

CASE STUDY - TRADES WEBSITE

Precision Fencing & Gates

A Website Built to Turn Enquiries Into Quotes

Visit the live site: www.precision-fencing.co.uk

Precision Fencing & Gates is a fencing and gate installation contractor covering Somerset and Dorset, with over 10 years of experience and 500+ completed projects. They needed a website that matched the quality of their work and made it easy for prospective customers to request a quote.

THE BRIEF

What They Needed

A site that could showcase a large project portfolio, build trust through industry accreditations, and convert visitors into quote requests across a wide range of fencing services - residential, commercial and agricultural.

THE BUILD

What Was Built

A full business website with a rotating project gallery, a detailed services section, and a multi-step quote request form covering nine different service types - plus a private admin area so the team can manage enquiries and content without needing a developer.

Built Around How Customers Actually Search

Fencing customers search for very specific things - "agricultural fencing", "security fencing", "garden fencing". The site's structure and quote form reflect that, letting a visitor select exactly what they need rather than filling out a generic contact form.

WORTH KNOWING

Credentials Front and Centre

Precision Fencing's Jacksons Approved and Postsaver Certified accreditations are surfaced early on the site, alongside 500+ completed projects and 10+ years of experience - turning trust signals into part of the pitch, not an afterthought.

WHAT THIS MEANS IN PRACTICE

The Features Behind the Results

One Form, Nine Services

The quote request form covers residential, commercial, agricultural, security, garden, panel and post & rail fencing, plus gate installation and repairs - so every enquiry arrives already categorised by service type.

A Gallery That Does the Selling

A rotating project gallery puts finished work front and centre, letting the quality of past installations do the persuading before a visitor even reaches the contact form.

Manage It Without a Developer

A private admin area lets the team update content and manage incoming enquiries directly, without needing to come back for every small change.

Built to Be Found Locally

With Somerset and Dorset built into the site's structure and content, the site is built to show up for the exact local searches fencing customers make.

Project Features

Multi-Step Quote Form

Project Gallery

Service Categorisation

Admin Dashboard

Mobile-First Design

Local SEO Structure

IN PRACTICE

Rather than a single generic enquiry form, prospective customers select exactly which of the nine listed services they need - giving Precision Fencing a categorised, ready-to-quote enquiry from the very first contact.

Want a Site Like This for Your Business?

If your business could use the same approach - a site built around how your customers actually search and enquire - get in touch and we can talk through what that looks like for you.

WEBSITE

www.tomdenley.com

EMAIL

dev.tomdenley@gmail.com

WHATSAPP

[+44 7394 336347](https://wa.me/447394336347)