penta SERVICES

November 2026

WEBSITE GUIDE FOR LOCKSMITHS

A locksmith website that gets the call at 2am

Ready-made, fast and built to be found on Google and AI assistants. A phone-first design with a 24/7 badge, an instant price tool, a postcode map, a lockout helper, a lock security check and online booking included. We adapt it to your business, host it and keep it updated.



Ready Site · Business Website package

Live preview: locksmith.pentaservices.co.uk

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TRY THE LIVE DEMO

locksmith.pentaservices.co.uk

Keyward Locksmiths is a fictional Bristol locksmith. 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 the moment someone is locked out

People search for a locksmith on a phone, often at night and under stress. They call the first site that shows a number they can tap, an arrival time and a price they believe. Everything in this design serves that moment, and then turns the visit into lock upgrades.

What customers check first

- Is there a number I can tap right now?
- Do you cover my postcode, and how fast can you get here?
- What will it cost, including at night?
- Can I trust you: ID, guarantees, reviews?

What the website gives them

- A phone in the top bar, the header and a fixed call bar on phones
- A live 'on duty' status with average arrival time
- An instant fixed-price tool with night and bank holiday rates
- A postcode map, a lockout helper and a lock security check

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

6
service pages, each written for local search

5
main tools: price, booking, postcode map, lockout helper, lock check

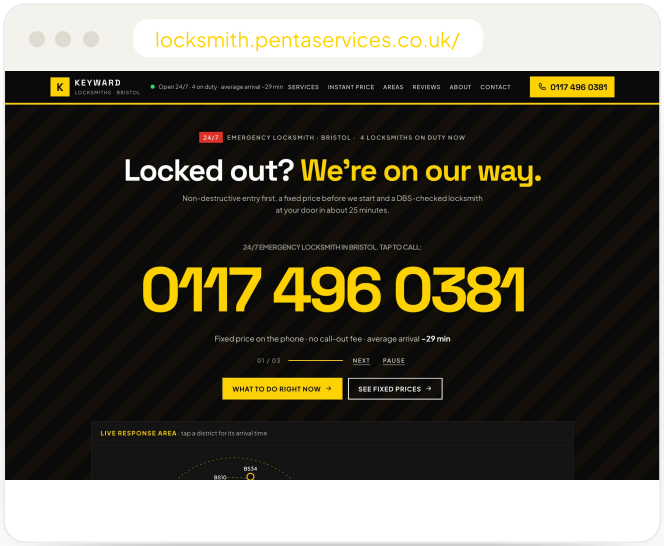
1 tap
to call from any page on a phone

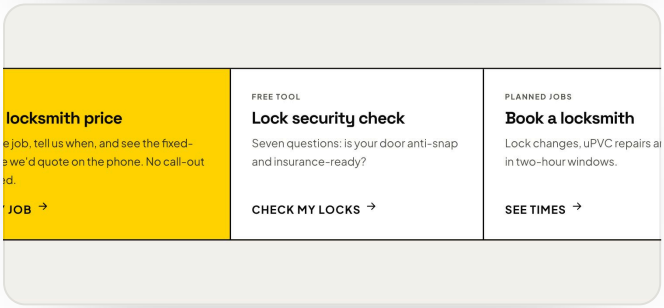
Who it's for

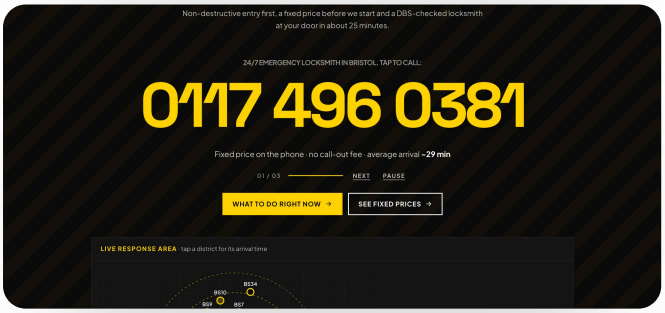
Emergency 24/7 locksmiths · Residential locksmiths · uPVC door and window repair · Commercial and landlord locksmiths · Mobile key cutting · Safe engineers

The homepage, section by section

Black and signal yellow, built for the moment of panic: the phone number is the hero.







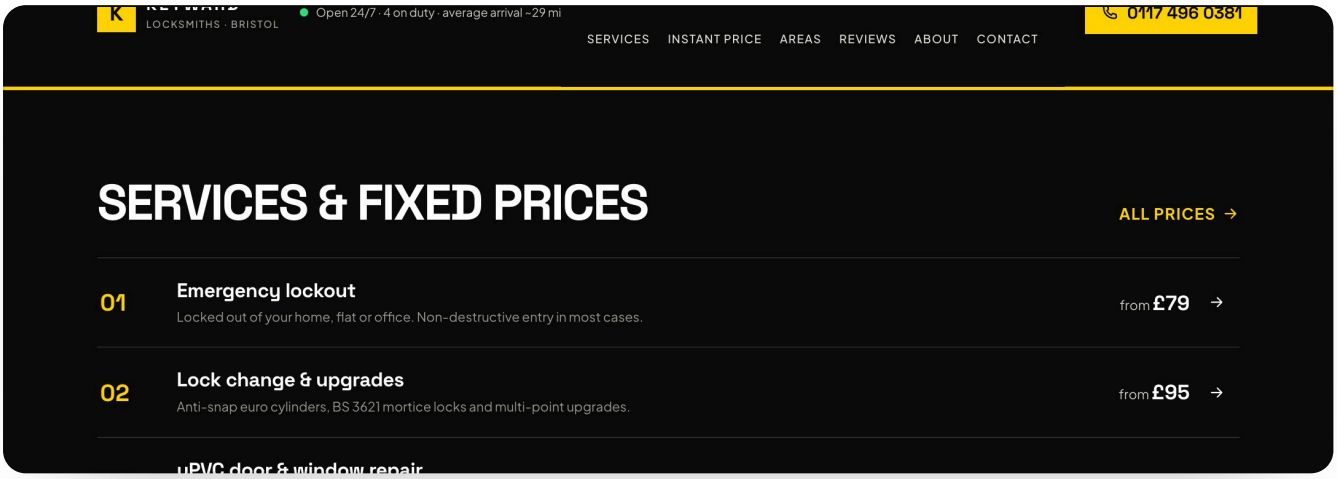
1. **Giant tap-to-call number**
   The number fills the centre of the first screen, with a live 'on duty' line and the average arrival time.
2. **Three-line slider**
   A minimal text-led slider rotates three emergencies, with a counter, progress line, next and pause.
3. **Live response-area map**
   A dark district map inside the hero, with zones and a postcode checker.
4. **Arrival-time ticker**
   A yellow ticker scrolls typical arrival times for every district.
5. **Situations and proof**
   'What's happened?' tiles, a numbered price list, fixed-price facts, sample reviews and FAQs.

WHY IT WORKS

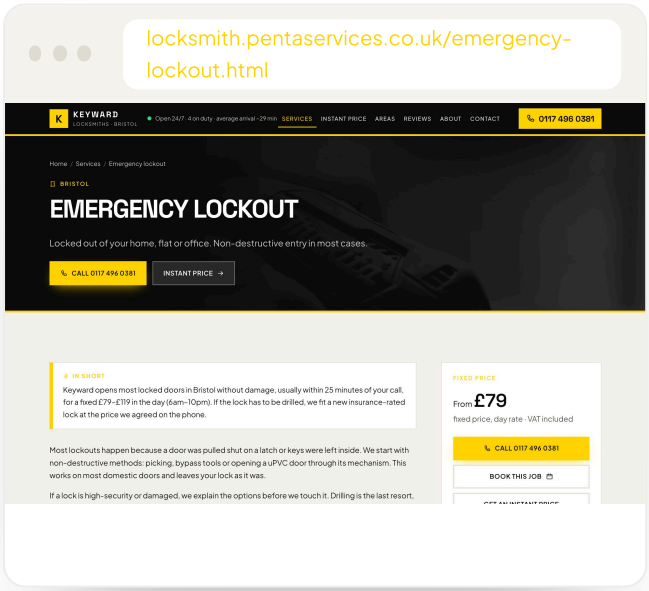
Locksmith searches are urgent. The homepage answers the three panic questions in the first screen (are you open, how fast, how much) and keeps the phone number visible on every scroll.

Services and service pages

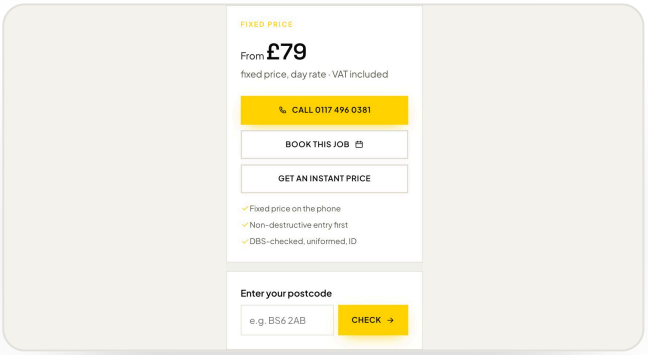
A price list for everything you do and a page for each service, written to rank in your town.



Six services with starting prices



Service page with an answer-first summary



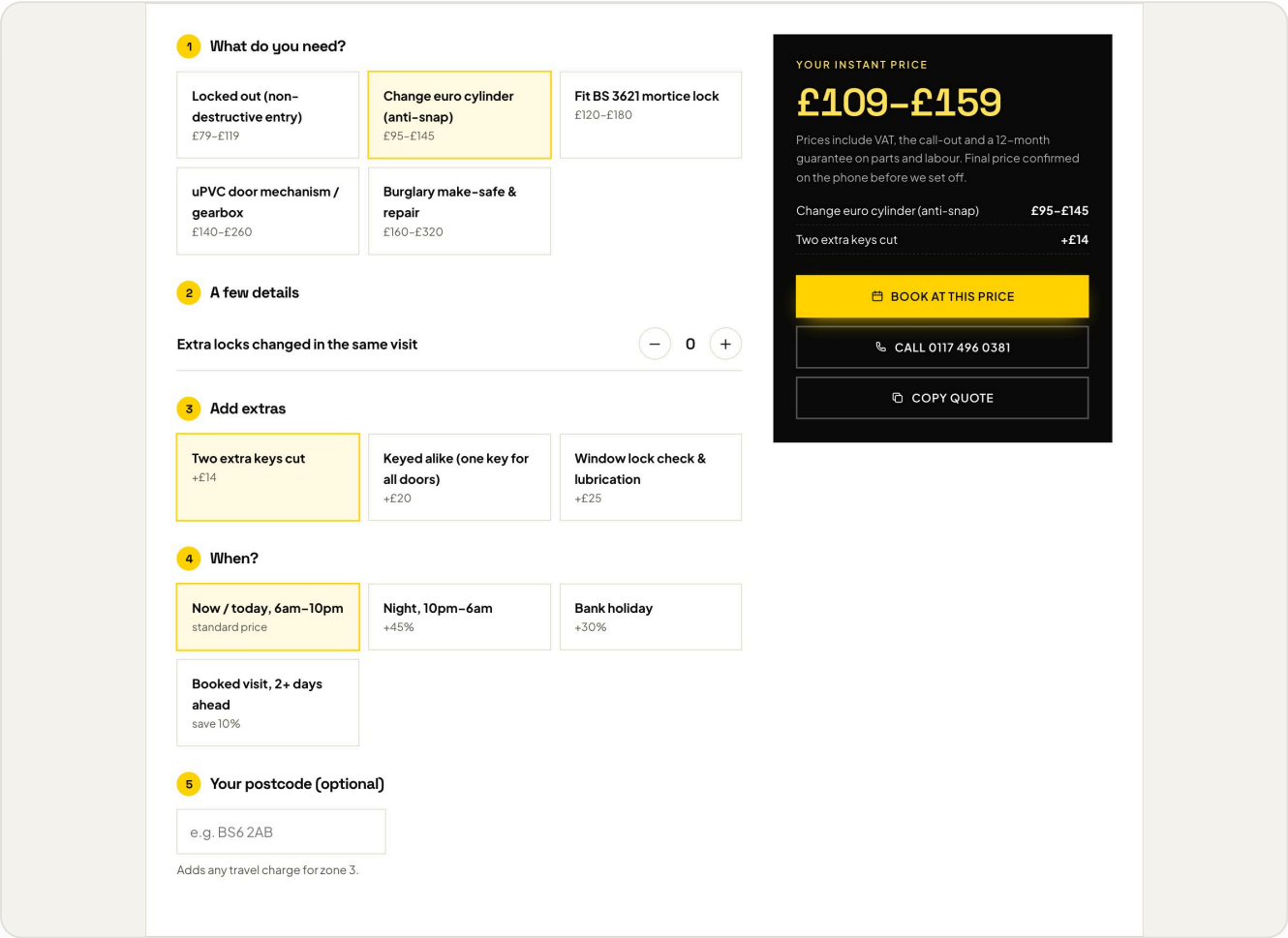
Sticky price card with call and booking

1 **In short**
Each page opens with the price and arrival time in two sentences that Google and AI assistants can quote.

2 **Included and FAQs**
What the price covers, two common questions with FAQ structured data, and related services.

Instant price calculator

The tool that removes the main fear about calling a locksmith: what will it cost?



Job, extras, timing and postcode give a fixed-price range

1 Choose the job
Lockout, anti-snap cylinder, BS 3621 mortice lock, uPVC mechanism or burglary repair.

2 Extras
Extra locks in the same visit, extra keys, keyed-alike and window lock checks.

3 Timing and travel
Day, night, bank holiday or planned visits, and zone 3 travel added from the postcode.

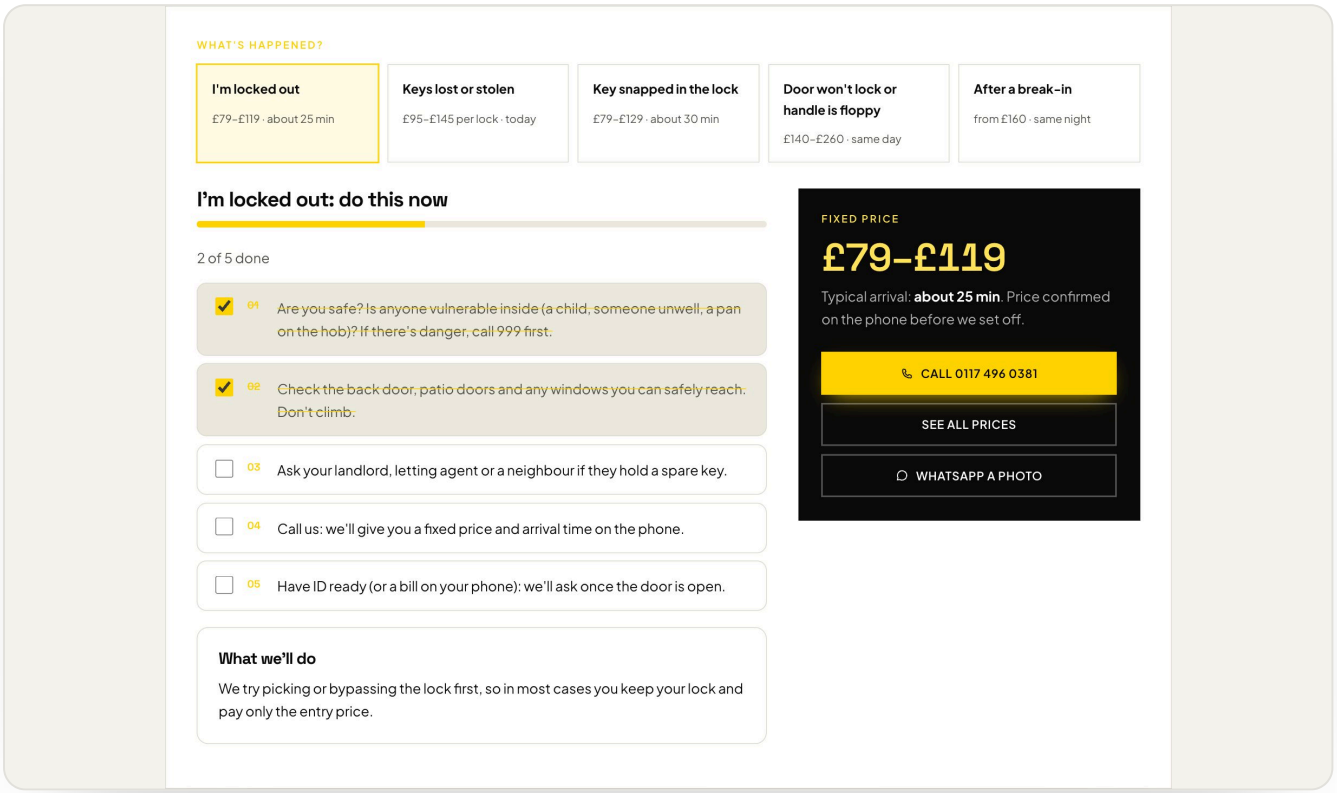
4 Book or share
Book at this price, call, or copy the quote to send to a partner or landlord.

YOUR PRICES, YOUR RULES

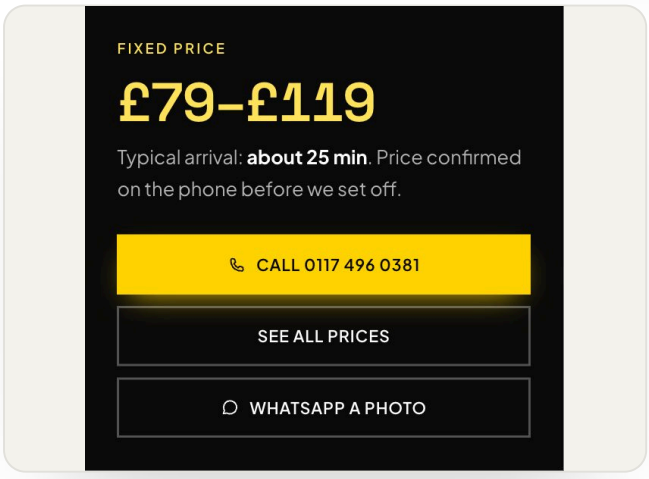
We load your own jobs, prices and night rates. Customers see a believable number before they call, and you get fewer 'how much is it?' calls that never convert.

Locked out? Help page

A calm, step-by-step page for the moment of panic, and a page that ranks for 'locked out what to do'.



Five situations, each with a checklist



Fixed price, arrival time and call buttons

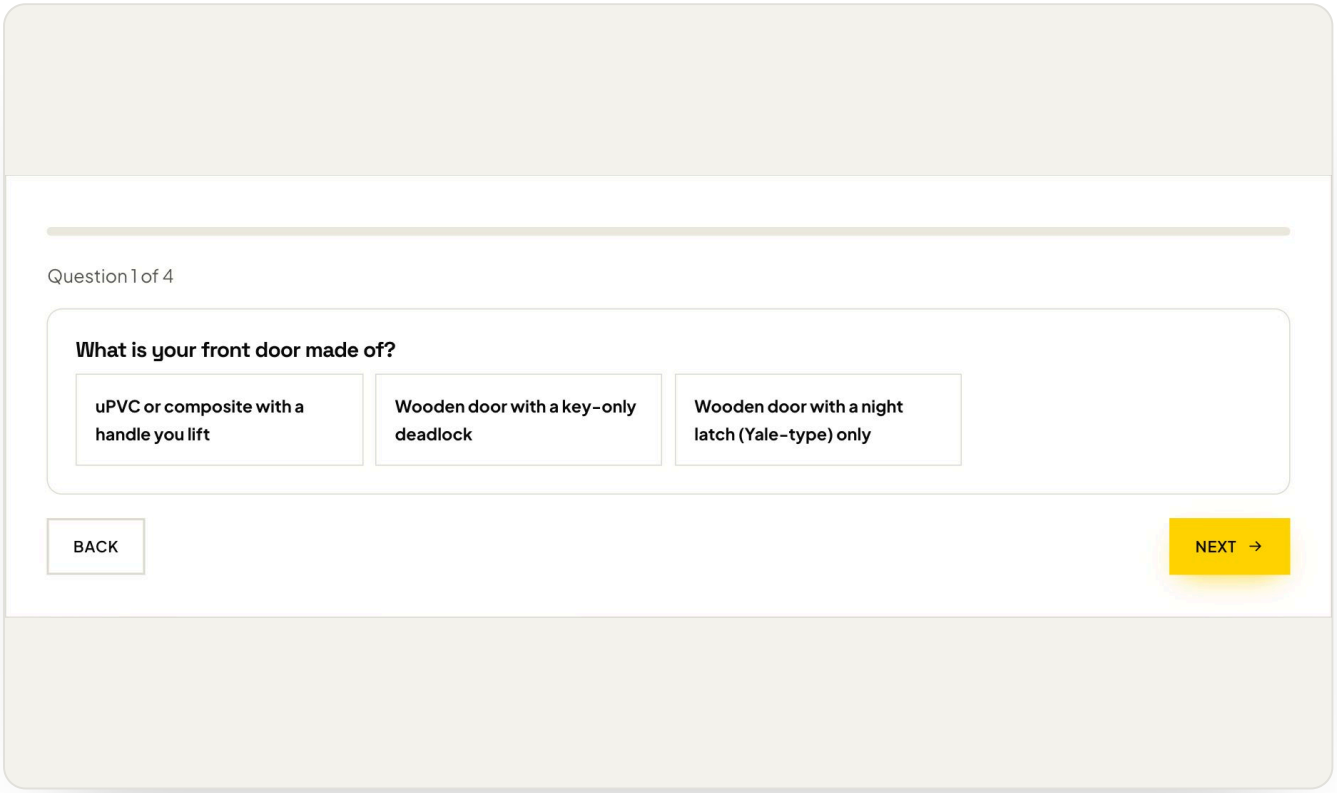
1. **Five situations**
   Locked out, keys lost or stolen, key snapped, door won't lock, after a break-in.
2. **Safety first**
   Tick-off steps starting with safety and 999 where needed, saved on the phone.
3. **What we'll do**
   How you'll solve it, with the price and arrival time for that situation.

WHY IT WORKS

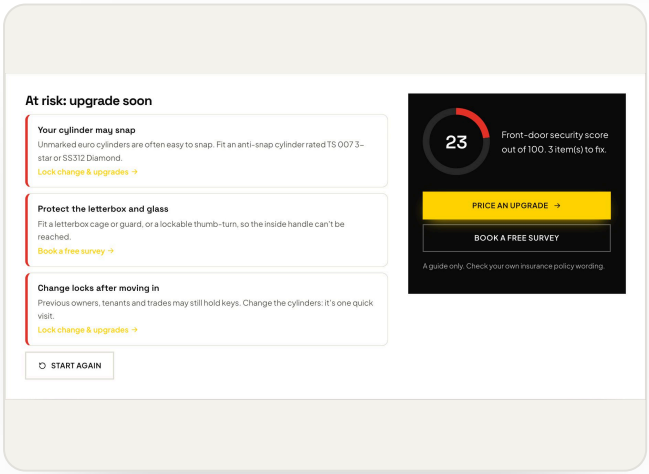
Helpful advice in a stressful moment builds trust fast. The customer finishes the checklist and the next step is your phone number.

Lock security check

Seven quick questions that turn a worried homeowner into a lock upgrade booking.



One question at a time, with progress



Score, findings and fixes

1 **Smart questions**
Door type, cylinder markings (TS 007 3-star, SS312 Diamond), BS 3621, letterbox, keys and insurance.

2 **Score out of 100**
Findings ranked by risk, each with a plain-English explanation.

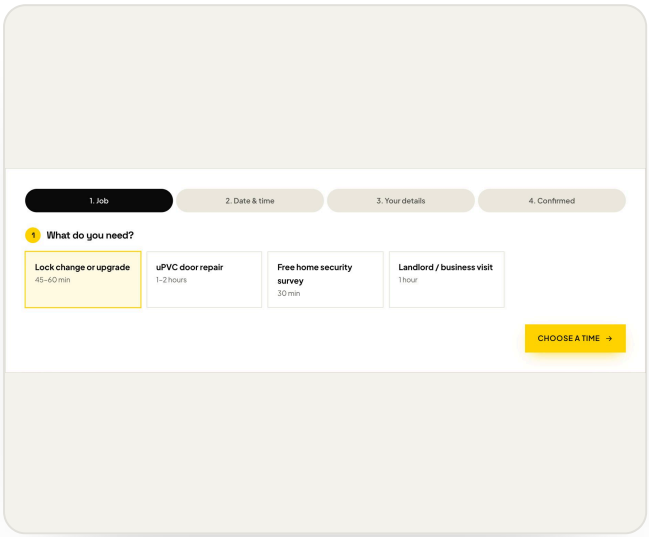
3 **Fixes with prices**
Every finding links to the right service or a free survey.

UPGRADES, NOT JUST EMERGENCIES

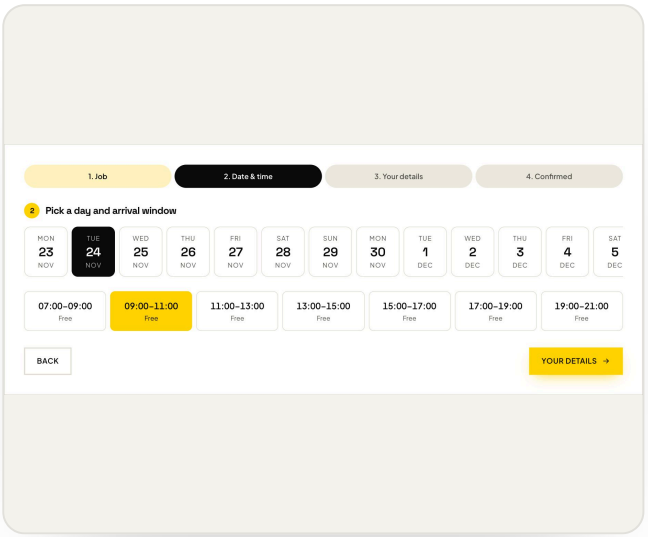
Emergency jobs are unpredictable. The lock check creates planned, higher-value work from people who are simply worried about security.

Online booking in three steps

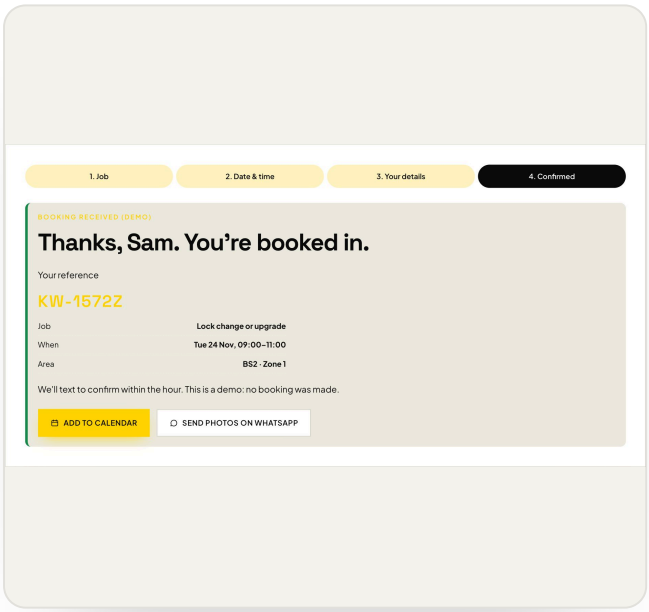
For planned jobs: lock changes, uPVC repairs, surveys and landlord visits. Emergencies still go to your phone.



Choose the job



A 14-day calendar with two-hour windows



Confirmation with reference and calendar file

1 Job
Booking types with duration, carried over from the price tool.

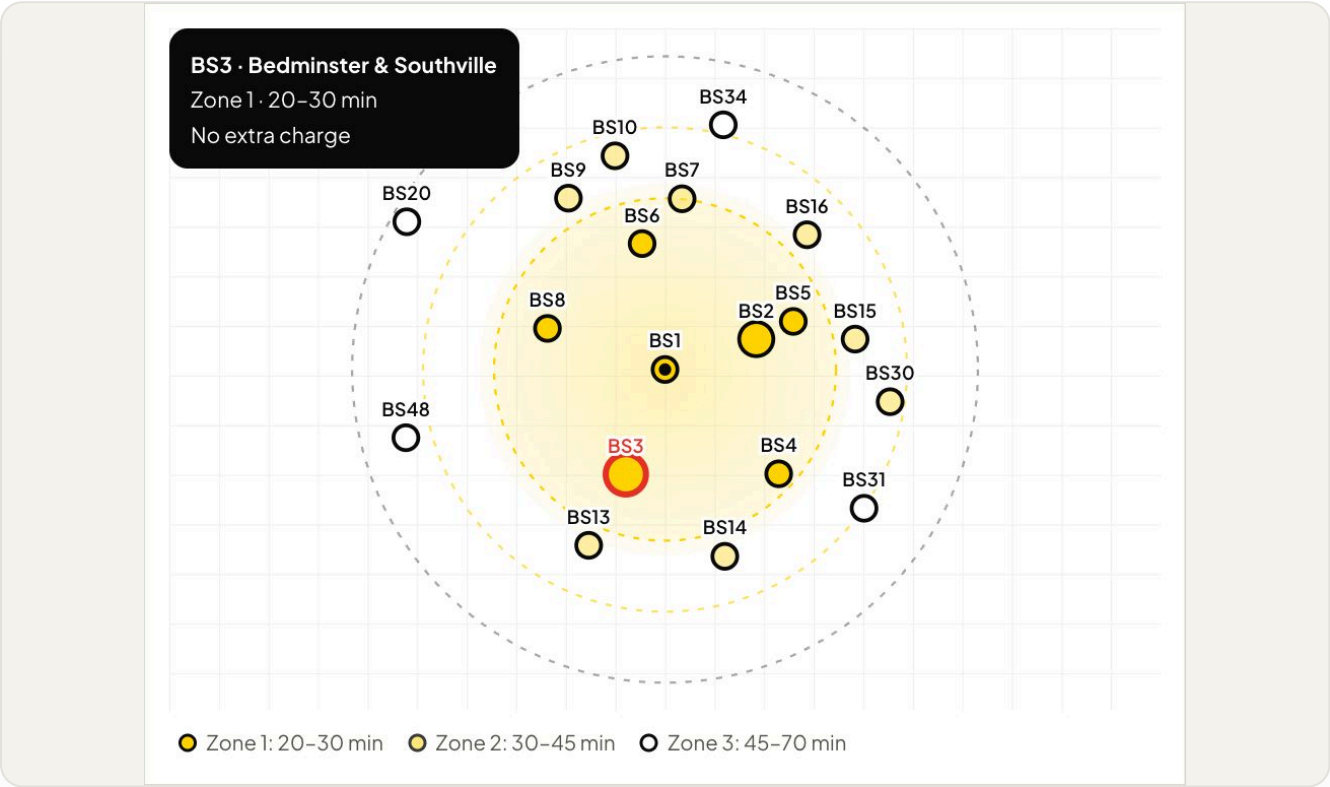
2 Date and time
Free and booked two-hour arrival windows, seven days a week.

3 Details and consent
Name, mobile, postcode (checked against your area), address and notes.

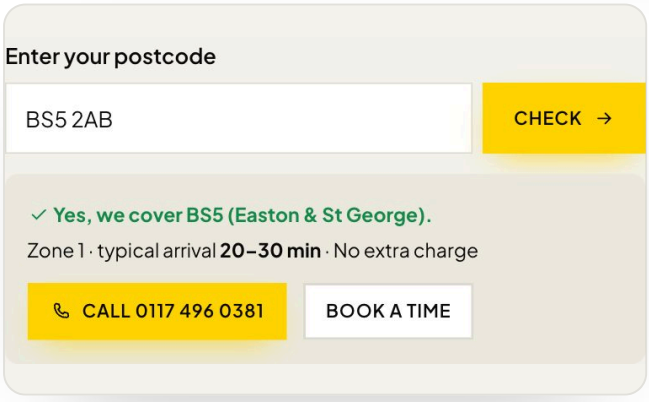
4 Confirmed
A reference, a calendar file and a WhatsApp link for photos.

Areas and postcode checker

Shows exactly where you work and how fast you get there.



Zone map: tap a district to see the arrival time



Postcode checker result

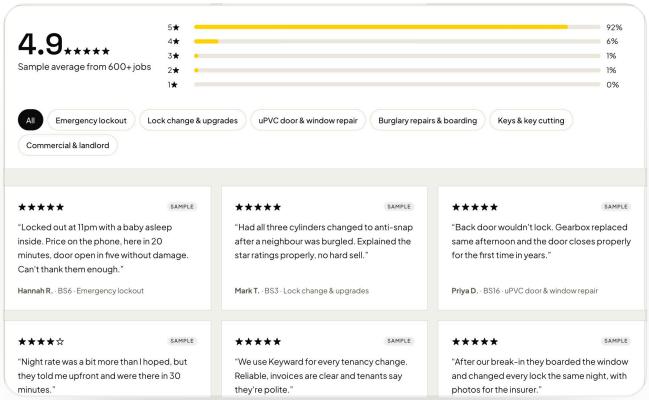
1. **Three zones**
   Arrival times and any travel charge for each zone.
2. **Postcode checker**
   Covered, just outside or not covered, with the right next step.
3. **Every district listed**
   Postcodes and neighbourhoods on one page for local search.

LOCAL SEARCH

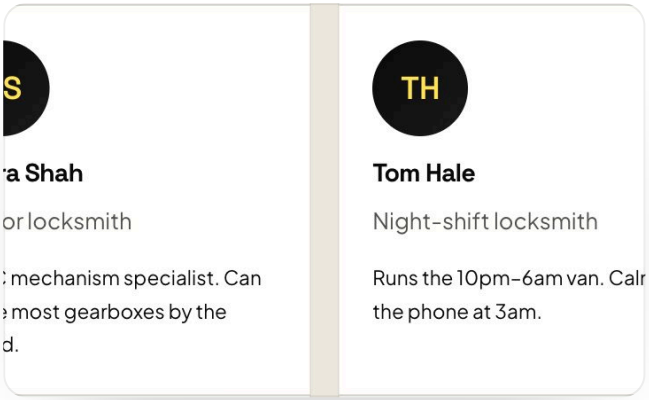
People search 'locksmith' plus their area. A page that lists every district you cover helps Google match you, and the checker stops calls from outside your area.

Reviews, about, FAQ and contact

The pages that build trust and answer the last questions.



Reviews with rating summary and filter



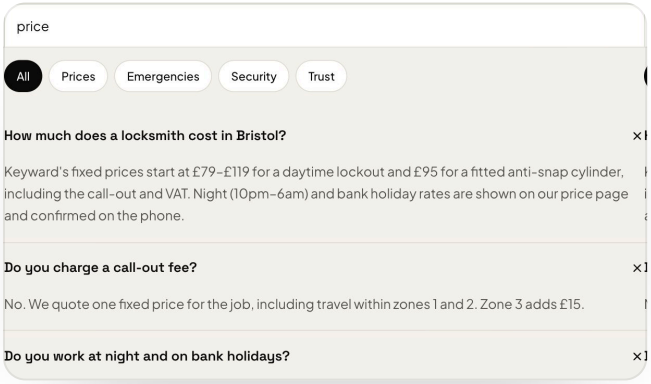
Team cards

1 Reviews

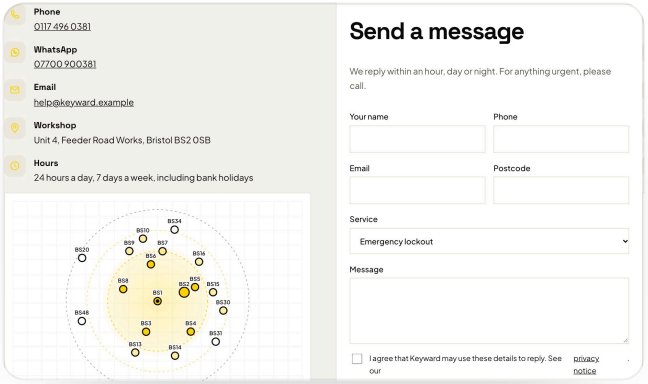
A rating summary, a service filter and your promise. Demo reviews are labelled as samples.

2 About and team

Your story, the people who turn up, labelled accreditations and how you work.



FAQ with search



Contact page

3 Searchable FAQ

Twelve questions in four topics, filtered as the visitor types, with FAQ structured data.

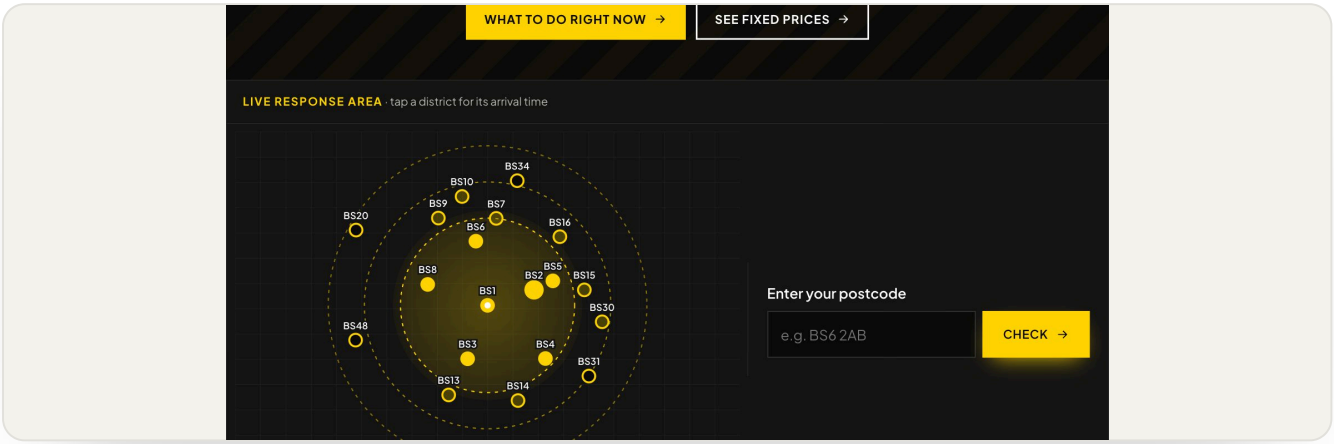
4 Contact

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

Features that win the call



Header with the 24/7 call button



Live response-area map in the hero

Phone-first header

The number sits in the top bar and header, with a call bar fixed to the bottom of phones.

Live on-duty status

On-duty locksmiths and average arrival time, updated through the day.

Arrival-time ticker

Typical arrival times for every district scroll under the hero.

WhatsApp photos

Customers can send a photo of the lock from any page.

Fast and light

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

Easy to update

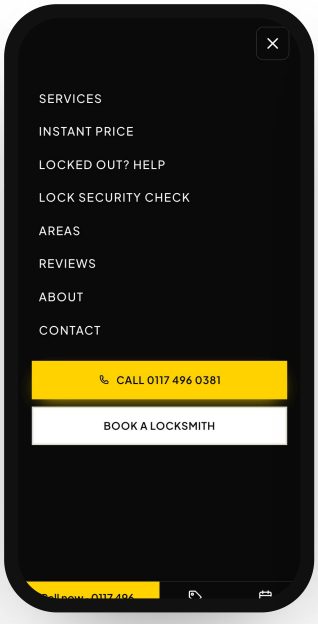
All content in one file: change a price or an area once and every page updates.

Designed for the phone

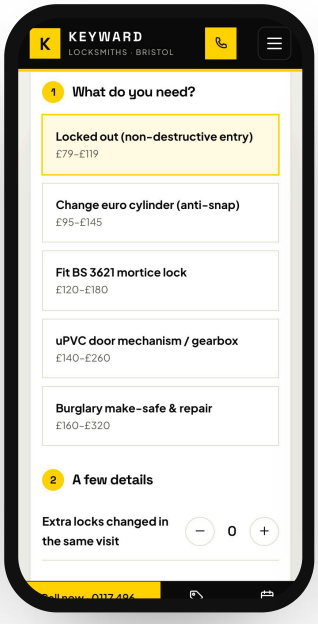
Lockouts are searched on a phone, often outside at night. The giant number comes first, every tool works one-handed, and a yellow bar keeps Call, Price and Book one tap away.



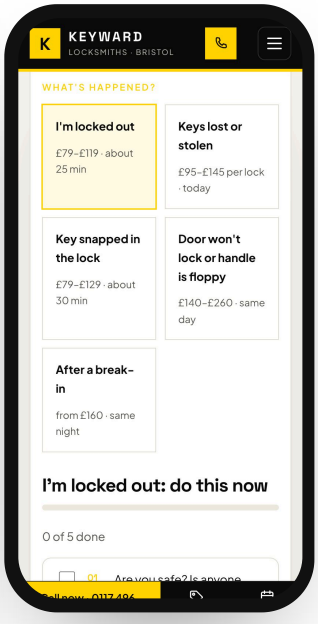
Homepage



Menu



Instant price



Lockout helper

FREE TOOL

Instant locksmith price

Choose the job, tell us when, and see the fixed-price range we'd quote on the phone. No call-out fee is added.

PRICE MY JOB →

FREE TOOL

Lock security check

Seven questions: is your door anti-snap and insurance-ready?

CHECK MY LOCKS →

PLANNED JOBS

Book a locksmith

Lock changes, uPVC repairs and surveys in two-hour windows.

SEE TIMES →

Your brand, Google and AI search

The demo uses black and signal yellow with Space Grotesk and Plus Jakarta Sans. We replace them with your logo, colours, fonts and photos.

Google (SEO)

- A unique title and description on every page
- Locksmith, Service, FAQPage, Article and Breadcrumb structured data
- A page for each service and a page listing every postcode you cover
- Sitemap, clean addresses and fast loading

AI assistants (GEO)

- Answer-first 'In short' summaries on every key page
- Facts AI tools can quote: prices, arrival times, night rates, lock standards
- Consistent name, address and phone everywhere
- An llms.txt summary, and AI crawlers allowed in robots.txt

Searches the website is built around

locksmith [town] · emergency locksmith near me · 24 hour locksmith [town] · locked out what to do · how much does a locksmith cost · anti-snap locks fitted [town] · upvc door won't lock · change locks after moving house

WHY IT MATTERS

People increasingly ask ChatGPT, Gemini or Google AI how much a locksmith costs or what to do when they're locked out. 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.

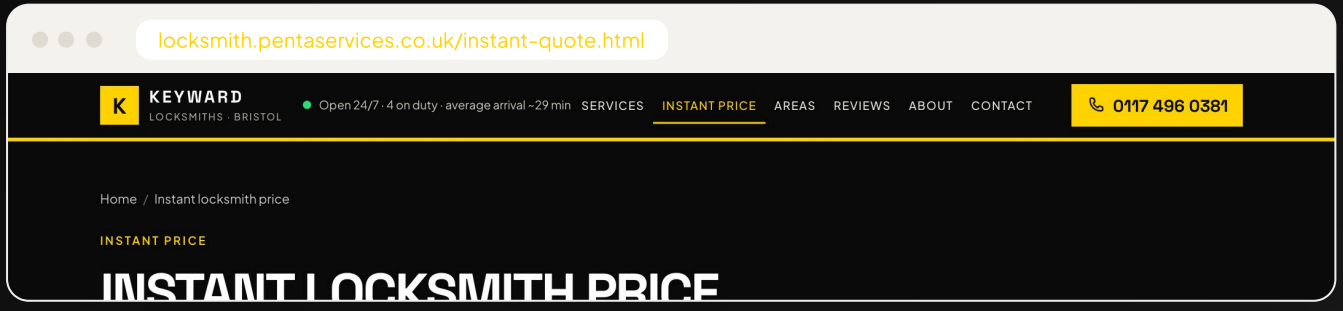
Ready Site price

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

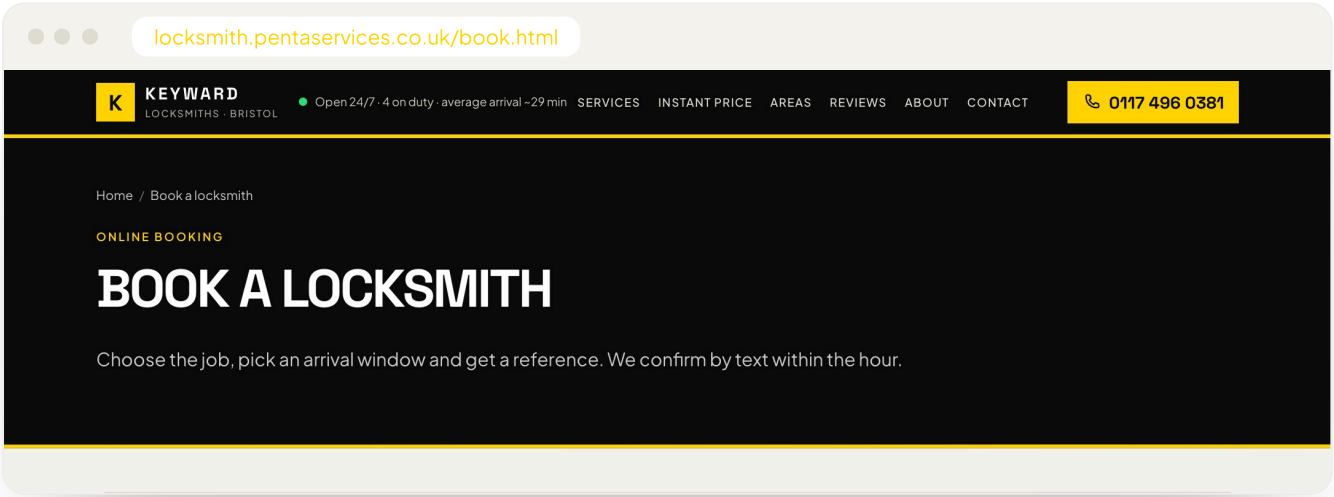
- Logo and colours, if you have them (otherwise we design them)
- Business name, phone numbers, email, address and hours
- Your jobs, prices, night and bank holiday rates
- The postcodes you cover and your arrival times
- Accreditations, insurance and team photos
- Reviews and photos of your vans and work

What we do

- Adapt the design to your brand
- Load your services, prices, areas and team
- 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: emergency, residential, commercial or all three, your prices, areas and team. Bookings can go to your inbox or your job management system. We send a clear proposal with no obligation.



NEXT STEPS

Ready for a website that rings your phone?

1. **See the demo**
   Open the demo on your phone. Try the price tool, the lockout helper, the lock check 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 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: locksmith.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 clear price, an honest arrival time and a customer who calls you, not the next result.