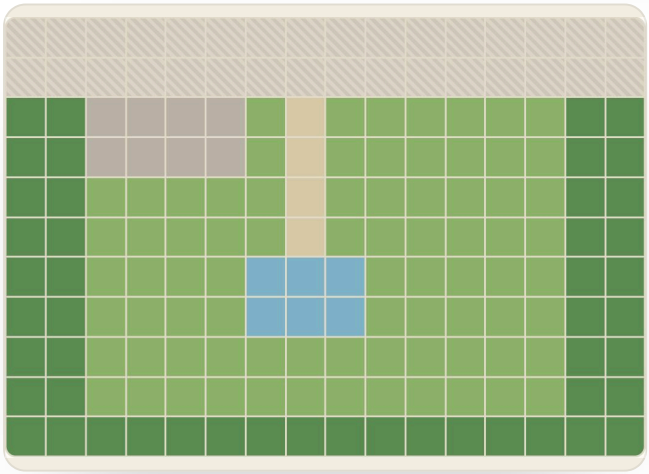
We load your own prices and sizes. Homeowners arrive at the visit with realistic expectations, and you spend less time on quotes that were never affordable.

Garden design planner

The standout tool: homeowners sketch their garden and watch the estimate change.



Paint materials on a 1 m grid



Wildlife garden preset

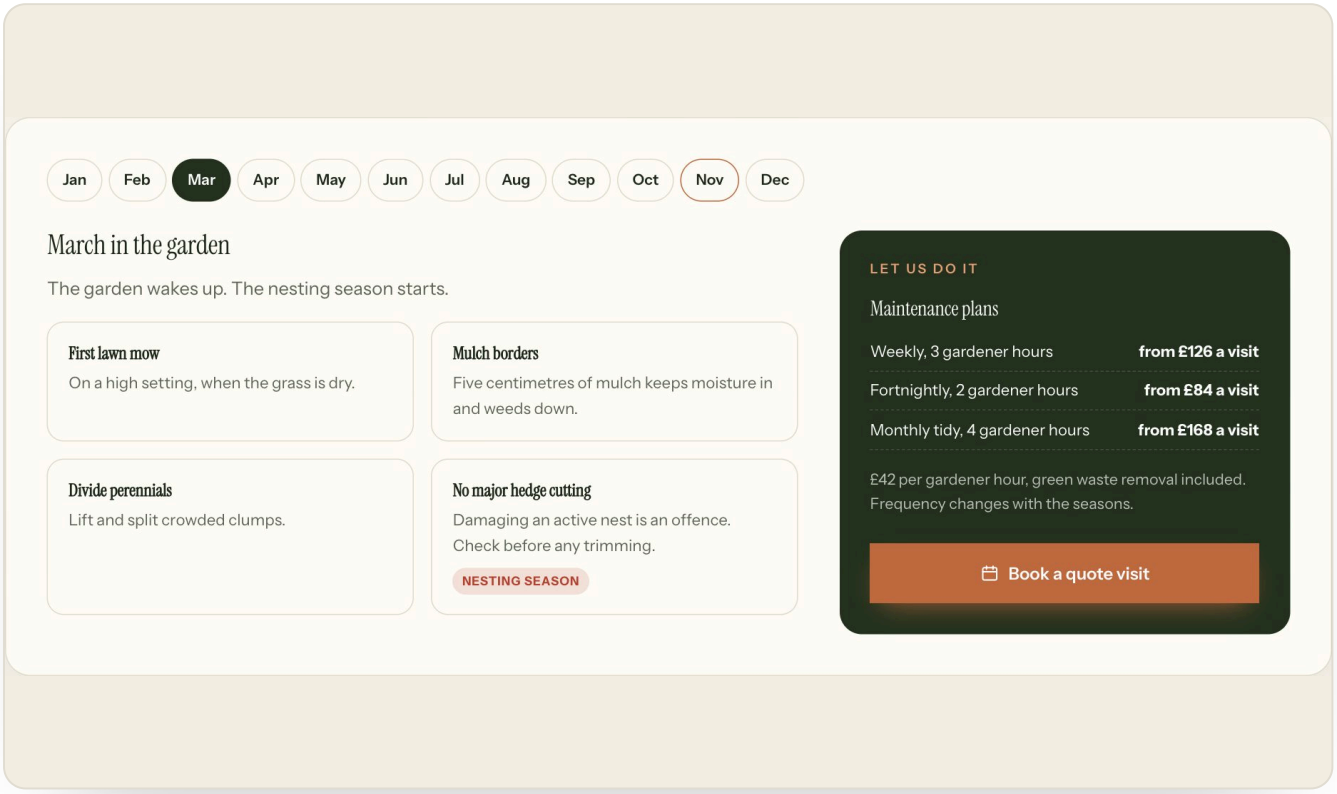
1. **Paint the grid**
   Lawn, gravel, patio, planting, raised beds, decking and ponds, by mouse, touch or keyboard.
2. **Presets**
   Family, low-maintenance and wildlife layouts to start from.
3. **Live estimate**
   Area and cost per material and a total build range, saved on the device and carried into booking.

WHY IT WORKS

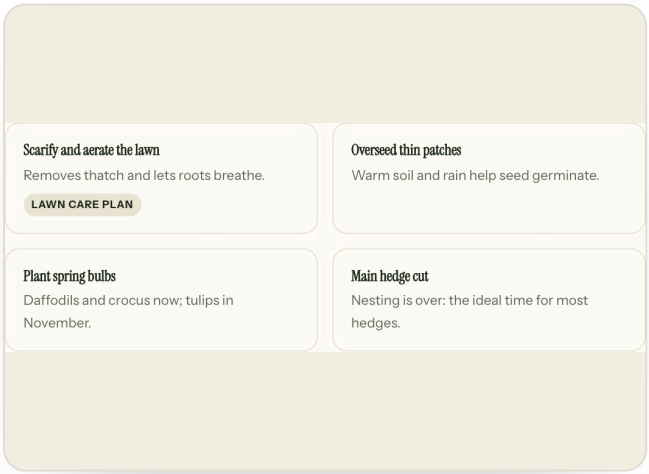
People love designing their own garden. The planner keeps them on your site, gives them a realistic budget and gives you a sketch of what they want before you visit.

Seasonal garden calendar

A reason to come back every month, and a natural route to maintenance plans.



Month view with tasks and warnings



Autumn tasks

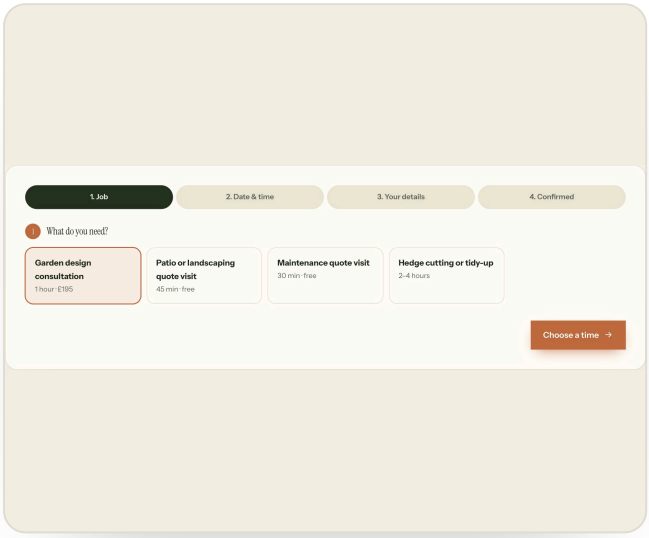
1. **Twelve months**
   Four tasks a month for lawns, hedges, borders and patios, opening on the current month.
2. **Nesting birds**
   Clear warnings from March to August, with the law explained.
3. **Maintenance plans**
   Weekly, fortnightly and monthly prices with a booking button.

RECURRING REVENUE

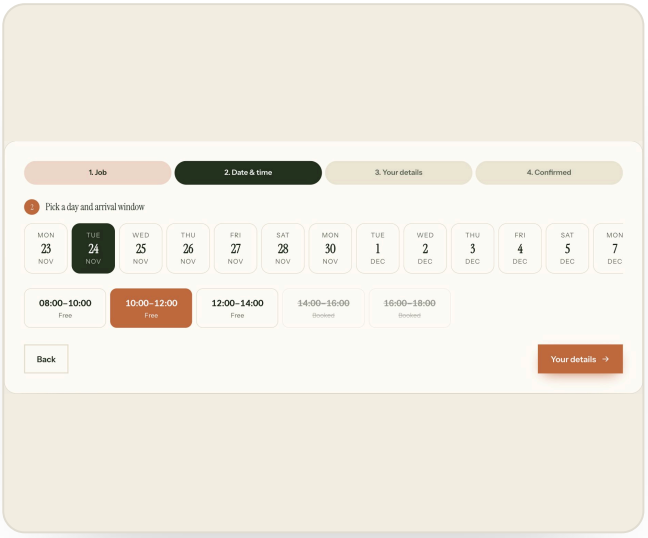
The calendar shows how much a garden needs through the year, which is the best argument for a maintenance plan.

Online booking in three steps

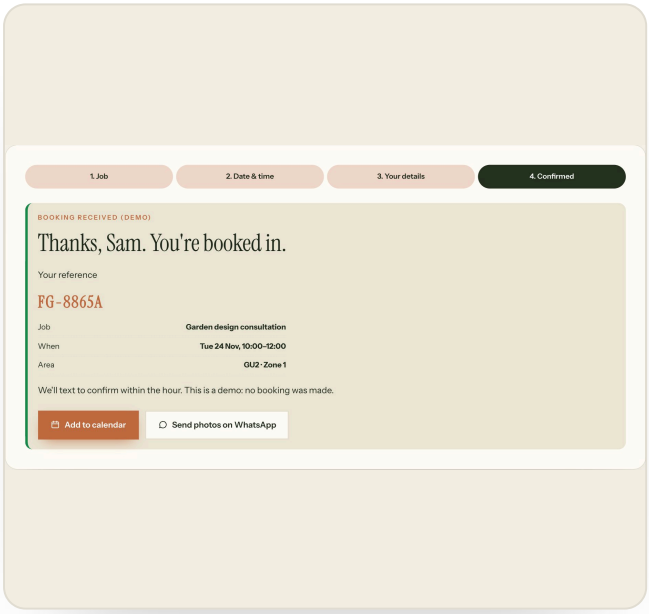
Customers book a design consultation, a free quote visit or hedge cutting.



Choose the visit



A 14-day calendar with two-hour windows

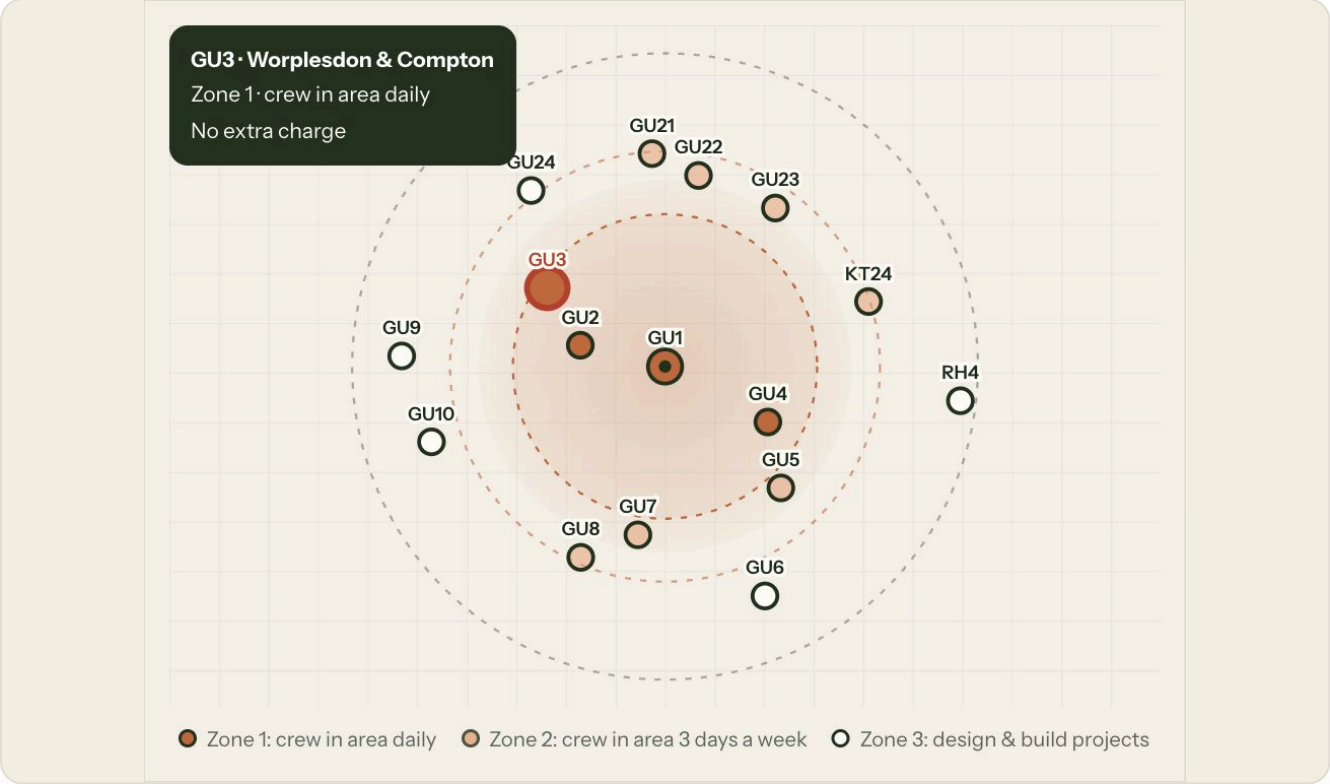


Confirmation with reference and calendar file

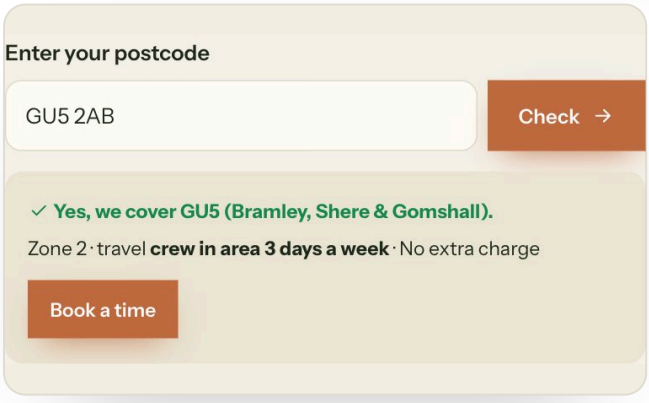
1. **Visit type**
   Each with its duration and fee, carried over from the estimate or planner.
2. **Date and time**
   Two-hour windows, Monday to Saturday.
3. **Details**
   Garden size, access for machinery, photos to follow.
4. **Confirmed**
   A reference, a calendar file and a WhatsApp link for photos.

Areas and postcode checker

Sixteen districts around the town in three zones.



Zone map: tap a district to see how often crews are nearby



Postcode checker result

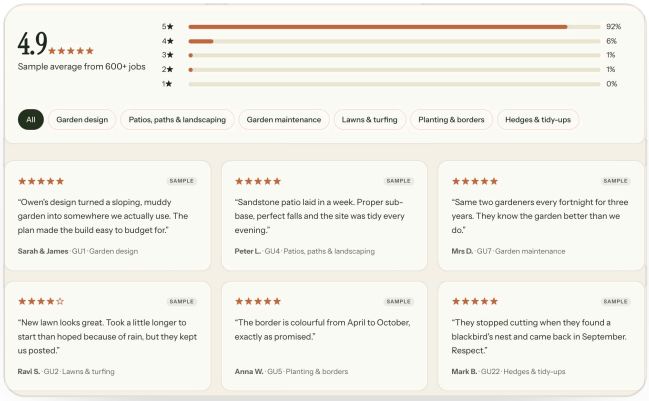
1. **Three zones**
   Crew days and any travel charge for each zone.
2. **Postcode checker**
   Covered, nearby or not covered, with the right next step.
3. **Every district listed**
   Postcodes and villages on one page for local search.

LOCAL SEARCH

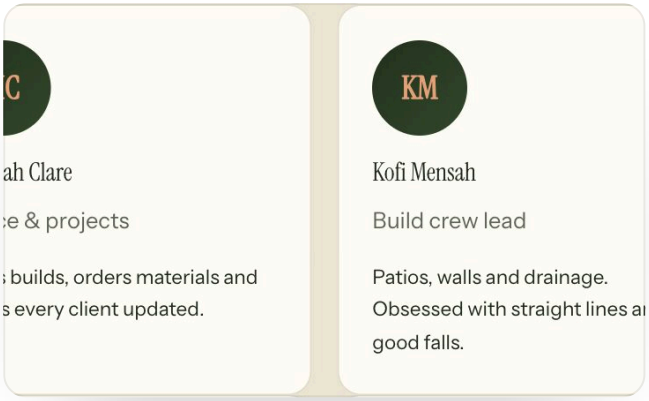
People search 'landscape gardener' or 'gardener near me' plus their town or village. A page listing every area helps Google match you.

Reviews, about, FAQ and contact

The pages that build trust and answer the last questions.



Reviews with rating summary and filter



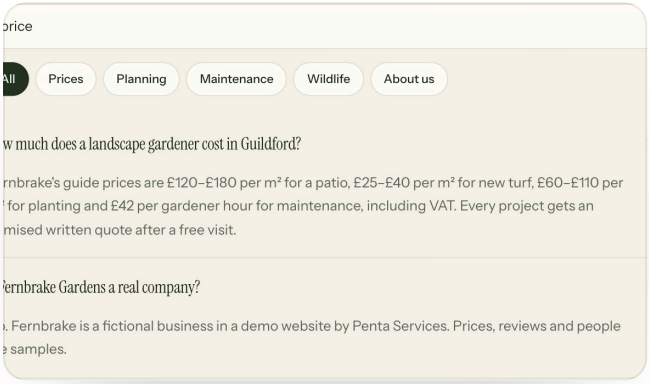
Team cards

1 Reviews

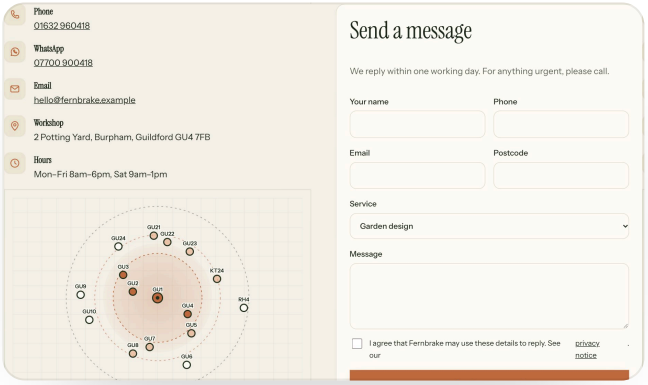
A rating summary, a service filter and your promise. Demo reviews are labelled as samples.

2 About and team

Your story, designer, crews and gardeners, with labelled accreditations.



FAQ with search



Contact page

3 Searchable FAQ

Twelve questions in five topics, from deposits to planning permission and nesting birds.

4 Contact

Phone, WhatsApp, email, address, hours, the zone map and a short form.

Features that inspire and convert



Transparent overlay masthead



Before-and-after slider

Scroll-snap gallery

Full-screen gardens with captions, counter, arrows and pause.

Elegant typography

Instrument Serif headlines with italic accents and clear sans-serif text.

Before-and-after slider

Drag to compare a garden before and after.

Photo-led layout

Large garden photography on every service page and article.

Fast and light

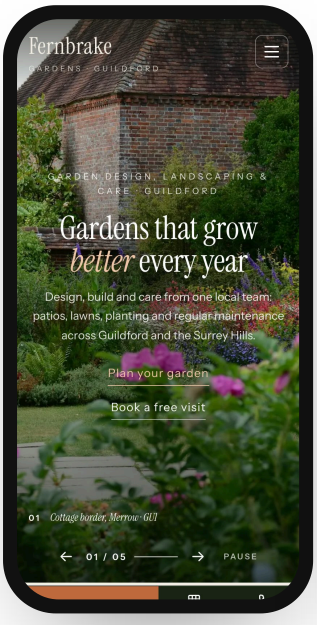
Plain code, compressed images and the first hero image loaded first.

Easy to update

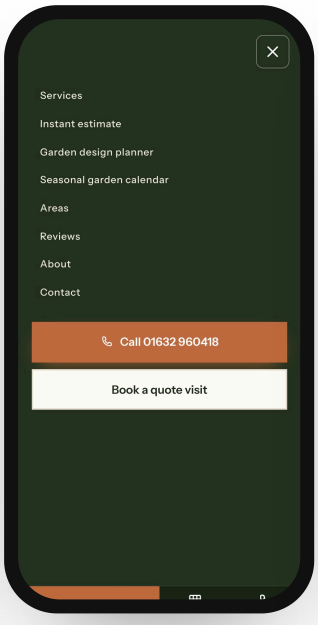
All content in one file: change a price or add an area once and every page updates.

Designed for the phone

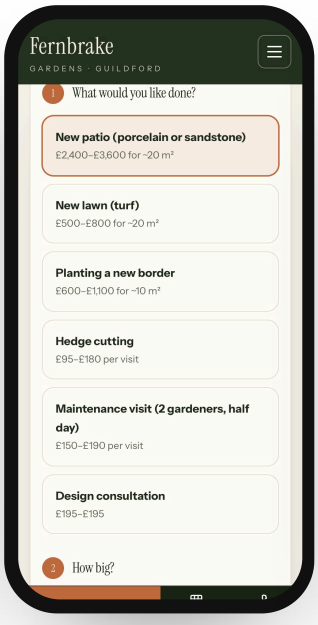
Homeowners browse garden ideas on their phones in the evening. The gallery swipes like a photo album, the planner works with a finger, and a bar keeps Book, Planner and Call one tap away.



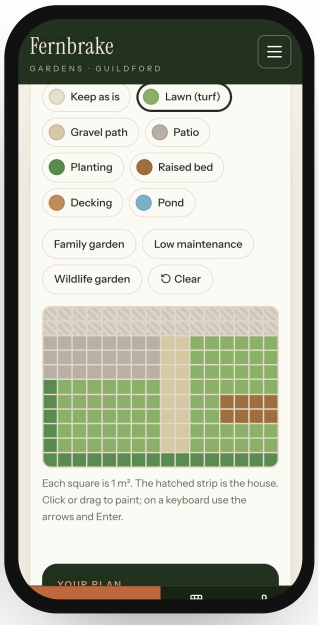
Homepage



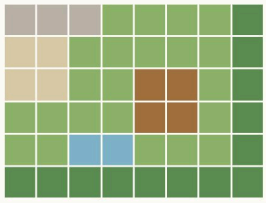
Menu



Instant estimate



Garden planner



Garden design planner

Paint lawn, patio, paths and beds on a grid and get a live build estimate.

Open the planner →

THIS MONTH

Seasonal garden calendar

Month-by-month jobs for lawns, hedges, borders and the patio, for southern England.

See what to do →

GUIDE PRICES

Instant garden estimate

Choose the job and the size, and see the guide price range. We confirm it with an itemised quote after a free visit.

Get an estimate →

Your brand, Google and AI search

The demo uses moss green, clay and linen with Instrument Serif and Instrument Sans. We replace them with your logo, colours, fonts and photos.

Google (SEO)

- A unique title and description on every page
- LocalBusiness, Service, FAQPage, Article and Breadcrumb structured data
- A page for each service and a page listing every area you cover
- Sitemap, clean addresses and fast, image-optimised pages

AI assistants (GEO)

- Answer-first 'In short' summaries on every key page
- Facts AI tools can quote: prices per m², seasons and planning rules
- Consistent name, address and phone everywhere
- An llms.txt summary, and AI crawlers allowed in robots.txt

Searches the website is built around

landscape gardener [town] · garden design [town] · patio cost per m2 · gardener near me · when to cut hedges · new lawn turf cost · garden maintenance prices · do I need planning for a patio

WHY IT MATTERS

People increasingly ask ChatGPT, Gemini or Google AI how much a patio costs or when to cut a hedge. AI assistants quote sites with clear answers and consistent facts. We don't guarantee rankings or citations, but we report progress every month.

13 · 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@yourbusiness.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

£24 · US$29

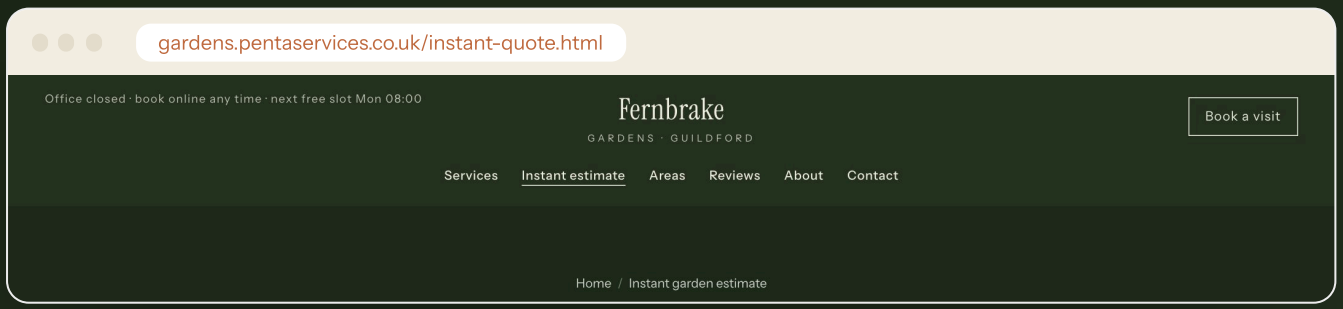
Hosting, SSL and business email included

Pay yearly

2 months free

10 × the monthly fee, plus a free domain

Ready Site prices for the Business 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

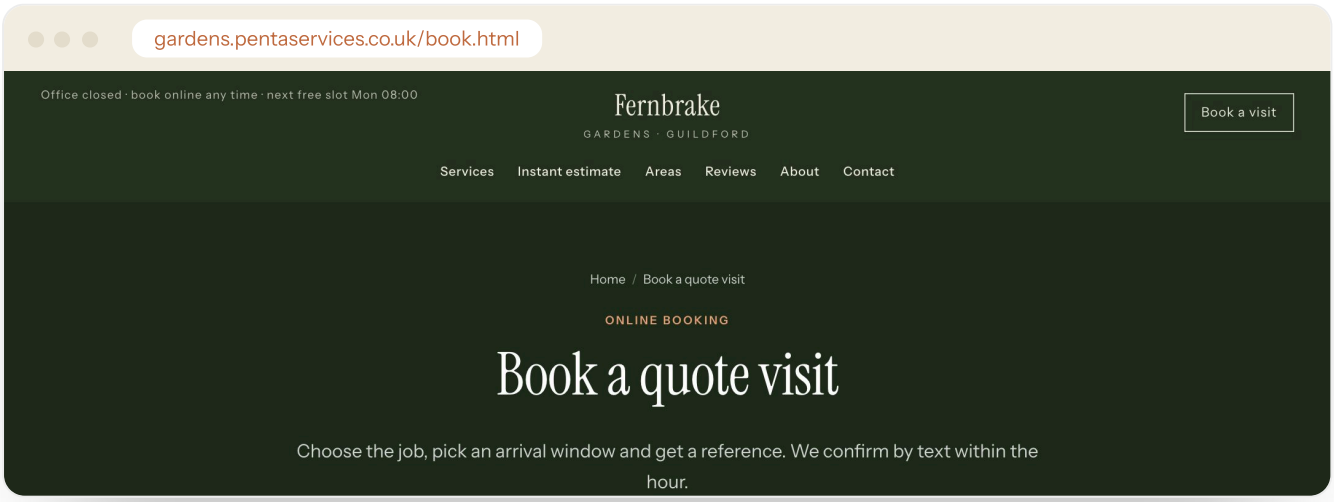
- Logo and colours, if you have them (otherwise we design them)
- Business name, phone numbers, email, address and hours
- Your services and guide prices
- The areas you cover
- Photos of gardens you've built and maintained
- Accreditations, insurance, team and reviews

What we do

- Adapt the design to your brand
- Load your services, prices, materials and areas
- Set up booking, forms and email
- 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 business: design and build, maintenance or both, your prices, materials and portfolio. Bookings can go to your inbox or your scheduling system. We send a clear proposal with no obligation.



NEXT STEPS

Ready for a website that fills your diary?

1. **See the demo**
   Open the demo on your phone and computer. Try the planner, the calendar, the estimate and booking.

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, services and prices, areas, team, reviews and garden 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: gardens.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. A beautiful portfolio, an honest budget and a homeowner who books the visit.