

6 people trust you. Most can't find you online. Let's fix that.

You've earned 10 out of 10 across 6 reviews on Checkatrade. But they all sit on a site that is theirs, not yours. Here is a quick look at where your customers search, and the site we have already built behind your name.

16.06.2026 • ISSUED

V1 • CONVERSION FORGE

CONFIDENTIAL • FOR DASHNOR

01 • WHERE YOUR CUSTOMERS LOOK

They search your name. Then they find nothing that's yours.

When someone wants a renovation or extension, they ask a neighbour and they search your name. Right now that search finds your Checkatrade page, and then it stops. No site of your own. No work to look through. No quick way to reach you.

10

Your rating out of 10, across 6 jobs.

CHECKATRADE

6

Reviews that sit on a site you don't own.

CHECKATRADE

1st

Thing a new customer does: search your name.

HOW PEOPLE HIRE

0

Sites that are yours, today.

WHY WE BUILT ONE

Checkatrade owns the customer, not you.

The lead comes through them. The reviews stay with them. On your own site, the trust you built works for you.

Google and the AI answers are the new shop window.

People search "builder near me" on Google, and now they ask ChatGPT too. You want to show up in both. That only happens on a site you control.

Your van and your work are your best advert.

Someone sees the job, sees the work, and right now there's no quick way to reach you. That's lost work, every week.

02 · WHO LANDS ON YOUR NAME

Three people search you. The site is built for each.

You already meet them. Here is what each one wants to see.

PERSONA 01

The Builder Planner.

WHO	A homeowner with a renovation or extension in mind. Wants it done once, properly, by one team.
SEARCHES	"builder near me", "extension cost", "renovation London".
WANTS TO SEE	Real finished work, your face, your record, a quick way to ask.
WINS THEM	Your finished jobs, the 10 record, one tap to WhatsApp a photo.

PERSONA 02

The Extension.

WHO	Planning a loft, an extension, or a full renovation. Wants a builder who clearly does work of that size.
-----	--

SEARCHES	"extension builder London", "loft conversion London".
WANTS TO SEE	Proof of bigger jobs: structural work, brickwork, finished extensions.
WINS THEM	The project photos already on the site, and one team for the whole build.

PERSONA 03

The Recommendation.

WHO	Got your name from a neighbour, or saw the van. Already half-sold.
SEARCHES	Types your name straight in, or scans a QR.
WANTS TO SEE	A real site that loads fast, with WhatsApp up top.
WINS THEM	One scan, one tap, message sent. The lead that used to walk now lands.

03 • WHAT THE SITE LEADS WITH

Four things that win you the job.

Most tradesmen sell on cheap or quick. You sell on a real record and real work. The site is built on these four.

01 Found on Google, not just Checkatrade.

We claim your Google profile and put your reviews where Google can see them. **Your 10 out of 10 starts working on a site that's yours**, and Checkatrade becomes one place you show up, not the only one.

02 One team, the whole job.

Building work done start to finish, by one team. **No listing can say that.** The site says it loud, across your real jobs.

03 A QR code on the van and the job board.

A scan takes them to your site, one tap from WhatsApp. **The person who sees your work messages you while they're still looking at it.** Almost no tradesman does this well.

04 Be the name the AI gives.

We set the site up so ChatGPT and Google's AI can read it and **name you when someone asks for a builder in London.** Free leads, every month, that most tradesmen haven't heard of yet.

04 • WHAT WE BUILD

Already built. Now we make it yours. You watch each step go live.

The site you've seen is real and finished. We point it at your own domain, get you found on Google and in AI search, and hand you the keys.

Phase 01

DAY OF GO • LIVE

- **The site** you've seen, on your own domain. Built on Cloudflare. Fast everywhere.
- **Your colours, your name, your real job photos.** No stock, ever.
- **A WhatsApp button on every page**, straight to 02030 519098.

Phase 02

WITHIN 7 DAYS • FOUND
EVERYWHERE

Off Checkatrade only, onto Google and AI.

- **Your Google profile** claimed and verified, so your 10 shows on the map.
- **The site set up so ChatGPT and Google's AI can read and name you.**
- **Reviews that swap each week**, so every visitor sees a fresh one and the site never looks stale.

Phase 03

WITHIN 14 DAYS • THE
KEYS AND THE QR

Everything to run it yourself.

- **A print-ready QR pack** for the van, a job board, and your cards.
- **A handover folder** with every file and login. No lock-in.
- **A one-page brand sheet** so any signwriter matches your colours.

“Someone drives past the house you just finished, scans the board out front, and messages you while they're still looking at it. **That's the QR doing the work.**”

CONVERSION FORGE

05 · TIMELINE

Live in days, because it's already built.

The site exists. The clock starts the working day after you say go.

DAY OF GO	Site live on your own domain, WhatsApp wired to your number
WITHIN 7 DAYS	Google profile, map listings, AI search, rotating reviews live
WITHIN 14 DAYS	QR pack, brand sheet, and the full handover folder in your hands

06 · WHAT IT DOES FOR YOU

What the site does for the work you already win.

No made-up numbers. Just what changes the day it's live.

LEVER 01

It catches the people who search you.

They see the van, search your name, and now they find a real site. **The drift stops** and a glance at your work turns into a message.

LEVER 02

Your reputation moves onto something you own.

Your 10 out of 10 across 6 is the best thing you have. **On your own site it's yours**, not Checkatrade's, and no rule change can take it.

The QR turns every van and sign into a lead.

A scan beats a half-remembered name typed into Google days later. **The cheapest leads you'll ever get.**

AI search names you for free.

Set up once, it sends leads every month.

Most tradesmen don't even know to chase it.

Honest about what's not in this.

These matter, and they're not in this build. Each has a reason.

Photography.

Your own job photos are the strength of the site.

Want a pro shoot one day? That's a separate quote. **For now, your own photos are right.**

Paid ads.

The Google and AI work is free and built to last.

Ads are a later chat for a quiet month. **The site earns leads without them first.**

Booking software.

Your customers already live on WhatsApp.

A WhatsApp button beats a calendar widget. **Nothing to learn, no monthly bill.**

One payment, **under £200**. Then the site is yours.

No monthly fees. No follow-ups. No catch. You pay once, under £200, and the site is yours to keep. We get on a quick call to go through any changes you want and build them in, then when it's live you get a handover folder with plain instructions, so you or anyone you trust can change things yourself later.

WHAT WE NEED FROM YOU

- 01 **Domain.** Got one? Send the login. If not, we register one in your name.
- 02 **WhatsApp number.** The buttons point at 02030 519098. Right number?
- 03 **Two jobs you're proudest of.** We make those show first.
- 04 **Anything you'd want changed.** Tell us on the call and we build it in.

Send back on WhatsApp or to conversionforge.agency@gmail.com. One payment under £200, no follow-ups, and the keys are yours. We flip it live the day after you say go.