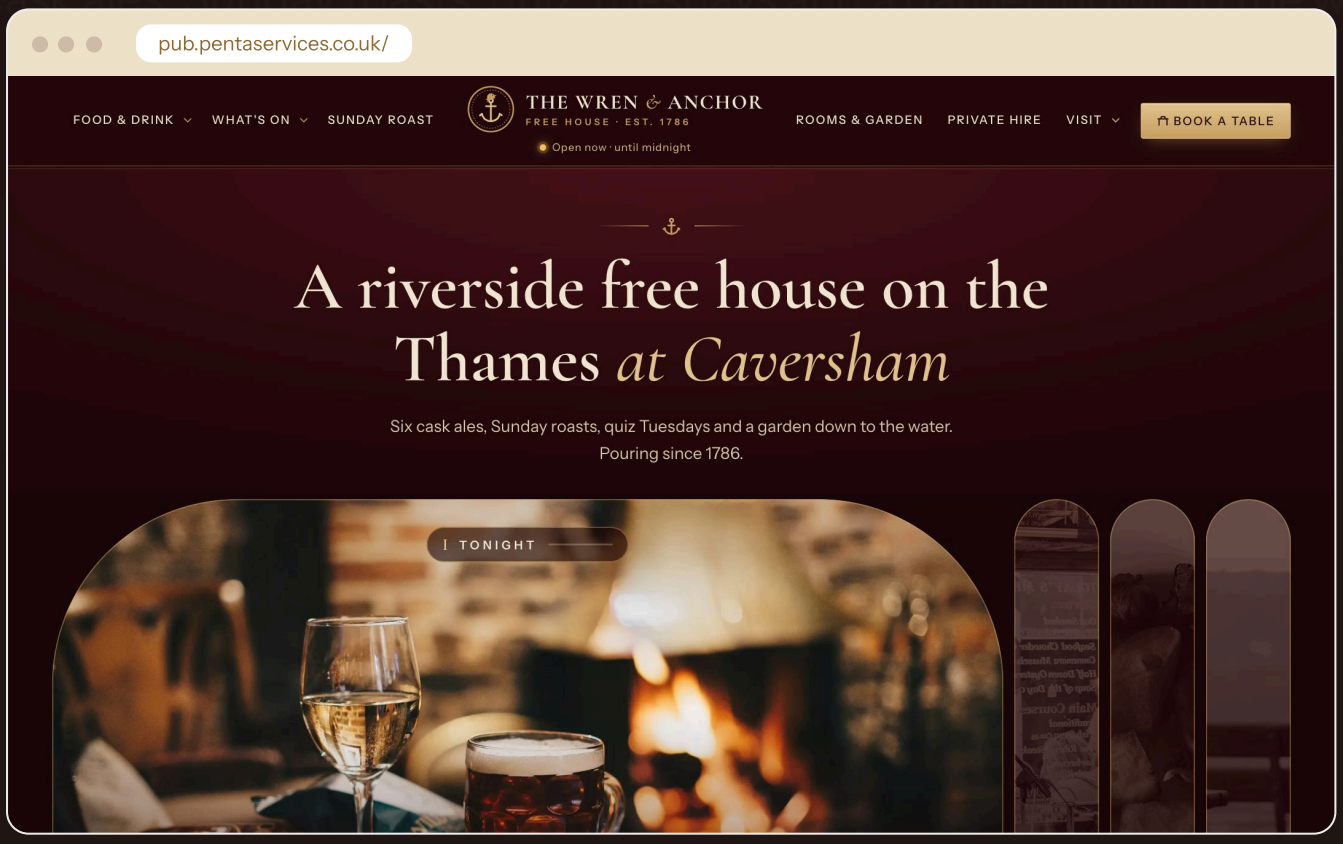
penta SERVICES

November 2026

WEBSITE GUIDE FOR PUBS AND BARS

A pub website that *fills tables on a Tuesday*

Ready-made, fast and built to be found on Google and AI assistants. A hero that shows tonight, this week and Sunday's roast, table booking by area, a Sunday roast pre-order, an allergen-filtered menu, a cask ale line-up, a what's on calendar, a quiz, a function room price calculator and gift vouchers included. We adapt it to your pub, host it and keep it updated.



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TRY THE LIVE DEMO

pub.pentaservices.co.uk

The Wren & Anchor is a fictional riverside pub in Caversham, Reading. Every name, address, beer, price, rating and review in the demo is a sample that we replace with your own. The legal facts shown (Challenge 25, young people and alcohol, drink measures and the 14 allergens) were checked in November 2026.

1 · AT A GLANCE

Built for how people *choose a pub*

People pick a pub on their phone, often an hour before they go: is it open, is the kitchen still serving, what's on tonight, can we get a table in the garden, can the kids and the dog come? This website answers all of that in a few taps and turns the visit into a booking, a pre-order or an event enquiry.

What guests check first

- Is it open now, and is the kitchen still serving?
- What's on tonight and this week: quiz, music, sport?
- Can we book a table, and where: bar, snug or garden?
- What's on the menu, and can I eat it with my allergy?
- Are children and dogs welcome? Do they ask for ID?

What the website gives them

- Live bar and kitchen status, everywhere on the site
- A hero that changes with tonight's event, and a chalkboard calendar
- Table booking by area, and a Sunday roast pre-order for the whole table
- A food menu filtered by the 14 allergens, and today's cask ales
- A function room price calculator, a quiz and gift vouchers

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

24 dishes with allergens, diets and full ingredients

11 interactive tools, from booking to the quiz

97 automated checks run on every tool before launch

Who it's for

Freehouses and village pubs · Gastropubs · Town-centre bars · Pubs with gardens or rooms · Sports bars · Live music venues · Small pub groups · Brewery taps and micropubs

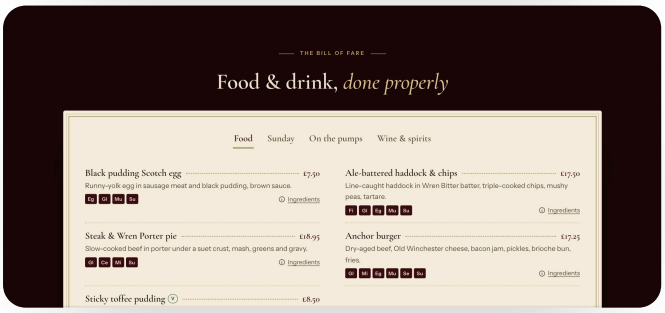
The homepage, *section by section*

A dark heritage design in oxblood, bottle green and brass, with arched windows, a chalkboard and a menu card, and Book a table one tap away on every screen.









1 Masthead and triptych hero
A centred engraved headline, then four arched panels (tonight, this week, Sunday roast, the garden) that open one at a time.

2 Brass plaques
Bar open or closed, the kitchen's next sitting and how many cask ales are on today, all live.

3 The story, pinned
Two hundred years told chapter by chapter while the arched photo and year change beside it.

4 Chalkboard what's on
Every regular event with its next date, filterable: quiz, live music, sport, food & drink, community.

5 The bill of fare
A menu card with tabs for food, Sunday, the handpulls and wine, with dotted price leaders and allergen codes.

6 Rooms, the Loft and reviews
Arched cards for each area, a function room price slider and reviews on a hanging pub sign.

7 Visit and journal
Hours with today highlighted, a map, a gift voucher teaser and three articles.

WHY IT WORKS

A pub is chosen on atmosphere and on what's happening. The homepage leads with tonight, then answers the practical questions (open now, kitchen, table, allergens) before anyone has to ring.

Tonight, this week, *Sunday*

Instead of a generic photo slider, the hero is four arched panels. The open panel fills the width; the others stay as tall brass-edged windows with a roman numeral and a vertical label.



The four panels: tonight (changes with the day's events), this week (a chalk list of the next 7 days), the Sunday roast and the riverside garden.

1. **Tonight, automatically**
   The first panel reads today's events: on a Friday it shows the folk session, on a quiet night 'Fire lit, pumps on' with the kitchen's hours.

2. **This week as chalk**
   Seven days with every quiz, band and match, rebuilt every day.

3. **Calm, accessible motion**
   Slow Ken Burns zoom, a progress line, pause, previous and next, arrow keys and swipe. Reduced motion is respected and only the first photo loads with the page.

DIFFERENT FROM EVERY OTHER PUB SITE

Most pub websites open on one big photo. The triptych gives three reasons to visit before the first scroll and makes the pub feel alive tonight, not frozen in a photo shoot.

A menu guests *can trust*

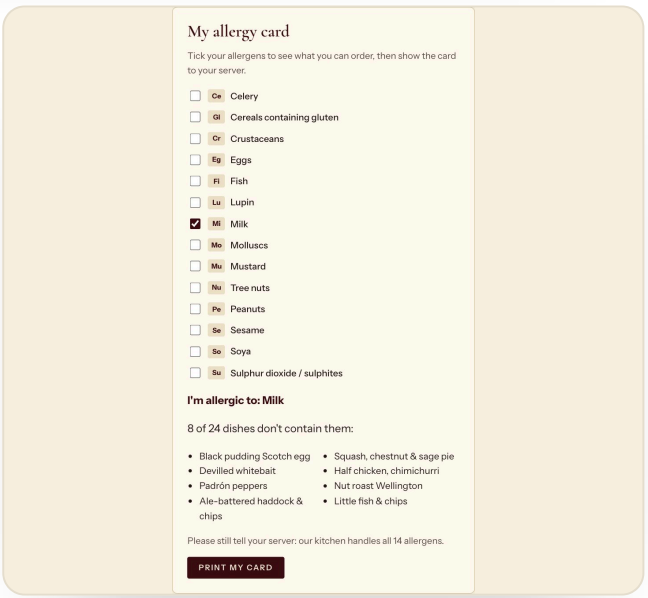
Pub classics, the grill, Sunday roasts, little ones and puddings, each with its price, diet badges and the 14 allergens.



Filters for diet and for each of the 14 allergens, with a live count, section tabs and the menu as rows with dotted price leaders.



Every dish opens its full ingredients with allergens in bold.



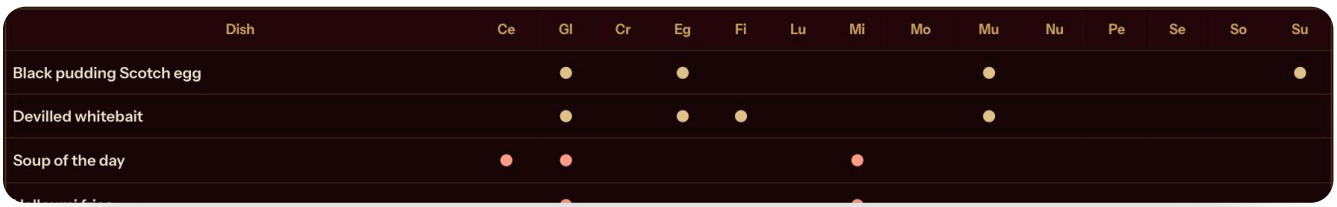
My allergy card: tick your allergens, see what you can order, print it or show your server.

1 One allergen source

Each dish's allergen data feeds the menu, the matrix, the card and the roast pre-order.

2 Honest wording

Every allergen screen asks guests to tell the team: kitchens handle all 14, so cross-contact is possible.



The allergen matrix: every dish against the 14 allergens, highlighting yours.

Today's cask ales *and the whole bar*

Six handpulls drawn as pump clips with strength, style, brewer and tasting notes, and which ale is coming on next.



The line-up: house ales marked, the guest ale shown as 'on next'.

CAN'T DECIDE?

Build a tasting flight

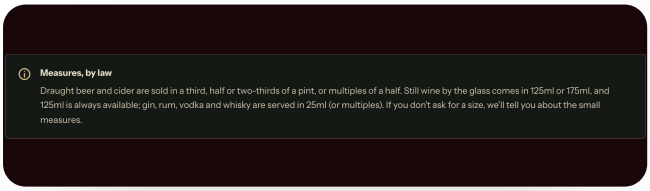
Pick three thirds of a pint from what's on. We'll bring them on a paddle, lightest first.

Third 1: Lock Keeper's Mild (3.5 ▾) | Third 2: Anchor Gold (4.2%) ▾ | Third 3: Wren Porter (5.0%) ▾

A third of a pint is 189ml. UK units = ABV × millilitres ÷ 1,000. The UK Chief Medical Officers advise not drinking more than 14 units a week on a regular basis.



Tasting flight builder: three thirds, the price, the average strength and the UK units, served lightest first.



The legal measures explained in plain words.

1. **Drinks list by section**
   Keg and cider, wine by the glass and bottle, gin and spirits, low and no, soft drinks, each with its sizes and prices.

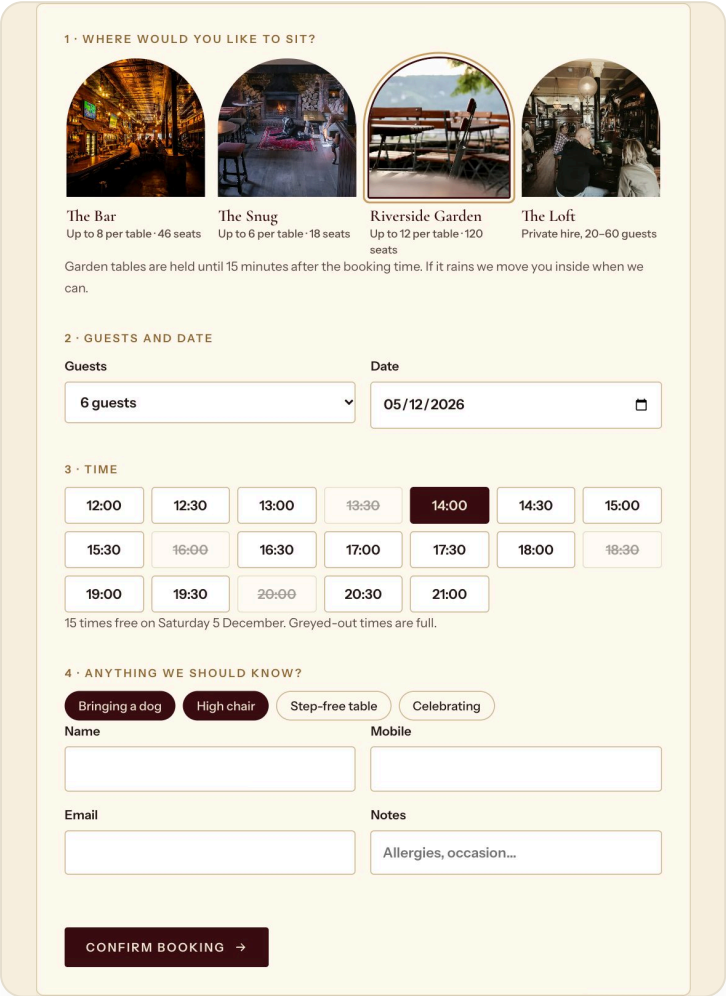
2. **Low and no**
   A proper section for drivers and non-drinkers, with the UK meaning of 'alcohol-free' and 'low alcohol'.

RESPONSIBLE BY DESIGN

Units, measures and the Chief Medical Officers' 14-unit guideline are on the page, so the site sells good beer without encouraging excess.

Book the bar, the snug *or the garden*

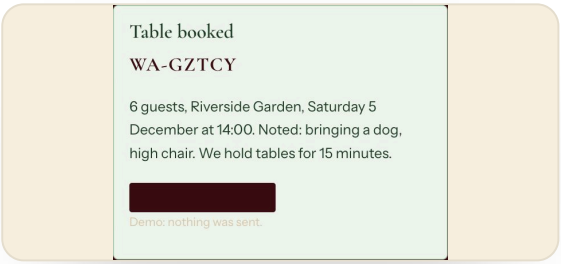
Guests choose where to sit from arched photos of each area, then the guests, the date and a time.



Area, guests (each area has its own maximum), date, 30-minute times with full slots greyed out, dog, high chair, step-free and celebration.



The summary updates as guests choose.



Reference, calendar file and, on Sundays, a link to pre-order the roasts.

1. **Rules built in**
   Garden tables held 15 minutes, half the bar kept for walk-ins, the function room sends guests to private hire.

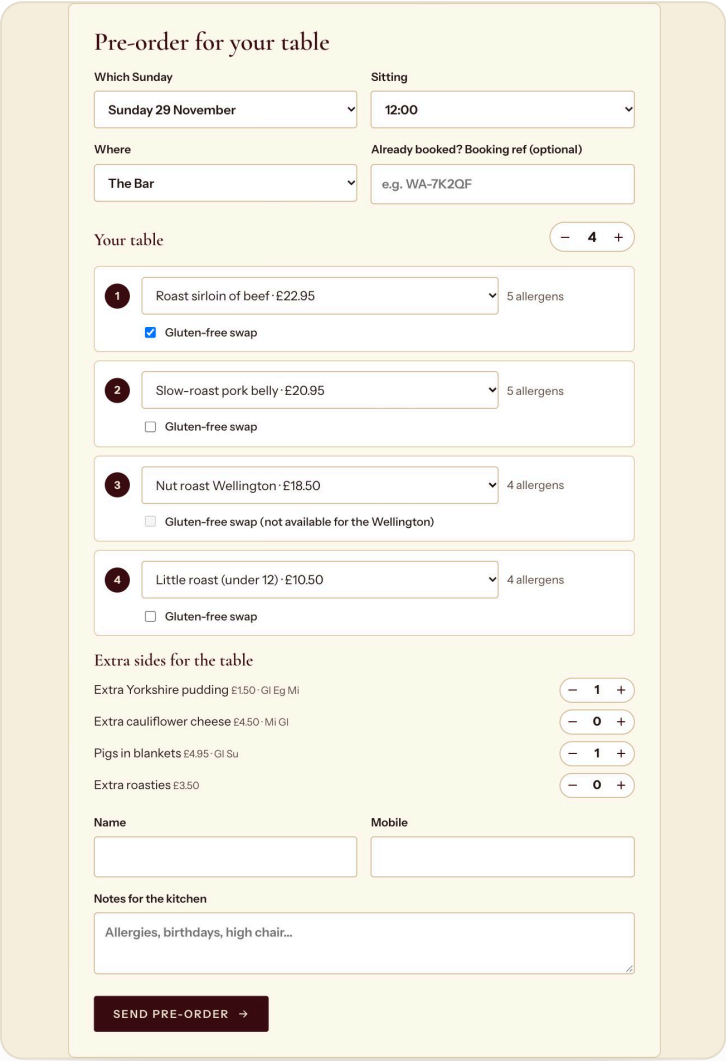
2. **From any event**
   'Book a table' on the quiz or a match picks the right date and a time 30 minutes before.

FEWER PHONE CALLS

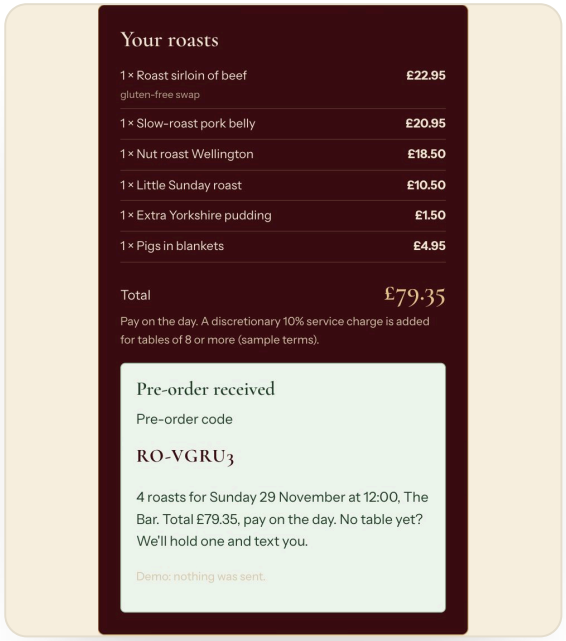
Bookings arrive in your email or booking system with everything the team needs, including dogs, high chairs and allergies.

Every roast ready *when the table sits down*

The busiest service of the week, organised in advance: a roast for each guest, kids' portions, a gluten-free swap and extra sides for the table.



Sunday, sitting and area, one row per guest with their roast, a gluten-free swap where possible and extra sides.



Live summary and total, then a pre-order code.

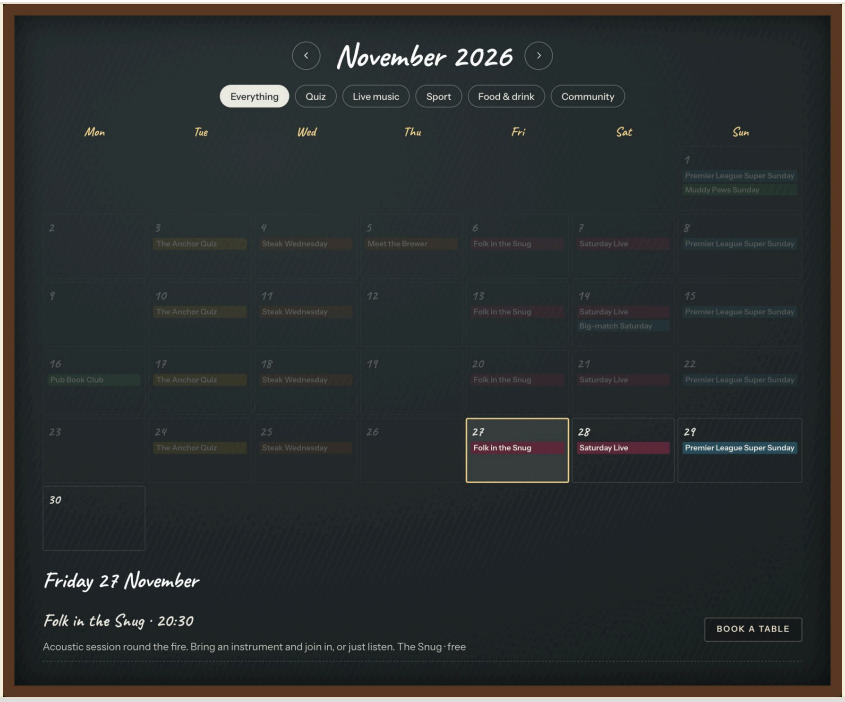
1 Kitchen-friendly
Pre-orders close on Saturday evening, so the kitchen knows how many sirloins to roast.

2 Linked to bookings
Guests add their booking reference; the booking confirmation links straight here on Sundays.

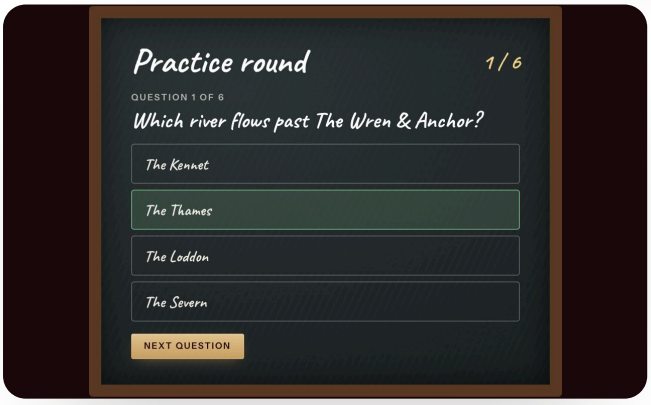


A chalkboard calendar *that fills the quiet nights*

Recurring events (every Tuesday, the first Thursday, the third Monday) are set once and the calendar fills itself in.



The month on a chalkboard with filters for quiz, live music, sport, food & drink and community; click a day for details and booking.

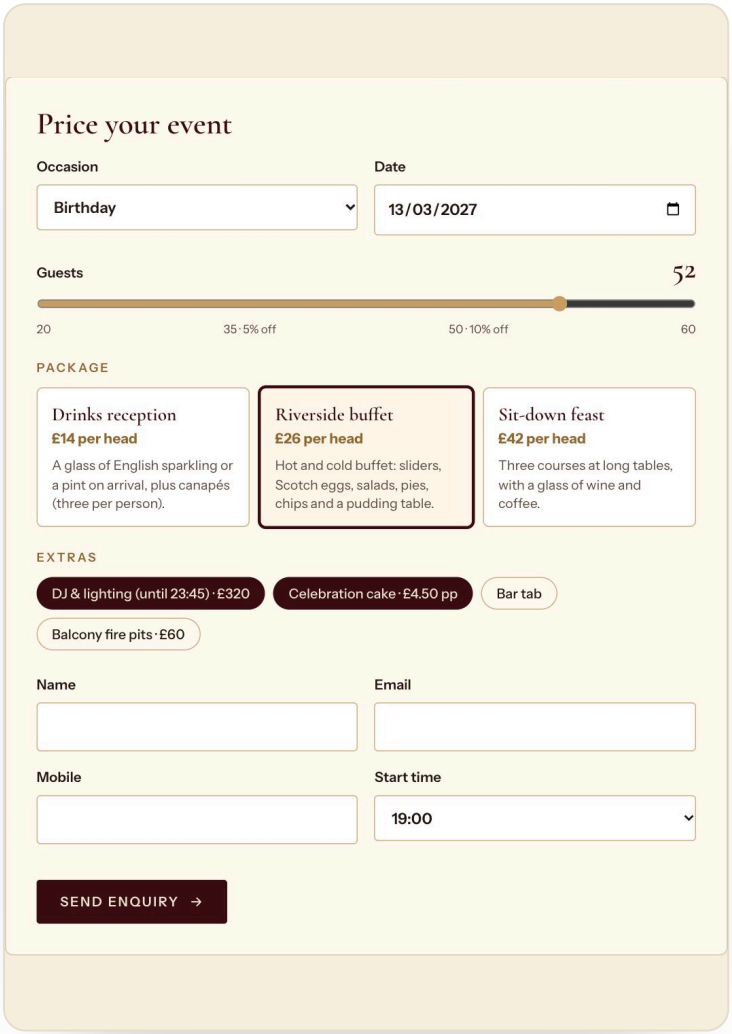


The quiz page: a playable practice round on a chalkboard, plus team registration.

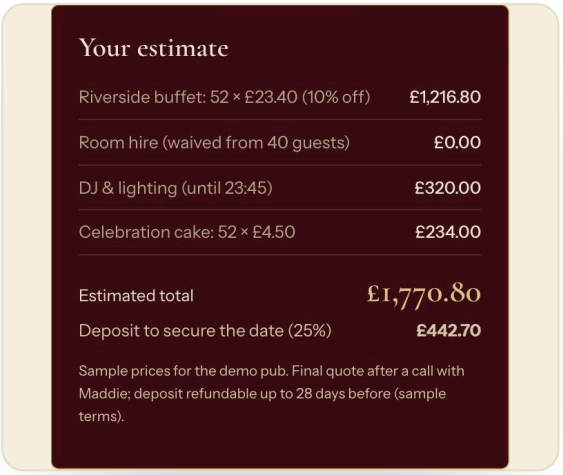
1. **Regulars list**
   Every event with its next date, room, price and a Book a table button where it helps.
2. **Event structured data**
   Each event is marked up so Google can show it in search.
3. **Quiz night**
   Team name, players, captain and an optional dinner table before the quiz.

Private hire, *priced in seconds*

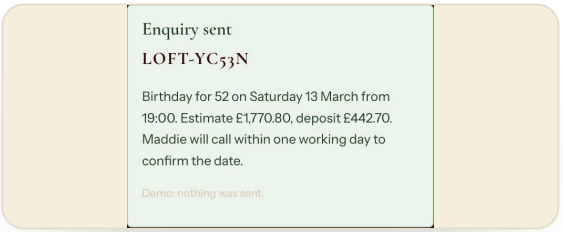
Birthdays, wakes, work parties and weddings: the calculator gives an honest estimate before anyone picks up the phone.



Occasion, date, a guest slider with group discounts marked, three packages and extras (DJ, cake, fire pits, bar tab).



Estimate with per-head price, discount, room hire (waived above a number of guests), extras, total and deposit.



The enquiry arrives with every detail and a reference.

1. **Your rules**
   Minimum and maximum guests, seated limits per package, tiers, hire fee and deposit are all settings.

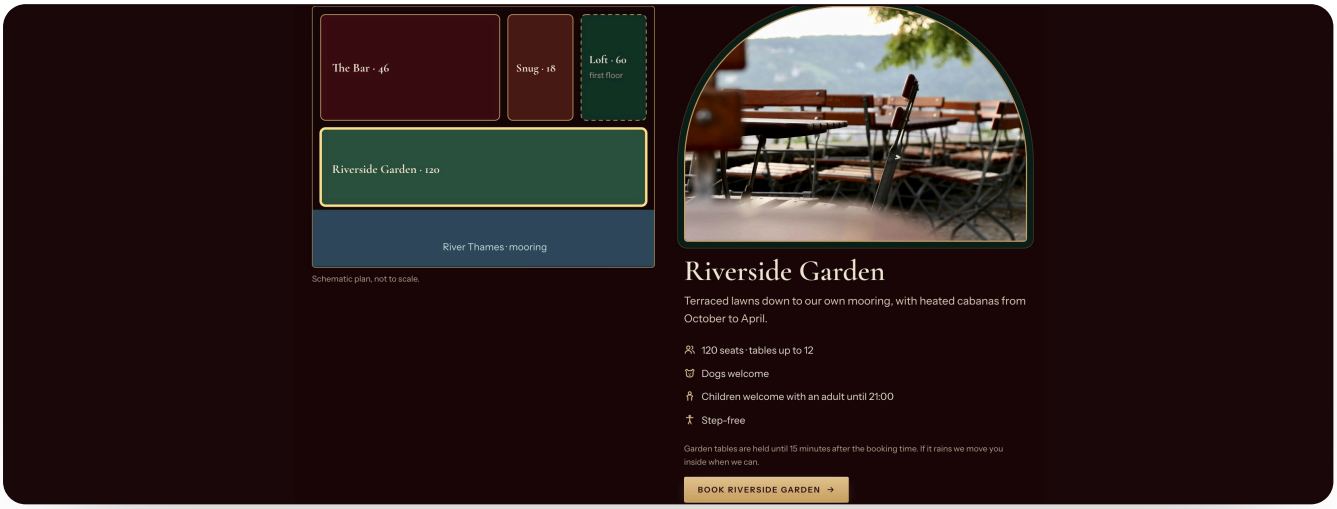
2. **Warnings**
   A sit-down feast for more guests than the room seats is flagged before it's sent.

BETTER ENQUIRIES

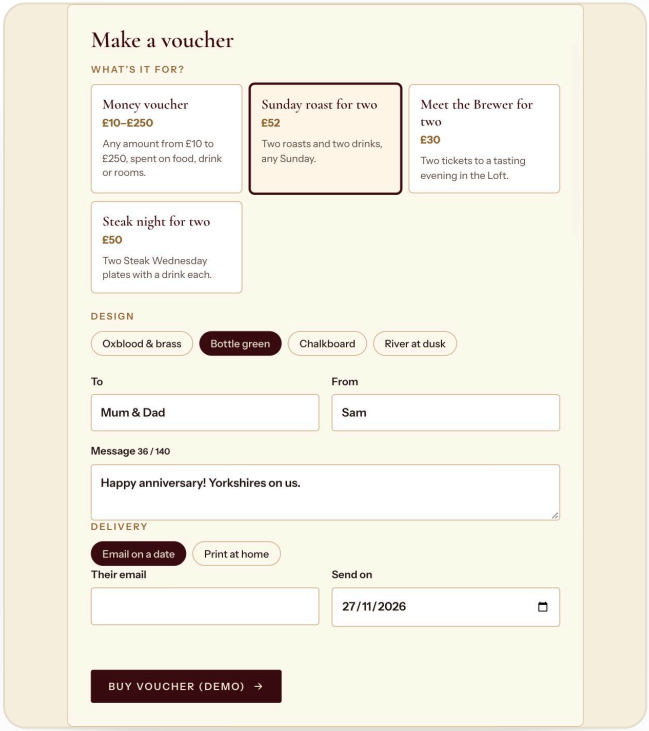
Guests who have already seen a price send serious enquiries, and the team gets the date, numbers and budget in one message.

Every corner of the pub, *and something to give*

A floor plan you can tap, and gift vouchers designed in a minute.



Tap the bar, snug, garden or function room on the plan for seats, dogs, children, access and a booking button.



Money vouchers or experiences (roast for two, steak night, Meet the Brewer), four designs, message and delivery date.



Live voucher preview.



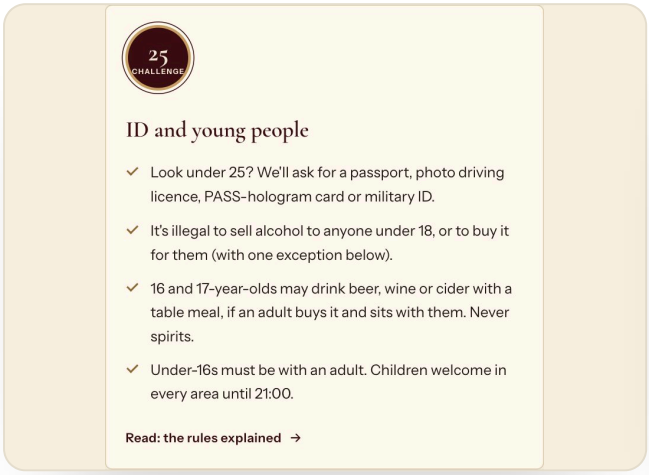
Balance checker.

1 **Experiences sell**
A 'Sunday roast for two' is an easier gift than an amount, and brings two guests in.

2 **Ready for payments**
The demo creates a code; we connect your payment provider or voucher platform.

The questions *behind the bar*

Opening hours for the bar and kitchen, getting here, Challenge 25 and young people, the pub's story, FAQ and contact.



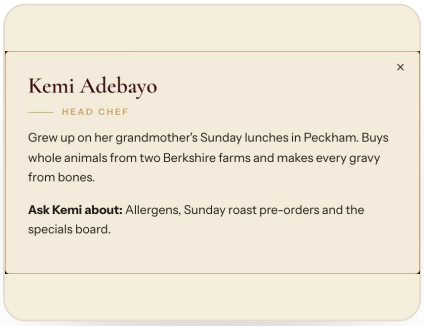
Challenge 25 and the rules on young people, in plain words.



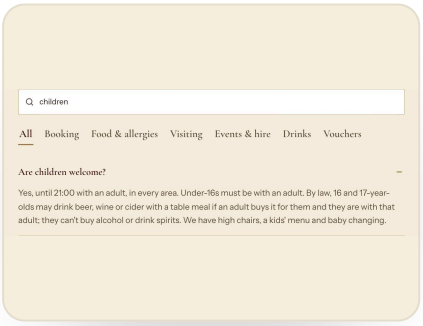
An answer-first article that ranks for 'can children go in pubs'.

1 ID and children
Which ID is accepted, the table-meal rule for 16 and 17-year-olds and your own policy on children and times.

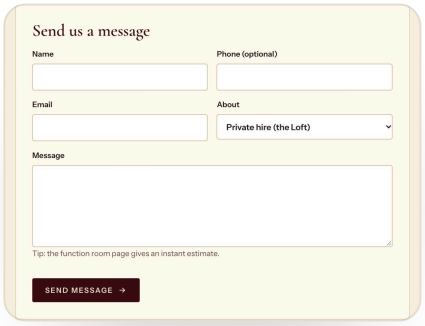
2 Journal
Three articles: cask ale explained, Challenge 25 and children, the head chef's Yorkshire pudding.



Team profiles with what to ask each person.



FAQ with search and topics.



Contact form with topics.

3 Story and team
A pinned scroll story through the pub's history, four promises and the people.

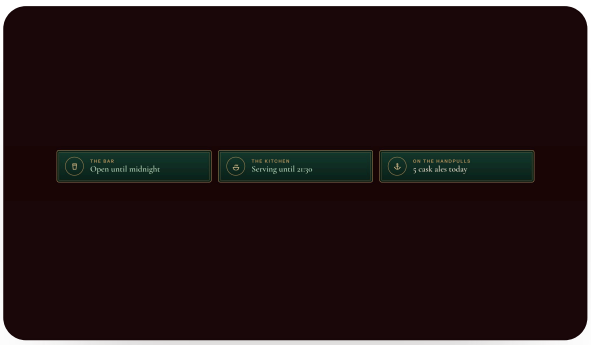
4 FAQ
Booking, food and allergies, visiting, events and hire, drinks and vouchers, with FAQPage markup.

5 Contact
Topics for allergies, big tables, private hire, lost property and jobs, each with its own hint.

Small touches that *bring people in*



Split navigation around the crest, with dropdowns.



Live plaques: bar, kitchen and handpulls.

Triptych hero

Four arched panels, tonight's event, pause, swipe and keyboard.

Live status

Bar and kitchen open or closed, in the header, plaques and pages.

Booking by area

Bar, snug, garden; slots, extras, reference and calendar file.

Roast pre-order

A roast per guest, gluten-free swap, sides and a code.

Allergen menu

Diet and 14-allergen filters, ingredients, matrix and allergy card.

Flight builder

Three thirds of cask with price and units.

What's on calendar

Recurring events, filters and booking links.

Function room calculator

Packages, tiers, extras, total and deposit.

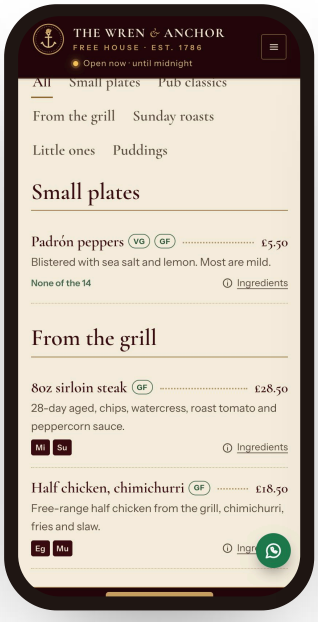
13 · MOBILE

Designed *for the phone*

Most pub searches happen on a phone, often on the way. The triptych becomes a stack you can swipe, every tool works on a small screen and a bar keeps What's on, Book a table and Call one tap away.



Homepage hero



Food menu

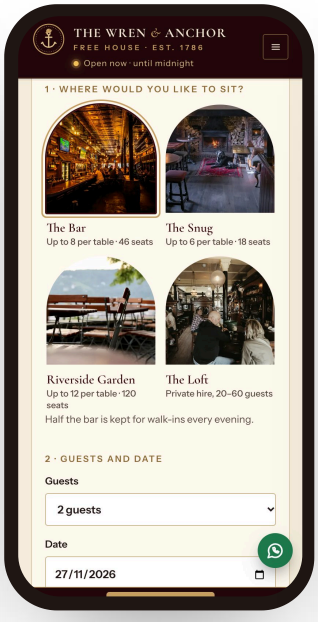
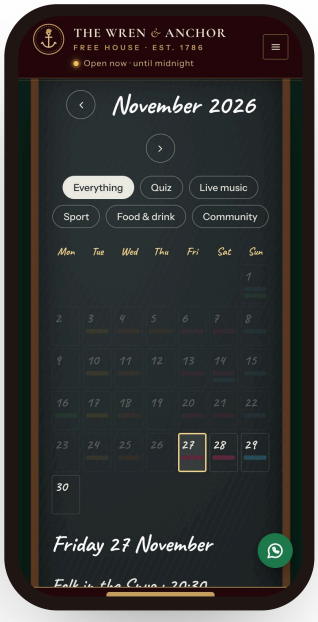
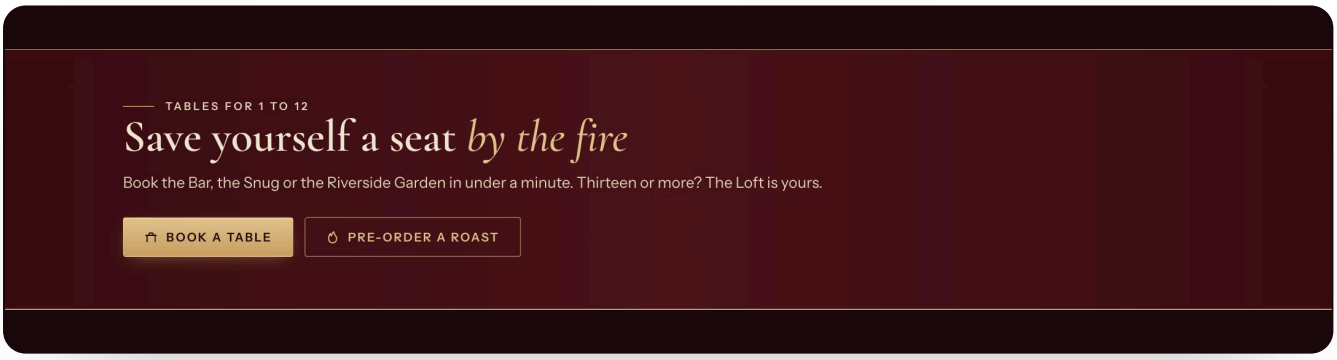


Table booking



What's on



Your brand, found on *Google and AI assistants*

The demo has a dark heritage look: oxblood, bottle green and brass, Cormorant Garamond headings, Instrument Sans text, a Caveat chalkboard hand, arched photo windows. We replace them with your logo, colours, fonts, photos and copy.

Search engines (SEO)

- A unique title and description on every page
- BarOrPub structured data with hours, geo and amenities, plus Menu with menu items and diets, Event for every regular, Product, FAQPage, Article and Breadcrumb
- Pages for food, drinks, Sunday roast, what's on, quiz, private hire, rooms and visiting
- Google Business Profile, sitemap, clean addresses and fast loading

AI assistants (GEO)

- Answer-first summaries on the menu, drinks, roast, events, hire and visit pages
- Facts AI tools can quote: hours, kitchen times, prices, events, dogs, children
- The same name, address, phone and hours everywhere
- AI crawlers allowed, with an llms.txt summary of your pub and tools

Searches the site is built around

pub near me · pub with garden [town] · sunday roast [town] · pub quiz [town] · dog friendly pub [town] · function room hire [town] · live music pub [town] · pub showing football [town]

LEGALLY CAREFUL

Challenge 25, the rules on young people, drink measures and the 14 allergens are stated correctly, and the site never encourages excessive drinking.

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@yourpub.co.uk).

Updates and support

We keep the site updated and secure and make your changes, like this week's guest ale.

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

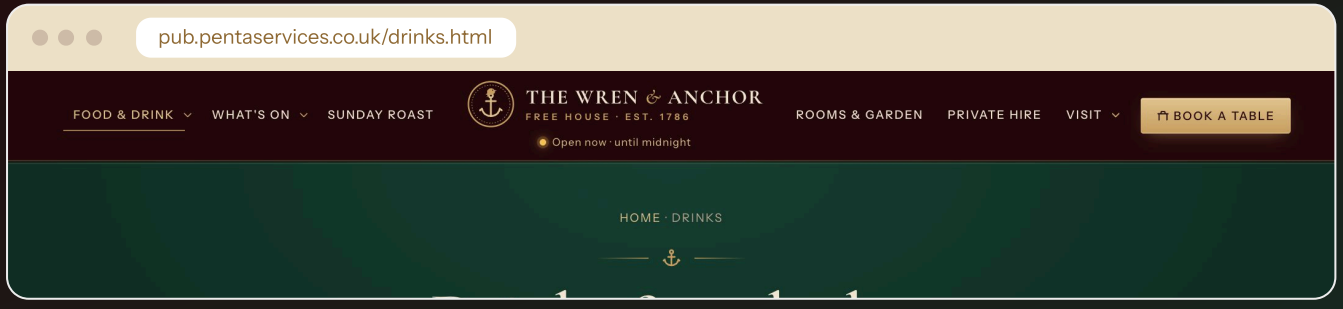
Hosting, SSL and business email included

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. Online payments, booking-system and EPOS integrations are quoted separately.



What we need *and what we do*

What we need from you

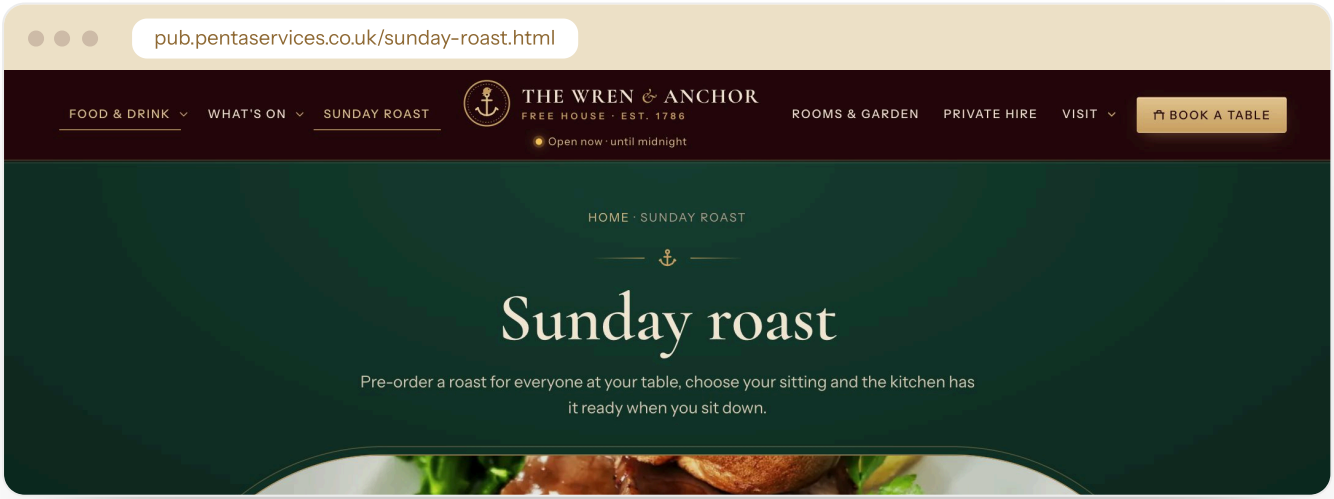
- Logo and colours, if you have them (otherwise we design them)
- Address, phone, bar and kitchen hours, and your areas with seats
- Your food menu with prices and an allergen sheet for each dish
- Your ales, wines and spirits, events, quiz and function room prices
- Photos of the pub, food and garden, and team profiles
- Reviews and any awards you can show

What we do

- Adapt the design to your brand
- Load your menu, allergens, drinks, events and rooms
- Connect booking, pre-orders and enquiries to your email or booking system
- 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 pub: one bar or four rooms, food-led or drinks-led, garden or none. Tools you don't need are switched off, and booking can stay as a request or connect to your booking platform. We send a clear proposal with no obligation.



NEXT STEPS

Ready for a website that *fills the pub?*

1. **See the demo**
   Open the demo on your phone and computer. Book a table, pre-order a roast, build a flight and price a party.

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, menus and allergen sheets, hours, events, photos and reviews.

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: pub.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. Tonight on the front page, a table booked and the roasts ready.