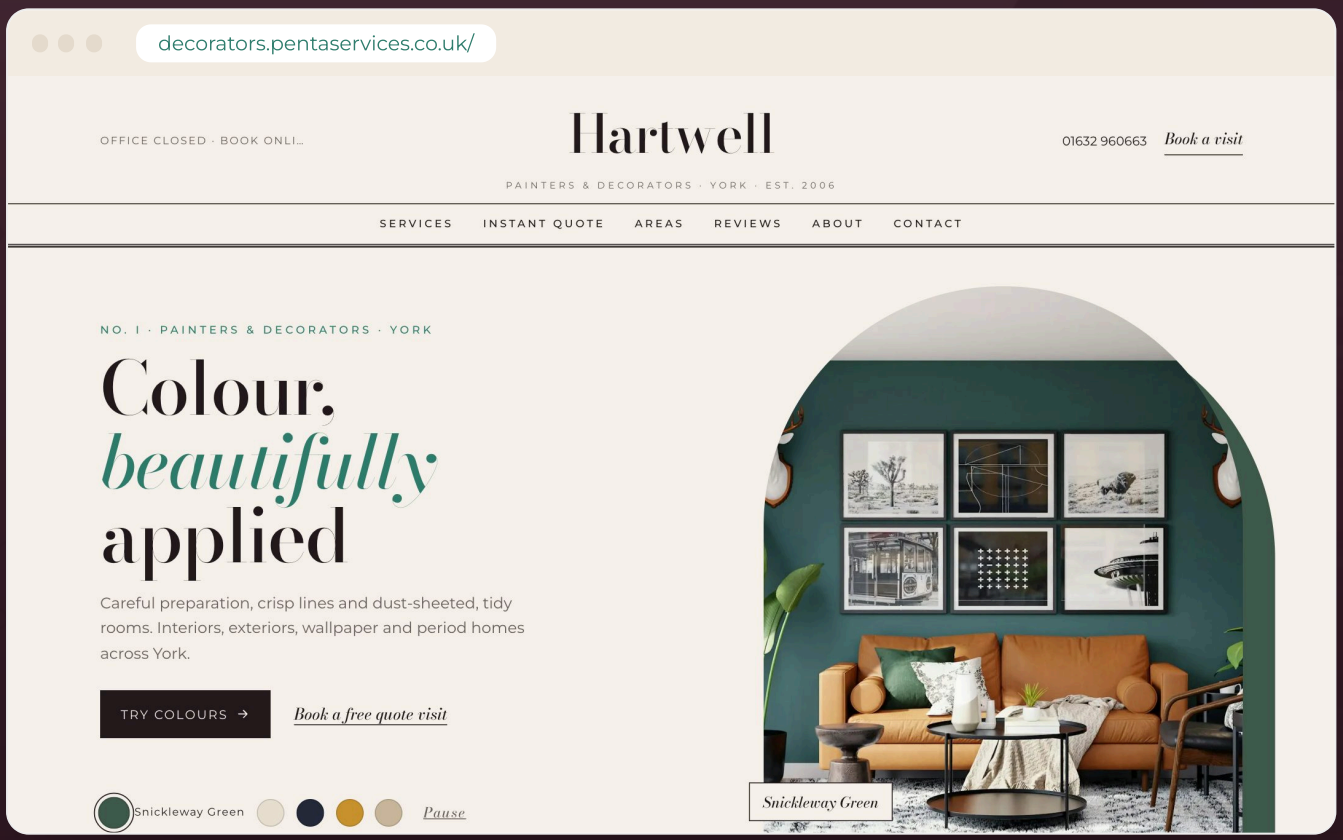
penta SERVICES

November 2026

WEBSITE GUIDE FOR PAINTERS AND DECORATORS

A decorating website as careful as your work

Ready-made, fast and built to be found on Google and AI assistants. A colour visualiser, a paint and room calculator, an instant quote, a postcode map and online booking included. We adapt it to your business, host it and keep it updated.



Ready Site · Business Website package

Live preview: decorators.pentaservices.co.uk

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TRY THE LIVE DEMO

decorators.pentaservices.co.uk

Hartwell Decorators is a fictional York decorating firm. Every name, price, review, colour name 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 people choosing colours

Decorating is personal. Homeowners spend weeks choosing colours, worry about mess and want a fixed price. They choose the decorator whose website looks as careful as their work, helps them decide and makes booking a visit easy.

What homeowners check first

- What will my room look like?
- How much will it cost, and how long will it take?
- Will you protect my home and tidy up?
- Do you understand older houses?

What the website gives them

- A colour visualiser for walls, feature wall, ceiling and woodwork
- A paint and room calculator with litres, tins and time
- An instant quote by room, size, doors and radiators
- An editorial design with an arched hero slider and period-home expertise

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

6 service pages, each written for local search

18 sample colours and 4 schemes in the visualiser

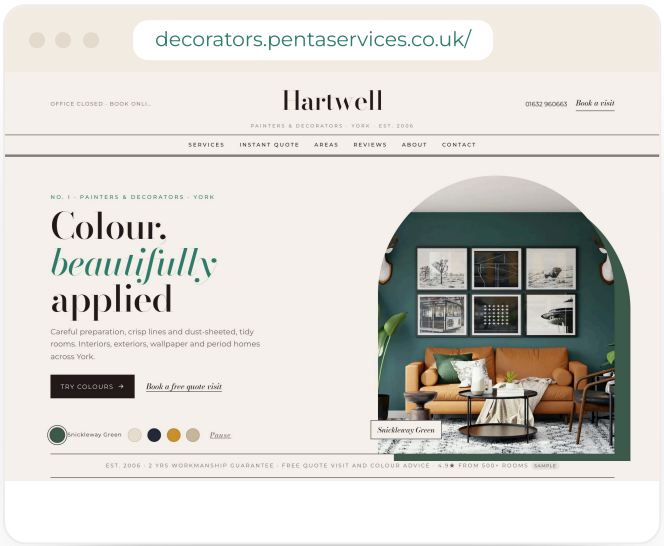
3 steps from choosing a visit to a booking reference

Who it's for

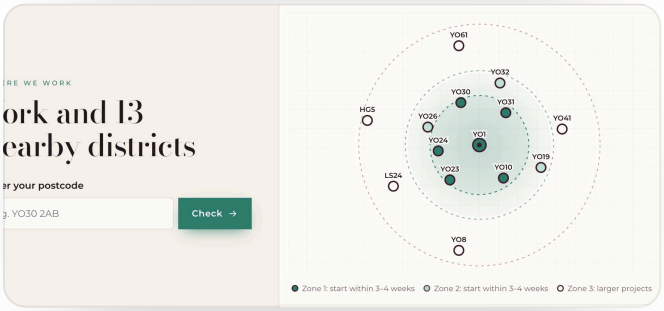
Painters and decorators · Painting contractors · Wallpaper hangers · Kitchen cabinet painters · Period property specialists · Commercial decorators

The homepage, section by section

Aubergine, heritage green and chalk in a magazine layout: masthead, arch-framed rooms and colour swatches.







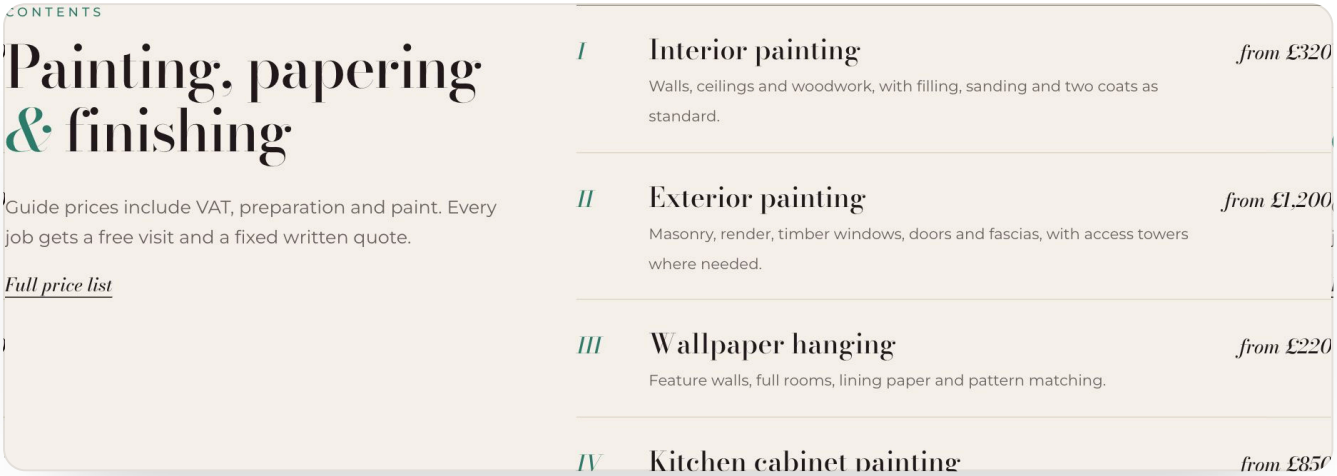
1. **Magazine masthead**
   A centred wordmark between hairline rules, with a small-caps menu underneath.
2. **Arch and swatches**
   Rooms in an arch frame; tap a colour swatch to change the story. Autoplay with pause.
3. **Colophon line**
   Year, guarantee, colour advice and rating in one small-caps line.
4. **Contents list**
   Services as a numbered contents page with prices in italics.
5. **Colour desk and proof**
   A dark colour section, postcode map, review 'letters' and FAQs.

WHY IT WORKS

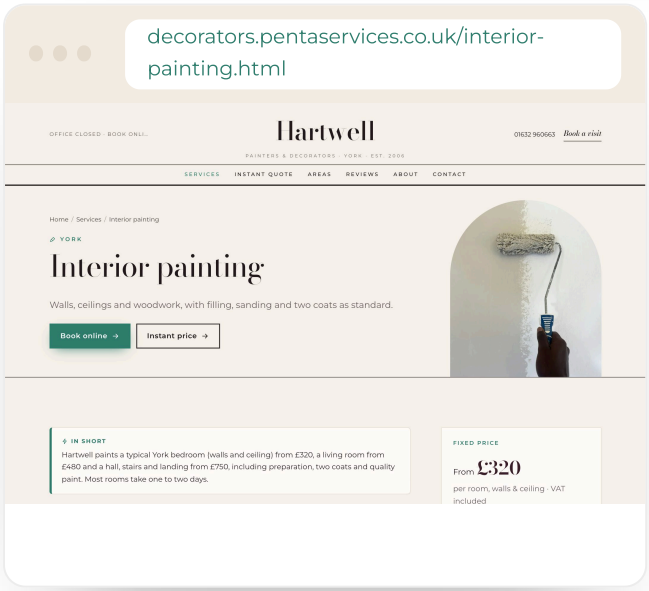
Decorating is bought on taste and trust. The homepage looks like a design magazine, then gives homeowners tools to decide colours and plan the job.

Services and service pages

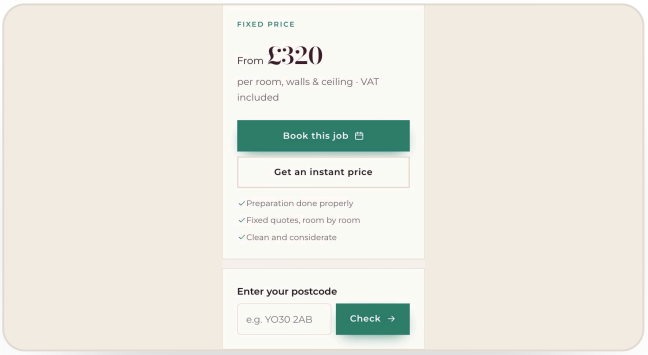
Guide prices for every service and a page for each, written to rank in your area.



Six services with guide prices



Service page with an answer-first summary



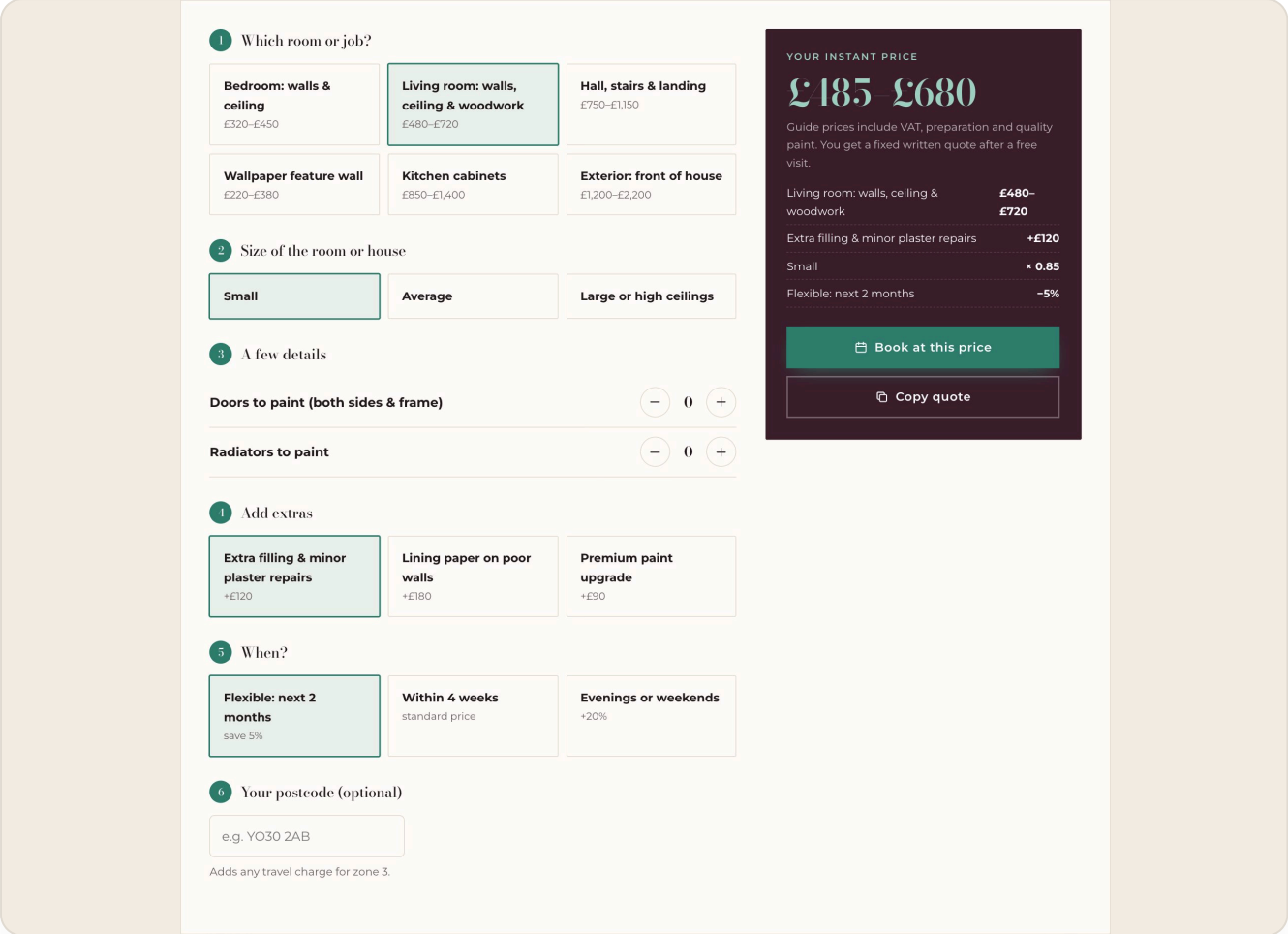
Sticky booking card

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

2 Expert detail
Preparation, paint systems, lead-safe working, breathable paints and listed buildings.

Instant decorating quote

A guide price for the room before the visit.



Room, size, doors, radiators, extras and timing

1 Room or job
Bedroom, living room, hall and stairs, wallpaper, kitchen cabinets or exterior.

2 Size and counts
Three sizes, plus doors and radiators with plus and minus buttons.

3 Extras
Plaster repairs, lining paper and premium paint.

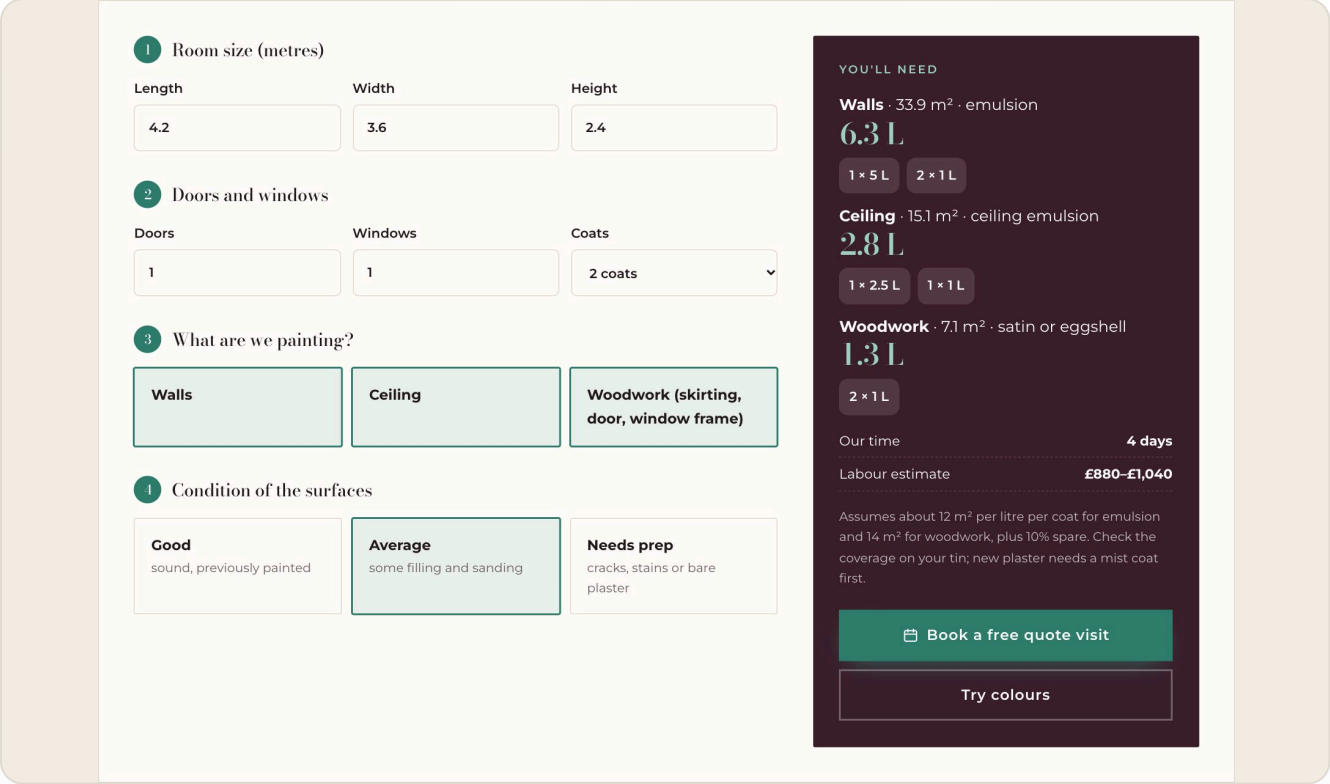
4 Timing
Flexible, within four weeks, or evenings and weekends.

YOUR PRICES, YOUR RULES

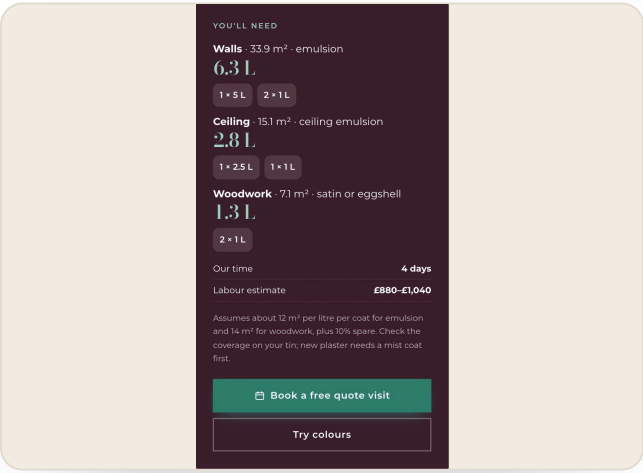
We load your own room prices and extras. Homeowners arrive at the visit with realistic expectations.

Paint and room calculator

Answers one of the most searched decorating questions: how much paint do I need?



Room size, surfaces and condition



Litres, tins, days and labour

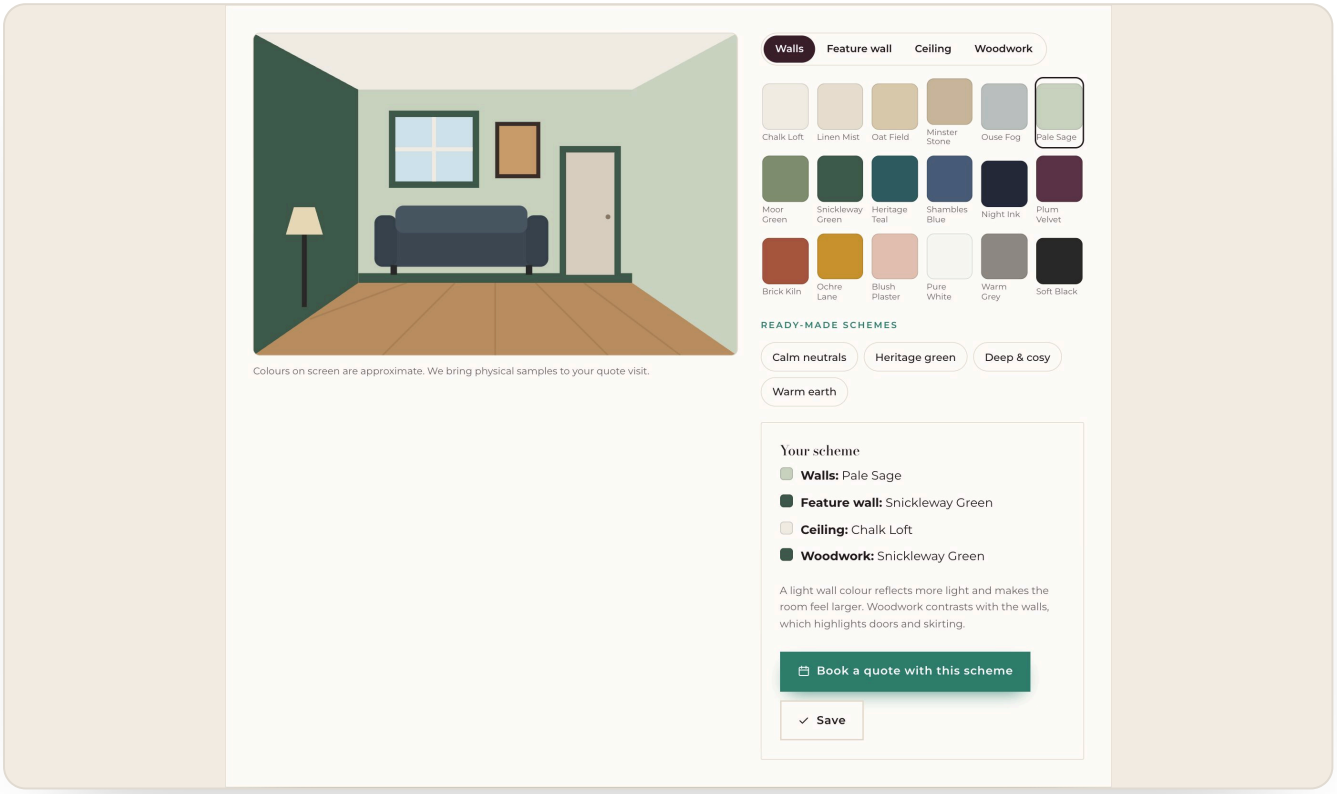
1. **Room size**
   Length, width, height, doors, windows and coats.
2. **Surfaces and condition**
   Walls, ceiling and woodwork, with the level of preparation.
3. **Litres, tins and time**
   Litres per surface, a mix of 5, 2.5 and 1 litre tins, days and a labour estimate with a booking button.

WHY IT WORKS

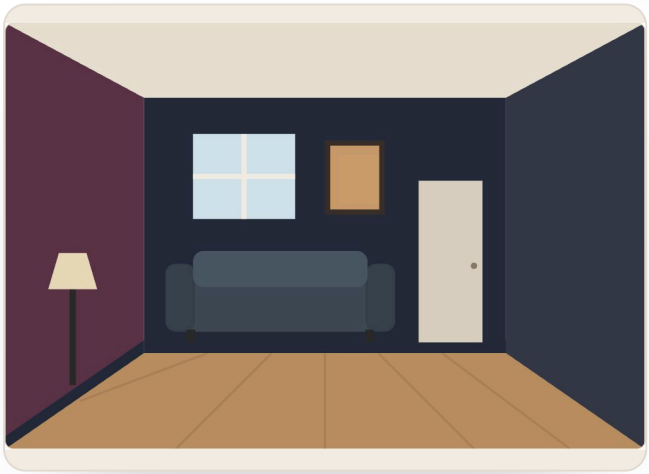
DIYers and homeowners search this question constantly. The calculator answers it, then shows what it would cost for a professional to do it.

Colour visualiser

The standout tool: a room that changes colour as you tap.



Swatches, schemes and your scheme summary



Deep and cosy scheme

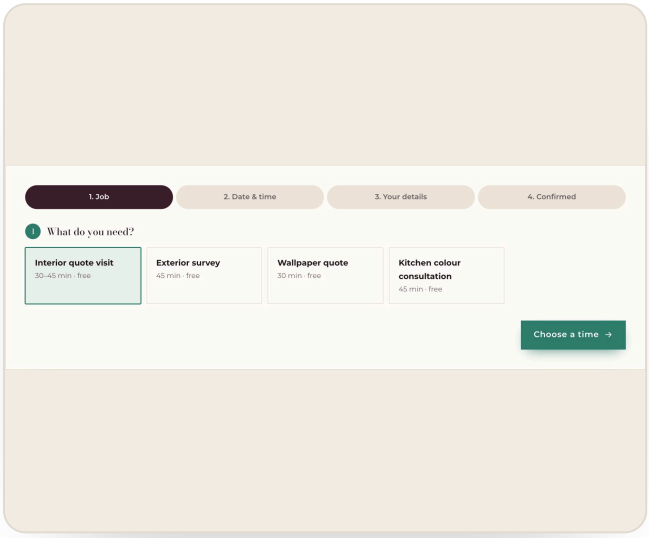
1. **Four surfaces**
   Walls, feature wall, ceiling and woodwork, by tab or by tapping the room.
2. **Swatches and schemes**
   Eighteen sample colours and four ready-made schemes.
3. **Advice and booking**
   Plain-English advice on light, dark and contrast, saved on the device, with a booking button.

DECISIONS, THEN BOOKINGS

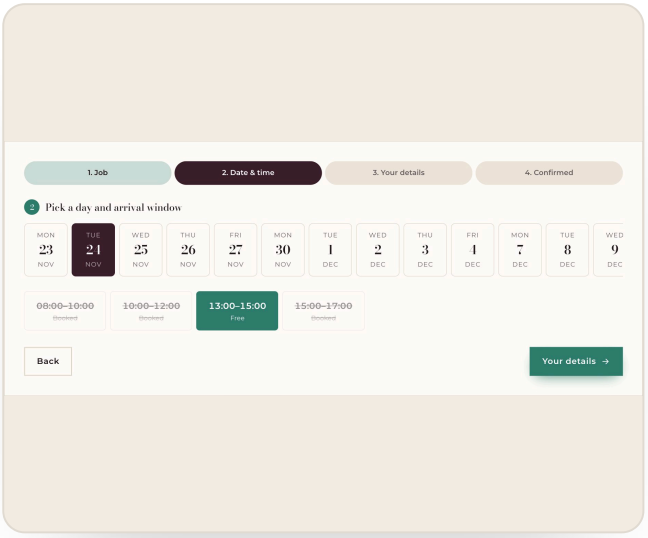
Choosing colours is where many decorating jobs stall. The visualiser helps people decide, and the next step is booking you.

Online booking in three steps

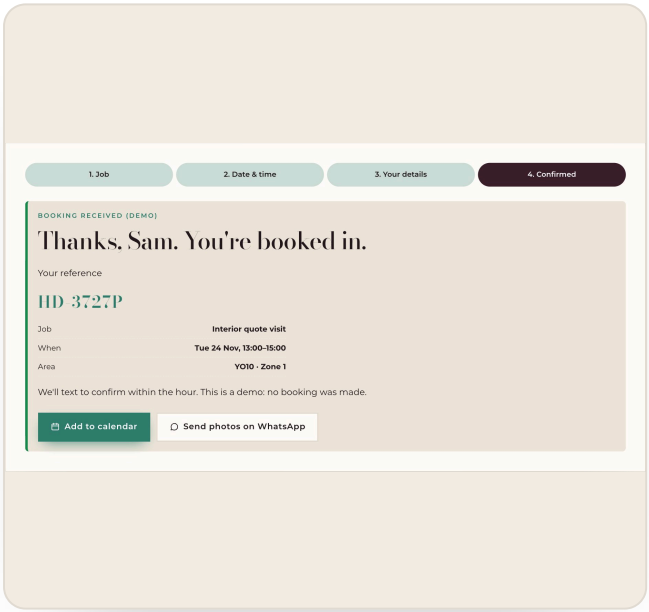
Customers book a free quote visit or a colour consultation.



Choose the visit



A 14-day calendar with two-hour windows

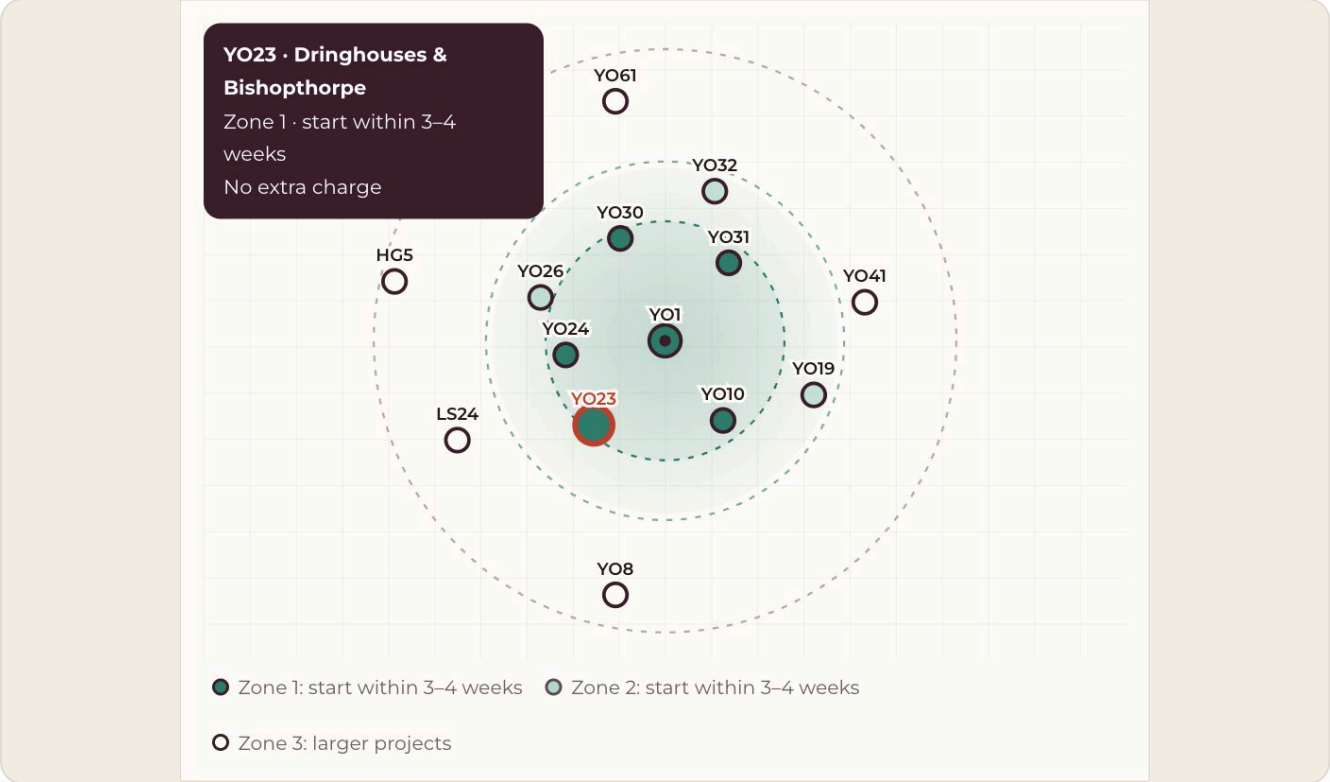


Confirmation with reference and calendar file

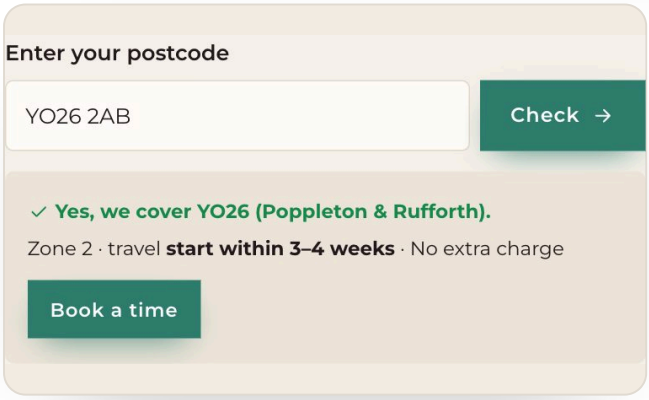
1. **Visit type**
   Interior, exterior, wallpaper or kitchen, with duration.
2. **Date and time**
   Two-hour windows, Monday to Friday.
3. **Details**
   Rooms, colours being considered and the age of the house.
4. **Confirmed**
   A reference, a calendar file and a WhatsApp link for photos.

Areas and postcode checker

Fourteen districts around the city in three zones.



Zone map: tap a district to see start times



Postcode checker result

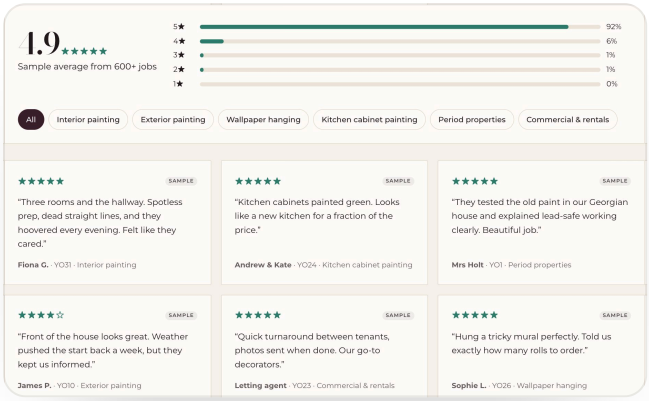
1. **Three zones**
   Start times and any travel charge for each zone.
2. **Postcode checker**
   Covered, nearby or not covered, with the right next step.
3. **Every district listed**
   Postcodes and villages for local search.

LOCAL SEARCH

People search 'painter and decorator' 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



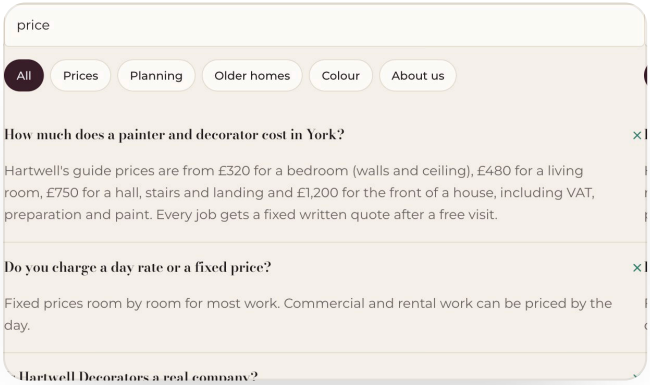
Team cards

1 Reviews

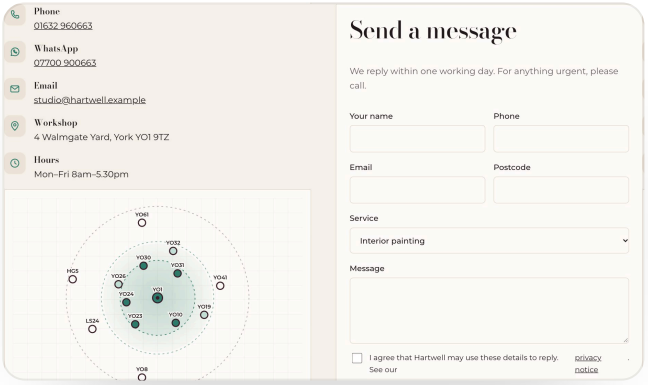
A rating summary, a service filter and your promise. Demo reviews are labelled as samples.

2 About and team

Your story, your decorators and labelled standards.



FAQ with search



Contact page

3 Searchable FAQ

Twelve questions, from paint and timing to lead paint and colour advice.

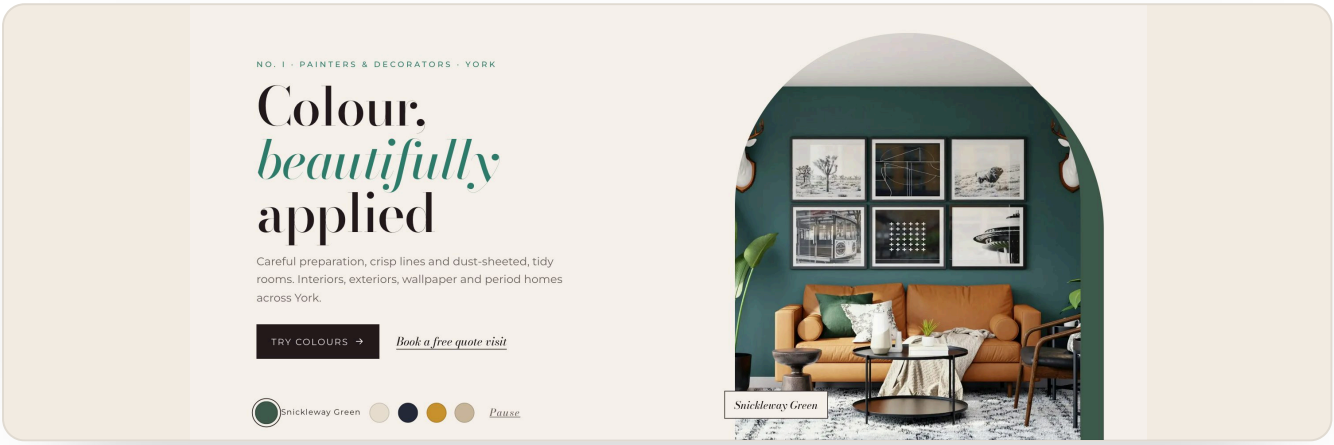
4 Contact

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

Features that show your craft



Magazine masthead



Arch image and colour swatches

Magazine masthead

Centred wordmark, hairline rules and a small-caps menu.

Editorial typography

Bodoni Moda headlines with italic accents and clear Montserrat text.

Swatch navigation

Colour swatches switch the hero story.

Period-home expertise

Lead-safe and breathable paint content that builds trust.

Fast and light

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

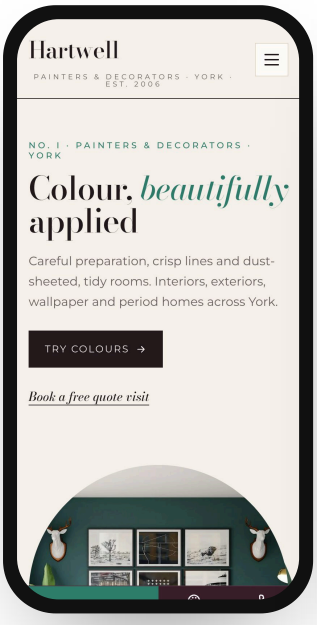
Easy to update

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

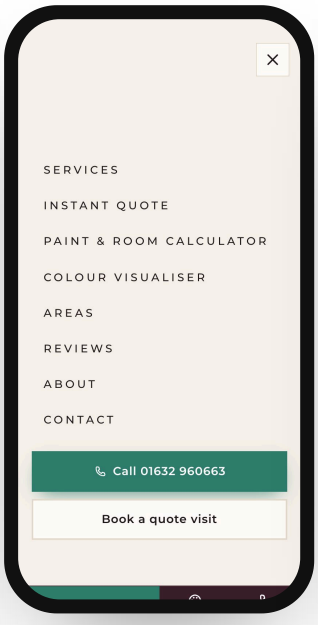
11 · MOBILE

Designed for the phone

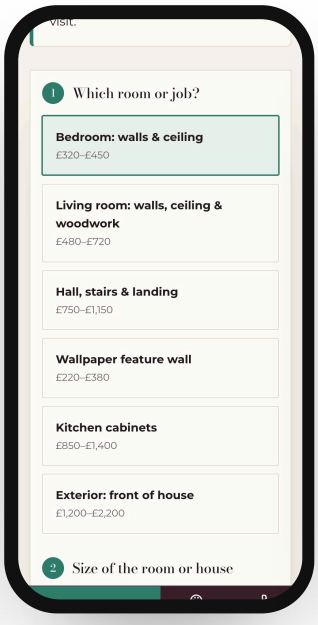
Homeowners try colours and measure rooms with a phone in hand. Swatches switch the hero with a tap, the tools are designed for touch, and a bar keeps Book, Colours and Call one tap away.



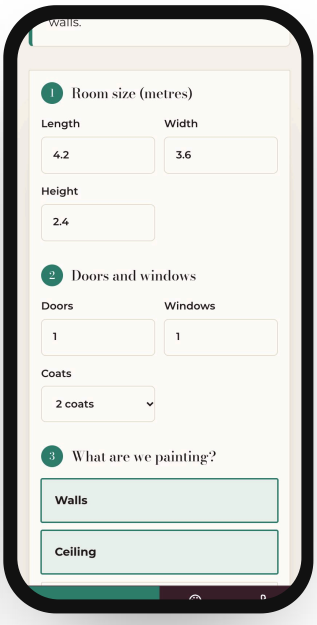
Homepage



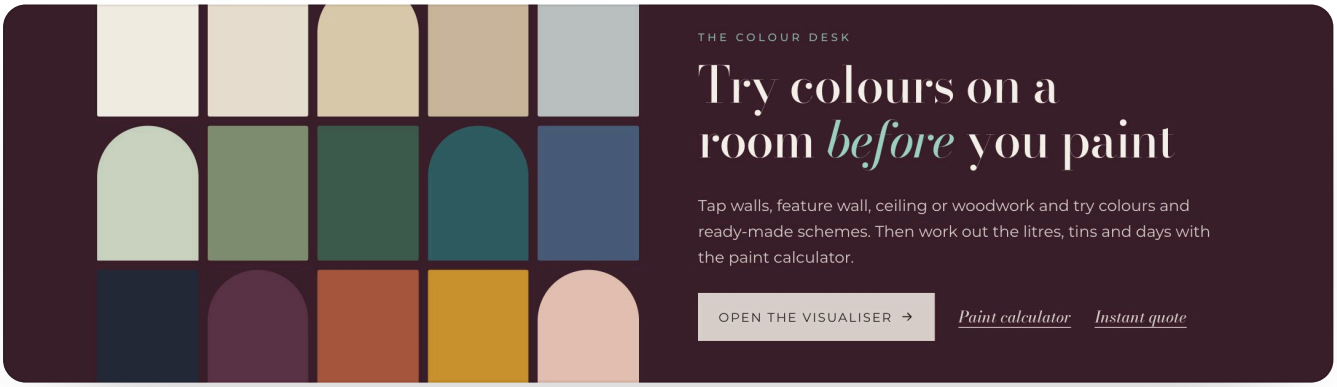
Menu



Instant quote



Paint calculator



Your brand, Google and AI search

The demo uses aubergine, heritage green and chalk with Bodoni Moda and Montserrat. We replace them with your logo, colours, fonts and photos.

Google (SEO)

- A unique title and description on every page
- HousePainter, 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 loading

AI assistants (GEO)

- Answer-first 'In short' summaries on every key page
- Facts AI tools can quote: prices per room, paint coverage, lead paint guidance
- Consistent name, address and phone everywhere
- An llms.txt summary, and AI crawlers allowed in robots.txt

Searches the website is built around

painter and decorator [town] · how much paint do I need · cost to paint a room · kitchen cabinet painting [town] · exterior house painting cost · lead paint in old houses · wallpaper hanger near me · best paint for lime plaster

WHY IT MATTERS

People increasingly ask ChatGPT, Gemini or Google AI how much paint they need or what it costs to paint a room. 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.

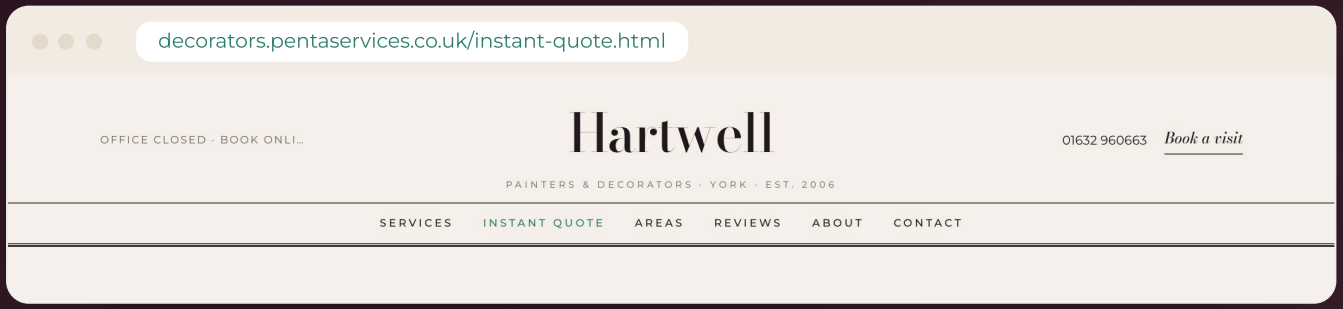
Ready Site price

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

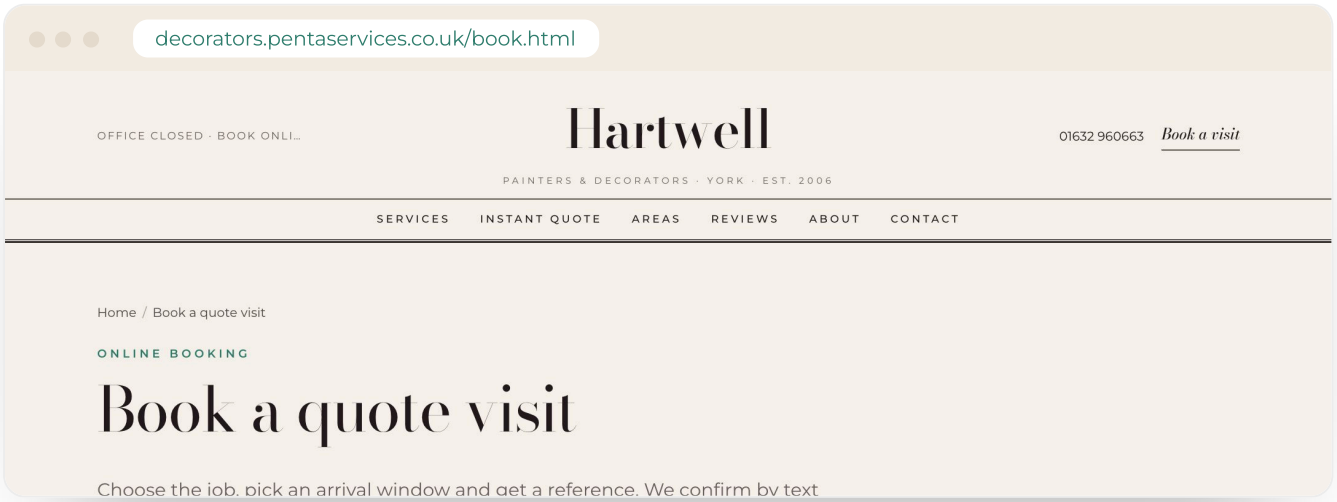
- Logo and colours, if you have them (otherwise we design them)
- Business name, phone numbers, email, address and hours
- Your services and guide prices
- The areas you cover and lead times
- Photos of your work, before and after
- Accreditations, insurance, team and reviews

What we do

- Adapt the design to your brand
- Load your services, prices, colours 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: interiors, exteriors, wallpaper or period homes, your prices, colours 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 wins the job?

1. **See the demo**
   Open the demo on your phone and computer. Try the visualiser, the calculator, the quote 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 of your work.

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: decorators.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 colour they love, a price they expect and a homeowner who books the visit.