WEBSITE CASE STUDY · PLAIN-ENGLISH GUIDE

From brief to launch-ready business presence

A simple guide for self-employed and local business owners, using the Sinclair's Landscaping and Gardening Services website.

BUILT BY

JW Growth & Design

Website design, development & management

BUILT FOR

Sinclair's
LANDSCAPE AND GARDENING SERVICES

Sinclair's

Landscaping & gardening website project

WEBSITE DESIGN & DELIVERY CASE STUDY

THE BRIEF
Three jobs the website had to do

THE CUSTOMER VIEW
What a visitor sees, and why

THE TECH
Hosting, DNS and HTTPS in plain English

WHAT WE DELIVERED
The full list, and what it means for you

YOUR 10-POINT CHECK
Is your own website doing its job?

QUESTIONS TO ASK
Six to put to any web provider

A guide from **JW Growth & Design** · website design, development and management

You’re busy enough. Your website shouldn’t be another job.

If you’re self-employed, you’re the boss, the booker and the one answering messages at 9pm. A website you own gives customers one clear place to check what you do, where you work and how to reach you, without you having to repeat it every time.

	SOCIAL MEDIA ALONE	YOUR OWN WEBSITE
WHO SETS THE RULES	The platform. Layouts and features can change without asking you.	**You do. It’s your address and your layout.**
HOW IT’S ORGANISED	A feed of posts, so practical details get buried.	**Services, areas and contact details laid out in the order customers need them.**
SHARING IT	Customers may need an account or the app to see it properly.	**One link that works for anyone, on any phone.**
GETTING IN TOUCH	Messages can get lost among comments and notifications.	**Your preferred route (WhatsApp, email) put front and centre.**

They work best together. Social media shows your work and keeps people in touch. Your website answers the practical questions so that interest can turn into a conversation.

WHAT’S INSIDE THIS GUIDE

1. **The brief.** The three jobs Sinclair’s website had to do, plus a five-question brief you can fill in.
2. **The customer view.** What a visitor sees on a phone, and why it’s laid out that way.
3. **The tech, explained.** Domain, DNS, hosting and HTTPS without the jargon.
4. **What we delivered.** Every item, and what it means for a business owner.
5. **Your 10-point check.** A quick self-audit of your own website.
6. **Questions to ask.** What to get clear before hiring anyone.

A clear, practical website for a local landscaping business

Sinclair's didn't need a complicated website. It needed one that did three jobs well, in the way a customer actually thinks.

1

Understand the services

Gardening and landscaping services grouped in one place.

Customer thinks: "Do they do what I need?"

2

Check the area covered

Named service areas, so coverage is clear quickly.

Customer thinks: "Do they work near me?"

3

Get in touch, their way

WhatsApp preferred, with email alongside it.

Customer thinks: "How do I reach them?"

TRY IT: WRITE YOUR OWN BRIEF IN FIVE QUESTIONS

A clear brief is the cheapest part of a website and the most useful. Jot down quick answers, in your own words.

1. What do you do, in one sentence?

2. Where do you work? (Towns, areas, how far you'll travel.)

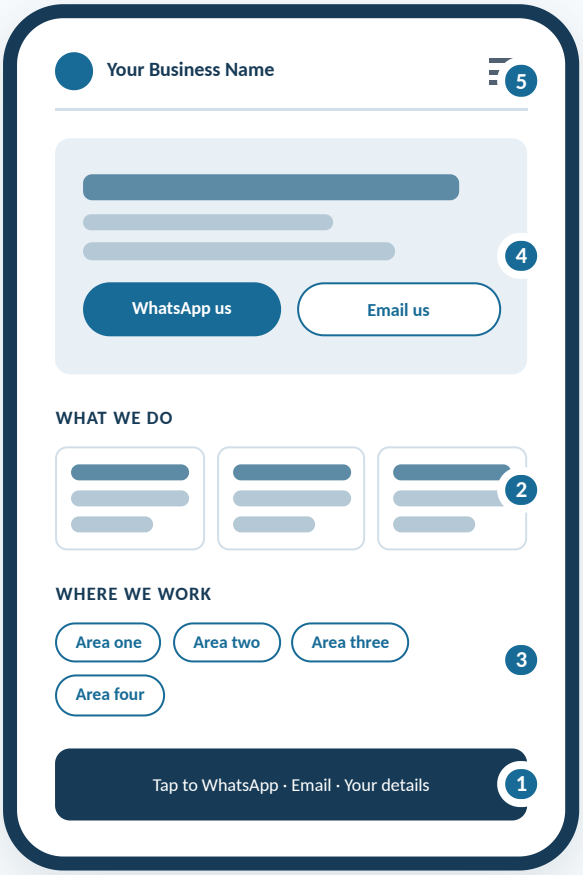
3. What do customers always ask before they book?

4. How do you most like to be contacted?

5. What should a visitor do next once they've decided they like you?

What a visitor sees, and why it’s laid out that way

Most local customers want quick answers. A good small-business site puts the same five things in front of them, in this order.



Illustrative layout only, not a screenshot of the Sinclair’s site.

1 Say what you do and where, straight away

Visitors shouldn’t have to hunt. One clear line near the top does the job.

2 Group your services

A few clear groups beat a long, mixed list. Sinclair’s gardening and landscaping services sit together in one place.

3 Name the areas you cover

It saves wasted enquiries and helps the right people feel sure you’re local to them.

4 Make the contact buttons obvious

WhatsApp first, because that’s how Sinclair’s prefers to be contacted, with email alongside for people who’d rather write.

5 Look like you, everywhere

Your name and logo should match your van, your socials and your listings, so customers recognise you.

ON THE SINCLAIR’S WEBSITE

The same ideas, shaped around Sinclair’s own services and service areas. It also includes one high-quality animation, added as a project-specific extra, so the site has a distinctive feel as well as practical content.

See it live →

TWO-MINUTE TEST ON YOUR OWN SITE

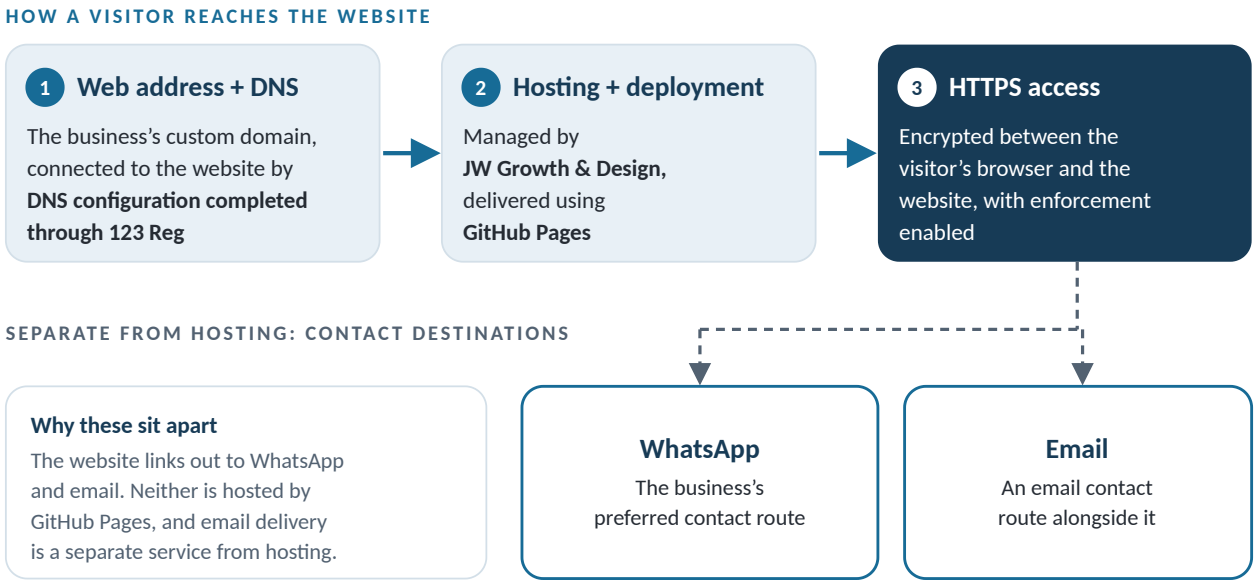
1 · Arm’s length. Hold your phone out and look at the top of your homepage. Can you still tell what you do?

2 · One thumb. Can you reach the contact button without scrolling or hunting?

3 · Ask a stranger. Hand it to someone for ten seconds. What do they say you do?

The technical bit, without the jargon

Behind every website are a few separate jobs. You don't need to do them yourself, but it helps to know what they are and who's looking after them.



Conceptual diagram, simplified. Solid arrows show how a visitor reaches the site; dashed lines show links to separate contact destinations.

1 · Domain and DNS

Think: the signpost.

Your domain is your web address. DNS points that address to where the website lives. For Sinclair's, JW completed the DNS configuration through 123 Reg.

2 · Hosting

Think: the unit your shop sits in.

Hosting is where the website's files live so people can visit. JW manages hosting and deployment, delivered using GitHub Pages.

3 · HTTPS

Think: a sealed envelope.

HTTPS keeps the connection between a visitor's browser and your website private. It's switched on and enforced, so the address starts with https://.

4 · WhatsApp and email

Think: the phone on the counter.

These are the ways customers reach you. The website links to them, but they're separate from the hosting.

HTTPS protects the connection between browser and website. It is not a security certification and doesn't cover your email account or any other service.

Everything delivered, and what it means for you

Nine items in total: eight as part of the Basic Package and set-up, plus one project-specific extra.

WHAT WE DID	WHAT THAT MEANS FOR YOU
1 **Website design and development**	A branded, practical site that brings your services and coverage together in one place.
2 **Website management and hosting**	Someone looks after publishing and maintaining the site, within the agreed service scope.
3 **Website configuration**	The settings and connections are set up so everything works together at launch.
4 **Email integration**	A simple email route for customers who'd rather write than message.
5 **WhatsApp integration**	A direct route into your preferred channel. A tap is a way in, not a confirmed booking.
6 **Domain DNS configuration via 123 Reg**	Your own web address is connected to the site, so you have one consistent address to share.
7 **HTTPS enforcement**	Visitors connect privately, and the site is accessed over https://.
8 **Other launch set-up**	The supporting work needed to take the site live, so you don't have to chase it.
9 **Website animation** PROJECT EXTRA	A distinctive presentation feature that adds character. Scoped project by project, not a standard inclusion.

WHAT WE'RE NOT CLAIMING

Results haven't been measured

Post-launch commercial performance has not been measured for this case study. It makes no claims about traffic, enquiries, bookings, search rankings, load times or revenue.

HOW THIS WAS CONFIRMED

Owner-confirmed

The delivery details above were confirmed by the project owner. Configuration items were not independently tested for this guide.

Is your website doing its job?

Open your own site on your phone and tick what's true. It takes five minutes.

- [ ] **Clear at a glance.** A stranger can tell what you do and where within a few seconds.
- [ ] **Services listed.** What you offer is easy to find and grouped sensibly.
- [ ] **Areas named.** You say where you work, so the right people know you're local.
- [ ] **Easy to contact.** There's a button to tap on a phone, with your preferred route first.
- [ ] **A second route.** Email or another option is there for people who don't use your first choice.
- [ ] **Secure address.** The web address starts with **https://**.
- [ ] **Your domain.** You know who looks after your web address and where it's registered.
- [ ] **Someone to call.** You know who looks after hosting and who to contact if something breaks.
- [ ] **Looks like you.** Name, logo and details match your socials and other online listings.
- [ ] **Recently checked.** You've looked at it on your own phone this month.

8–10 ticks
Nice work. Keep an eye on it and check again in a few months.

4–7 ticks
Pick the two gaps that would help customers most and fix those first.

0–3 ticks
A short chat about a clear scope could save you a lot of guesswork.

Six questions to ask any website provider

Ask us too. A good provider will be happy to answer in plain English, and in writing.

1. **What exactly is included, and what costs extra?**
   So there are no surprises, and you know which parts are standard and which are special extras.

2. **Who looks after my domain, hosting and HTTPS?**
   Get the names and the responsibilities written down.

3. **Where will enquiries go, and has it been tried?**
   WhatsApp, email, phone: check each one reaches you.

4. **How do I ask for changes?**
   A clear route and an honest idea of timing beats a vague “just message us”.

5. **If I ever move on, what do I take with me?**
   Your domain, content and logo files should be yours to keep.

6. **What will you measure, and what won’t you promise?**
   Be wary of guaranteed results. Good providers are upfront about what can and can’t be measured.

YOUR NEXT STEP

Ready for a proper online home for your business?

Send us a DM saying “WEBSITE” on Instagram, or get in touch below. We’ll talk through a clear, practical scope for your business.

Contact JW Growth & Design →

jwgrowthanddesign.com

See Sinclair’s website

Prepared 27 October 2026. Delivery details are owner-confirmed; configuration was not independently tested for this guide. The collaboration graphic means “website delivered by JW Growth & Design for Sinclair’s”; it is not a legal partnership, and each brand remains distinct. The phone layout on page 4 is illustrative, not a screenshot.