

# MORE THAN A MAKEOVER

**HOW TO MAKE YOUR WEBSITE VISIBLE,  
VALUABLE AND TRUSTED**

**OBSOLETE?**  
**DOES MY BUSINESS**  
**STILL NEED A**  
**WEBSITE IN 2026?**

# SOCIAL MEDIA BUILDS AWARENESS. WEBSITES BUILD BUSINESSES.

## Social Media can

- Build Brand
- Customer Engagement
- Send traffic to your website
- User generated content



# SOCIAL MEDIA IS RENTED ATTENTION. A WEBSITE IS OWNED INFRASTRUCTURE.

## Websites can

- Professional Credibility
- Content Authority
- SEO and AI Visibility
- Converting Visitors
- Complex Information
- Ownership
- Analytics
- Long-Term Value





# WHY KEEPING YOUR WEBSITE UPDATED MATTERS — WHY?

# A REGULARLY UPDATED WEBSITE ATTRACTS MORE CUSTOMERS, RANKS BETTER ON GOOGLE, AND PROTECTS YOUR BUSINESS ONLINE.

- First Impressions
- Current Brand
- Builds **trust and professionalism**
- **Search engine visibility**
- Customer engagement
- Faster and more **securely**



**TIMINGS**

**WHEN SHOULD AN  
SME CONSIDER  
REDEVELOPMENT?**



# TRIGGER POINTS

- Website is 3–5 years old
- Poor performance
- Conversion rates are low
- Difficult to update internally
- No longer reflects the business direction
- You've outgrown your platform

A website alone cannot make a business successful — it needs active promotion and marketing to attract visitors and turn them into customers.





# **CONVINCED?** **HOW TO REDEVELOP** **YOUR WEBSITE?**

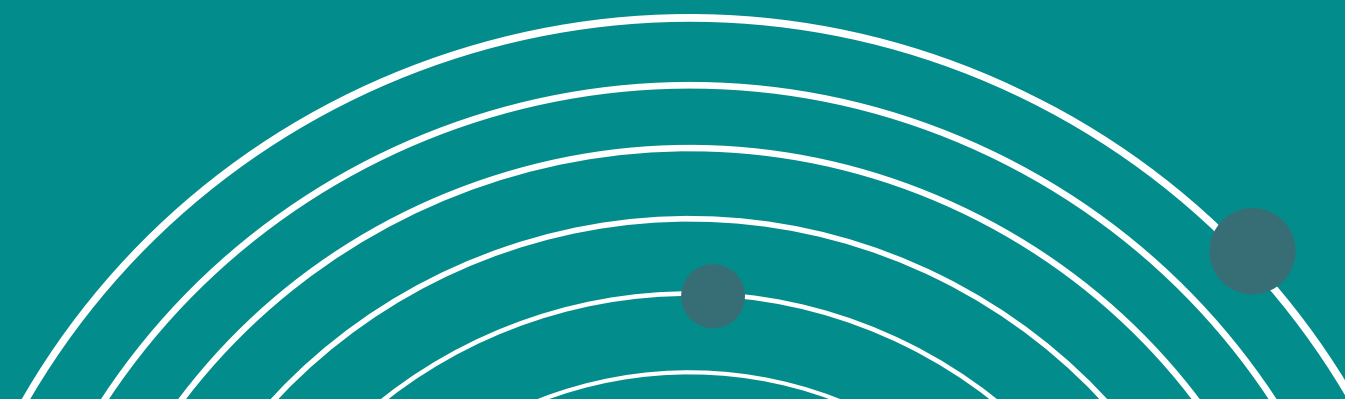
# START WITH ASSETS

- Domain Name
- Hosting Access
- Backend Access
- Emails



## Simple Rule of Thumb

If it's critical to your business — **you should own it and have access to it.**



# STRATEGY FIRST

**Be very clear about what you expect from the website?**

What is the goal?

**Who is the audience?**

If you don't know who your website is for, it can't work effectively.

**What action do you want users to take?**

If the action isn't clear, users won't take it. Your website should remove friction between interest and action.

# CONTENT

## Messaging clarity

### SEO

SEO isn't just technical—it's about writing content that answers user queries

### Products or services

Make sure your content reflects the business

### Real customer pain points

Answer those questions

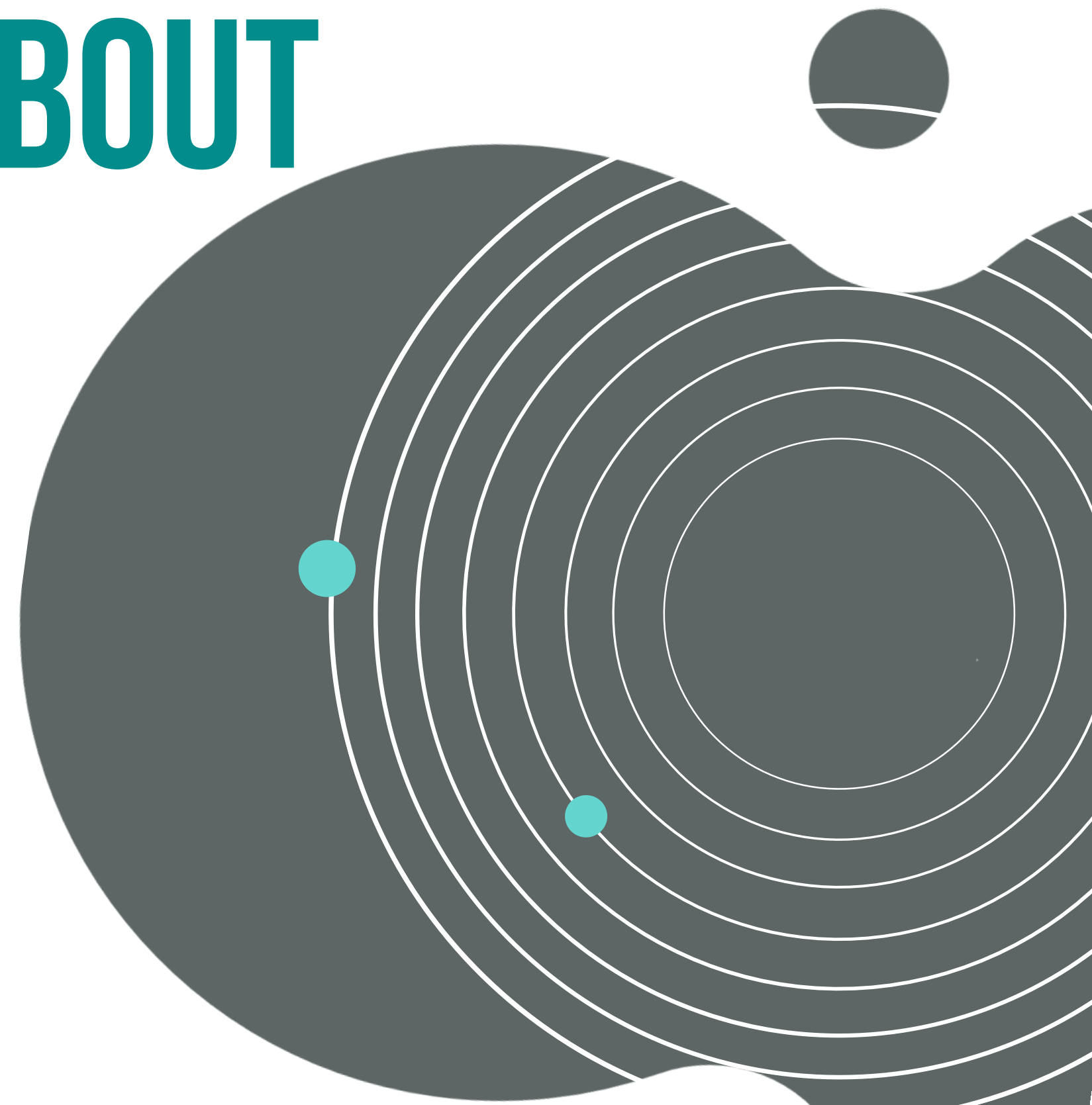
### Maintenance and Updates

How are you going to keep the site fresh and updated?



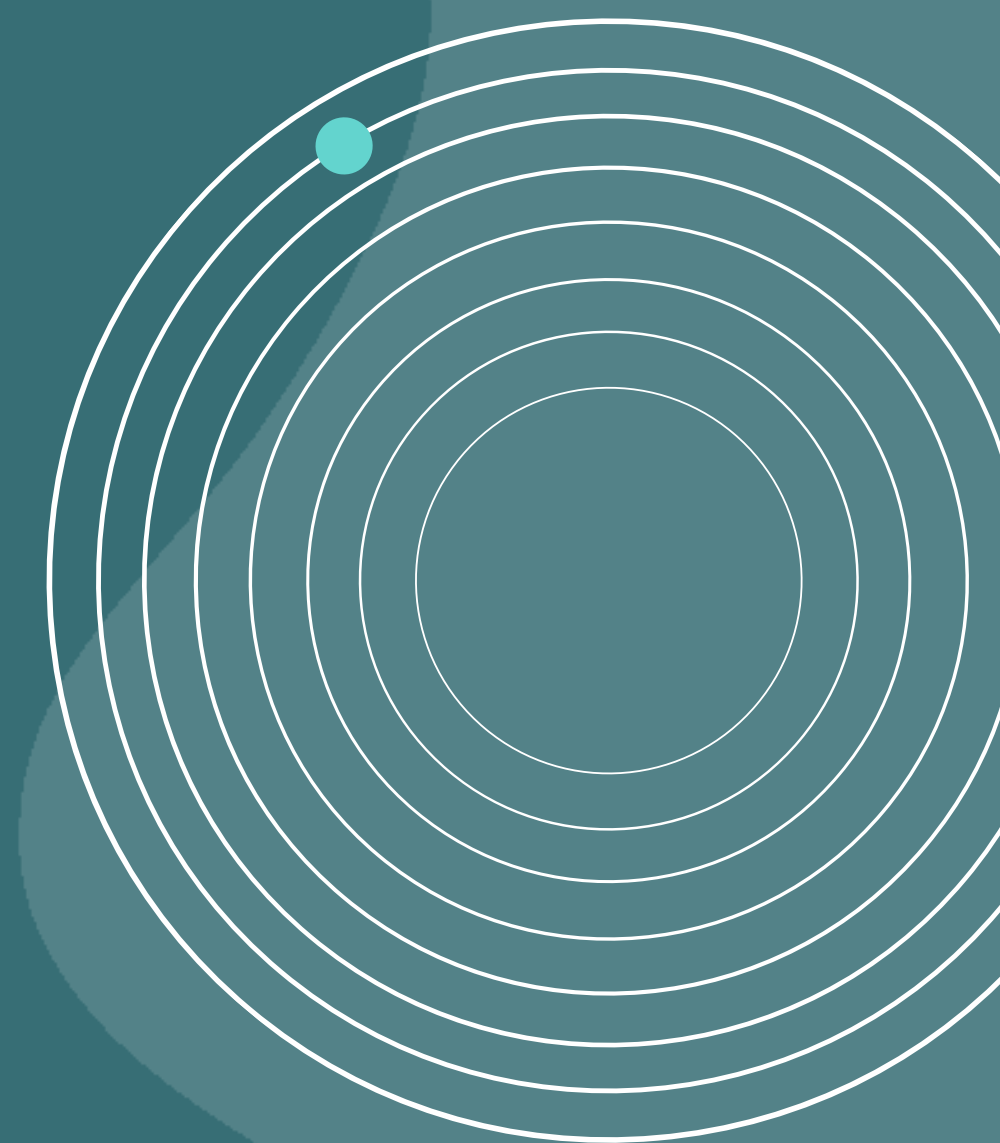
# TECHNICAL CONSIDERATIONS YOU SHOULD CARE ABOUT

- Speed → conversions & SEO
- Security → trust & compliance
- Hosting quality → uptime & reliability
- Accessibility → legal risk & inclusivity
- SEO foundations → discoverability



# KEY QUESTIONS BEFORE STARTING A WEBSITE PROJECT

- How much help do you need?
- What is included in the cost?
- What will I need to provide?
- How will SEO be handled?
- What support is available after launch?
- Who owns the website?





**BE VISIBLE - SEO**

**INCREASE VISIBILITY**

**WIN CREDIBILITY**

**DRIVE TRAFFIC**

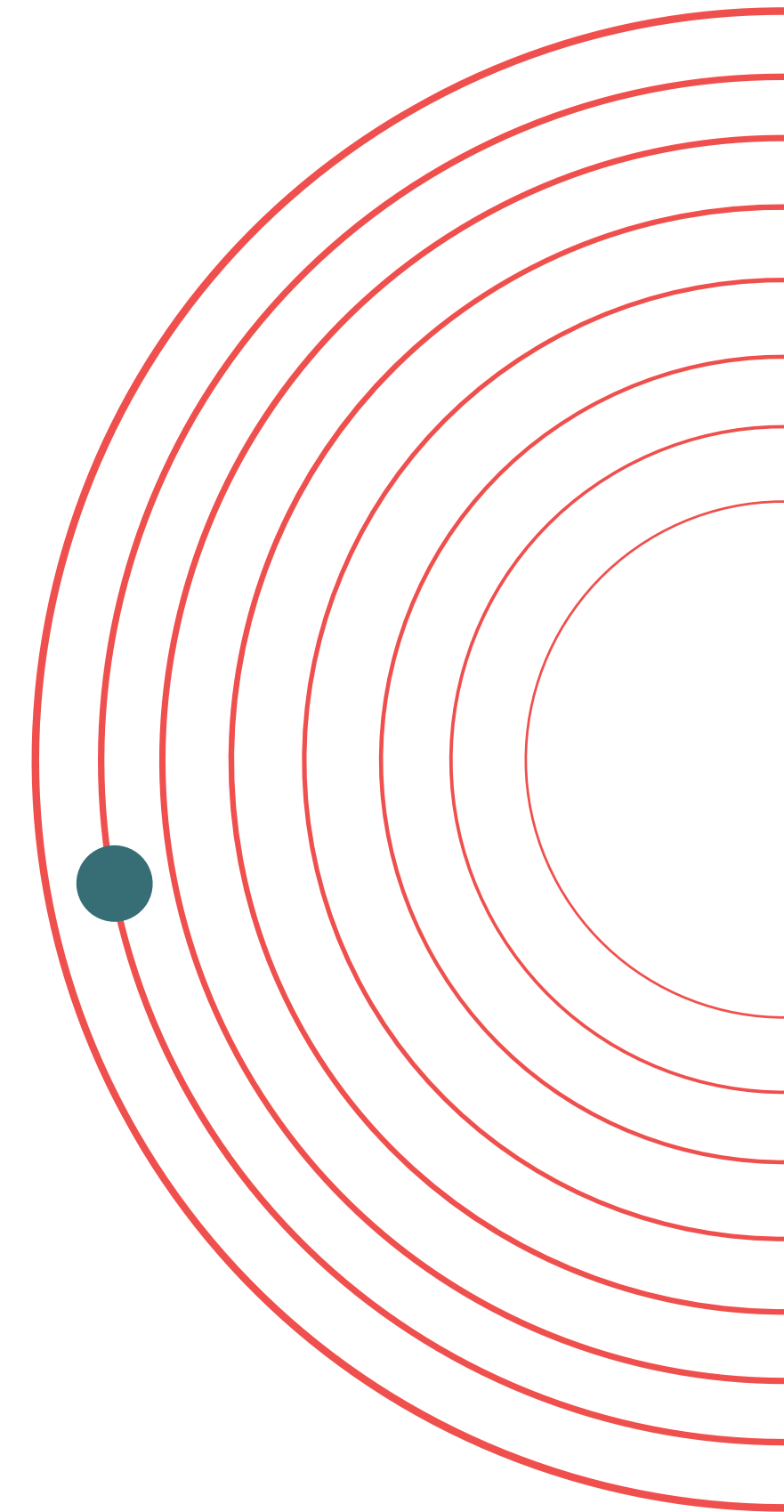
**OUTPERFORM COMPETITORS**



# OPTIMISING FOR AI AND SEARCH ENGINE VISIBILITY

The future of search is AI-driven:

- Structure content clearly
- Answer real user questions
- Use structured data
- Keep content helpful and human
- Ensure fast and accessible performance





**BE COMPLIANT**

**UK WEBSITE COMPLIANCE**

**WHAT YOU NEED TO KNOW**

**(2026)**



# COMPLIANCE

## Why Website Compliance Matters?

- Legal obligations under UK law
- Protects users and builds trust
- Avoids fines, legal disputes & reputation damage



**BE SECURE**

**“SECURITY ISN’T A DIRTY WORD  
BLACKADDER ... CREVICE IS A DIRTY  
WORD”**



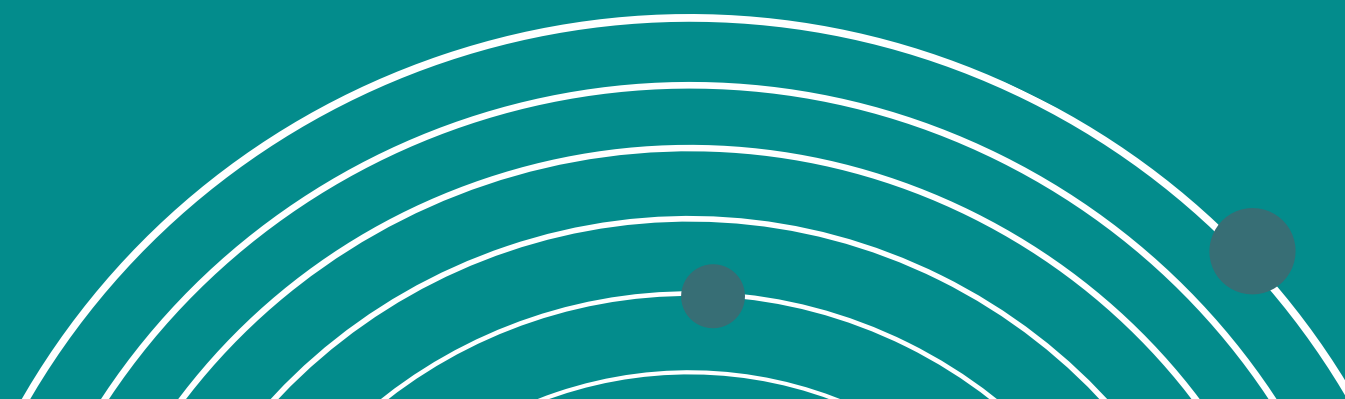
# SECURITY

## What to Consider for Website Security in a Rebuild

- Platform and Infrastructure
- Access and user permissions
- Updates
- SSL and compliance
- Backups and Recovery
- Monitoring
- People and processes

# MAINTENANCE PROTECTS REVENUE, NOT JUST AESTHETICS.

- Security updates and software changes = Security risks and downtime
- Broken forms = lost leads
- Performance & UX degradation over time = Customers choosing competitors with better UX
- Search engines reward freshness and speed = Reduced Google ranking





# HOW TO MAINTAIN A WEBISTE

- Updates
- Content
- SEO improvements
- Analytics review
- Security checks

**Small regular spend > big emergency spend**



**COST**

**HOW MUCH SHOULD THIS**

**ALL COST ME?**



# HOW LONG IS THE PROVERBIAL PIECE OF STRING?

- Small brochure website – 8 pages £1500
- Complex SME business website - £2500 - £3000
- E-commerce - £3000 - £5000
- Complex functionality booking, payments, membership > £5K

**Article online at [PepperStreet](#)**



# **MEASURING ROI: HOW A WEBSITE PAYS FOR ITSELF**

# MAKE IT TANGIBLE

## MEASURE.LEARN.IMPROVE

- Lead tracking
- Conversion improvements
- Reduced admin time
- Fewer customer support queries
- Better quality enquiries



# YOUR WEBSITE OPENS THE DOOR — MARKETING BRINGS PEOPLE IN.

Online presence needs online promotion.  
**DIGITAL MARKETING . EMAIL MARKETING. SOCIAL MEDIA**



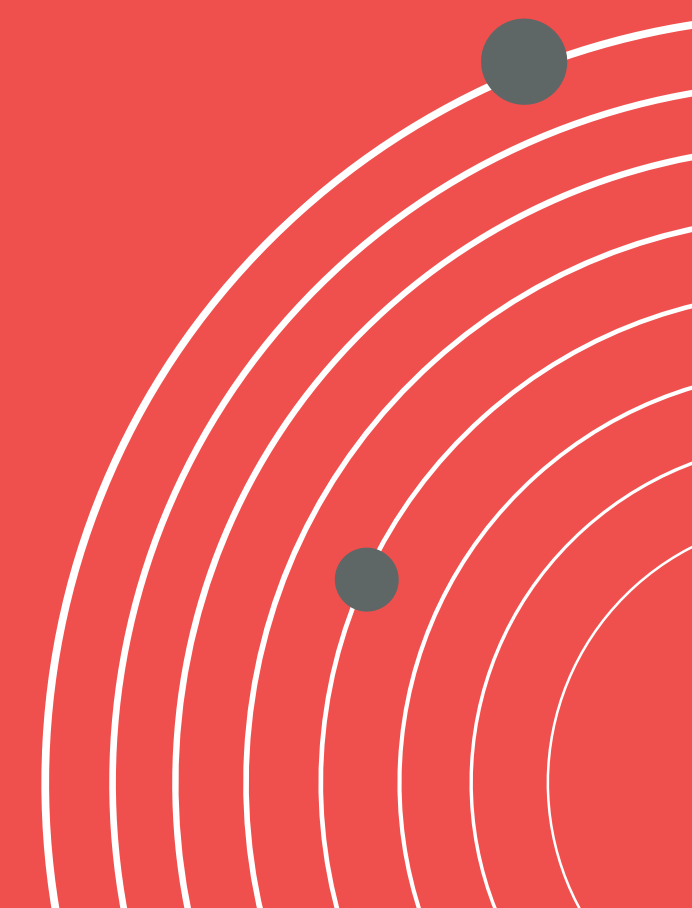
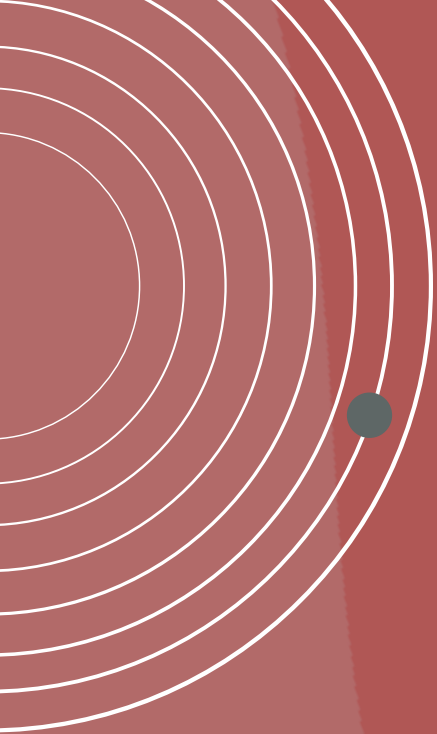
**BE TRUSTWORTHY**  
**BE VALUABLE**  
**BE VISIBLE**



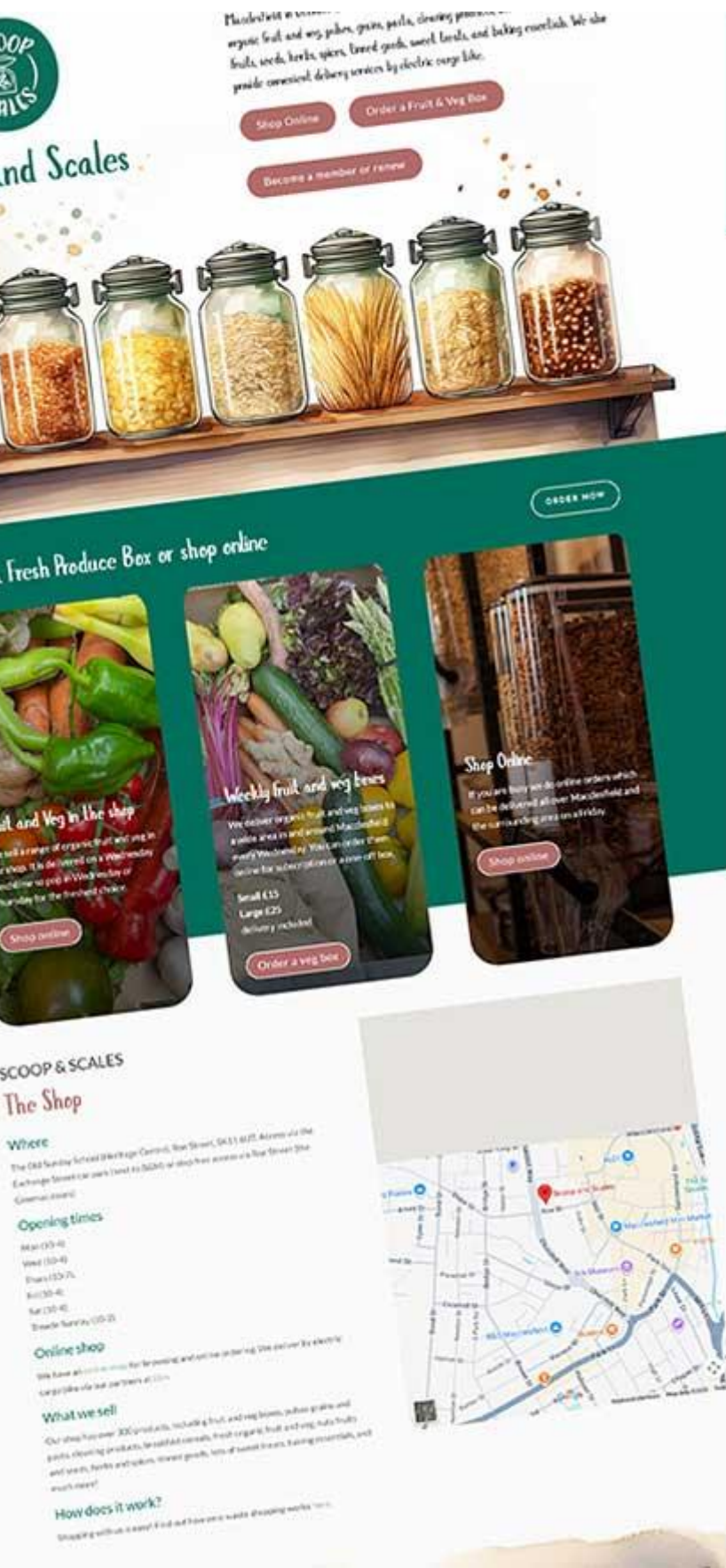
# NEXT STEPS

- **AUDIT YOUR CURRENT WEBSITE**
- **IDENTIFY 3 QUICK WINS**
- **DECIDE: MAINTAIN, IMPROVE, OR REBUILD**
- **SET A REALISTIC BUDGET**

# CASE STUDIES




# SCOOP & SCALES



0772144304 [scoopandcales@gmail.com](mailto:scoopandcales@gmail.com)
HOME ONLINE SHOP ABOUT US EVENTS BLOG CONTACT

## Organic Fruit and Veg Box

Small Box £15, Large Box £25 includes delivery




Please be aware that images shown on the website are for reference purposes only and that all our fruit and vegetables vary from week to week.

Get the best of the season delivered right to your door! Our changing selection of 10-15 different items, depending on the box size you choose. We believe in keeping things simple and eco-friendly, so we use minimal packaging and deliver every Wednesday afternoon by electric cargo bike with our friends at eLOV.

We source all our produce from Organic North, a fantastic cooperative based in Manchester that partners with farms across Europe. We always prioritize British produce whenever we can, and we'll let you know exactly where everything in your box comes from.

Please note the order deadline is 5pm on a Tuesday and you will get your first delivery the following day (subject to availability).

Below is a map of our delivery radius for Fruit and Vegetable Boxes



Veg Box FAQs

Select your box size below  
£15.00 - £25.00

Box Size Small

Clear

**£15.00**  
18 in stock

Would you like to add eggs to your order?

6 eggs (£2.00)

12 eggs (£4.20)

18 eggs (£6.30)

Clear Selection £0.00

**Christmas Cake Kit**  
Christmas Cake Kits include everything you need apart from butter to make a Christmas Cake

Christmas Cake Kit with Bread (£9.75)

Christmas Cake Kit (£9.25)

£0.00

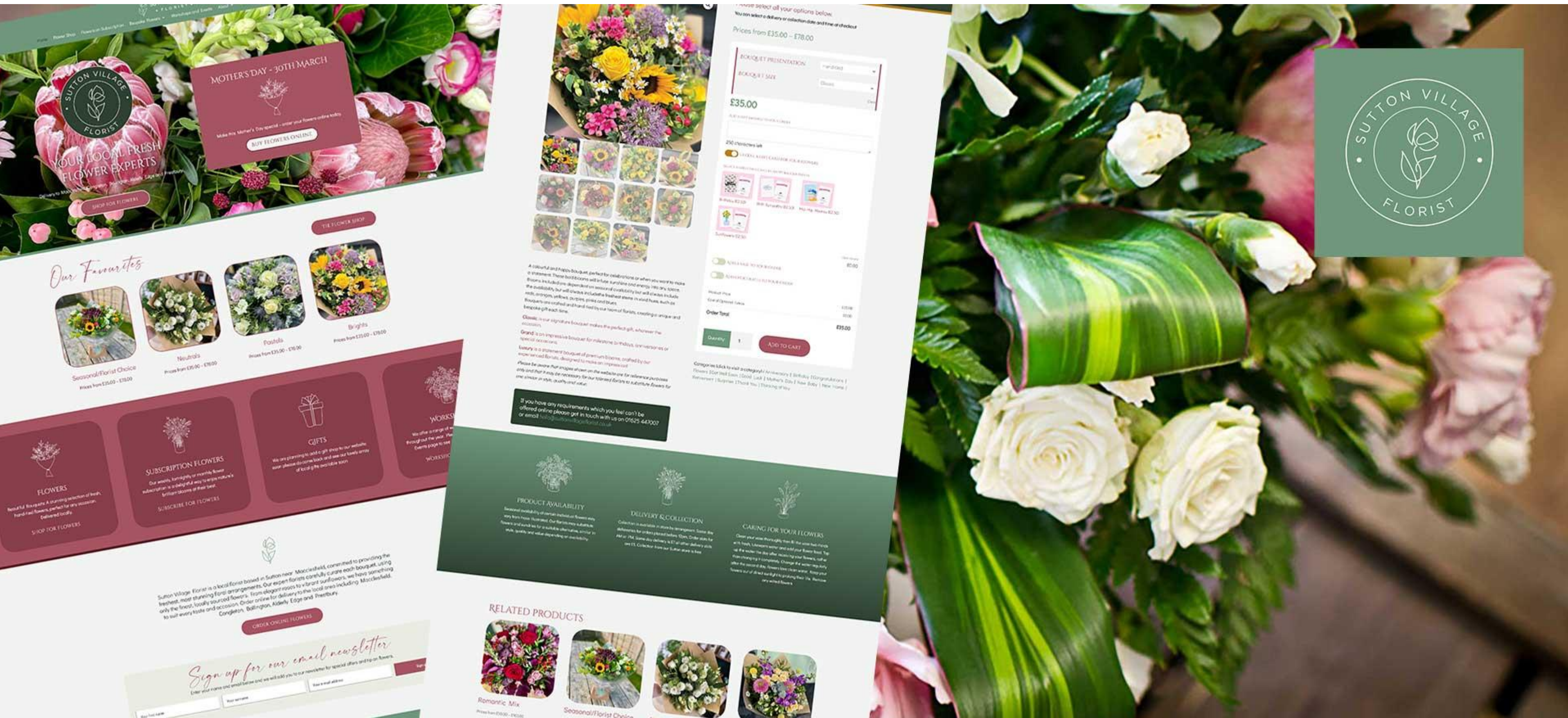
Cost of Extras	£0.00
Box Price	£15.00

Add to basket

- Box contents for Wednesday 12th November:**
- Rainbow Carrot
  - Sprouts
  - Parsnips
  - Purple Haze Broccoli
  - Marfona Potato
  - Chestnut Mushroom
  - Red Onion
  - Banana
  - Egremont Russet Apple
  - Orange
  - Fino Lemon
  - Cocktail Vine Tomatoes
  - Kiwi Fruit
- Additional Produce for the Large Boxes and extra of the above**
- Purple Kohl Rabi
  - Pomegranate
  - Leeks
  - Aubergine
- Note that all our produce is delivered on a Wednesday by Organic North sometimes we need to substitute an item if the produce isn't available or is of low quality.



# SUTTON VILLAGE FLORIST



MOTHER'S DAY - 30TH MARCH  
 Make this Mother's Day special - order your flowers online today!  
 BUY FLOWERS ONLINE

Our Favourites

- Seasonal/Florist Choice  
Prices from £25.00 - £35.00
- Neutrals  
Prices from £25.00 - £35.00
- Pastels  
Prices from £25.00 - £35.00
- Brights  
Prices from £25.00 - £35.00



FLOWERS  
 Beautiful bouquets. A stunning selection of fresh, hand-picked flowers, perfect for any occasion. Delivered locally.  
 SHOP FOR FLOWERS



SUBSCRIPTION FLOWERS  
 Our weekly, fortnightly or monthly flower subscription is a delightful way to receive nature's brilliant blooms at their best.  
 SUBSCRIBE FOR FLOWERS



GIFTS  
 We are planning to add a gift wrap to our website soon please do come back and see our lovely array of local gift occasions soon.



WORKSHOPS  
 We offer a range of workshops throughout the year. Please return page to see more.



Sutton Village Florist is a local florist based in Sutton near Macclesfield, committed to providing the freshest, most stunning floral arrangements. Our expert florists carefully curate each bouquet, using only the finest, locally sourced flowers. From elegant roses to vibrant sunflowers, we have something to suit every taste and occasion. Order online for delivery to the local area including Macclesfield, Congleton, Bollington, Alderly Edge and Prestbury.

ORDER ONLINE FLOWERS

Sign up for our email newsletter  
 Enter your name and email below and we will add you to our newsletter for special offers and new flowers.

If you have any requirements which you feel can't be offered online please get in touch with us on 01625 447007 or email [help@www.suttonvillageflorist.co.uk](mailto:help@www.suttonvillageflorist.co.uk)

**PRODUCT AVAILABILITY**  
 Seasonal availability of certain flowers may vary from time to time. Our florists may substitute flowers and varieties for a suitable alternative, aiming to retain quality and value depending on availability.

**DELIVERY & COLLECTION**  
 Collection is available in store by arrangement. Please see delivery for orders placed before 5pm. Order slots for AM or PM. Same-day delivery is £7 an extra delivery slot see T&Cs. Collect from our Sutton store is free.

**CARE FOR YOUR FLOWERS**  
 Clean your vase thoroughly with the water hot with fresh, Lukewarm water and add your flower food. Tap up the water the day after receiving your flowers, cut or re-cutting if necessary. Change the water regularly after the second day. Always keep them cool. Keep your flowers out of direct sunlight to prolong their life. Remove any wilted flowers.

RELATED PRODUCTS

- Romantic Mix  
Prices from £30.00 - £40.00
- Seasonal/Florist Choice
- Neutrals
- Brights

# JACK RUSSELL DEBT COLLECTION

**JACK RUSSELL**  
DEBT COLLECTION AND LEGAL PROCESS SERVERS

Backed by 40 years in business and the trust of over 10,000 clients, we've earned our reputation for delivering results.

- Simple, clear pricing — no upfront cost.
- Fast and personal responses so you always know what's happening with regular updates.
- A results-focused recovery process that actually gets debts paid.
- Professional, ethical and fully compliant — no harassment or aggressive tactics.
- A stress-free service that handles everything for you.

[GET IN TOUCH TODAY](#)

Fast action, clear communication, fair methods, and results-focused recovery — every step of the way.

4 Step Debt Collection Process

- 1** Initial Assessment & Instruction  
We review the debt details, confirm the amount owed, and assess the most effective recovery approach. Once instructed, we act quickly to begin the recovery process without unnecessary delay.
- 2** Professional Pre-Legal Recovery  
We contact the debtor using fair, compliant methods to secure payment or agree a suitable repayment plan. In most cases, this stage resolves the matter without the need for legal action.
- 3** Legal Action (If Required)  
If pre-legal recovery is unsuccessful, we escalate the matter appropriately. This may include formal legal correspondence, mediation, or court proceedings, always keeping you fully informed before taking the next step.
- 4** Enforcement & Resolution  
Where necessary, we enforce the judgment through approved legal channels to recover the debt. Once payment is secured, the case is concluded and funds are returned to you promptly.

**Statutory Demands**  
A Statutory Demand is one of the most effective tools for recovering undisputed debts from individuals or companies, provided the debt is less than six years old. Issued by Jack Russell, it gives debtors 21 days to respond by paying in full or agreeing a payment plan. We can also arrange to personally deliver the Statutory Demand—see our Legal Process Servers page for details.

[LEGAL PROCESS SERVERS](#)

Helping you reclaim what's yours - fairly

- Total Transparency & Communication**  
Real-time updates, clear reporting, and guaranteed response times. No unanswered emails, ever.  
Clarity Every Step of the Way.
- Results-Driven. Fast Start. Quick Action**  
We take action within 24 hours, with proven recovery strategies and industry-specialist collectors.  
We work nationally across the UK, boasting an impressive track record of success.
- Clear. Honest. Upfront Pricing**  
Simple, transparent fees. No surprises. No hidden costs. No registration fees.  
If we can't collect, you pay nothing. Our Guarantee.
- Professional, Ethical & Fully Compliant Practices**  
Reputation-safe collections that protect your brand and follow UK compliance to the letter.  
We're tough on quality control, thorough in our investigate methods, competitive on our prices.

[GET STARTED](#)

**Debt Collection Services**

Bad debt can cause serious cashflow problems for any business. At Jack Russell, we've been successfully collecting debts for over 30 years — often when other collectors have failed.

Helping you reclaim what's yours - fairly

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Your website is where  
first impressions are  
made, trust is built,  
and sales begin.

# WHY PEPPERSTREET?

## Our clients say:

- We listen and take time to understand their business.
- We don't just design websites; we improve ideas, challenge assumptions, and offer "out of the box" suggestions
- We are friendly, knowledgeable, and flexible
- We make the process easy.
- We are reliable, on time, and on budget.
- We explain processes, giving good advice, and being responsive. But most importantly, clients feel we genuinely care about producing great results.
- We help improve their online brand and credibility leading to increased customer interactions.

BOOK A FREE  
CONSULTATION  
ONLINE VIA THE  
WEBSITE



# WORK WITH US

[www.pepperstreetwebdesign.co.uk](http://www.pepperstreetwebdesign.co.uk)

[hello@pepperstreetwebdesign.co.uk](mailto:hello@pepperstreetwebdesign.co.uk)

07748 140 697

[linkedin.com/in/helenbarclay/](https://www.linkedin.com/in/helenbarclay/)