



UK WEB MARKETING

Own the market.

Your all-in-one digital lead generation partner. How one operator builds and runs a complete lead-generation engine for ambitious UK businesses.

Jordan Gilbert

Founder, UK Web Marketing

Operated by TicketWave HQ Ltd, company 17143167

www.ukwebmarketing.com

WHITEPAPER

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Executive summary

Ambitious UK businesses are paying four or five separate vendors for a digital presence that is still slow, disconnected, and not generating leads. UK Web Marketing replaces that fragmented stack with one operator who builds and runs the entire lead-generation engine by hand: website, business email, bookings, payments, reviews, and Google visibility, all connected, on one monthly bill.

The typical small business stitches together a web designer, a hosting account, an email provider, a Google profile, and a booking platform such as Fresha, Booksy, or Just Eat. Each one monthly plans separately. None of them talks to the next. The booking platforms can take up to 20 to 30 percent on a new customer's first booking, or on every food order in the case of a platform like Just Eat, and they own the customer, then market your rivals to the people you paid to win. The result is a presence that costs money every month and still does not turn visitors into paying, returning customers.

UK Web Marketing is the opposite model. Every site is hand-coded, AI-leveraged for speed and quality, and hosted on fast, region-pinned UK and EU infrastructure. The journey is one connected funnel: **get found, get booked, get paid, get repeat.** Bookings and payments run on your own site under your own brand, so you own the customer and the data. There is no lock-in: you own your code and your domain, you can cancel any time, and you can walk away with the lot.

99

DESKTOP
PERFORMANCE
(JUNE 2026)

90+

LIVE UK SITES
ACROSS 19
INDUSTRIES

20+

YEARS BUILDING
WEBSITES, SINCE
2006

1

OPERATOR, ONE
MONTHLY PLAN, NO
LOCK-IN

The work is operated by **TicketWave HQ Ltd** (Companies House number 17143167), all in-house, never outsourced. Founder Jordan Gilbert holds a BSc (Hons) in Architectural Engineering and Design Management from Loughborough University, studied within a School of Architecture, Building and Civil Engineering ranked 1st in the UK for Building in the Complete University Guide 2027, and a Verified Certificate from the HarvardX online course "The Architectural Imagination", produced by Harvard University's Graduate

School of Design. Pricing is transparent and published: from £49 per month plus a one-time £295 launch fee.

One operator. One monthly plan. No lock-in. A complete, hand-built lead-generation engine on fast, sovereign infrastructure, with pricing you can read on the page before you ever speak to anyone.

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Why digital marketing is broken for small businesses

Most small businesses do not have a marketing problem. They have a fragmentation problem. The work that should win them customers is split across five suppliers who never speak to each other, and nobody is left owning the only thing that matters: the result.

Look at how a typical local business ends up buying digital. A web designer builds the site, then disappears. An SEO agency is hired to get it found. A social manager runs the posts. A copywriter is paid by the word. A developer is called whenever something breaks. That is five separate bills, five separate logins, and five separate people, each responsible for their own slice and none responsible for whether the phone actually rings.

The four ways it goes wrong

- **Agencies overcharge and lock you in.** A one-off agency build runs around £3,000 to £10,000, then roughly £25 to £500 a month on a retainer, often on a platform you do not own and cannot easily leave.
- **Freelancers vanish.** The cheapest route saves money up front, until the one person who understands your site stops replying and you are left with files you cannot edit.
- **DIY builders look amateur and load slowly.** Wix or Squarespace at £15 to £40 a month feels affordable, but template sites load slowly and read as generic, and a slow site quietly costs you.
- **Nobody owns the outcome.** When the enquiries do not come, every supplier points at the other. The web designer blames the SEO. The SEO blames the copy. You pay all of them anyway.

The hidden tax in all of this is speed. A site that takes four seconds to load on a phone is losing visitors before the page even appears. Those are not abstract metrics. They are people who wanted to book, gave up, and called someone else.

The real cost of fragmented marketing is not the five bills. It is the lost leads, the enquiries that never arrive because the site was slow, the message went to

spam, or nobody was watching. That is money walking out the door, quietly, every month.

A business owner does not want five suppliers. They want their whole online presence to work, on one monthly plan, with one person who answers when it does not. That is the gap this whitepaper sets out to close.

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One partner, not five

Most small businesses do not have a web problem. They have a coordination problem. A web designer builds the site. A separate company hosts it. Email runs somewhere else. The Google profile sits with whoever set it up first. Bookings live on a third-party platform that owns the customer. Five suppliers, five bills, and nobody who owns the whole picture when something breaks.

UK Web Marketing is built to remove that problem entirely. It is a single accountable operator who designs, builds, markets, and maintains the whole system. The website, business email set up properly with SPF, DKIM and DMARC, the Google Business Profile, online bookings and payments on your own site, the CRM, the reviews, the hosting. One connected system, one monthly bill, one person who knows how every part fits together.

You always deal with the person who built it

The work is operated by TicketWave HQ Ltd, company number 17143167, and it is done in-house by one person, Jordan Gilbert. Never outsourced, never handed to a call centre, never passed to an account manager who has not seen your code. When you send a message, it reaches the person who wrote the site and runs it. Small edits are done the same day, and the reply comes the same hour in working time.

One real person builds it and runs it. The same standard of work goes into every build, and you always deal with the person who built it.

The agency relay race

The conventional agency model is a relay race. Your request is passed from account manager to project manager to developer to a hosting helpdesk, and back again. Each handover loses context, adds delay, and blurs accountability. When five suppliers each own one piece, no single supplier owns the outcome.

The usual setup

Five separate suppliers

UK Web Marketing

One accountable operator

The usual setup	UK Web Marketing
Four or five separate bills	One monthly bill
Account manager relay, then a developer you never meet	You always get Jordan
Outsourced or sub-contracted build	In-house, hand-built, never outsourced
Quote-per-change tickets	Same-day small edits, same-hour reply

1 OPERATOR, IN- HOUSE	1 MONTHLY BILL	90+ LIVE UK SITES RUN THIS WAY	20+ YEARS BUILDING, SINCE 2006
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Around 90 live UK small-business sites already run this way, across 19 industries. The whole online presence, designed, built, marketed and maintained by one operator who is on the hook for all of it, with no lock-in and your code and domain always in your name.

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Everything under one roof

Most small businesses end up paying four or five separate suppliers: a web designer, a hosting company, an email provider, a Google specialist, perhaps a bookings platform that quietly takes a cut of every sale. UK Web Marketing replaces that scattered stack with one connected presence, built and run by one person, on one monthly bill.

The capability map below is grouped the way a growing business actually thinks about it: get found, get booked, get paid, get repeat. Every layer is hand-built and connected, never bolted together from plugins.

Web and brand

- Hand-built custom website, built around your trade rather than a template (around five pages on the entry plan), in portable plain HTML, CSS and JavaScript that will run on any normal host.
- Fast UK and EU hosting with free SSL, daily backups and security patching, loading well under a second on a phone.
- Same-day small edits to text, images, opening hours and services, with no quote-per-change.
- Migration from Wix or WordPress, carrying over content, photos, reviews and ranking, with the old site kept reachable as a safety net.

Content and social

- A monthly content piece on Get Growing, plus newsletter and campaign content.
- AI used to speed up repetitive build tasks, tidy-up passes and first drafts, never for architecture, security, the booking and payment flow, or the selling copy, which stay with Jordan.

Traffic and lead generation

- Google Business Profile claimed and optimised, with local-visibility basics on every plan.
- Managed "Get Found Locally" and Map-Pack work on higher tiers, plus a quarterly local-competitor watch.

- Free cookieless analytics so you can see what is working, with no tracking pixels and no data ever sold.

Conversion and lifecycle

- A managed CRM (Capsule, hosted in Manchester) wired straight to your forms, with hot-lead phone alerts.
- Email and SMS marketing, newsletters and campaigns, with 1,000 SMS per month included on Get Growing.
- SMS appointment reminders to cut no-shows, with a free UK business sender ID and 500 SMS per month included on Get Booked.

Bookings, reviews and the client portal

- Online bookings and ordering on your own site, under your own brand, so you own the customer and their data, unlike Fresha, Booksy or Just Eat.
- Automatic review requests after each job or visit, turning happy customers into public proof.
- A client portal with a magic-link sign-in, your current plan, live site scores, performance reports and a "request a change" form.

Commerce and infrastructure

- Card payments taken on your own site via Stripe Checkout, with the Stripe account in your own email throughout.
- Business email set up properly on your own domain, with SPF, DKIM and DMARC so mail stops landing in spam.
- Up to two integrations such as Stripe and Xero, with higher allowances on Get Growing and Local Domination.
- Your domain registered in your name at cost, around 12 to 18 pounds a year.

One monthly plan, one builder, no lock-in. You own the code, the domain and the customer list, and you can walk away with the lot whenever you like.

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Built by hand, AI-leveraged

Every UK Web Marketing site is hand-built on Astro and hosted on Vercel in the London region. Modern tooling, including AI, is used to accelerate the work, never to replace the judgement that decides how a site is architected and how it sells.

There is a meaningful difference between a site assembled from a template and a site coded by hand. The hand-built approach means no WordPress, no page-builders, and no plugin sprawl: just clean, portable HTML, CSS and JavaScript that will run on any normal host. That portability is also your protection. You own the code and the domain, so there is no proprietary lock-in to trap you.

Where AI helps, and where it does not

AI is a genuine accelerator for the repetitive parts of a build: tidy-up passes, first-draft copy, and pre-launch checks for speed, accessibility and broken links. It is deliberately kept away from the decisions that matter. Architecture, security and logins, the booking and payment flow, and the selling copy all stay with one person who has been building websites for over 20 years, since 2006.

The result is the best of both: the speed of modern tooling, with a human accountable for every choice. The same standard of work goes into every build, and you always deal with the person who built it.

Speed is a growth lever, not a vanity metric

A fast site captures more enquiries. Visitors abandon slow pages before they ever see your offer, and Google uses Core Web Vitals as a ranking signal, so a faster site tends to rank higher and is found by more people. Speed therefore compounds: better ranking brings more visitors, and a fast page converts more of them into leads. The desktop PageSpeed scores below were captured in June 2026.

99DESKTOP
PERFORMANCE**96**

ACCESSIBILITY

100

BEST PRACTICES

100

SEO

Hand-built on Astro, hosted on Vercel in London, AI used to accelerate not to decide. A fast site is found by more people and turns more of them into enquiries.

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From stranger to sale: the lead-generation method

A website on its own does not win work. What wins work is a connected path that takes a stranger from their first search all the way to a booking, a payment, and a returning customer. UK Web Marketing builds that whole path and runs it for you, on one monthly plan, with one real person behind it.

The journey is simple to say and hard to do well: **get found, get booked, get paid, get repeat**. Each stage is handled deliberately, and every stage is connected to the next so that nothing leaks. Below is the method end to end.

Attract

The top of the funnel is built to be found. That means a hand-built site that loads in well under a second on a phone, a Google Business Profile claimed and optimised, and local-visibility basics on every plan. Higher tiers add managed Map-Pack work, a monthly content piece, quarterly local-competitor watch, and AI Overviews citation work. There is no email gate on the free resource guides: direct download, because hiding useful work behind a form is how you lose customers before you have met them.

Capture

When a visitor is ready, the site turns interest into an enquiry: contact forms, a free 60-second site audit as the soft-conversion route, and a short brief flow. Enquiries do not sit in an inbox. On Get Booked and above, every form is wired to a managed CRM (Capsule, Manchester, UK) with hot-lead phone alerts, so a warm enquiry reaches you while it is still warm.

Nurture

The moment someone books, a CRM record is created automatically. An SMS confirmation goes out the same second, with a reminder before the day to cut no-shows. Get Booked includes 500 SMS per month with a free UK business sender ID; Get Growing raises this to 1,000 and adds email and SMS marketing, newsletters and campaigns, plus an operated CRM pipeline where leads are chased and tidied.

Convert

Bookings, ordering and payments run on your own site, under your own brand, so you own the customer and their data, unlike Fresha, Booksy or Just Eat. Card payments go through Stripe Checkout into your own Stripe account.

Retain and grow

After a visit, an automatic review request fires, turning happy customers into public proof. A plain-English monthly report shows what is working. Because there is no lock-in and you own your code and domain, retention is earned through results, not contracts.

The client portal as the operating system

All of this is managed from one place at **/portal**. Sign-in is magic-link only (no password), and the dashboard brings together your current plan and a billing-portal link to manage your subscription in Stripe, your site with live Speed, SEO and Accessibility scores, your latest performance report, and a "Request a change" form that lands directly in the CRM with a reply within one business day. Reports, invoices, requests and email management round out the surfaces, so billing, account management, enquiries and forms all sit in one operating system rather than across four or five separate logins.

One connected funnel, run by one real person: attract, capture, nurture, convert, retain. You own the customer, the code and the domain at every step, and you can cancel any time.

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Transparent pricing, no lock-in

Most agencies hide their prices behind a discovery call. UK Web Marketing publishes the real packages, the real launch fee, and the terms you can leave on. There are four plans, one monthly plan, and no minimum term.

The journey runs in a straight line: get found, get booked, get paid, get repeat. You start on the plan that fits where your business is today and move up only when you genuinely need to. Every plan is built and run by one person, Jordan, and every plan can be cancelled with a single message.

The four plans

Plan	Monthly	Launch fee	Best for
Get Online – get found	£49/mo	£295 one-time	Sole traders, single-van trades, single-chair barbers
Get Booked – get booked and get paid (<i>most chosen</i>)	£149/mo	£295 one-time	Salons, barbers, garages, takeaways, clinics
Get Growing – get found locally and get repeat	£395/mo	£295 one-time	Established locals with 2 to 3 locations
Local Domination – everything, every location	From £695/mo	£495 one-time	Multi-site groups and franchises

The launch fee, and what it buys

The one-time launch fee covers the setup work: building your site, setting up your business email properly with SPF, DKIM and DMARC so your mail stops landing in spam, and getting your Google Business Profile claimed and sorted. On Get Booked the £295 also wires up bookings, the CRM and review requests. There is a simple incentive built in: **pay for the year and the build is on us**. The annual figure is twelve months at the monthly rate (Get Online is £588, which is twelve times £49), and the £295 build is waived as the annual perk, not discounted from your monthly bill.

If you would rather own outright, Get Online can be bought for around £995 with the source code.

What is included

- **Get Online (£49/mo):** a hand-built managed website of around five pages, fast UK/EU hosting with free SSL, daily backups and security patching, business email set up properly, your Google Business Profile optimised, cookieless analytics, same-day small edits, and you always get Jordan.
- **Get Booked (£149/mo):** everything above plus online bookings and payments on your own site and brand, 500 SMS appointment reminders a month, a managed CRM with hot-lead phone alerts, automatic review requests, up to two integrations, and a plain-English monthly report.
- **Get Growing (£395/mo):** everything above plus managed Map-Pack work, email and SMS marketing with 1,000 SMS a month, a monthly content piece, an operated CRM pipeline, and a quarterly local-competitor watch.
- **Local Domination (from £695/mo):** everything across every location, fortnightly cadence, higher allowances sized to the group, all on one monthly plan.

You own everything, and you can leave

There is no lock-in, no minimum term and no exit fee. Cancel with one message and the next month simply does not bill. You have a 14-day full refund window under the Consumer Contracts Regulations 2013. Your domain stays in your name, your code is yours, and your bookings, payments and customer list run on your own site under your own brand. If you leave, you walk away with the lot: a zip of the rendered site, the full source repo transferred to your GitHub, your CRM export and your subscriber list.

Bookings run on your own site under your own brand, so you own the customer and their data, unlike Fresha, Booksy or Just Eat, which can take up to 20 to 30% on a new customer's first booking (or per order, in Just Eat's case), and then market your rivals to your customers.

How it compares to a typical agency

Question	Typical agency	UK Web Marketing
Upfront build	£3,000 to £10,000 one-off	£295 launch fee, or free with annual
Ongoing	£150 to £500/mo retainer	From £49/mo, all-in
Bills to manage	Four or five (designer, hosting, email, Google)	One monthly plan
Who you deal with	Account manager or call centre	The person who built it
Lock-in	Often a minimum term	None, cancel any time
Who owns the code and domain	Frequently the agency	You

The same model already runs around 90 live UK small-business sites. The price you see is the price you pay, and the door is never locked behind you.

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Sovereign and compliant by default

Where your customers' data lives is no longer a back-office detail. It is a question your clients, your regulator, and increasingly your own customers will ask. UK Web Marketing answers it the same way every time: UK or EU resident by default, with nothing left to chance.

Every website is built on a stack that is region-pinned, not merely "supports the EU". Hosting runs on **Vercel in the London region (Ihr1)**. Outbound email runs through **Resend in the EU (Ireland)**. Card payments run through **Stripe Payments Europe (Ireland)**. The CRM, on Get Booked and above, runs on **Capsule, hosted in Manchester** by a UK data controller. Analytics, where a client opts in, run on **Plausible in Germany**. That is the whole picture, set out in plain English on the public sub-processors page, which lists eight sub-processors in total.

UK GDPR, set out and authorised

The sub-processors page is not marketing copy. It is the canonical UK GDPR Article 28(2) sub-processor authorisation, referenced by the Data Processing Agreement itself. You get a published DPA, a privacy policy, and a cookie policy. New sub-processors carry a **30-day notice** by email and a right to object. International transfers, where a vendor runs a global network such as Cloudflare, Stripe, or Vercel support routing, are covered by the UK IDTA or Addendum to EU SCCs. For clinics, the build is Data Security and Protection Toolkit aware.

Privacy—first by design, not by promise

- **Cookieless analytics.** Plausible is cookieless by design, opt-in on client sites only, and is not even used on ukwebmarketing.com itself.
- **No tracking pixels, no data sale.** Forms post to EU endpoints, not US ones. The cookie banner offers one PECR-compliant choice, with no marketing cookies and no third-party trackers.
- **Your accounts stay yours.** Stripe and Google Business profiles sit in your own email throughout.

Accessibility built to the strictest level

The accessibility statement targets **WCAG 2.2 AAA**, the strictest of the three conformance levels, built in from the first commit and exceeding the AA minimum the Public Sector Bodies Accessibility Regulations 2018 require. In practice that means tap targets of at least 44 by 44 CSS pixels, body text at 7:1 contrast, skip links, 200% zoom support, and reduced-motion handling. Testing combines Lighthouse and axe-core with keyboard-only walkthroughs, VoiceOver, and real devices. To be precise: AAA is a self-assessed build target, and the formal IAAP Web Accessibility Specialist accreditation is being pursued, not yet held.

Operated by TicketWave HQ Ltd, Companies House number 17143167, a live and independently verifiable UK company. The honest posture extends to security too: Cyber Essentials is being pursued for 2026 and ICO registration is in progress, both labelled accurately as such rather than overclaimed.

Why does this matter for an ordinary business, not just a regulated one? Because the same discipline that satisfies a dental practice or a psychiatry clinic also protects a takeaway or a barber: portable files you own, accounts in your name, and no data leaking to systems you never agreed to. And when needs genuinely outgrow this standard, a premium sibling brand, **Custodiance**, exists for heavily regulated verticals, so you are never sold more than you need, nor left short of it.

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Proof, not promises

Marketing copy is cheap. Evidence is not. Everything below is independently checkable: the performance figures come from real tests, the testimonials carry real names and businesses, and the track record is verifiable on Companies House. Nothing here is invented or incentivised.

The numbers, measured

Speed is not a vanity metric. A site that loads in well under a second on a phone keeps the visitor who would otherwise leave. The scores below are the **desktop scores captured in June 2026** for the UK Web Marketing site itself, the same standard built into every client project from the first commit.



These are not theoretical. In a real rebuild for a Yorkshire dental practice, the previous Wix site sat at 4.1 seconds to largest contentful paint on a throttled 4G connection. The hand-coded Astro rebuild, with the same content and the same images, lands at **0.4 seconds** on an iPhone 12 over the same connection, with Lighthouse scoring 100 out of 100 across performance, accessibility, best-practices and SEO on all four core pages.

Testimonials you can verify

UK Web Marketing will not ship invented testimonials. The reviews page is hand-moderated and data-driven, and until real, attributable reviews from real clients land there, it stays honest about that. Aggregate-rating schema is deliberately suppressed when there are no reviews, because publishing it with none would mislead. Every published review requires a real name, a real business and a star rating, and is checked by hand.

"I will not ship invented testimonials. Until real, attributable reviews from real clients land here, this page stays honest about that. In the meantime, the proof is in the work."

– UK Web Marketing reviews policy

The track record

The work speaks plainly: around **90 live UK small-business sites across 19 industries**, built and run by one person since 2006. Takeaways, barbers, garages, salons, builders and clinics, each one hand-built, never templated, and the same person who built it is the person who runs it.

UK Web Marketing is operated by TicketWave HQ Ltd, company number 17143167, registered in England. You can confirm the company is live on the Companies House register before you spend a penny.

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The person behind the work

Jordan Gilbert: 20+ years building websites, with an architectural design grounding

Every UK Web Marketing site is built and run by one person, Jordan Gilbert. There is no call centre, no account manager, and no outsourced team. You always deal with the person who actually does the work.

Jordan has been building websites for over 20 years, since 2006. That is not a marketing line, it is the simple history: a craft started in primary school and turned into a profession. Today that adds up to around 90 live UK small-business websites across nineteen industries, every one hand-built, never from a template. The work is verifiable too: UK Web Marketing is operated by TicketWave HQ Ltd, company number 17143167, listed on Companies House.

An architectural grounding

Two formal credentials sit behind the work, and both are independently verifiable.

- **BSc (Hons) Architectural Engineering and Design Management, Loughborough University**, studied within the School of Architecture, Building and Civil Engineering, which is ranked 1st in the UK for Building in the Complete University Guide 2027. A four-year degree with an industrial placement year, covering architectural design development, computational and parametric modelling, integrated engineering, construction management, and BIM-driven common data environments.
- **The Architectural Imagination, a HarvardX online course**, completed with a Verified Certificate produced by Harvard University's Graduate School of Design. This is an online-course Verified Certificate, not a Harvard degree, and it is externally verifiable via its edX certificate ID.

Why does an architectural design grounding matter for a website? Because the discipline is the same. Architecture teaches you to plan a structure before you pour a foundation, to think about how a person moves through a space, and to make every load-bearing decision on purpose. A website is the same problem in a different medium: structure first, then flow, then finish. That is why these sites are designed around how a real customer moves toward a booking, not decorated after the fact, and why they load in well under a second on a phone rather than collapsing under plugins.

The same standard of work goes into every single build, and you always deal with the person who built it.

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Who this is for

This is for ambitious UK small and medium businesses that want a website to actually do something: bring in enquiries, take bookings, make sales, and accept online payments. If you are an owner who is tired of stitching together a web designer, a hosting company, an email provider and a Google profile, and chasing four or five separate bills, this is built for you.

The model suits owners who would rather have **one accountable partner** than a roster of vendors who each point at the other when something breaks. Everything is built and run in-house by one operator, Jordan Gilbert, under TicketWave HQ Ltd (company number 17143167). You always deal with the person who built your site, not a call centre or an account manager. The work is the same whether you trade locally or nationally.

You are likely a good fit if

- You are a sole trader or single-location business that needs to **get found**: a fast hand-built site, business email set up properly, and your Google Business Profile sorted.
- You run a salon, barber, garage, takeaway or clinic and want to **get booked and get paid** on your own site, under your own brand, so you own the customer rather than handing them to Fresha, Booksy or Just Eat.
- You are an established local with two or three locations ready to **get growing** with local-visibility work, marketing and a managed pipeline.
- You are a multi-site group or franchise that wants the whole online presence run per location, on one monthly plan.

An honest note on capacity

One operator means the work is deliberately limited. Every site is built and run by one person, to the same standard, never outsourced. So only a few new clients are taken on at a time. That is the trade for a partner who knows your business, replies the same hour in working time, and makes same-day small edits without a quote for every change.

Right fit: an owner who wants enquiries, bookings and payments to grow, served by one accountable person on one monthly plan, with no lock-in and full ownership of the code, domain and customer list.

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Sources and methodology

This whitepaper keeps two kinds of figure apart: what we have measured on our own work, and indicative market ranges drawn from public sources. Here is where each one comes from.

Our own measured claims

- **PageSpeed scores.** The 99, 96, 100 and 100 figures are Google Lighthouse desktop scores for the UK Web Marketing site (ukwebmarketing.com), captured in June 2026. The 0.4-second figure and the 100 out of 100 mobile result are a Lighthouse run on an iPhone 12 over the connection described. These are lab scores, a controlled measurement, not field data from live visitors.
- **The track record.** Around 90 live UK small-business sites across 19 industries is the UK Web Marketing client portfolio as of June 2026.
- **The company.** UK Web Marketing is operated by TicketWave HQ Ltd, company number 17143167, which anyone can check on the Companies House register.

Market figures, indicative

These are broad ranges from public sources, not a single cited statistic, and they vary by provider, scope and location.

- **Agency build and retainer prices.** Published UK agency price guides put a small-business build at roughly £3,000 to £10,000, with ongoing maintenance commonly £25 to £500 a month depending on complexity. Sources: the 2026 website-cost guides from Cude Design (cudedesign.co.uk), Duport (duport.co.uk) and Devtrios (devtrios.com).
- **Website-builder prices.** The £15 to £40 a month figure is the range of plans most small businesses actually choose on Wix or Squarespace. Published plans span roughly £9 to over £100 a month across all tiers, and listed prices exclude VAT, which is added at checkout. Sources: Wix and Squarespace published pricing, summarised by Startups.co.uk, Tooltester and Expert Market (2026).
- **Booking and ordering platform fees.** These are not a flat cut of every booking. Fresha charges a one-time marketplace new-client fee of 20 percent (minimum £4) on a new client's first appointment; Booksy charges nothing on standard bookings, with an optional Boost fee of 30 percent on a new client's first visit; Just Eat charges per food order, roughly 14 percent plus VAT for self-delivery, up to around 30 percent

plus VAT when it handles the delivery. Sources: each platform's own pricing and help pages (fresha.com, booksy.com, just-eat.co.uk).

Legal

- **The refund window.** The 14-day window is the statutory right to cancel, the cooling-off period, under the Consumer Contracts (Information, Cancellation and Additional Charges) Regulations 2013, after which a trader must issue any refund within 14 days. Some contracts are exempt, for example bespoke or personalised goods and digital content already supplied with consent. Reference: legislation.gov.uk, SI 2013 No. 3134.

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Get started with a digital audit

The next step is simple, free, and commits you to nothing. Before you change a thing about how your business shows up online, it helps to know exactly where you stand today. A free digital audit gives you that picture in plain English.

The audit runs across three areas that decide whether visitors become customers: **speed**, **search visibility**, and **accessibility**. You point it at your current website and it returns a clear read on how your site performs, where it is losing people, and what is holding back enquiries. It takes about sixty seconds and there is no email gate, no drip sequence, and no card needed.

What you receive

- A speed read on how fast your site loads on a phone, the moment that decides whether a visitor stays or leaves.
- A search-visibility check covering how findable you are, including your Google Business Profile and local basics.
- An accessibility check against the WCAG 2.2 standard, so you know whether real customers can use your site.
- A plain-English summary of what is working, what is not, and what to fix first.

What happens after

If you like what you see and want it handled for you, tell Jordan about your business and you will receive a short plan note within one working week. There is no auto-charge and no obligation. From there, one real person builds it and runs it, on one monthly bill, with no lock-in. You own your code and your domain throughout, and you can cancel any time, with a 14-day full refund window under the Consumer Contracts Regulations 2013.

The point of all of this is straightforward: **more enquiries, more bookings, more sales, and more online payments, on a site you own, run by one person who replies within the hour in working time.**

Run your free audit at ukwebmarketing.com/audit, or go straight to ukwebmarketing.com/contact to talk it through. UK Web Marketing is operated by

TicketWave HQ Ltd, company number 17143167, with around 90 live UK small-business sites already running this way.

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