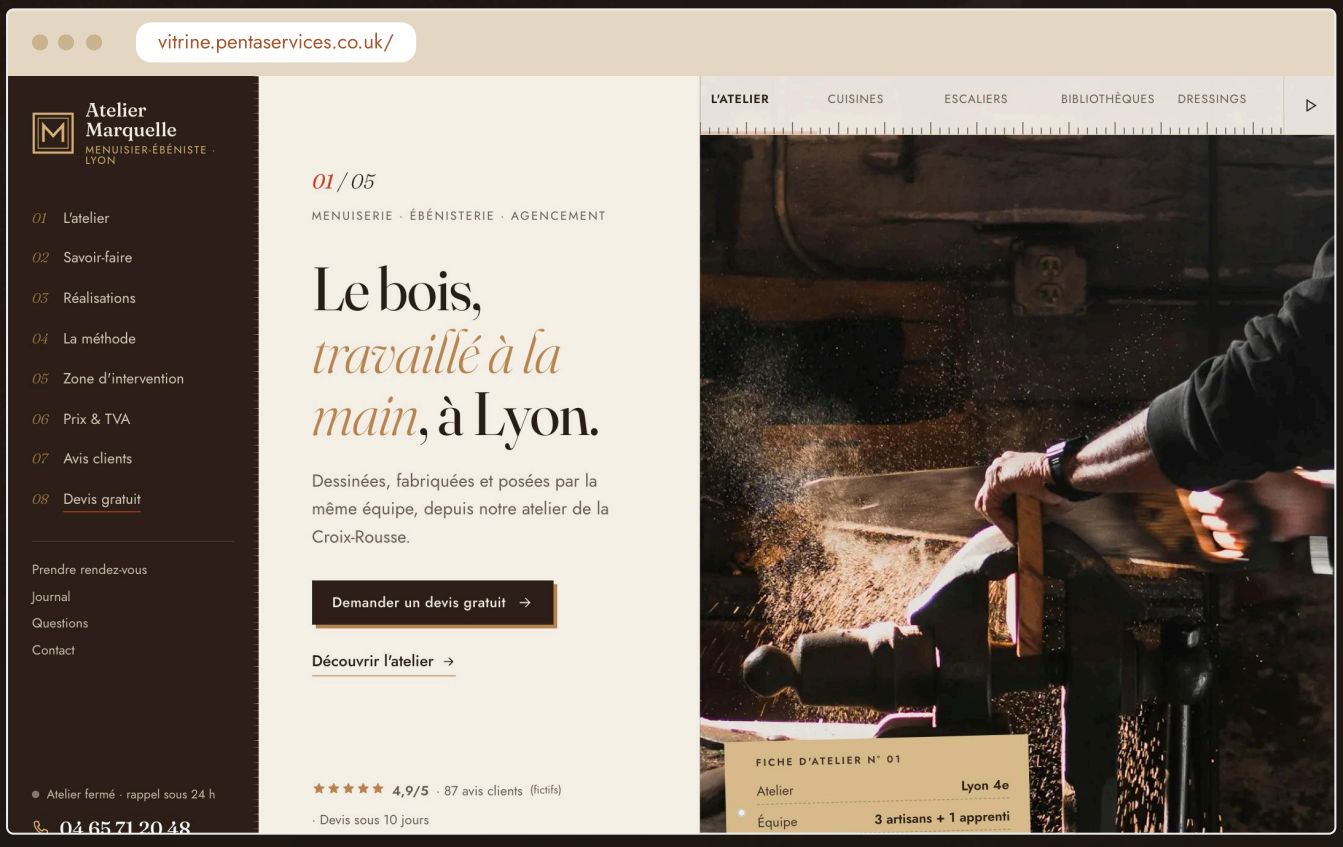
penta SERVICES

November 2026

WEBSITE GUIDE FOR FRENCH CRAFTSMEN AND SMALL BUSINESSES

A site vitrine that *brings in quote requests*

A brochure website in French for artisans and local businesses: a chapter-by-chapter scroll, a five-step quote wizard with photo upload, before/after projects, a service-area map with postcode checker, a price and VAT simulator, appointment booking, and the French legal pages (mentions légales, privacy and CNIL-style cookie consent). We adapt it to your business, host it and keep it updated.



Ready Site · Business Website package

Live preview: vitrine.pentaservices.co.uk

CONTENTS

What's *in this guide*

1 · At a glance 3

2 · The homepage, chapter by chapter 4

3 · Chapter rail and service pages 5

4 · Quote request wizard 6

5 · Projects, before and after 7

6 · Service area and postcode checker 8

7 · Prices and VAT simulator 9

8 · Appointment booking 10

9 · Method, quote and payment 11

10 · French legal basics 12

11 · Workshop, wood guide, journal and FAQ 13

12 · Interactive features 14

13 · Designed for the phone 15

14 · Your brand, Google and AI search 16

15 · All included and price 17

16 · How we start and next steps 18–19

TRY THE LIVE DEMO

vitrine.pentaservices.co.uk

Atelier Marquelle is a fictional joinery and cabinet-making workshop in Lyon. Every name, price, project and review in the demo is a sample we replace with your own; legal identifiers are clearly marked placeholders. Forms are simulated; on your site they send requests and photos to your inbox.

1 · AT A GLANCE

Built to turn a visit *into a quote request*

In France, a site vitrine is the brochure website of a craftsman or local business: it shows the work, reassures and makes it easy to ask for a quote. This one answers the questions customers really ask (how much, how long, do you come to my area, are you insured) and leads every page to a free quote or an appointment.

What customers check first

- Is the work beautiful, and have they done a project like mine?
- Roughly how much will it cost, VAT included?
- Do they work in my town?
- How long will it take, and how does it work?
- Are they a real, insured, registered business?

What the website gives them

- Six service pages and twelve projects with before/after photos
- A price table and a simulator that applies the right VAT rate
- A map and a postcode checker with the conditions for each zone
- A six-step method, a sample quote and the payment schedule
- Legal notice, insurance, mediator and a CNIL-style cookie banner

25
pages, plus a sitemap, robots.txt and llms.txt

6
service pages with an instant budget estimate

8
interactive tools, from quote wizard to booking

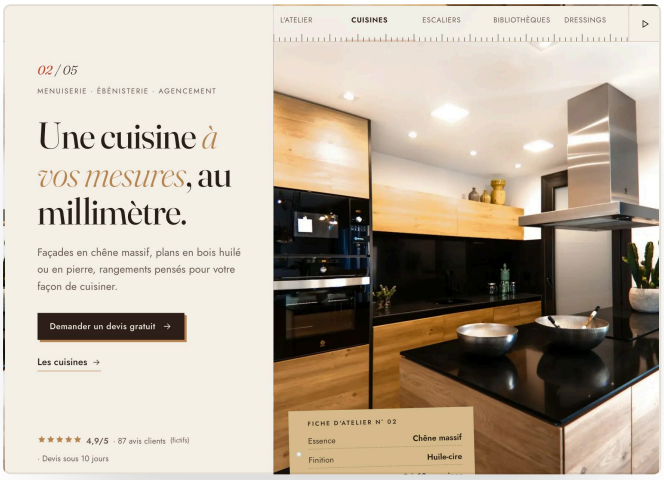
91
automated checks run on every tool before launch

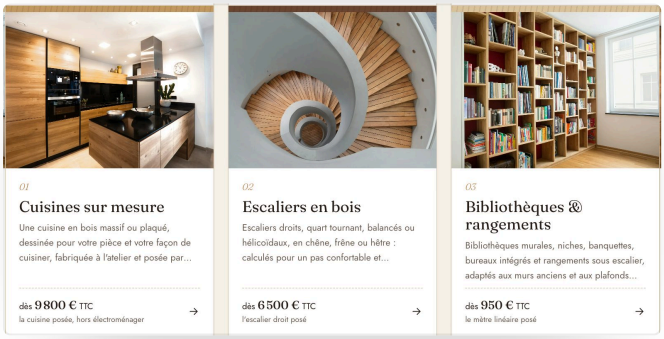
Who it's for

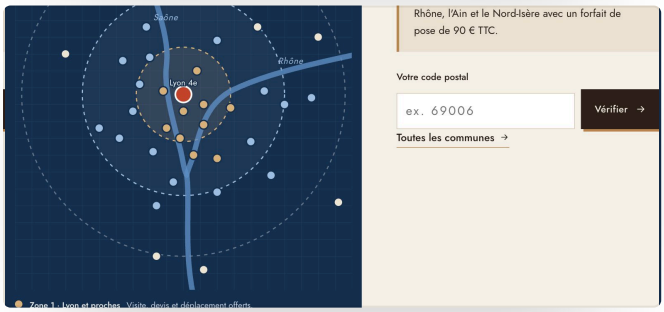
Joiners and cabinet-makers · Kitchen and interior fitters · Tilers and floorers · Painters and plasterers · Interior architects · Roofers and carpenters · Renovation companies · Any French artisan or local business

The homepage, *chapter by chapter*

A one-page feel: the homepage reads like a workshop notebook, in eight numbered chapters, with the menu always on the left.







1. **Ruler hero slider**
   Five photographs reveal with a plane-like wipe and a slow zoom. A graduated ruler at the top is the slide menu and the progress bar; a kraft workshop tag shows wood, finish and lead time for each slide. Pause, swipe and keyboard control.

2. **The workshop**
   An answer-first summary, three key facts and a photo collage of the workshop.

3. **Six trades, one contact**
   Service cards with a wood-colour strip, a 'from' price including VAT and the unit.

4. **Before / after**
   A draggable comparison and six recent projects with wood, duration and budget.

5. **Method and service area**
   A blueprint-blue six-step timeline, then the area map with a postcode checker.

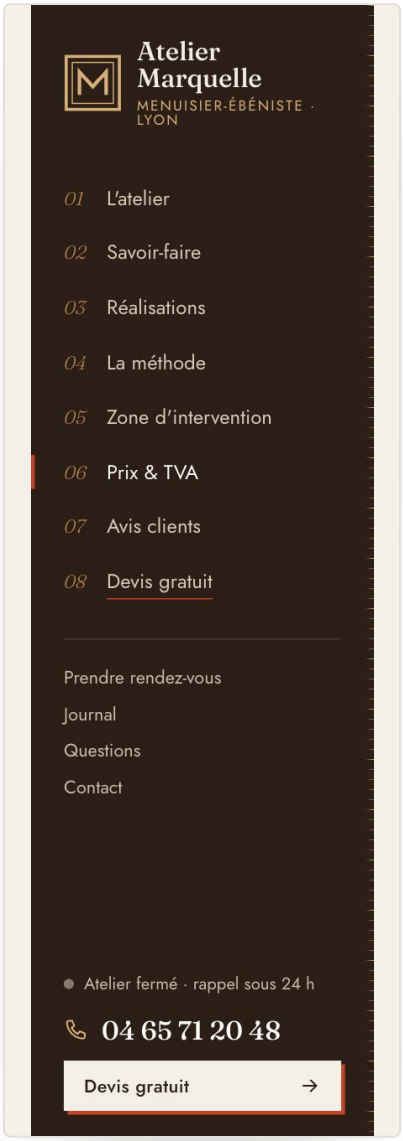
6. **Prices, reviews, quote**
   Price table with usual VAT rate, reviews with labelled example certifications, and quote shortcuts by project type.

WHY IT WORKS

Craft is sold on trust. The homepage shows the hands, the wood and the finished work first, then answers price, area and method before the visitor has to ask.

A chapter rail *and a page for each service*

Instead of a top menu, a walnut-coloured rail on the left lists the chapters. It highlights the section you are reading and shows the sub-chapters of each page.



The chapter rail: numbered chapters, opening status, phone and Free quote



A service page: answer-first summary, gallery, what's included, budget, projects and FAQ

1 — Always know where you are

Chapters light up as you scroll; on each page, sub-chapters ('In short', 'Budget', 'Projects') jump to the right section.

2 — Six service pages

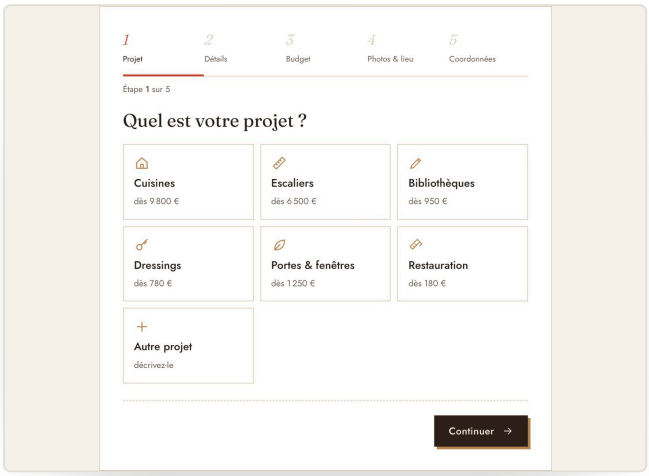
Kitchens, staircases, bookcases, wardrobes, windows and doors, restoration: each with a price from, the usual VAT rate, an instant budget slider and its own FAQ.

3 — Open or closed

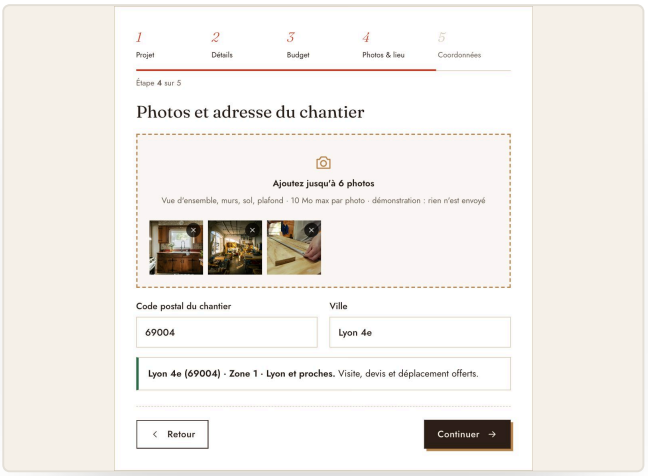
The rail shows if the workshop is open now (Paris time) and keeps the phone number and Free quote one click away.

A quote request *in five steps*

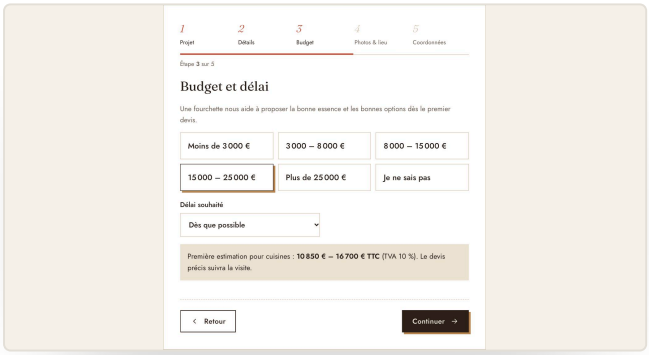
Project, details, budget, photos and place, contact. Each step is short and checked before moving on.



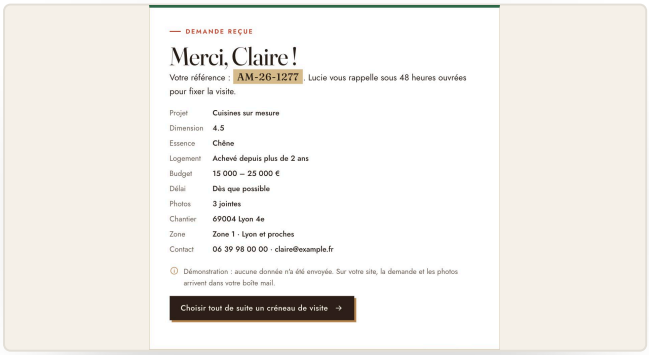
Step 1: choose the project type



Step 4: photos and the site postcode, with the zone detected



Step 3: budget range, timing and a first estimate



Confirmation with a reference and a full recap

1 **Photos, not paragraphs**

Customers add up to six photos (10 MB each) with previews and a remove button: you see the room before you call.

2 **The VAT question built in**

The form asks if the home is more than two years old, which decides between 10% and 20% VAT, and shows a first estimate with the right rate.

3 **Zone checked on the spot**

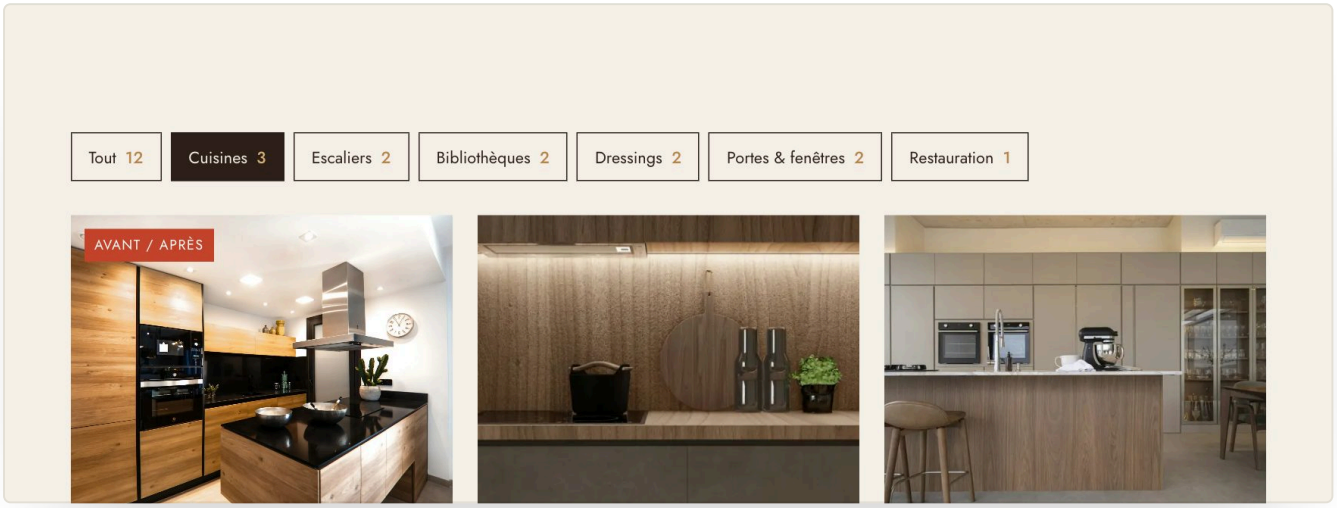
The site postcode tells the customer straight away whether the visit is free and if a travel fee applies.

4 **Prefilled from anywhere**

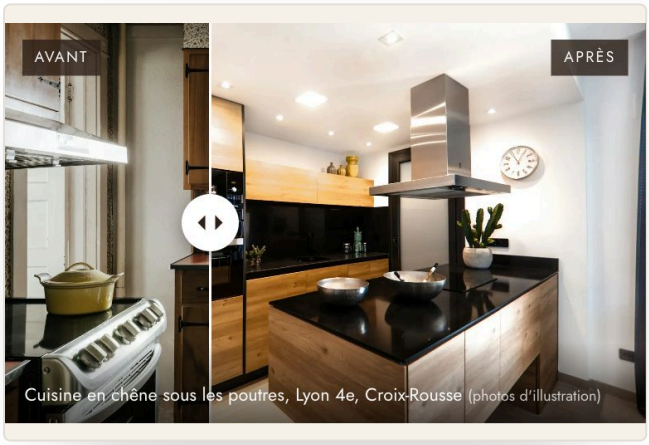
Links from the homepage, service pages and the simulator open the wizard with the project type, size and wood already chosen.

Projects *with before and after*

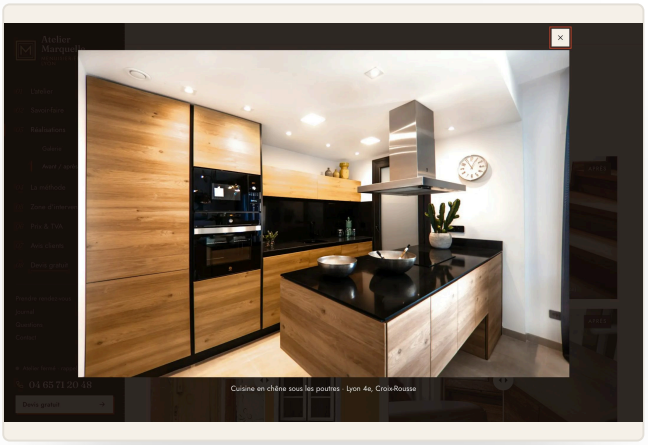
Twelve projects with filters, a full-screen viewer and before/after comparisons, plus detailed project pages.



Projects filtered by type, with wood, duration and budget



Before / after: drag the handle, or use the keyboard



Full-screen photo viewer

1. **Filters with counts**
   Kitchens, staircases, bookcases, wardrobes, windows, restoration: the number of projects is shown and announced to screen readers.

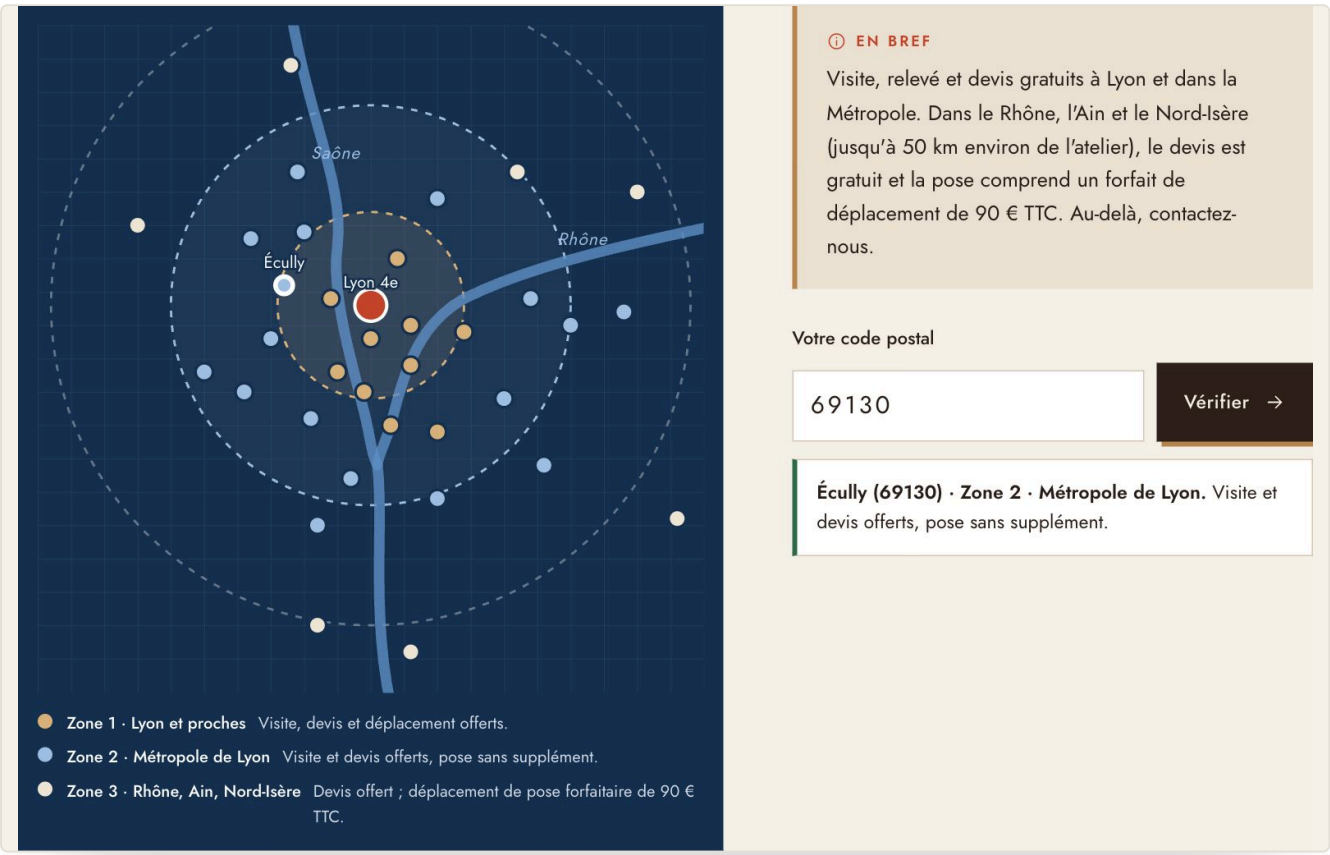
2. **Before / after that works everywhere**
   Drag with the mouse or finger, or use the arrow keys.

3. **A tag on every project**
   Wood, duration and budget, in a workshop-tag style: customers see what a real project costs.

4. **Project pages**
   The place, the request, what was done, the steps and similar projects, with structured data for Google.

Do you come to my town? *Answered in one second*

An illustrated area map with three zones around the workshop and a postcode checker.



Map of the three zones with rivers, towns and the postcode result

1. **Three clear zones**
   Lyon and nearby: visit and travel free. The metropolitan area: free visit, no surcharge. Wider region: free quote and a fixed travel fee.

2. **Postcode checker**
   Type a postcode: the town is recognised, lights up on the map and the conditions are shown. Outside the area, a friendly message invites a request anyway.

3. **Your own map**
   Drawn in the site's style, fast to load and with no third-party map cookies.

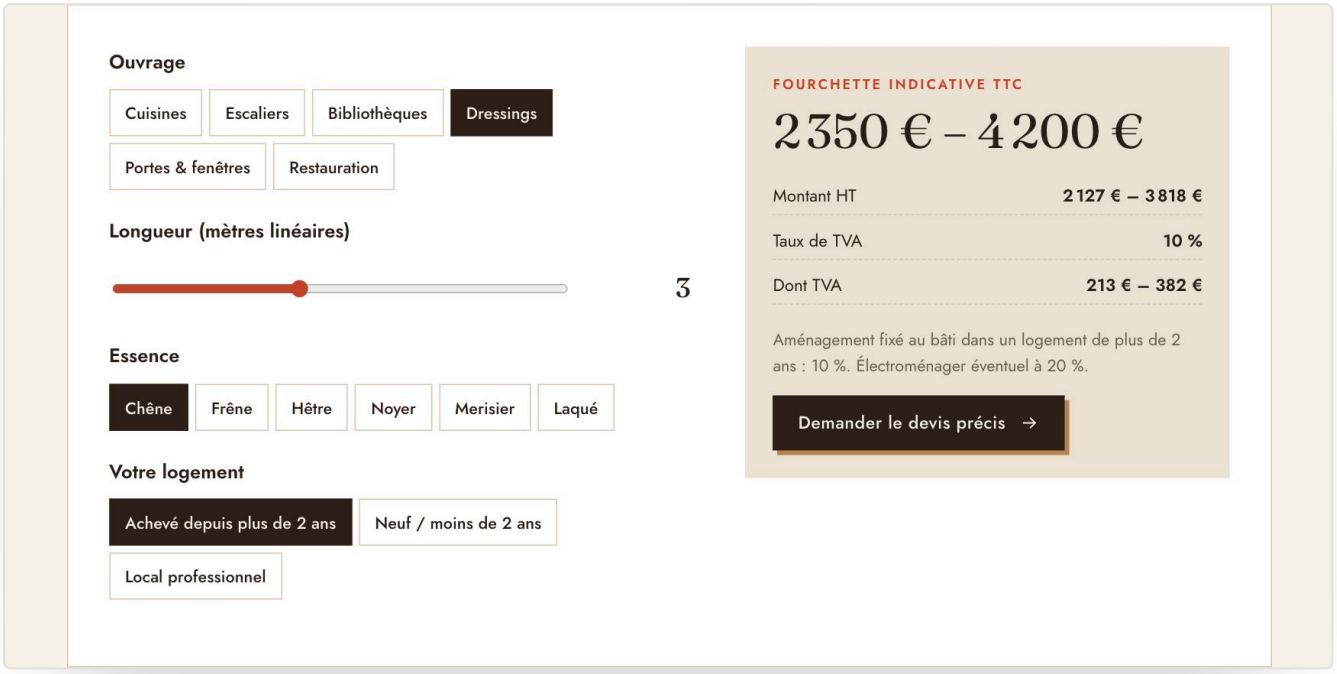
4. **Lists for local search**
   Each zone lists its towns and postcodes, which helps 'joiner + town' searches.

WHY IT MATTERS

The first question a craftsman gets is 'do you come to …?'. Answering it on the site saves calls and brings in requests from the right places.

Clear prices, *with the right VAT rate*

French customers want a price including VAT. The site shows indicative prices and a simulator that explains which rate applies.



Budget simulator: project, size, wood and home, with excl. VAT, rate and total



The three VAT rates for building work, explained

1. **Prices including VAT**
   Every price is shown TTC (VAT included), with pose included and the unit stated.

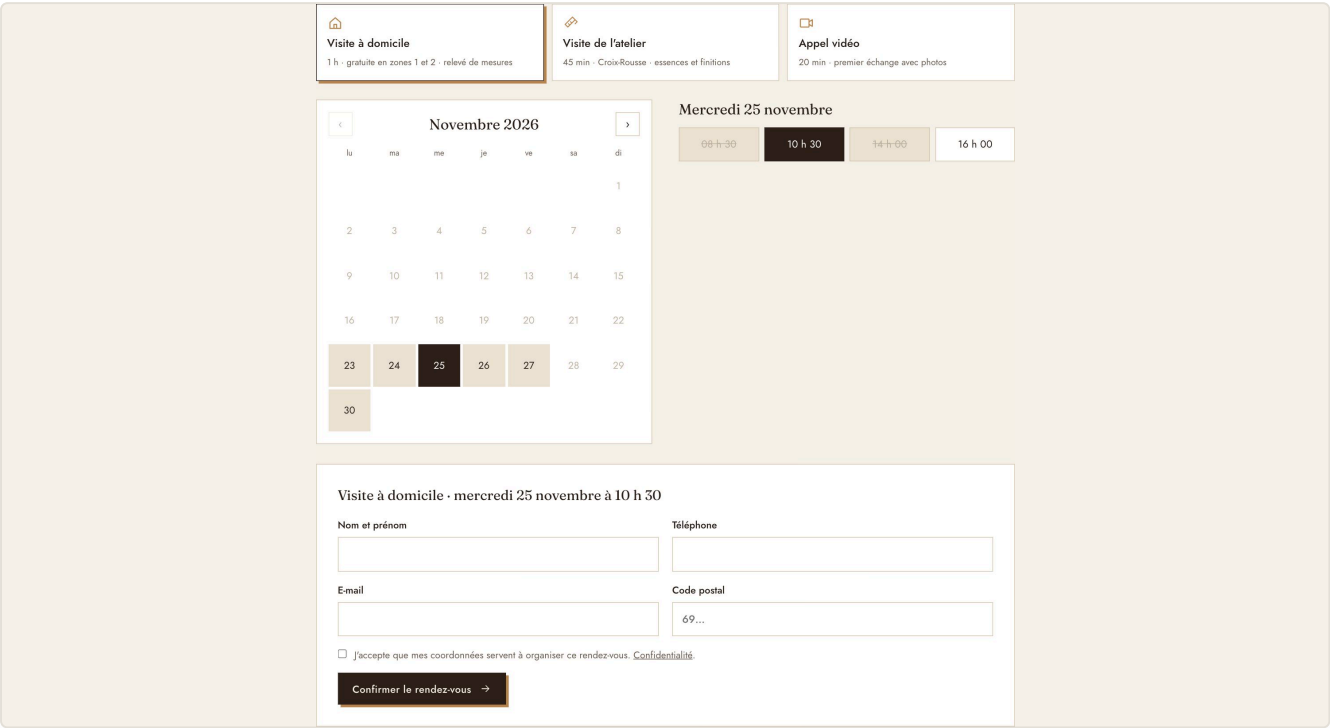
2. **The right rate, explained**
   20% for new homes and free-standing furniture, 10% for fitted work in homes over two years old, 5.5% for energy-efficiency work such as compliant windows.

3. **Up to date**
   Since 2025, the customer certificate (Cerfa) has been replaced by a signed statement on the quote. The site says so.

4. **From estimate to quote**
   One click opens the quote wizard with the same project, size and wood.

Book a visit *in three clicks*

Home visit, workshop visit or video call, with real opening days and time slots.



Type, date and time slot, with full slots crossed out



Confirmation with a reference and a calendar file

1. **Three kinds of meeting**
   Home visit (1 hour, measurements), workshop visit (Saturday morning too) or a 20-minute video call.

2. **Real availability**
   Only working days, no past dates, full slots crossed out; can connect to your calendar.

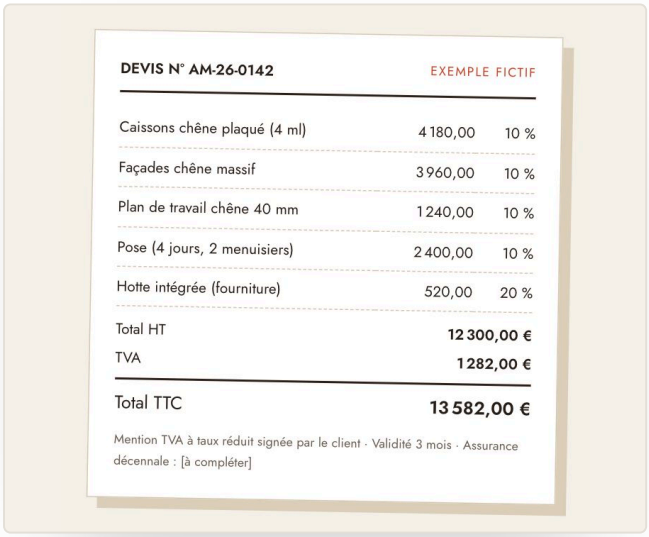
3. **Zone and calendar**
   The postcode is checked for home visits, and the confirmation adds the appointment to the customer's calendar (Paris time).

Six steps, *a sample quote, a payment plan*

The method page answers 'how does it work?' and 'what will I sign?' before the first meeting.



The six-step timeline: click a step to read it



A sample quote, line by line with VAT per line (fictional)

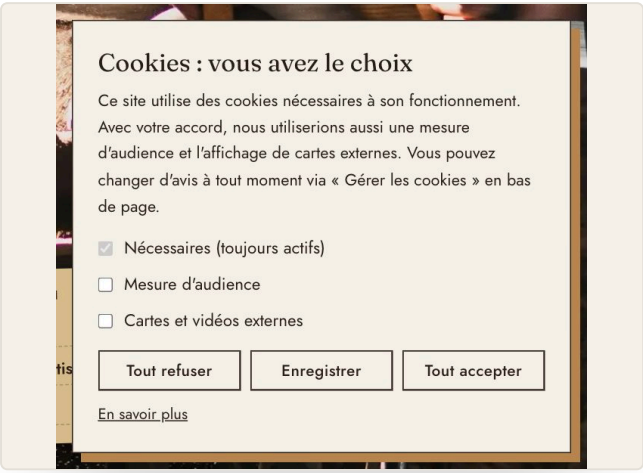
1. **From call to handover**
   First contact, visit, sketch and quote, signature, workshop production, fitting and handover, with the time each step takes.
2. **What the quote contains**
   Lines, VAT per line, plans, lead time, insurance details, validity and the consumer mediator.
3. **Rights explained**
   For a contract signed at home: 14 days to withdraw and no payment taken in the first 7 days.



Payment in three instalments tied to progress

The legal pages *a French business needs*

Built in, with every business identifier clearly marked for you to complete.



Cookie banner: Refuse all, Customise and Accept all, side by side



Legal details in every footer

1. **Mentions légales**
   Publisher, legal form and capital, SIRET, registration, VAT number, publication director and host.
2. **Insurance and mediator**
   Ten-year (décennale) insurer, policy and geographical cover, and the consumer mediator's name, address and website.
3. **Privacy policy**
   Data collected by each form, purpose, legal basis, retention and rights, with the CNIL complaint route.
4. **Cookies, CNIL-style**
   Refusing is as easy as accepting, the choice is kept for 6 months, and the banner can be reopened from every footer.

OUR APPROACH

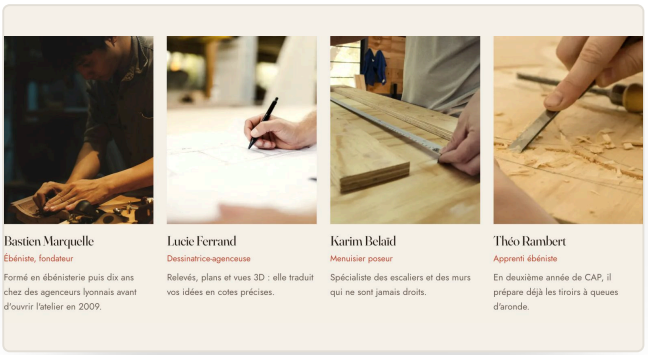
We do not invent legal identifiers: the demo shows placeholders, and on your site we fill them with your real details and check them with you before launch.

Workshop, wood guide, *journal and FAQ*

The pages that build trust and keep the site fresh for Google.



Wood comparison: hardness, colour, relative price and uses



The team, with roles and short bios

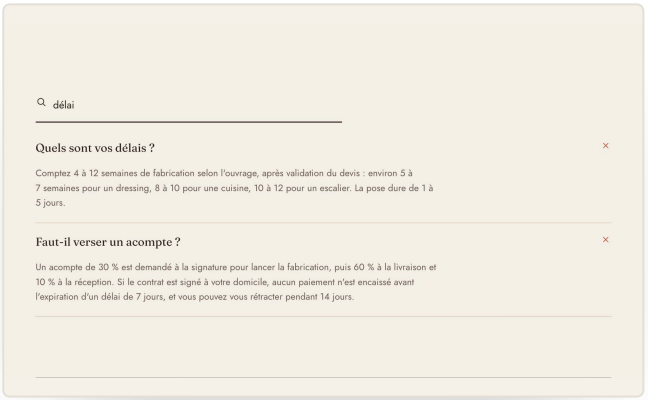
1 **Wood guide**
Oak, walnut, ash, beech, cherry and Douglas fir compared in one click.

2 **The workshop**
History, team, labels and insurance, and a workshop visit to book.



Journal article with an answer-first summary

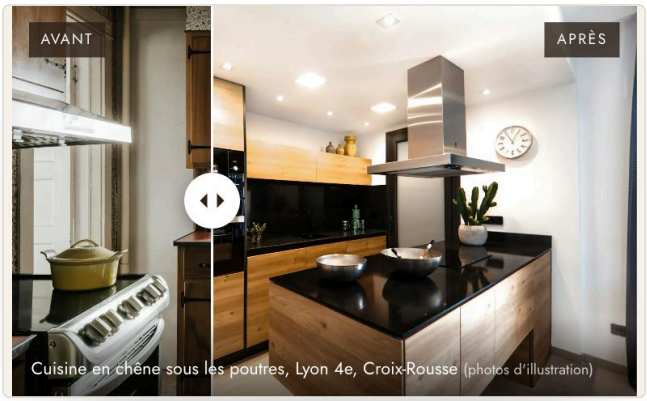
3 **Journal**
Practical articles (reduced VAT, choosing a wood) written to answer real questions.



FAQ with instant search

4 **FAQ and contact**
Searchable answers on quotes, VAT, lead times, deposits and insurance, plus contact and access.

Features that *feel like good craftsmanship*



Before / after comparison



VAT at 5.5% for compliant windows

Ruler slider

A graduated ruler is the slide menu and progress bar; pauses on hover and focus, swipe and keys.

Chapter rail

Numbered chapters that follow your reading, with phone and quote always visible.

Postcode checker

Zone, conditions and town on the map in one second.

Call, quote, book

A bar on phones with Call, Quote, Appointment and Area.

French typography

Non-breaking spaces before : ; ? ! and inside « », as French readers expect.

Easy to update

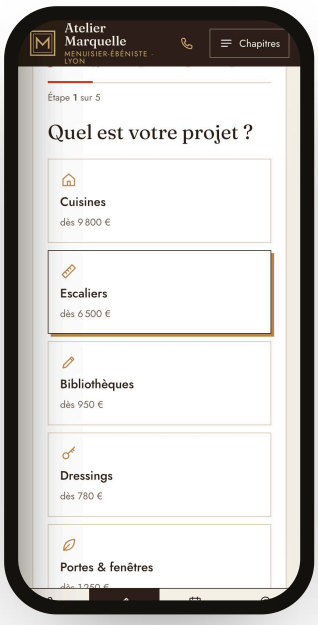
All content in one file: change a price, a project or a town once and every page updates.

Designed *for the phone*

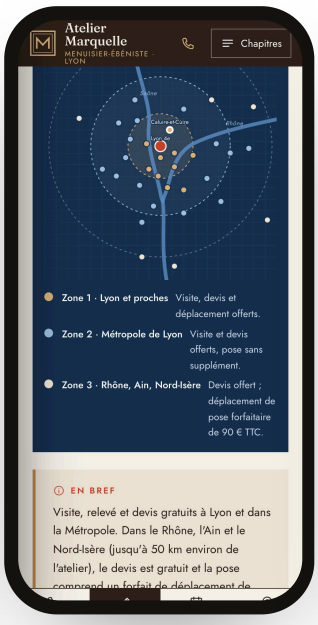
Most customers find a craftsman on their phone. The photo comes first, the chapter menu opens from the top bar, and a bar keeps Call, Quote, Appointment and Area one tap away.



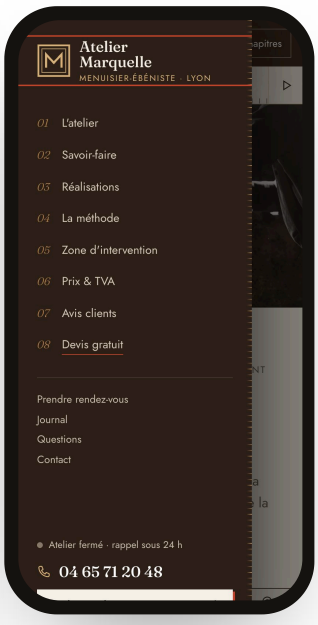
Homepage



Quote request



Service area



Chapter menu

★★★★★ 3 octobre 2026

« Du relevé à la pose, tout a été clair : un devis détaillé, des plans, et une équipe qui protège et nettoie. La cuisine tombe au millimètre sous nos poutres. »

Claire D. · Lyon 4e
Cuisine en chêne

★★★★★ 18 juillet 2026

« Notre ancien escalier était un piège. Le nouveau est doux à monter et magnifique. Délai annoncé respecté à deux jours près. »

Mathieu et Inès R. · Caluire-et-Cuire
Escalier quart tournant

★★★★★ 9 mai 2026

« Bastien a su caser 900 livres sans écraser la pièce. L'échelle sur rail est un bonheur. »

Hélène V. · Lyon 6e
Bibliothèque murale

Your brand, *Google and AI search*

The demo uses walnut, chalk white, oak, blueprint blue and a carpenter's-pencil red, with Fraunces and Jost: warm, crafted and precise. We replace them with your logo, colours and photographs.

Google (SEO)

- A unique title and description on every page, in French
- HomeAndConstructionBusiness, Service with prices, FAQPage, HowTo, Article, Review and Breadcrumb structured data
- A page for each service and each key project
- Sitemap, clean addresses and fast loading

AI assistants (GEO)

- Answer-first 'En bref' summaries on every key page
- Facts AI tools can quote: prices from, VAT rates, lead times, zones
- Consistent name, address and phone everywhere
- An llms.txt summary, and AI crawlers allowed in robots.txt

Searches the website is built around

menuisier [ville] · ébéniste [ville] · cuisine sur mesure [ville] · escalier bois sur mesure · dressing sur mesure prix · devis menuiserie gratuit · TVA 10 % travaux · artisan [quartier]

WHY IT MATTERS

Customers increasingly ask ChatGPT, Gemini or Google AI for 'a good joiner in Lyon who makes kitchens'. AI assistants recommend businesses with clear, consistent facts. We don't guarantee rankings or citations, but we report progress every month.

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 .fr, .com or .net 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. contact@yourworkshop.fr).

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.

Legal pages and cookies
Mentions légales, privacy policy and cookie consent completed with your details.

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. Connecting an online calendar or a CRM is 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)
- Business name, address, phone, email and opening hours
- Your legal details: legal form, SIRET, registration, VAT number, insurer, mediator
- Your services, indicative prices and the towns you cover
- Photos of your work (before and after if you have them)
- Your reviews, labels and certifications

What we do

- Adapt the design to your brand
- Load your services, projects, prices and zones
- Connect the quote, appointment and contact forms to you
- Complete the legal pages and cookie settings
- SEO, structured data and Google Business Profile
- Go live on your domain, then look after it

TAILORED TO YOU

Every website is adapted to your trade: your services, your projects, your area and your way of working. Requests arrive in your inbox, with photos. We send a clear proposal with no obligation.



NEXT STEPS

Ready for a website that *brings in quote requests?*

1. **See the demo**
   Open the demo on your phone and computer. Request a quote, check a postcode, compare a before/after and book a visit.

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, prices, towns, photos of your work, legal details 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: vitrine.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. Your work shown at its best, a clear price, and a quote request in two minutes.