FanBound

PICK ’N’ MIX · V1.2.1

Build your website, section by section.

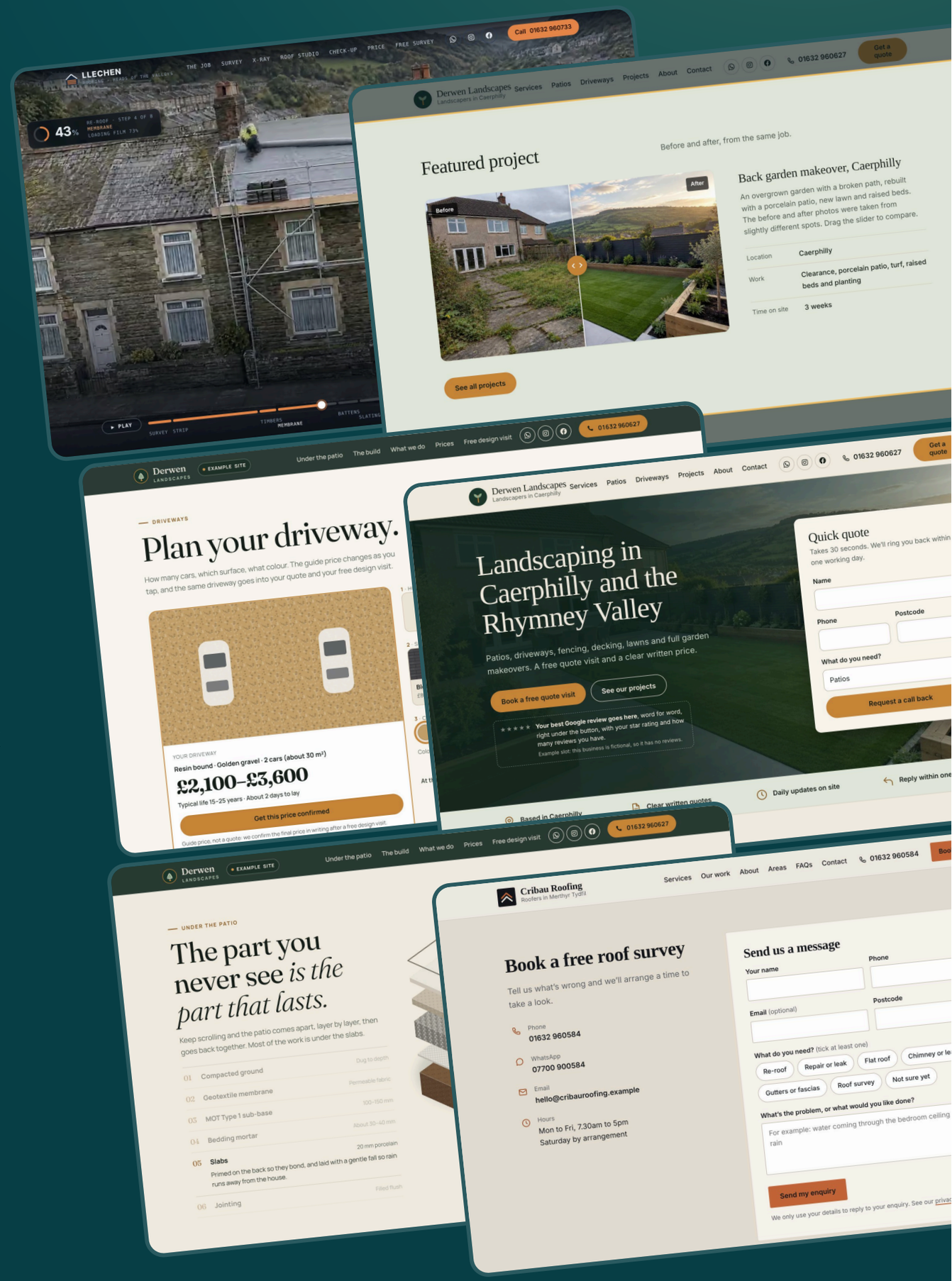
Every section we build into trade websites, in one book. See each one on a computer and a phone, try it working, and pick the ones you want.

35 sections

19 Complete

16 Premium 3D

Open the live library fanbound.co.uk/pick-n-mix



How to use this book

Your website is built from sections, like rooms in a house. Pick the ones that suit your business, and we build them with your own photos, words and colours.

1

Look

Each page shows one section on a computer and on a phone, with what it does and why it wins work.

2

Try it

Tap **Try it live** on any page. It opens the section working, on an example site, in your browser.

3

Pick

Note the codes you like (C06, P01…) on the pick sheet at the back, or pick them in the live library and send them to Jake.

Complete

Complete website

Choose from all 19 Complete sections (codes starting C): service pages, projects, Google reviews and quote forms.

Premium 3D

Premium 3D website

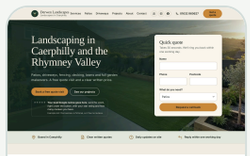
Everything in Complete, plus the 16 Premium sections (codes starting P): the scroll film, interactive tools and pricing tools.

ⓘ The example businesses are fictional and their photos are AI-generated illustrations. Example prices on pricing tools are made up; your site uses your own figures, or no prices at all.

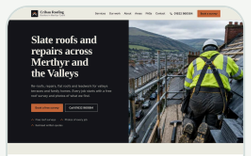
Contents: Complete

19 sections. Tap any picture to jump to its page.

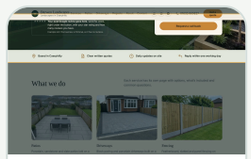
TOP OF THE PAGE



C01 Photo hero

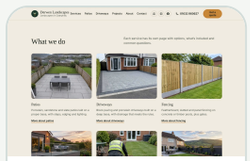


C02 Split hero

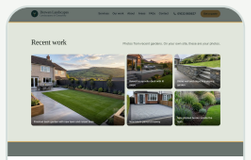


C03 Trust strip

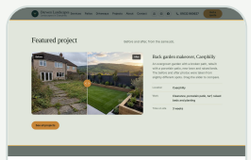
SHOW YOUR WORK



C04 What we do (service cards)

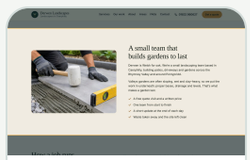


C05 Recent work grid



C06 Featured project

WIN THEIR TRUST



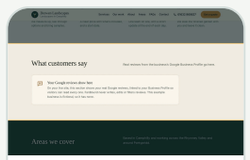
C07 About the team



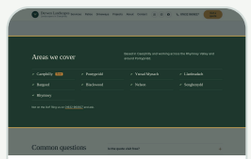
C08 How a job runs



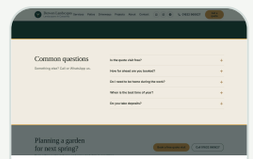
C09 Google reviews



C10 Simple reviews

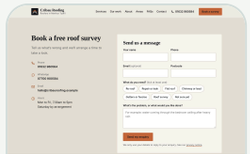


C11 Areas we cover

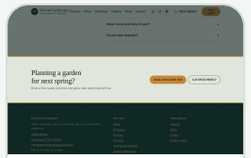


C12 Common questions

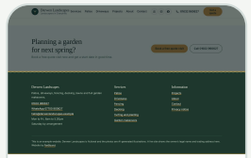
GET THE ENQUIRY



C13 Quick quote with job chips

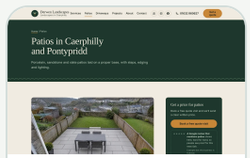


C14 Call-to-action band

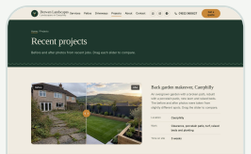


C15 Footer

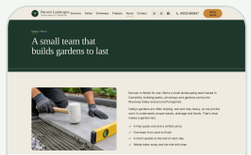
EXTRA PAGES



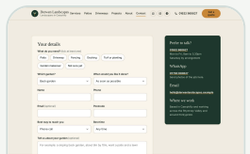
C16 Service page



C17 Projects page



C18 About page

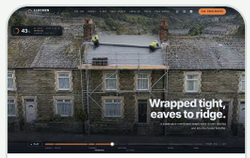


C19 Detailed quote form

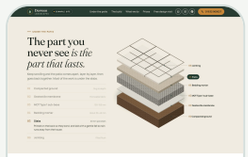
Contents: Premium 3D

16 sections, on top of everything in Complete. Tap any picture to jump to its page.

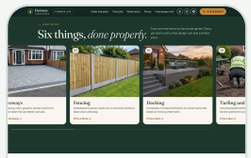
FILMS AND CHAPTERS



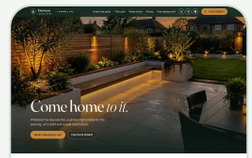
P01 Scroll film



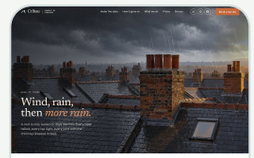
P13 Layers chapter



P15 Services chapter

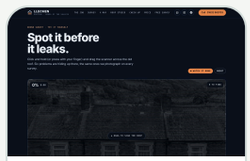


P20 Evening ending



P21 Storm opening

INTERACTIVE TOOLS



P02 Spot the problem game

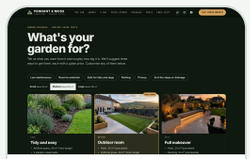


P04 Material studio

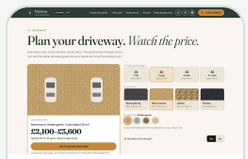


P05 Check-up (what have you

PRICING TOOLS



P06 Package picker

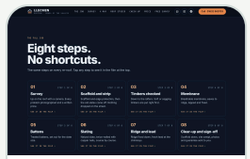


P17 Driveway planner

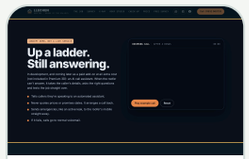


P26 Guide price in a minute

TRUST AND ENQUIRY (PREMIUM)



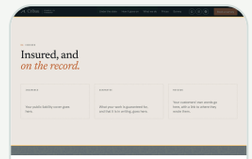
P08 Step by step



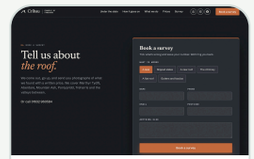
P09 Call answering



P10 Google reviews (dark)



P25 Insured and on the record

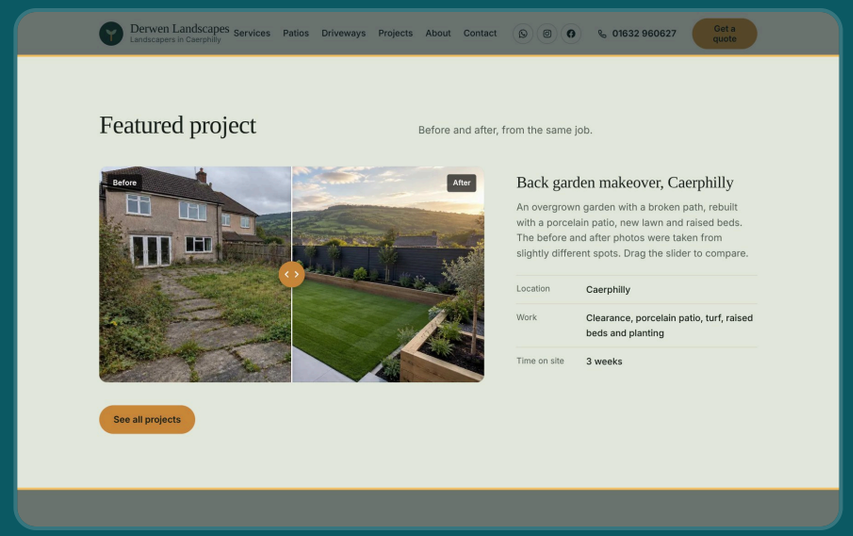


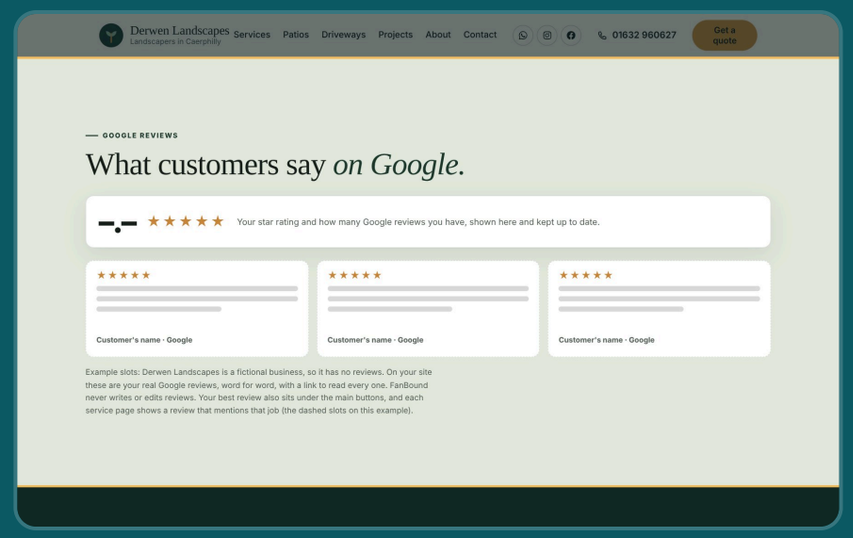
P27 Tell us about the job

Complete

Complete sections

The sections every trade website needs: show the work, win trust, and make it easy to get in touch.





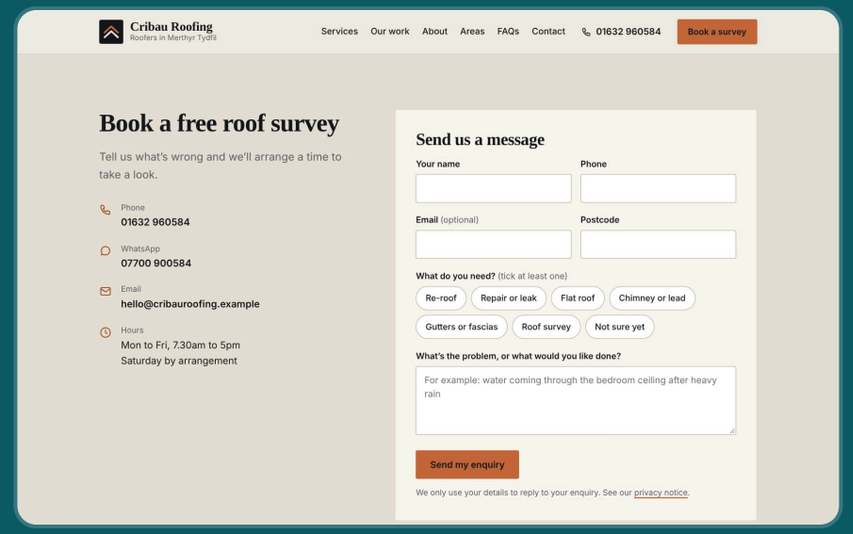
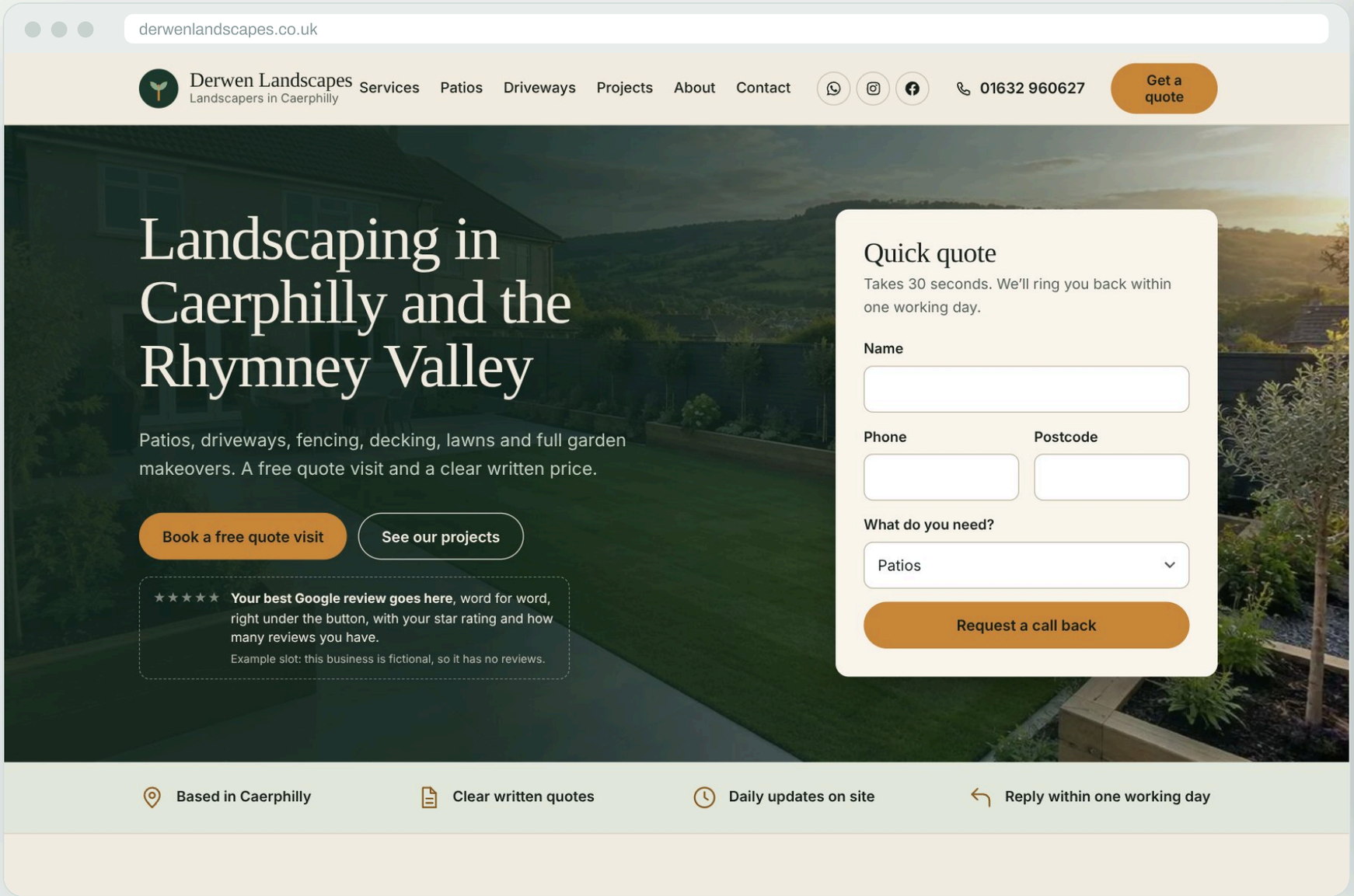
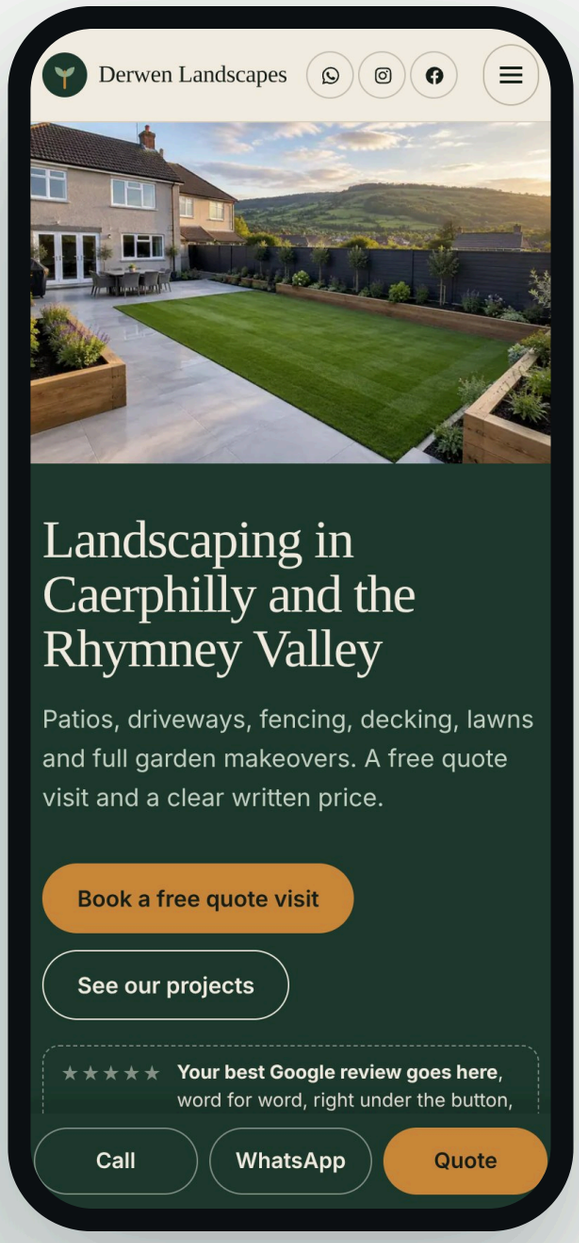


Photo hero





WHAT IT IS

Big full-width photo of your best job, your headline, and Call / WhatsApp / Quote buttons straight away.

WHY IT WORKS

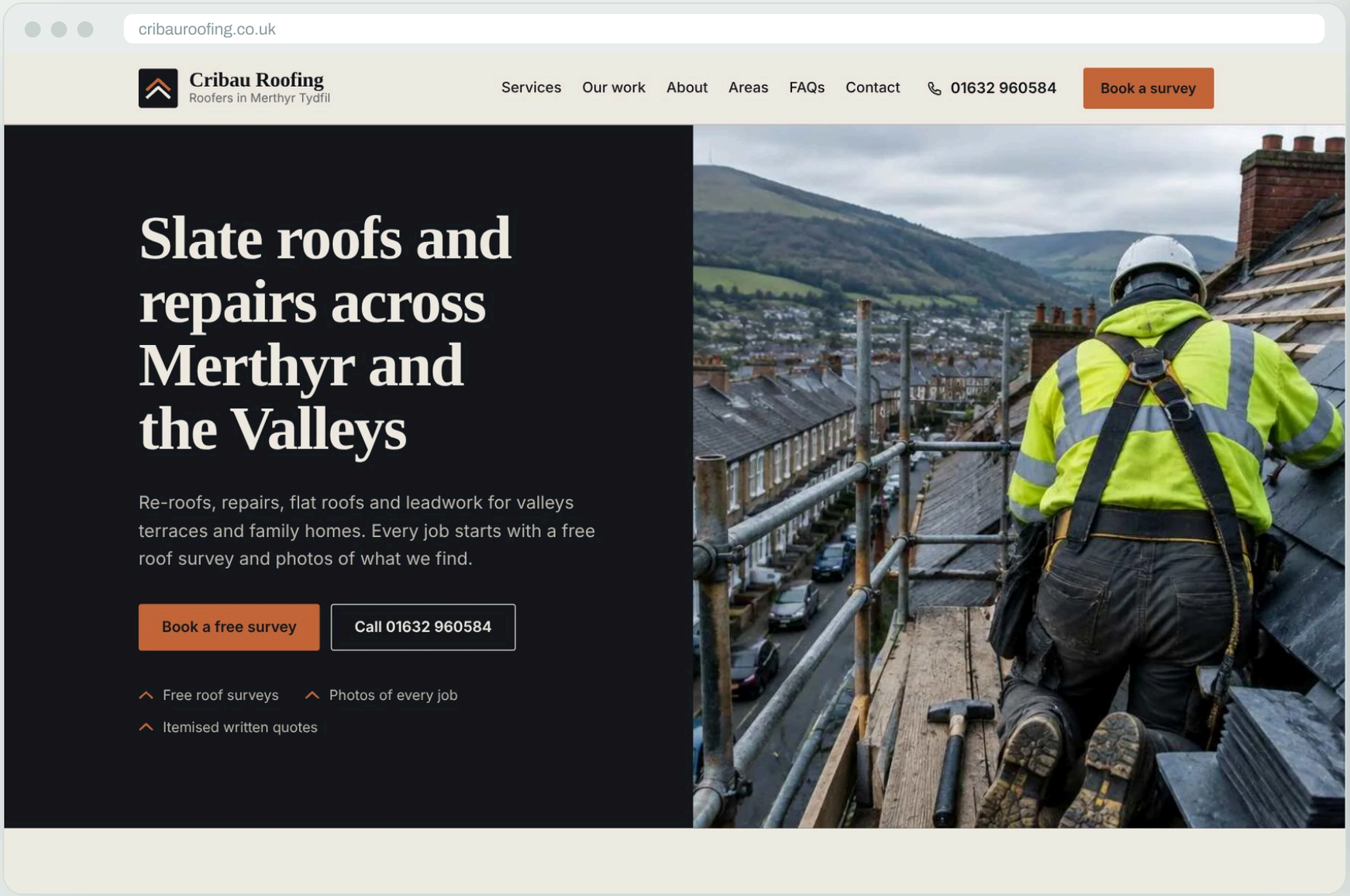
First impression in under two seconds: who you are, where you work, how to reach you.

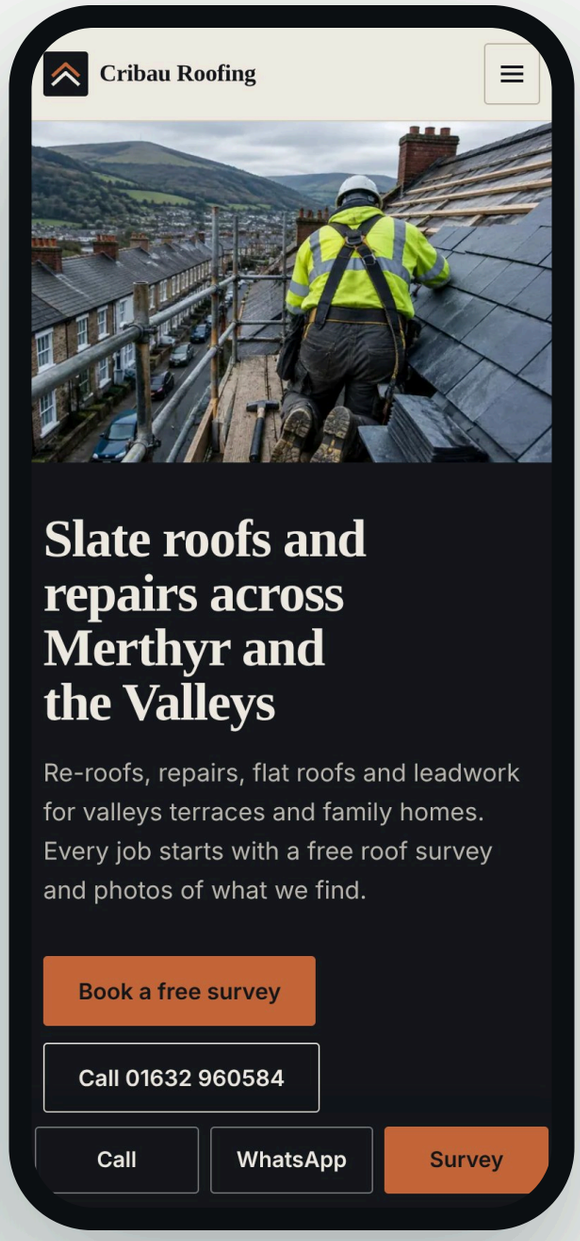
▶ Try it live

Shown on Derwen Landscapes, a fictional example

C02 Complete

Split hero





WHAT IT IS

Headline and buttons on one side, a framed photo on the other.

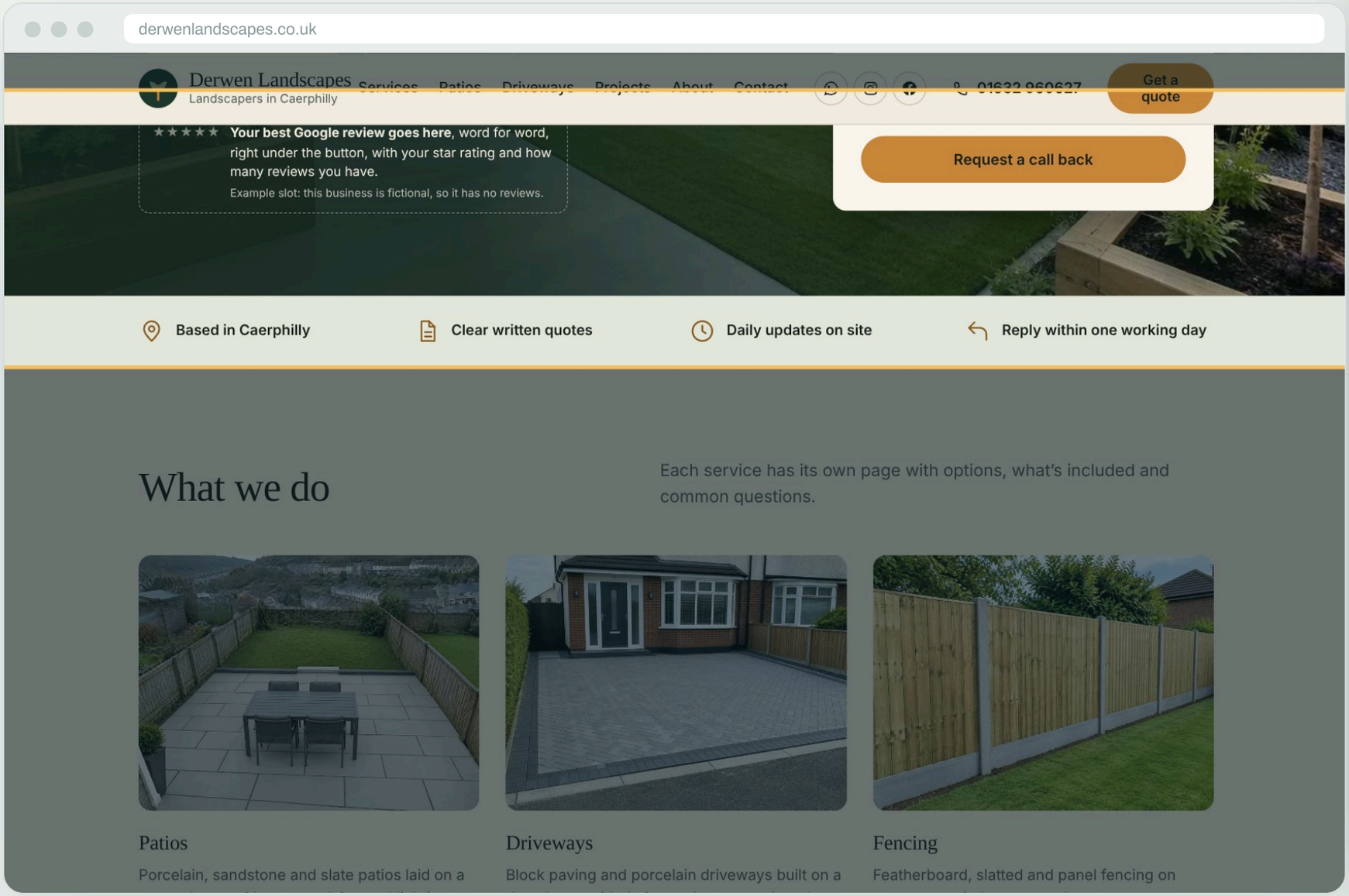
WHY IT WORKS

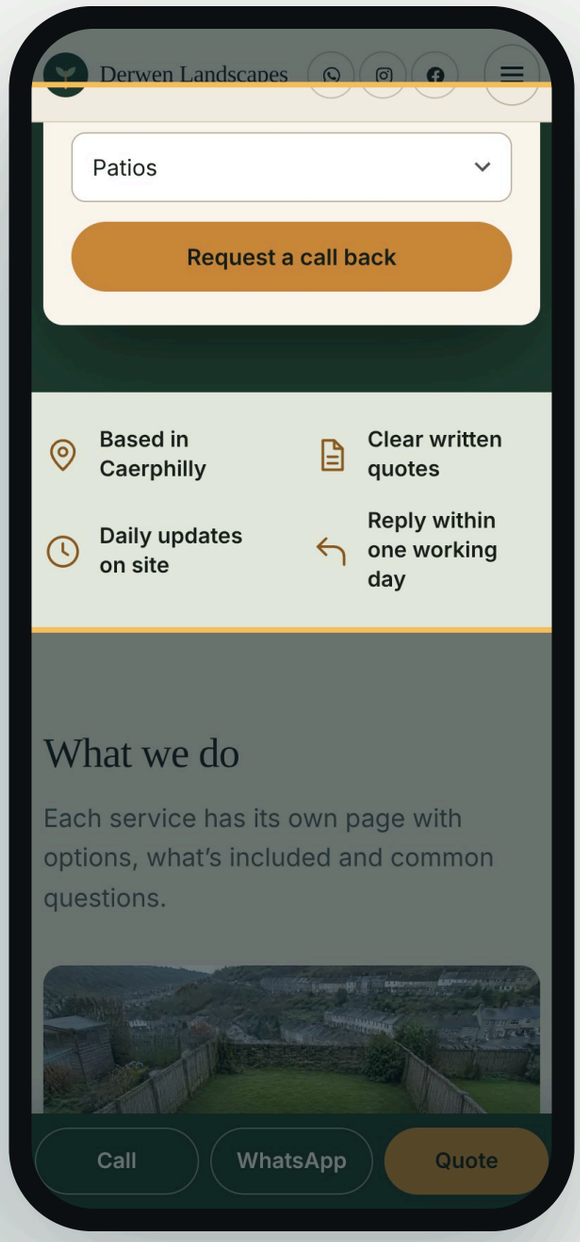
A calmer, tidier opening that works well when your photos are portrait phone shots.

▶ Try it live

Shown on Cribau Roofing, a fictional example

Trust strip





WHAT IT IS

A thin bar under the hero: Google rating, insured, free quotes, years trading.

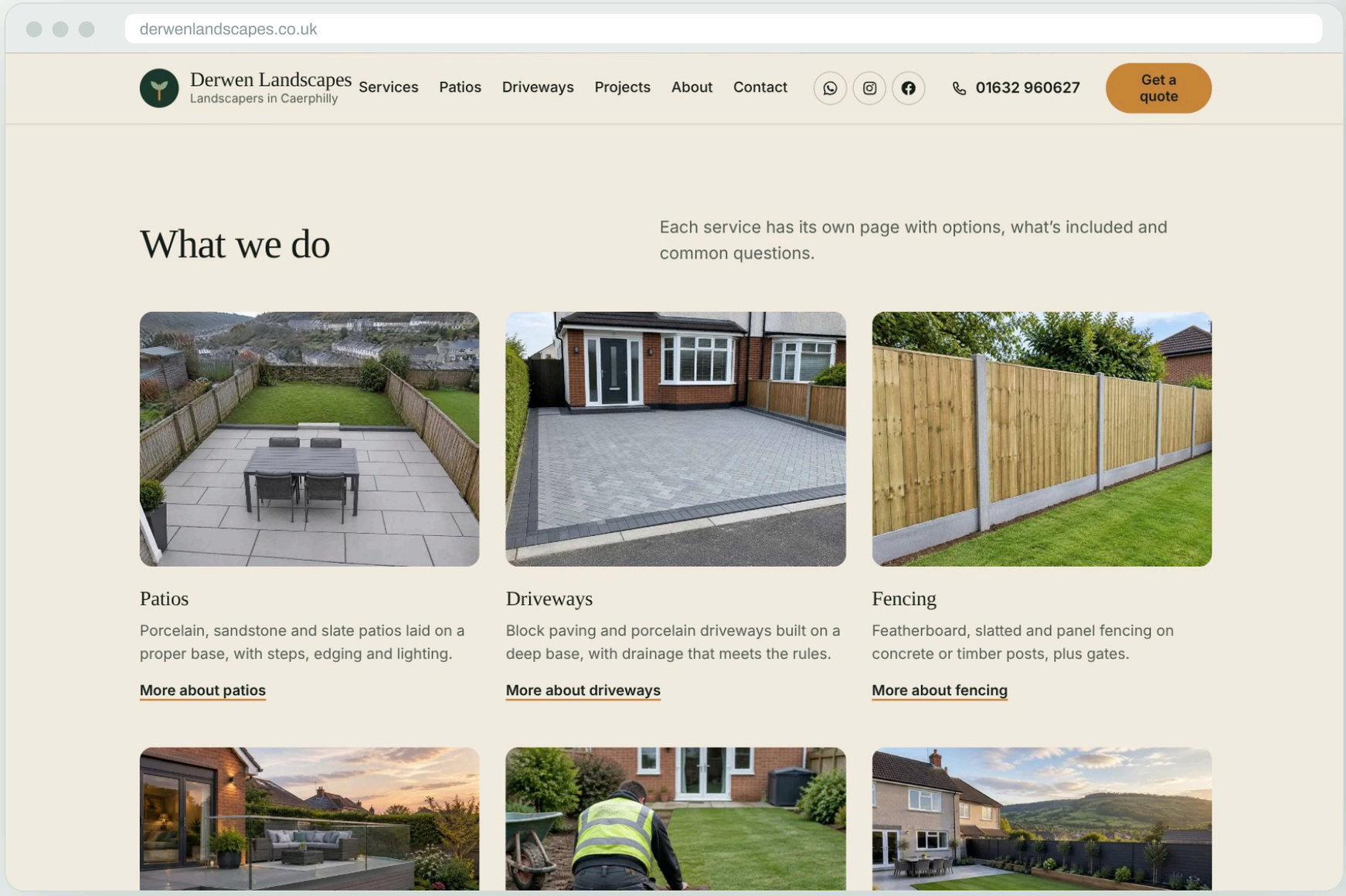
WHY IT WORKS

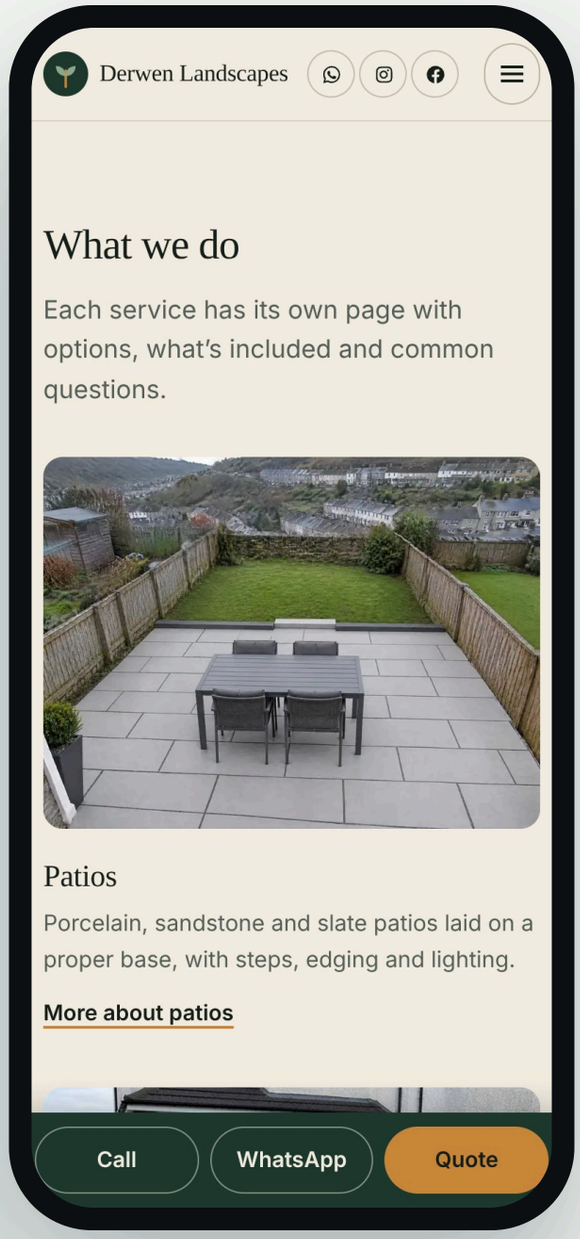
Answers 'can I trust them?' before they've scrolled.

▶ **Try it live**

Shown on Derwen Landscapes, a fictional example

What we do (service cards)





WHAT IT IS

A card per service with a photo and short line, each opening its own service page.

WHY IT WORKS

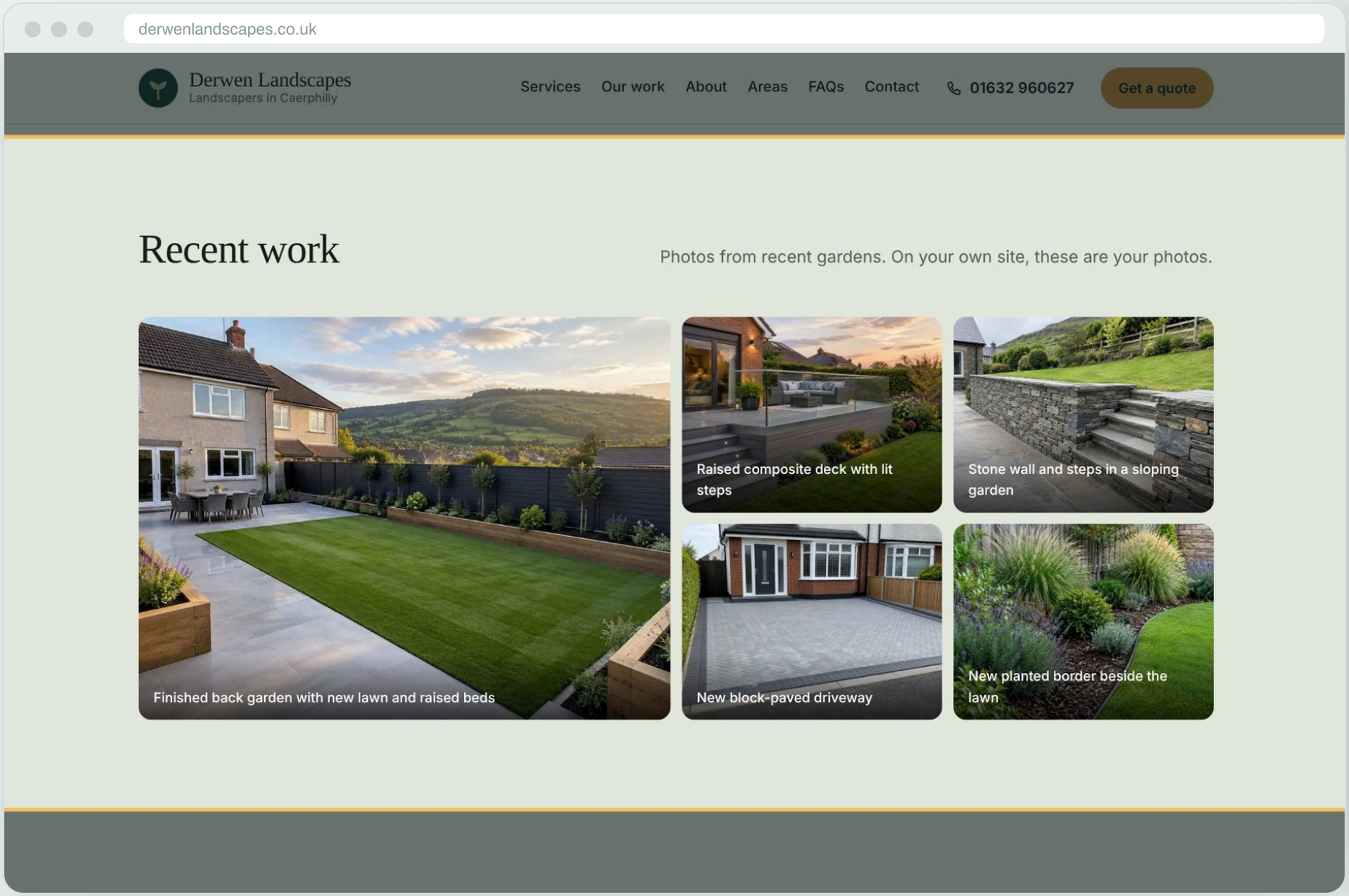
Customers find their job fast, and each service page helps you show up on Google for it.

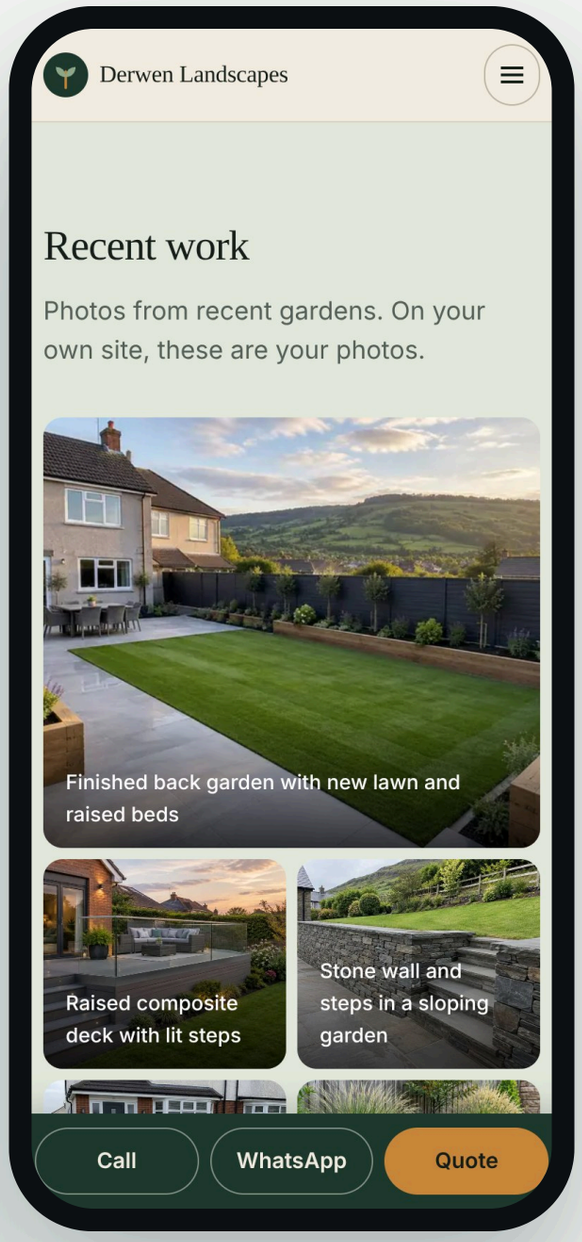
▶ **Try it live**

Shown on Derwen Landscapes, a fictional example

C05 Complete

Recent work grid





WHAT IT IS

A tidy grid of your latest jobs with a caption each.

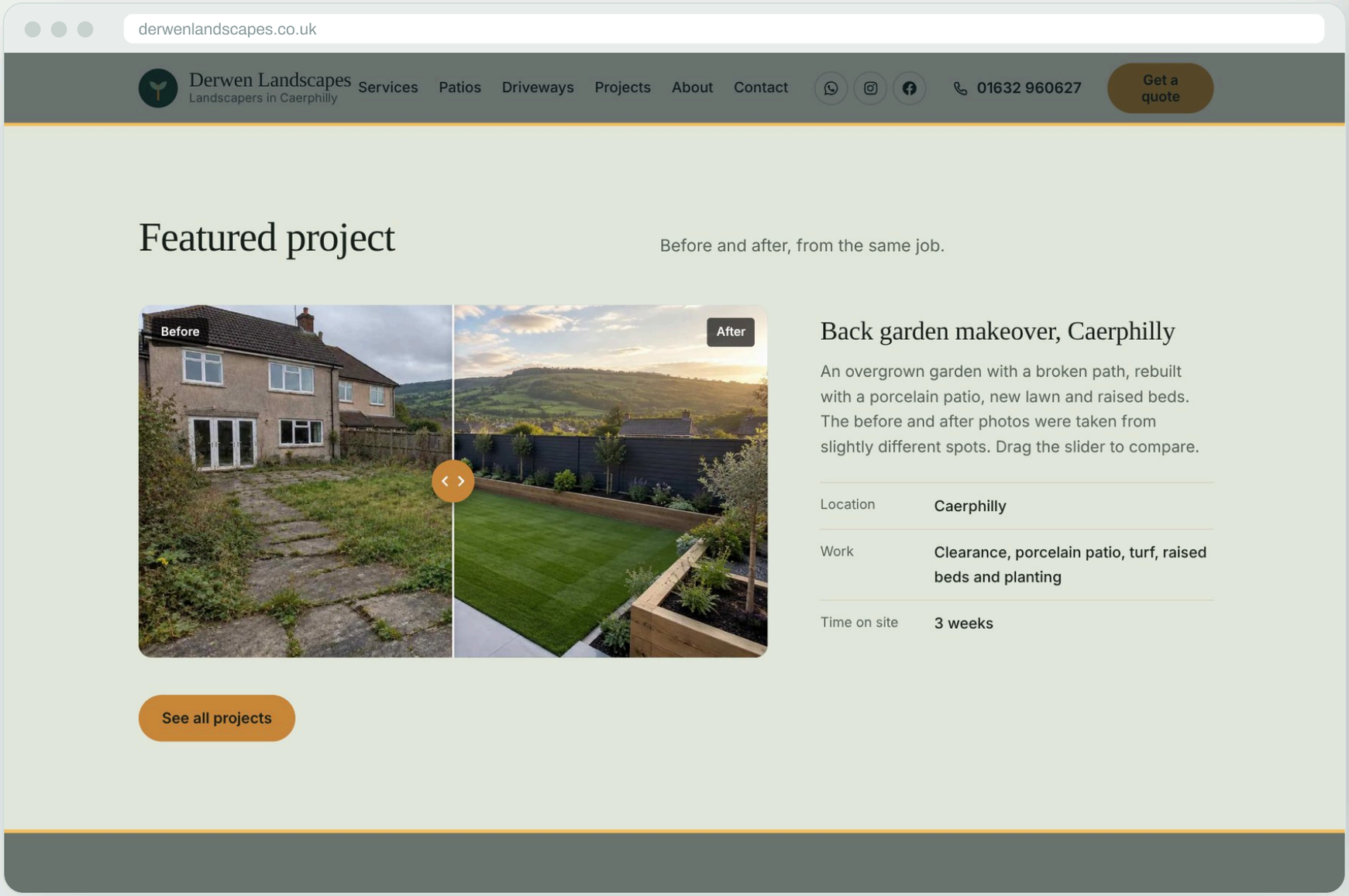
WHY IT WORKS

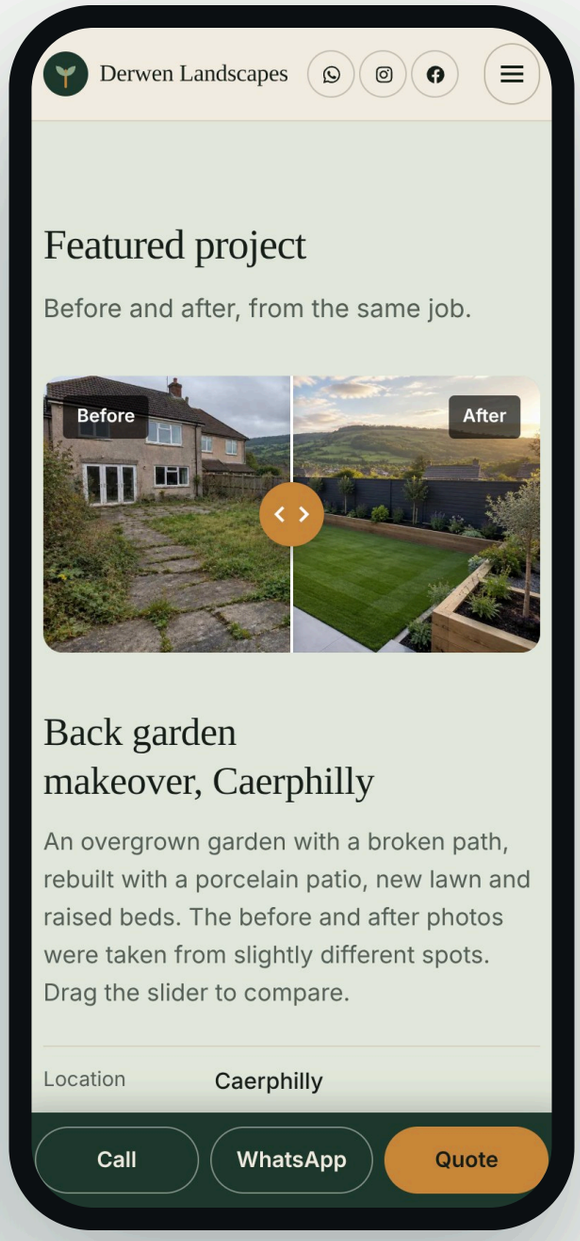
Proof you do the work, kept fresh with your newest photos.

▶ **Try it live**

Shown on Derwen Landscapes, a fictional example

Featured project





WHAT IT IS

One standout job with a drag-across before/after slider and a Location / Work / Time on site table.

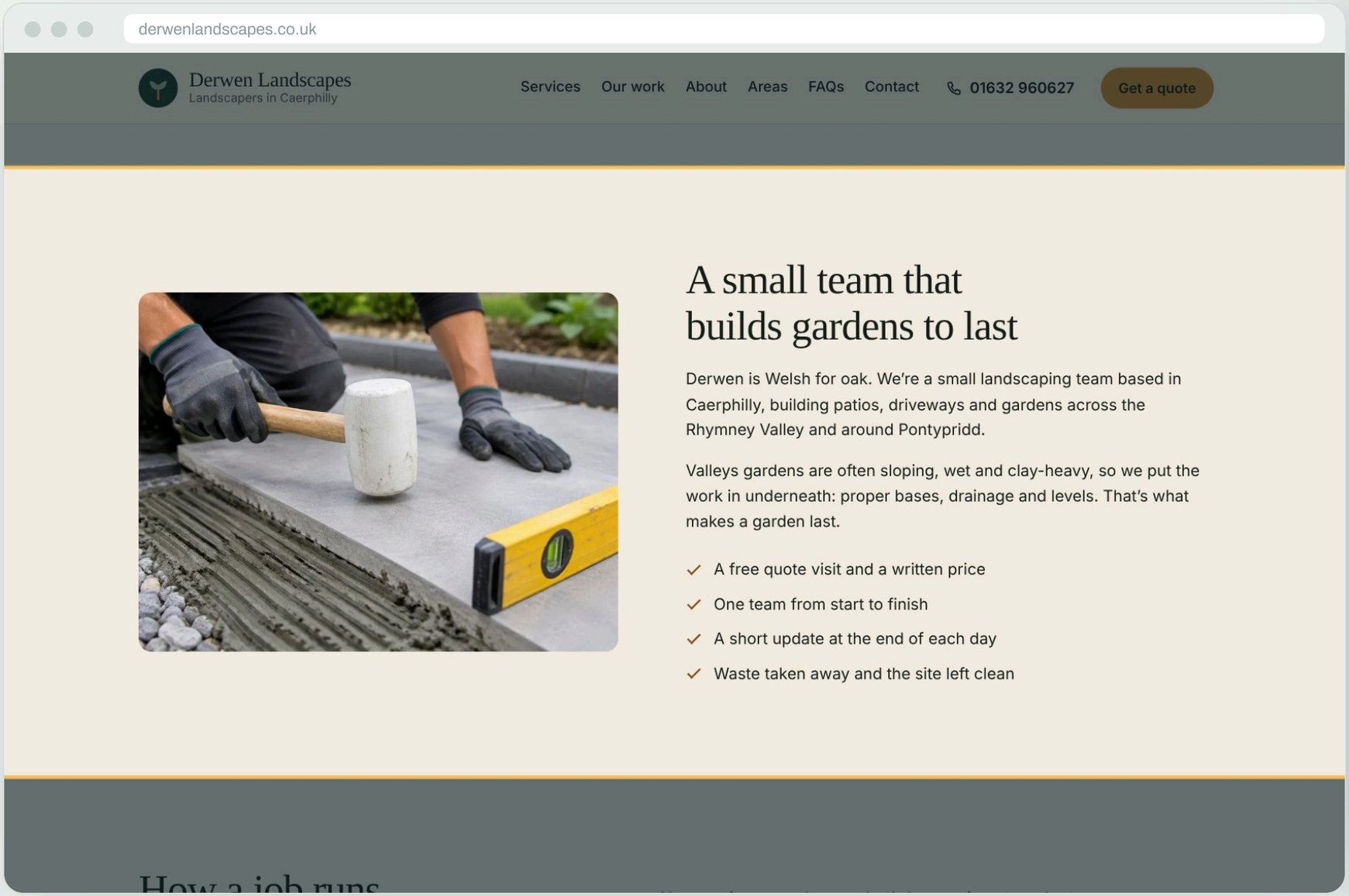
WHY IT WORKS

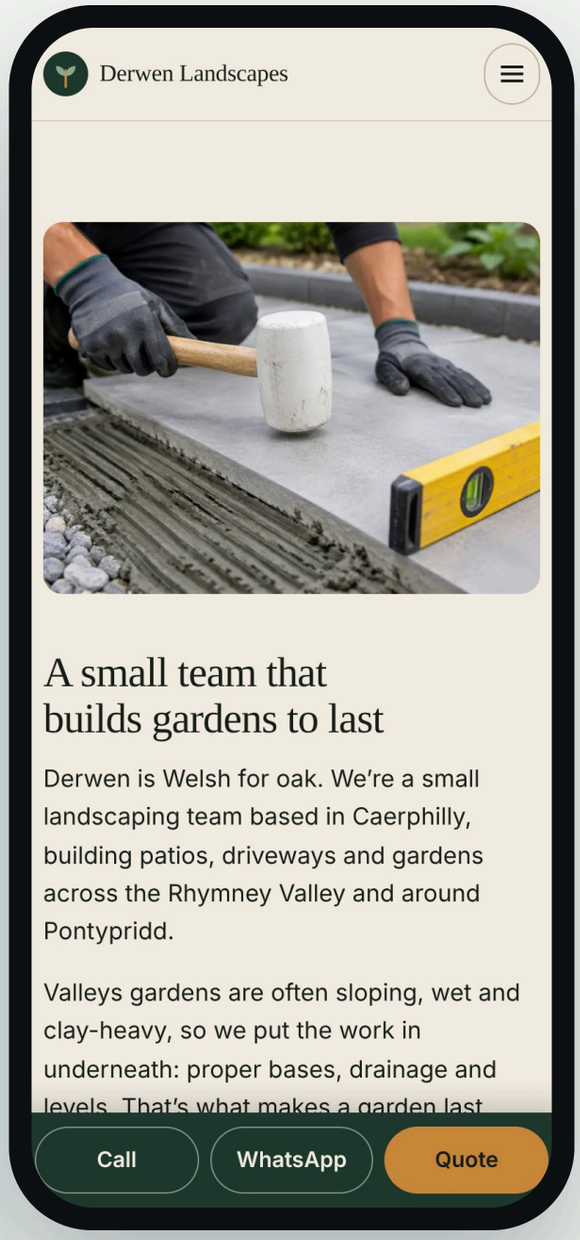
The before/after is the moment people decide. The table makes it feel real and local.

Try it live

Shown on Derwen Landscapes, a fictional example

About the team





WHAT IT IS

A photo of you or the team with a few honest lines about how you work.

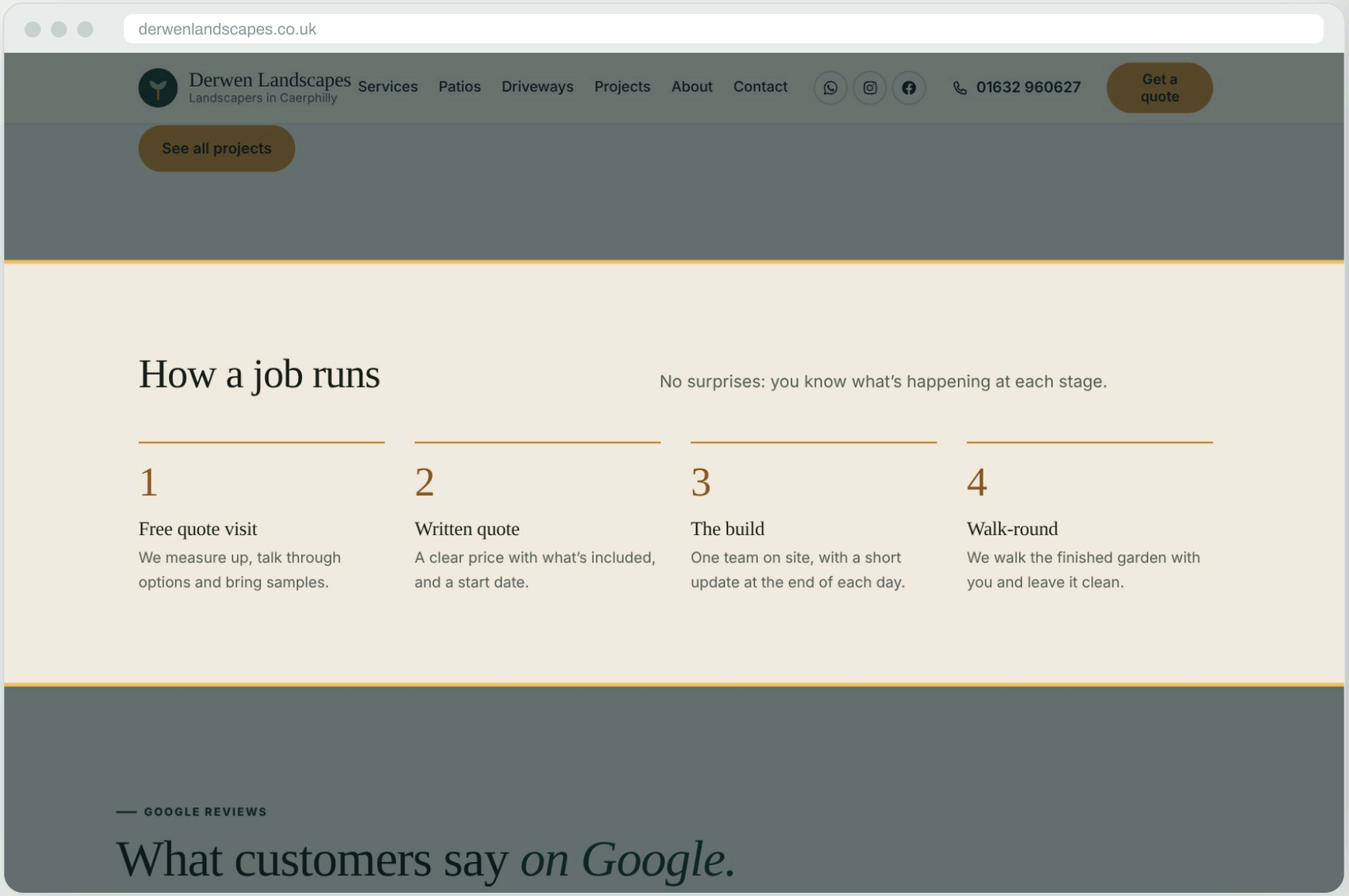
WHY IT WORKS

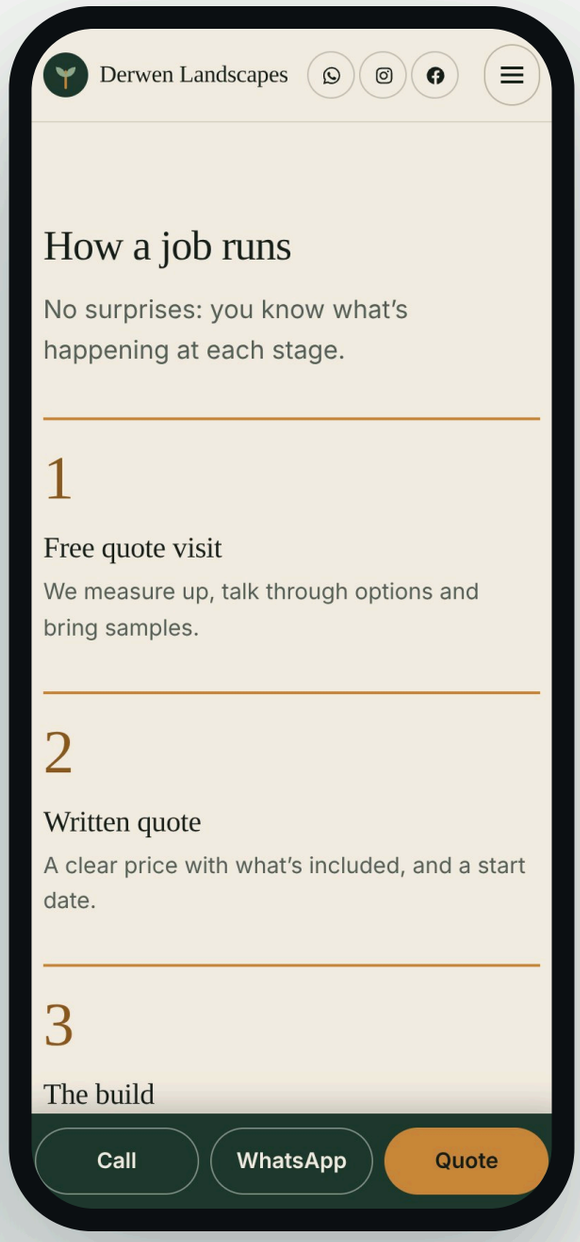
People hire people. A face and a name beats a logo.

▶ **Try it live**

Shown on Derwen Landscapes, a fictional example

How a job runs





WHAT IT IS

Your process in simple numbered steps, from first call to clean-up.

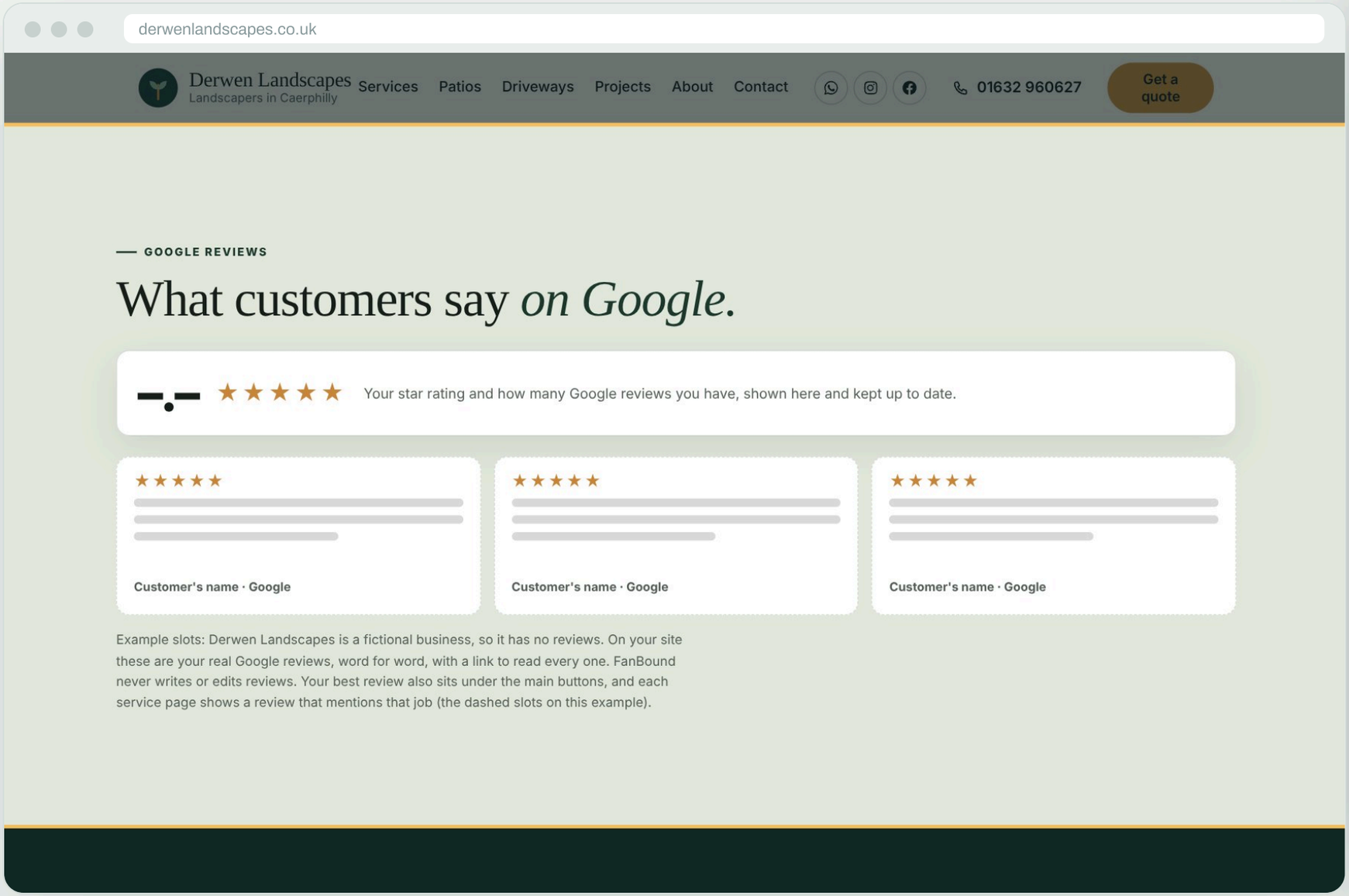
WHY IT WORKS

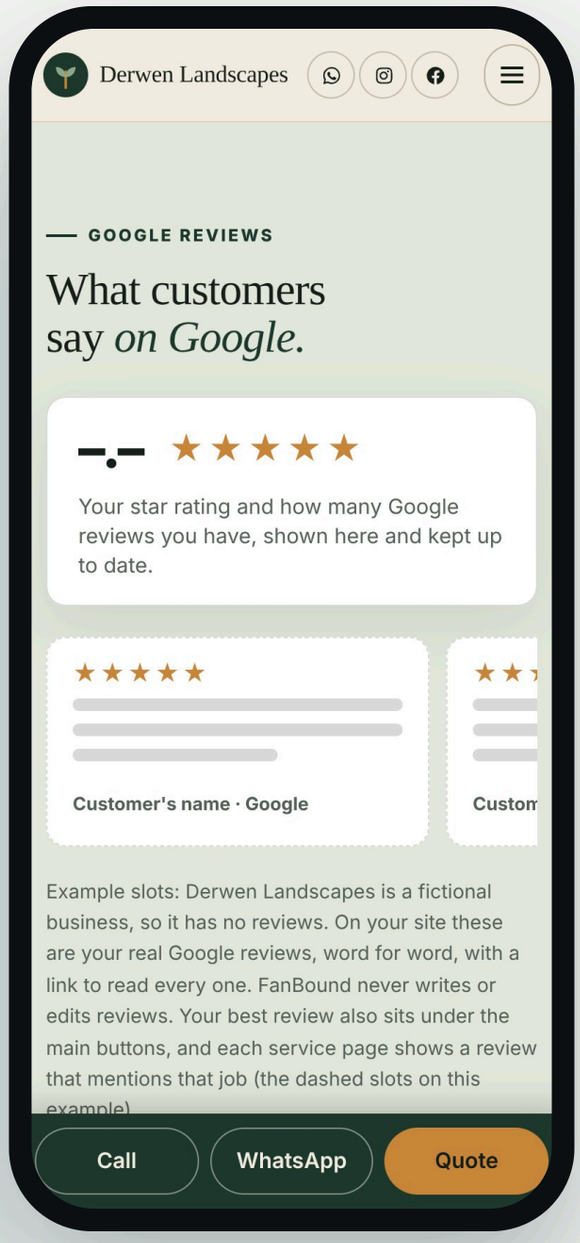
Takes the worry out of booking: they know exactly what happens next.

▶ **Try it live**

Shown on Derwen Landscapes, a fictional example

Google reviews





WHAT IT IS

Your Google star rating with a rating bar and three review cards, linking to your Google profile.

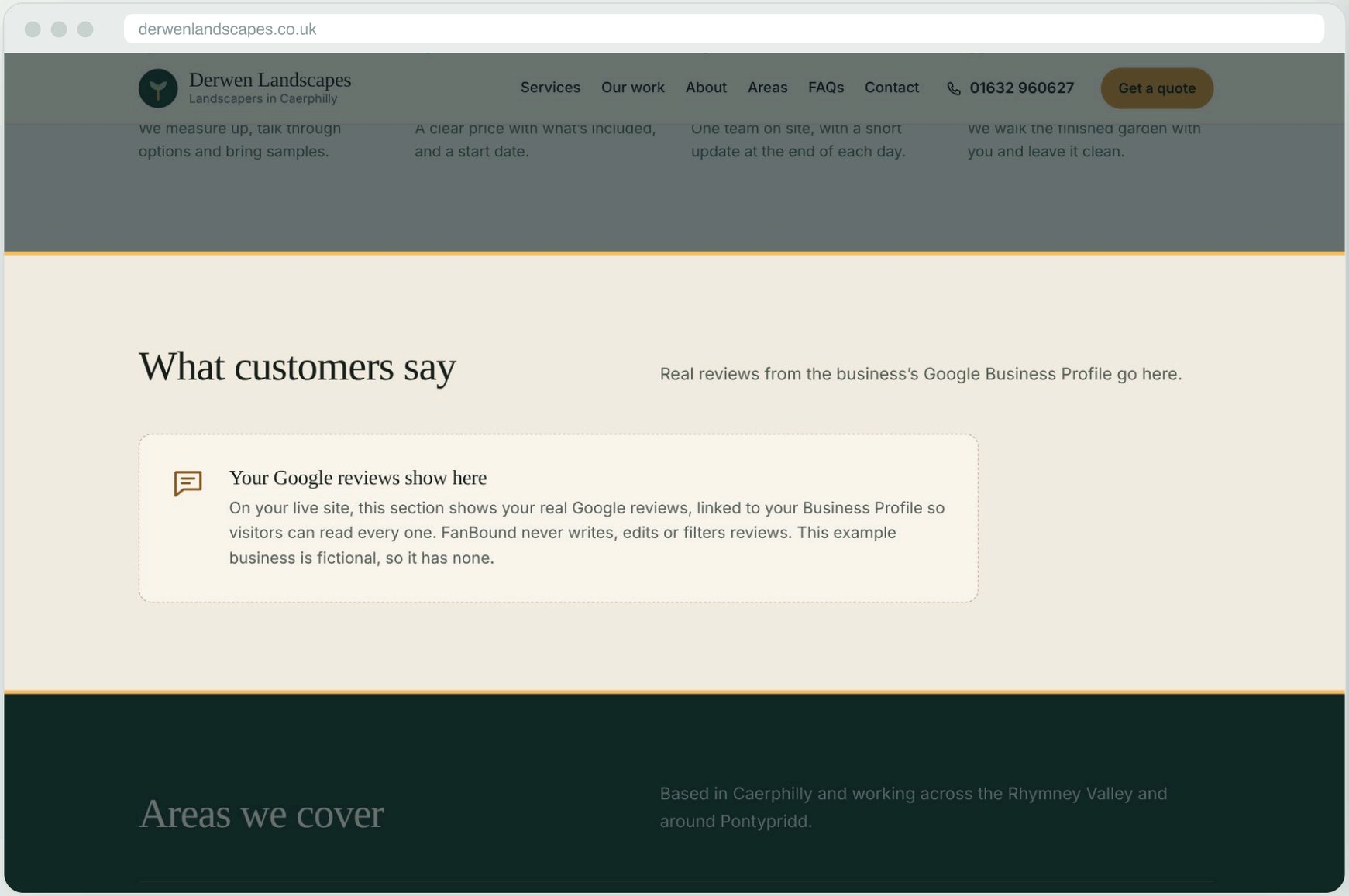
WHY IT WORKS

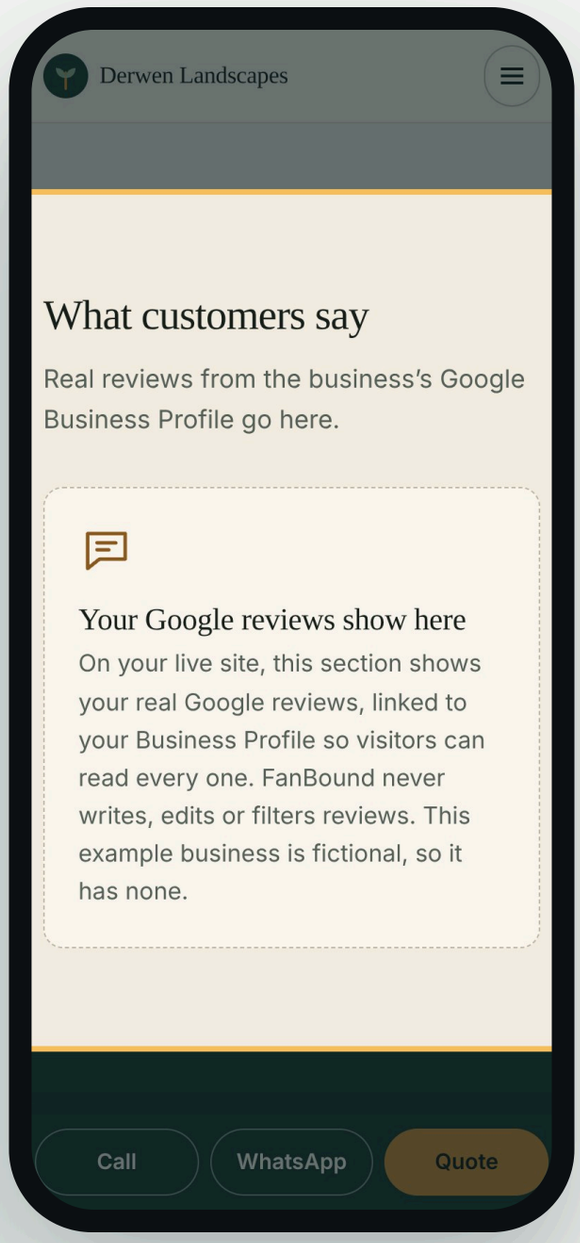
Real reviews from Google carry more weight than anything you say about yourself.

▶ **Try it live**

Shown on Derwen Landscapes, a fictional example

Simple reviews





WHAT IT IS

A lighter reviews row: short quotes and names, no rating bar.

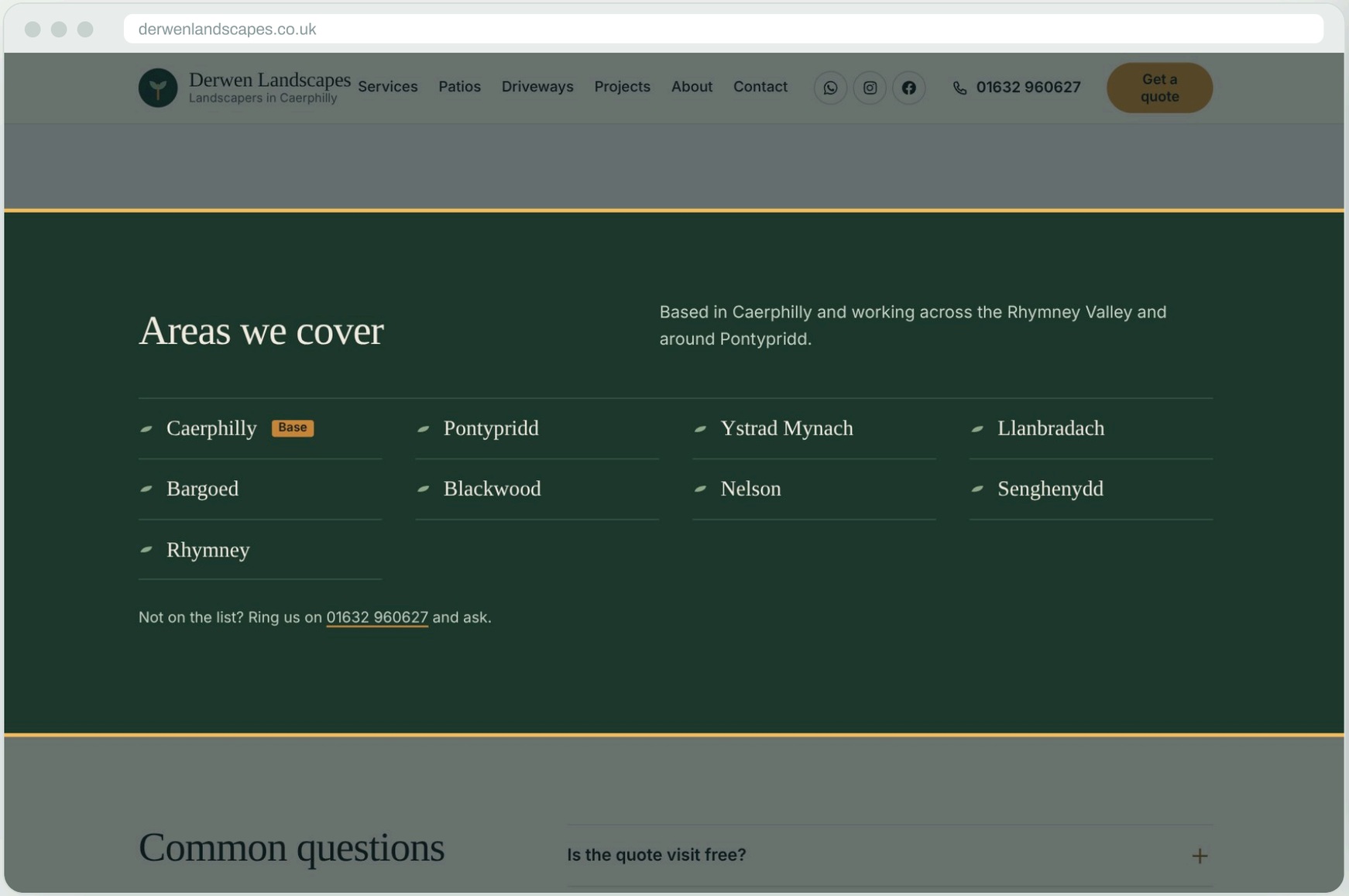
WHY IT WORKS

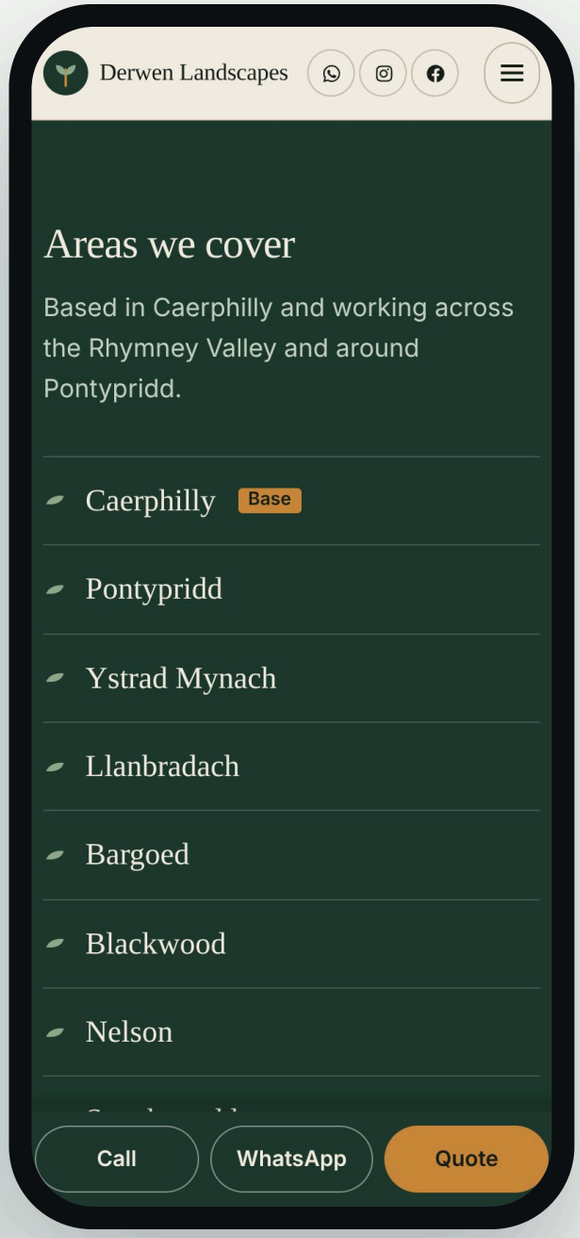
Good when you're just starting to collect Google reviews.

▶ **Try it live**

Shown on Derwen Landscapes, a fictional example

Areas we cover





WHAT IT IS

A bold block listing the towns and valleys you cover.

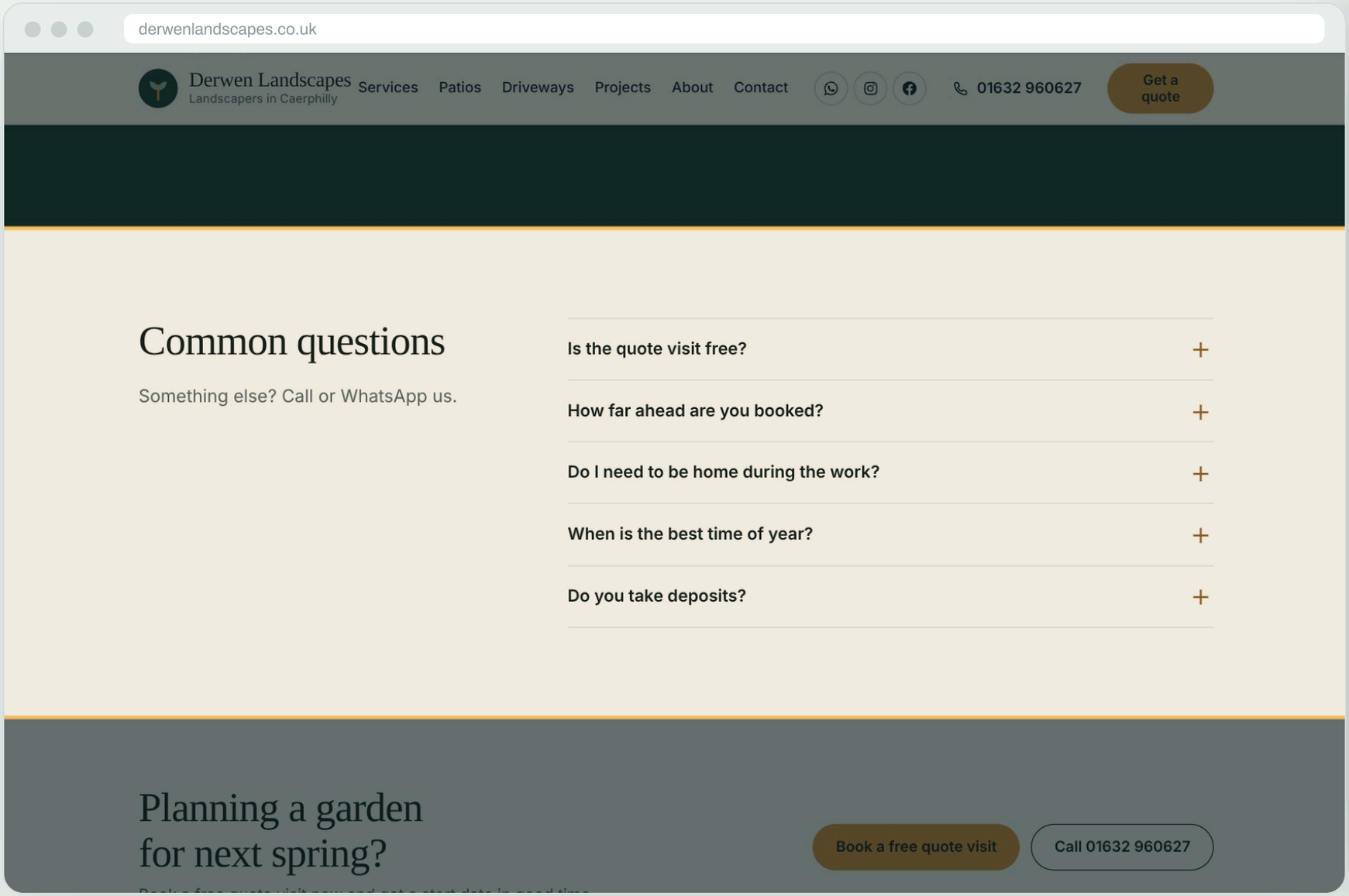
WHY IT WORKS

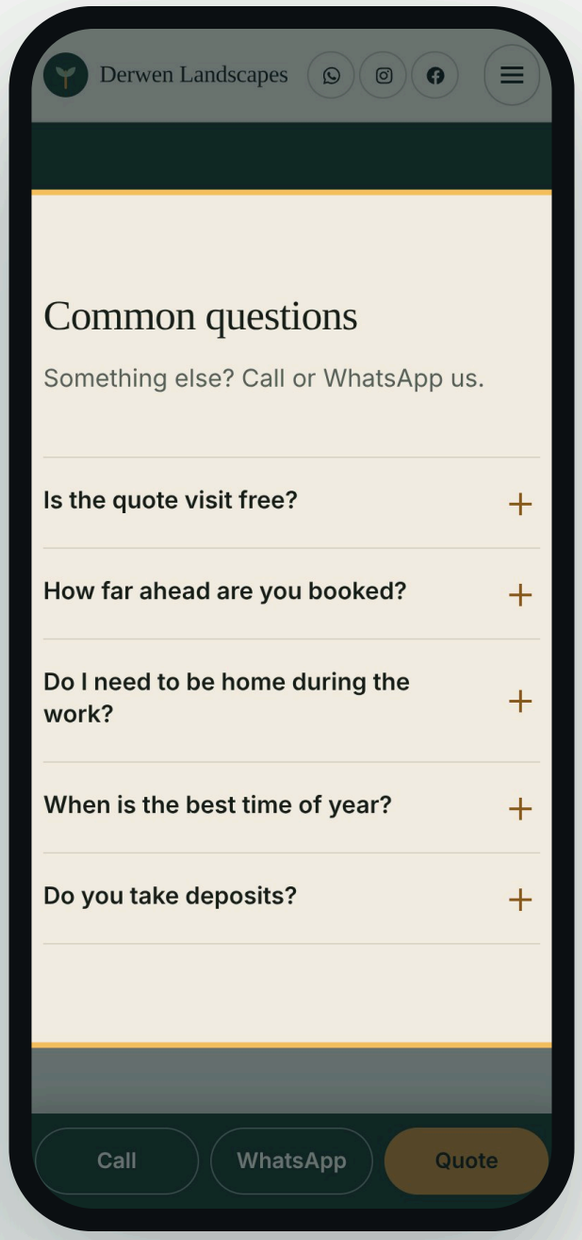
Customers check you cover them, and Google learns where you work.

Try it live

Shown on Derwen Landscapes, a fictional example

Common questions





WHAT IT IS

Tap-to-open answers to the questions you get asked on every call.

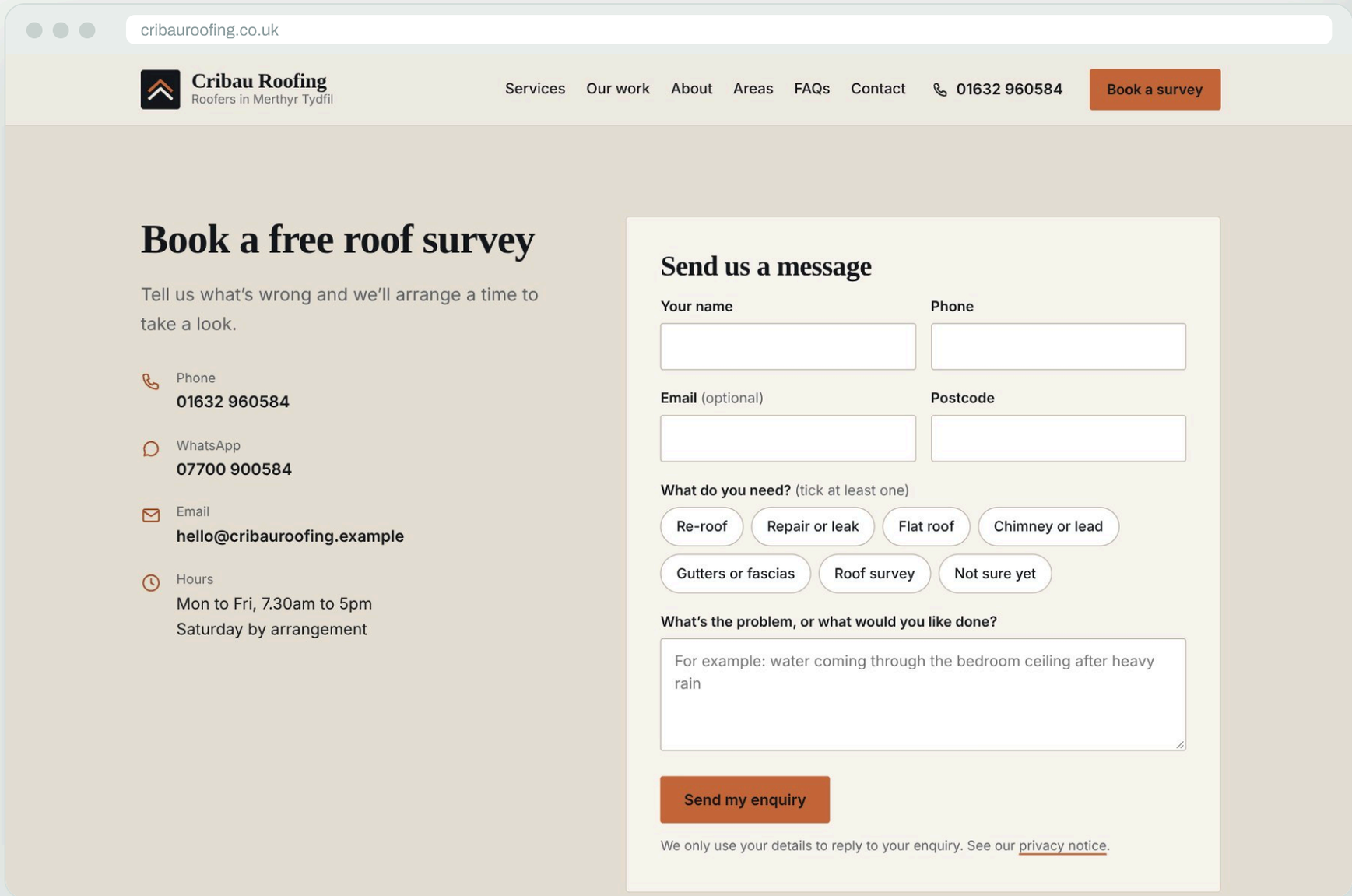
WHY IT WORKS

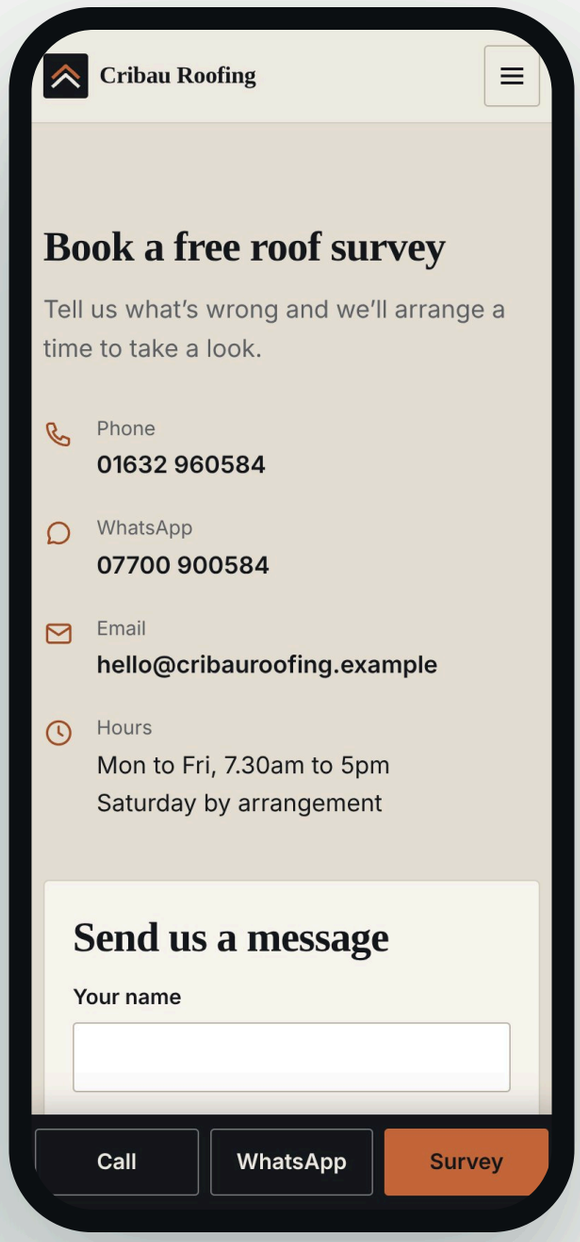
Saves you phone time and removes the last doubts before they enquire.

Try it live

Shown on Derwen Landscapes, a fictional example

Quick quote with job chips





WHAT IT IS

Your contact details on the left; on the right a short form: name, phone, tap the job, add a message.

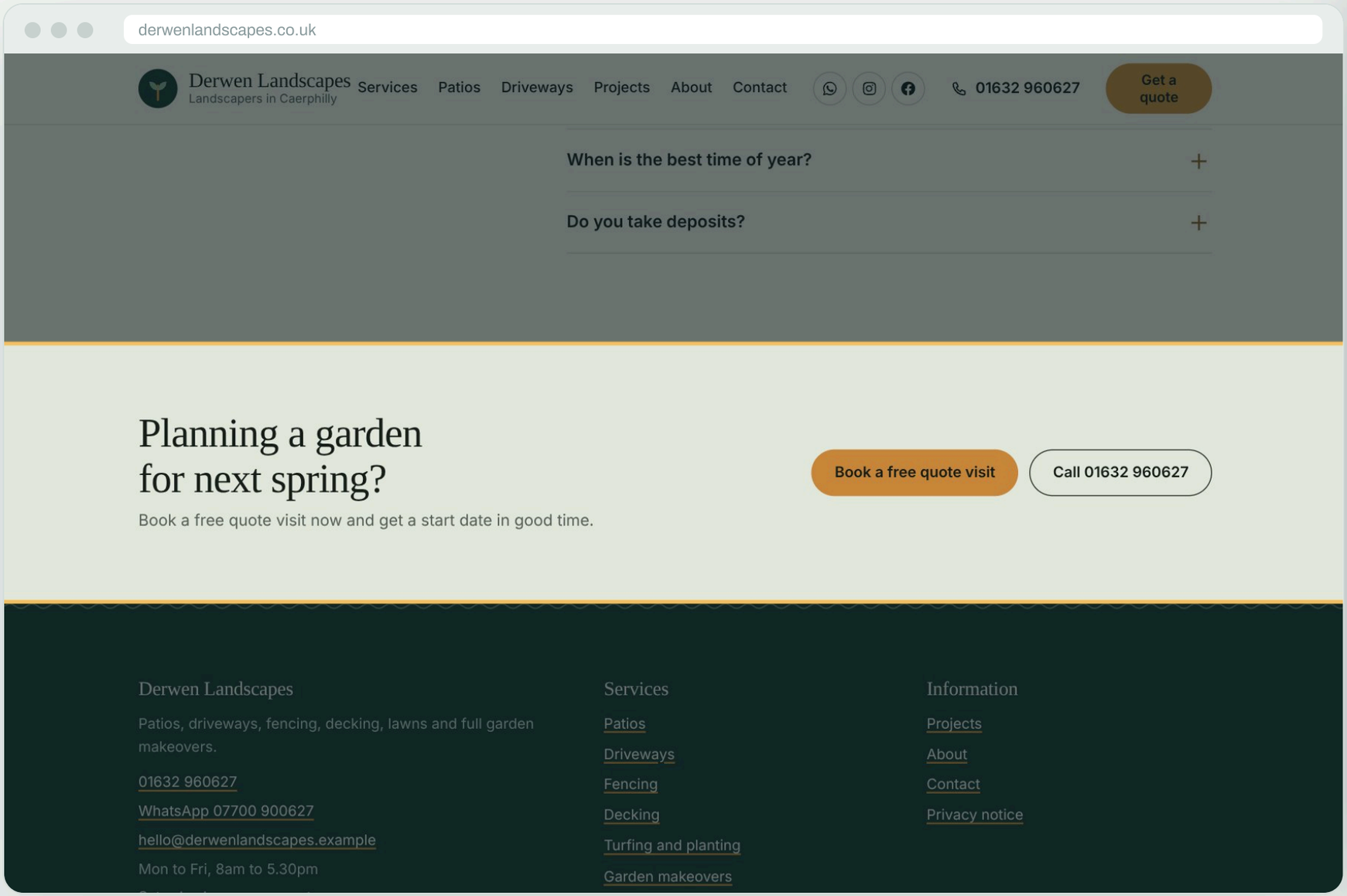
WHY IT WORKS

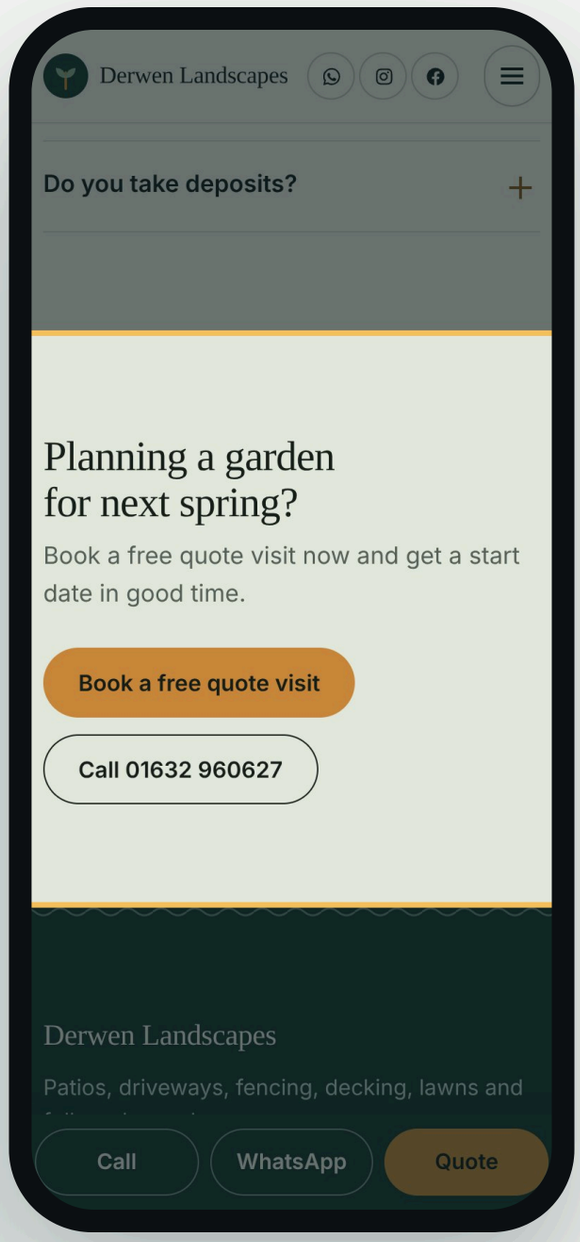
The quickest way to get an enquiry. Tapping a job is easier than typing on a phone.

▶ **Try it live**

Shown on Cribau Roofing, a fictional example

Call-to-action band





Try it live

Shown on Derwen Landscapes, a fictional example

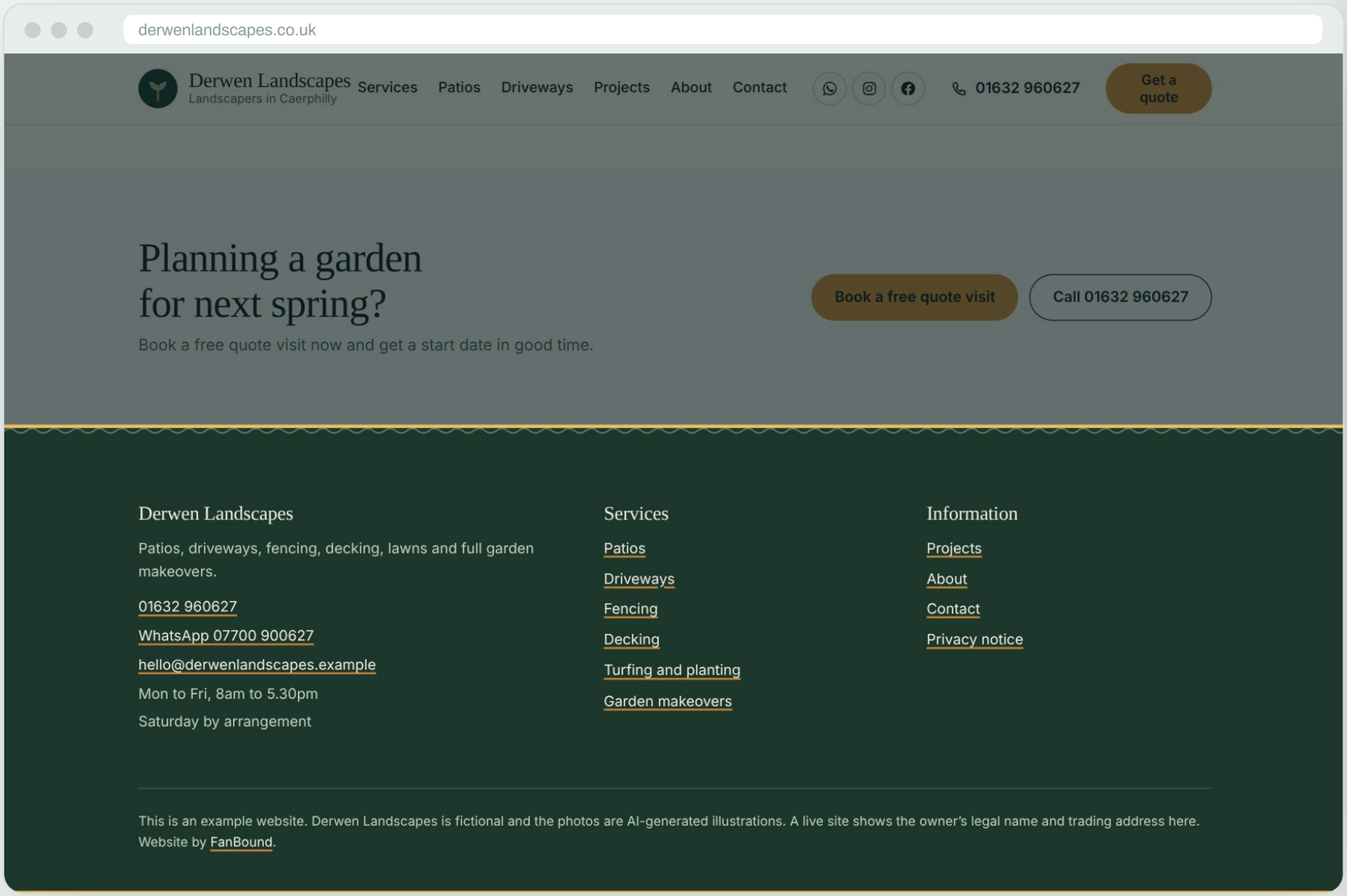
WHAT IT IS

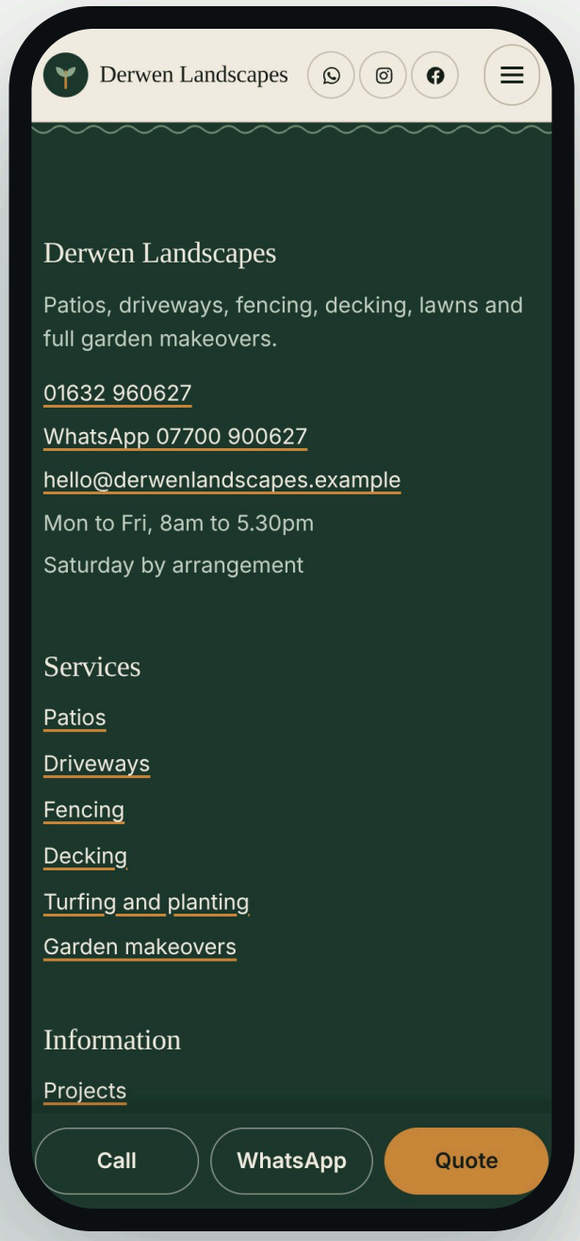
A strong closing strip with a seasonal line and Call / Quote buttons.

WHY IT WORKS

Catches people at the bottom of every page before they leave.

Footer





WHAT IT IS

Contact details, opening hours, services, social links and the small print.

WHY IT WORKS

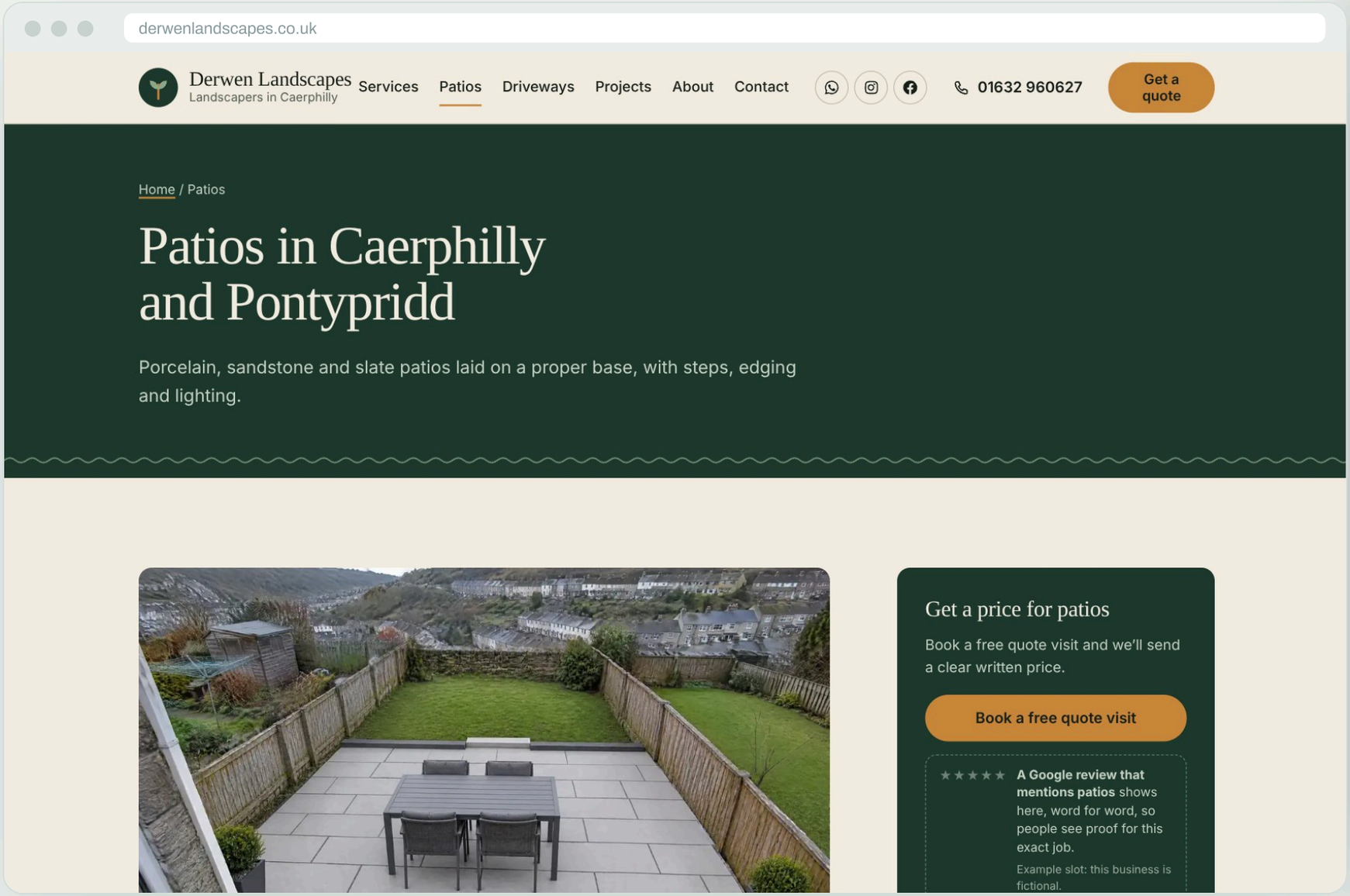
Everything in one place, and limited company details where they belong.

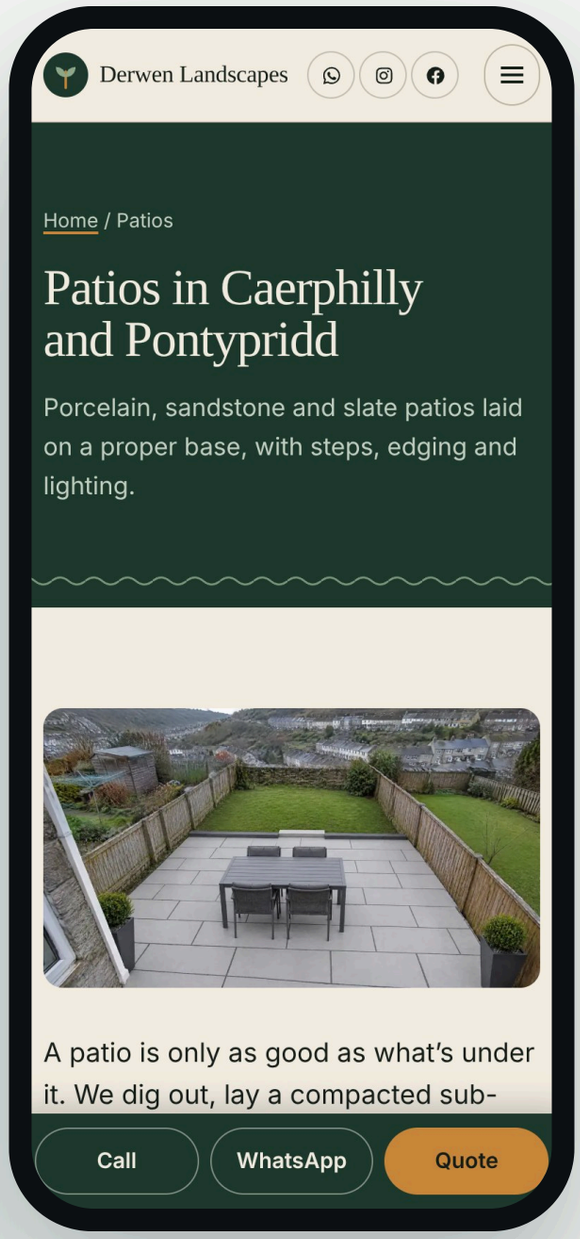
▶ **Try it live**

Shown on Derwen Landscapes, a fictional example

C16 Complete

Service page





WHAT IT IS

A full page for each service: how you do it, photos, questions and a quote button.

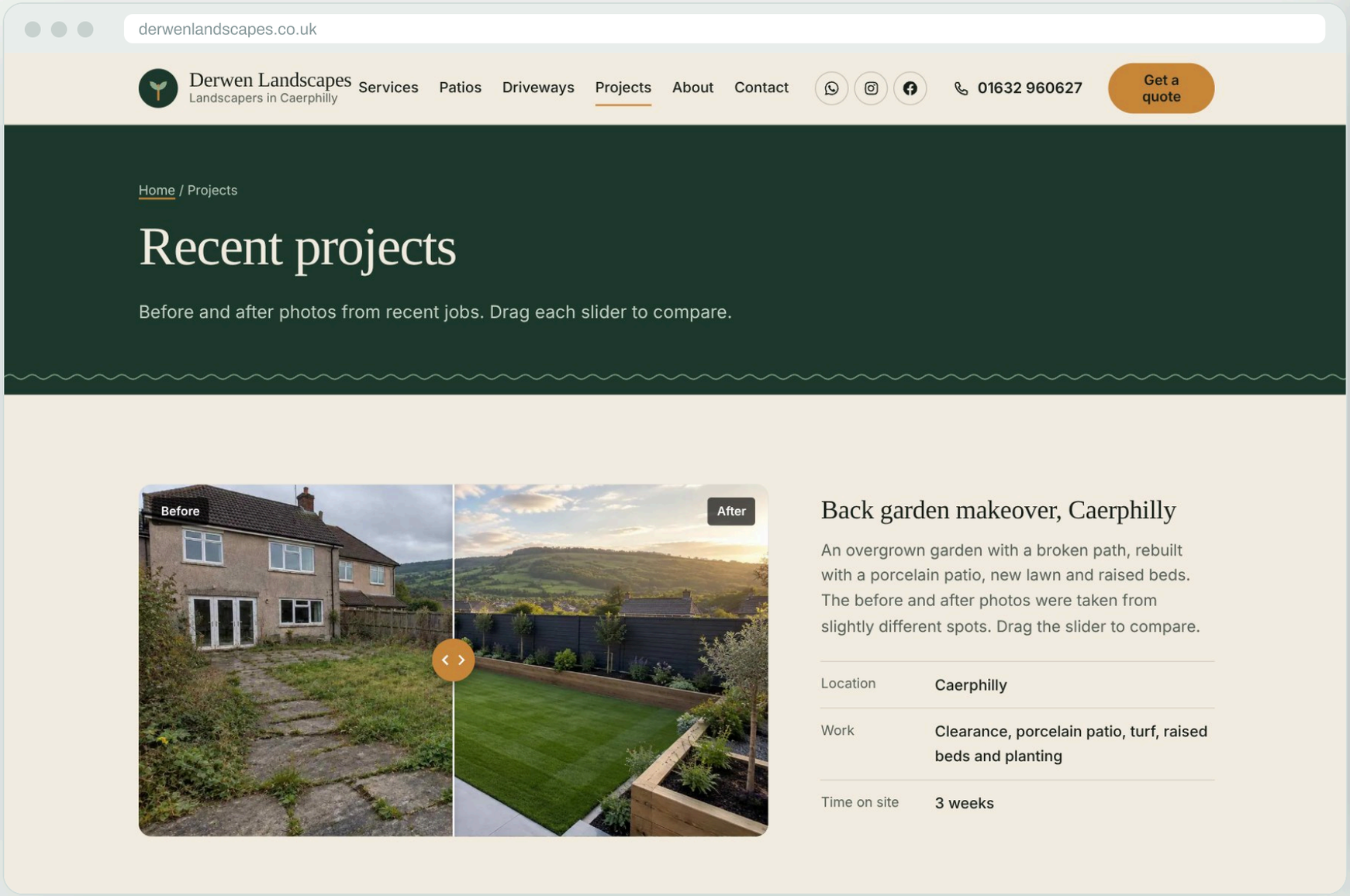
WHY IT WORKS

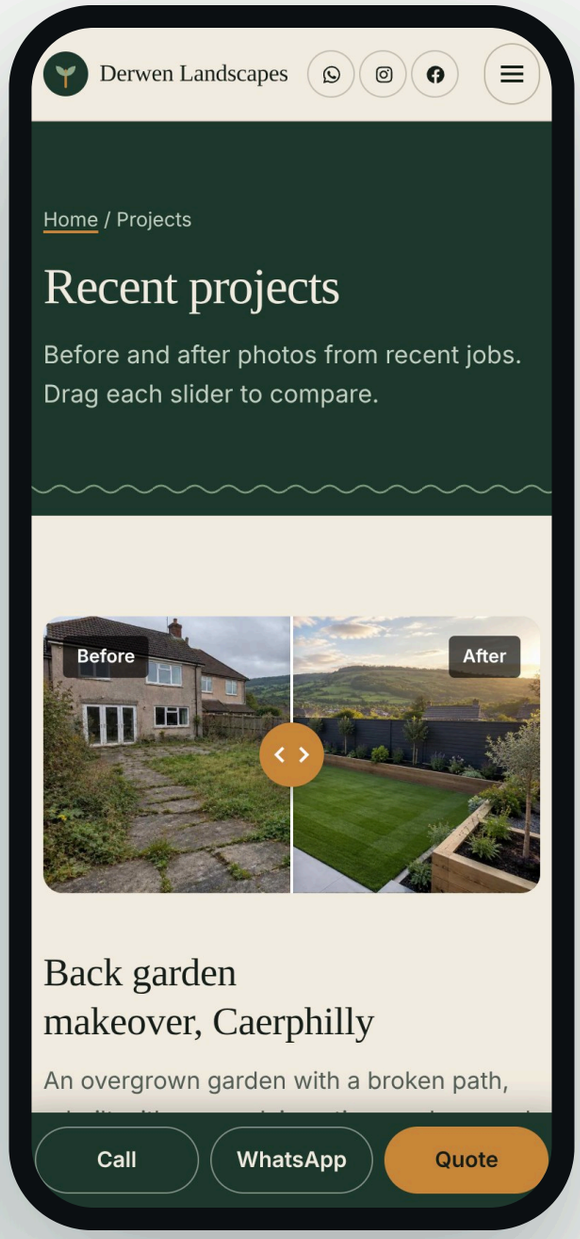
One page per service means one more way to be found on Google.

Try it live

Shown on Derwen Landscapes (Patios), a fictional example

Projects page





WHAT IT IS

A case study of a recent job plus more of your work below.

WHY IT WORKS

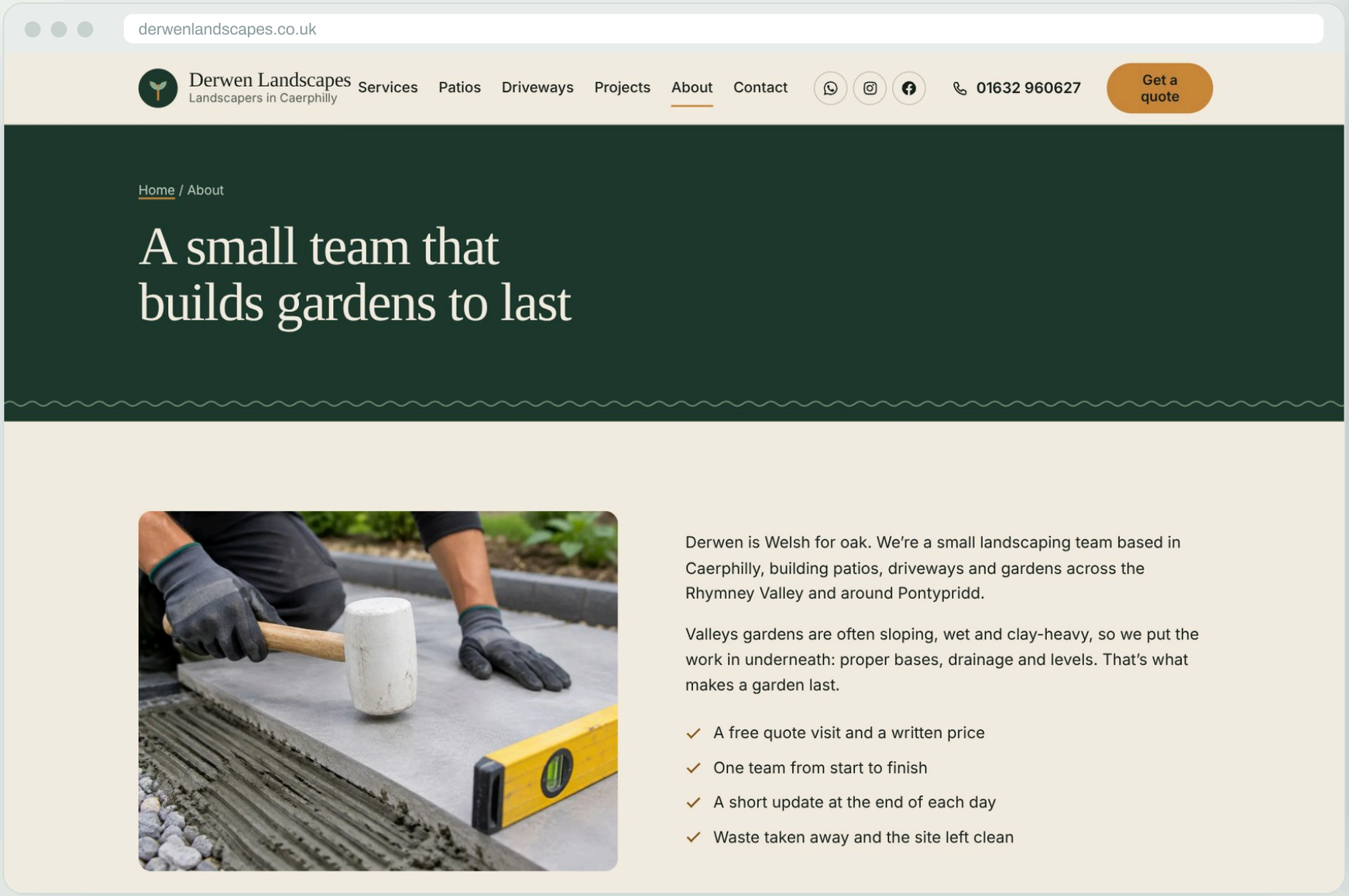
Somewhere to send people who want to see more before they book.

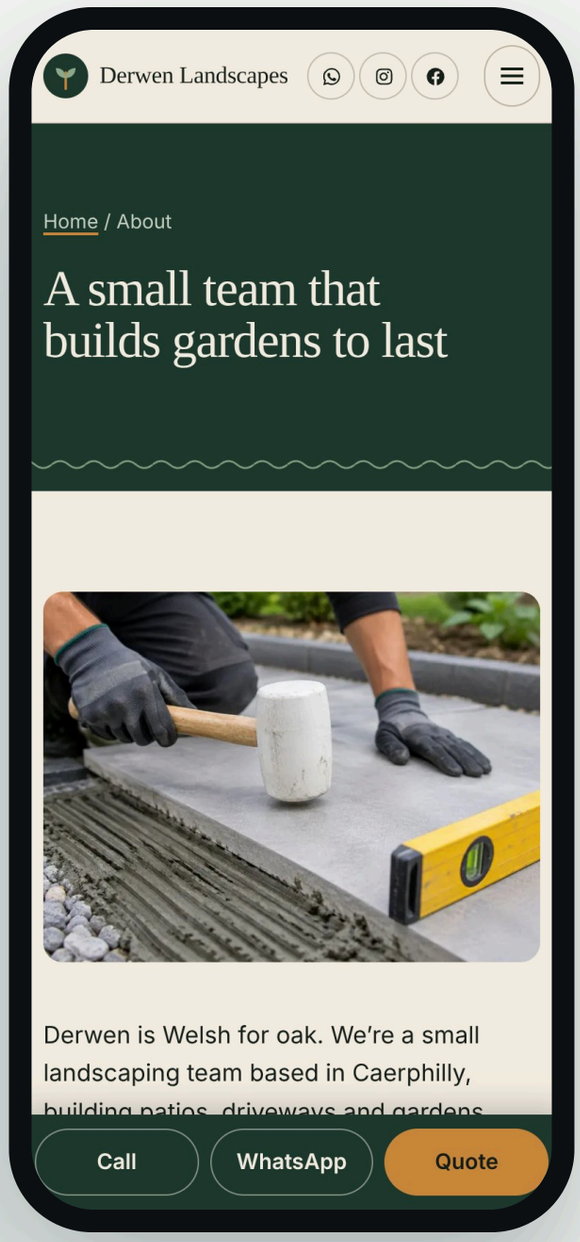
▶ **Try it live**

Shown on Derwen Landscapes, a fictional example

C18 Complete

About page





WHAT IT IS

Your story, your team, how a job runs and your reviews on one page.

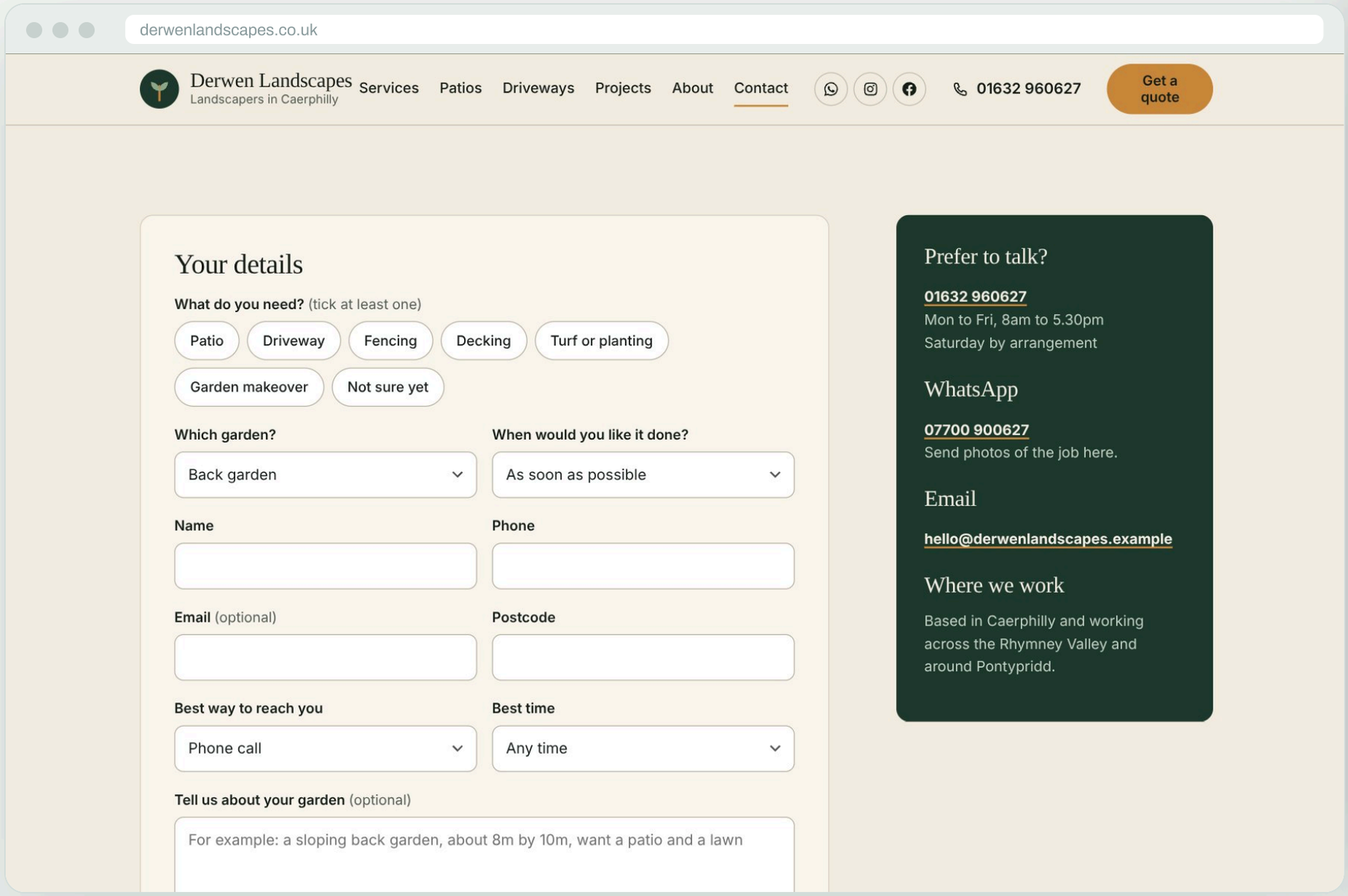
WHY IT WORKS

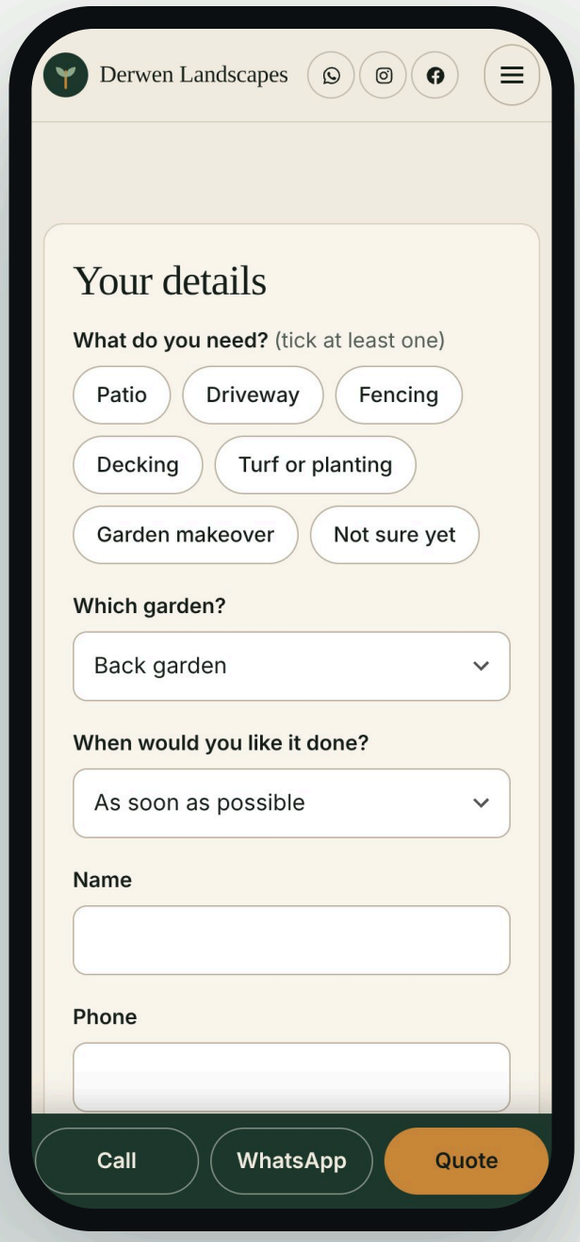
Builds trust for bigger jobs where people want to know who they're letting in.

▶ Try it live

Shown on Derwen Landscapes, a fictional example

Detailed quote form





WHAT IT IS

A full quote request page: job type, size, timing, photos and a preferred visit day.

WHY IT WORKS

You get everything you need to price the job before you ring back.

▶ **Try it live**

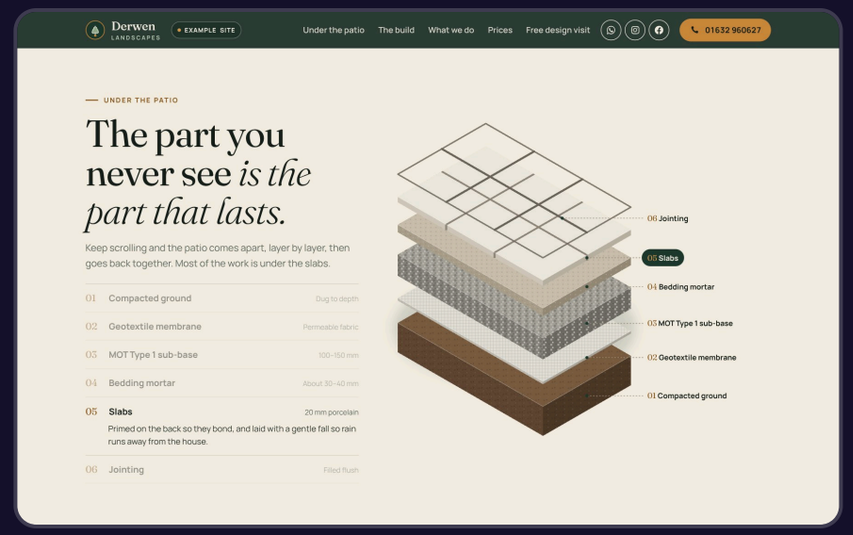
Shown on Derwen Landscapes, a fictional example

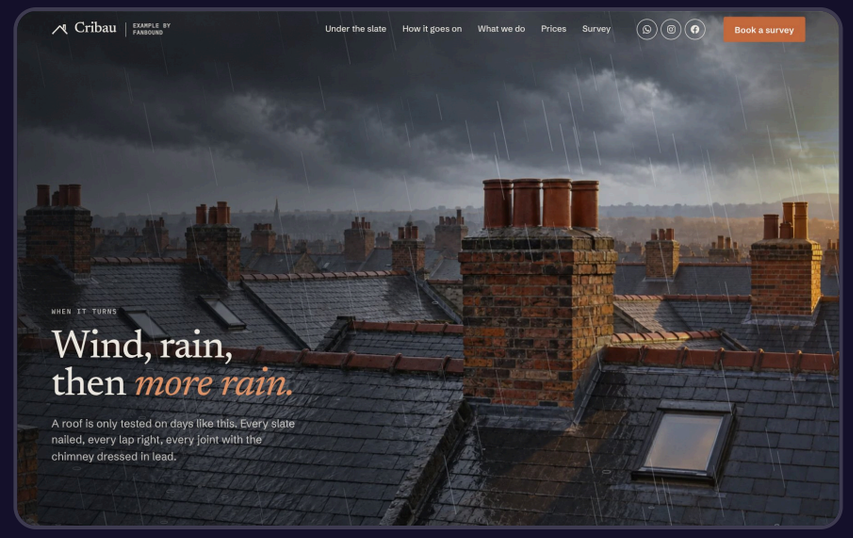
Premium 3D

Premium 3D sections

Films, interactive tools and pricing tools. The sections that make people stop scrolling and start picking.

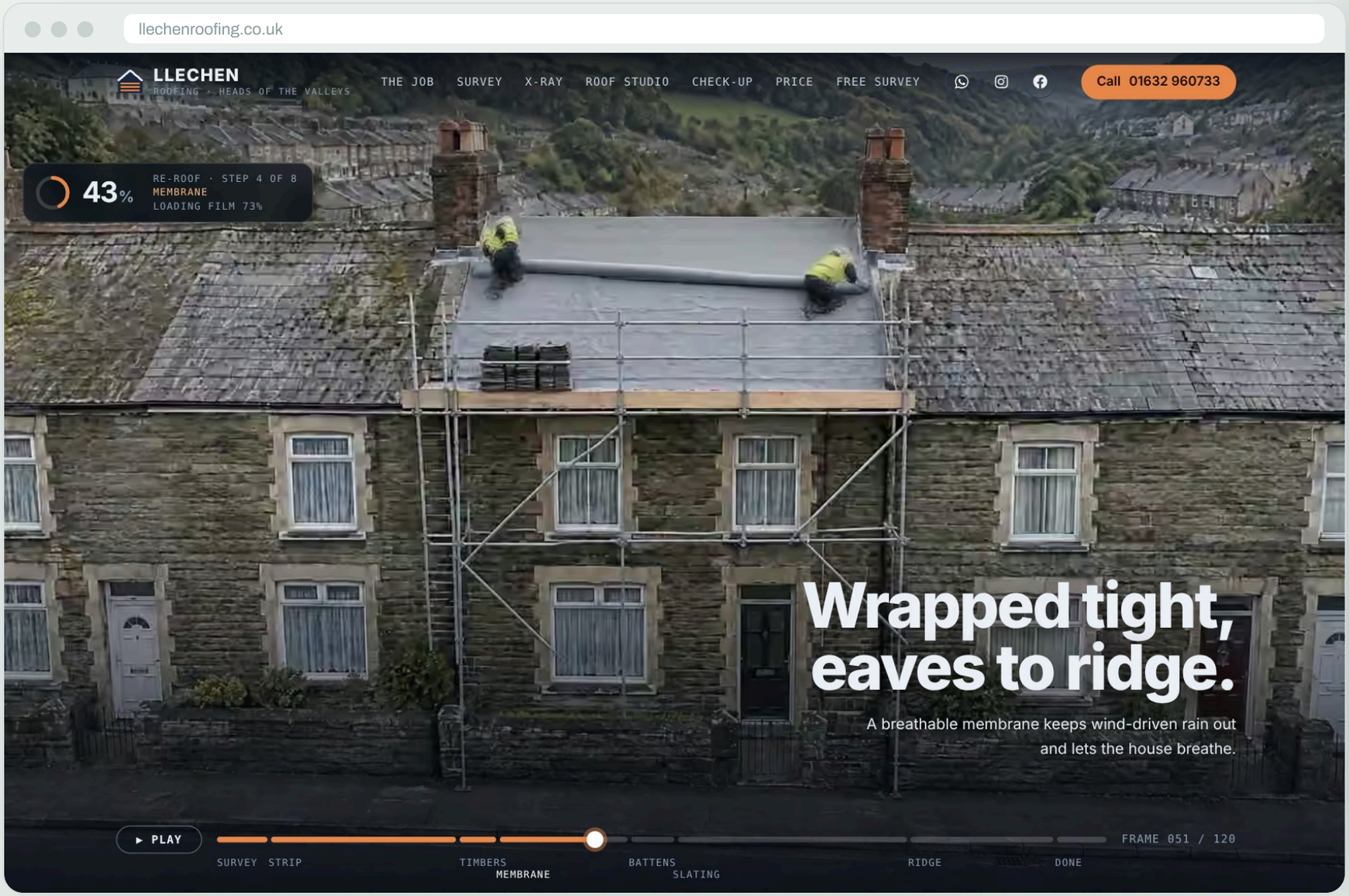


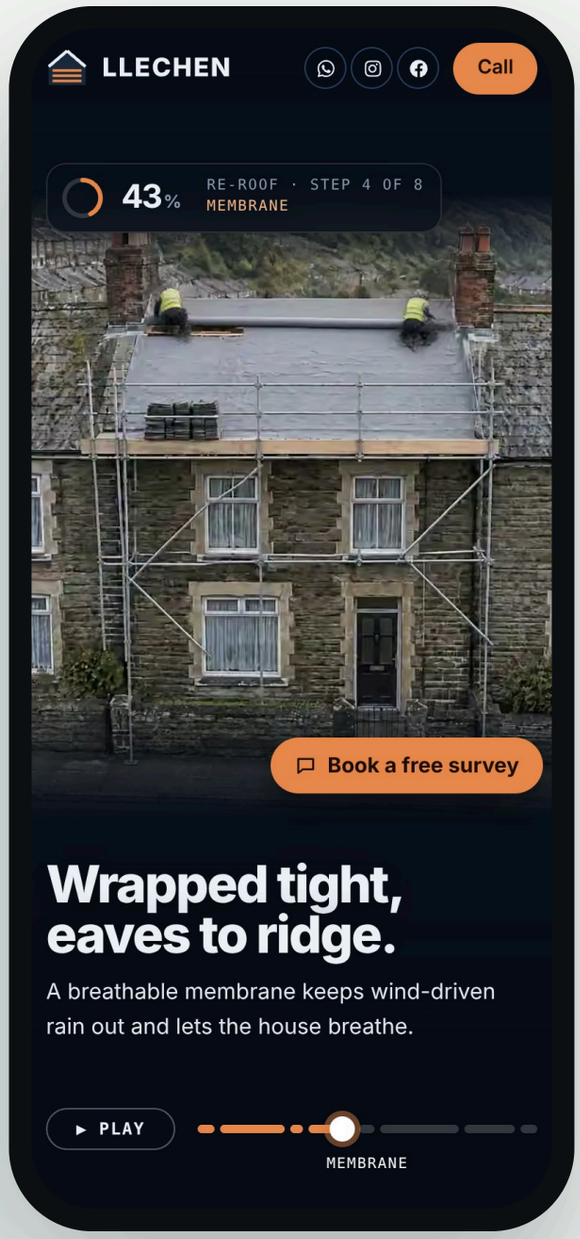




P01 Premium 3D

Scroll film





WHAT IT IS

A film of your job being done, start to finish, that plays as they scroll, with your own step captions.

WHY IT WORKS

Nobody else in your area has this. It shows the work, not just tells it.

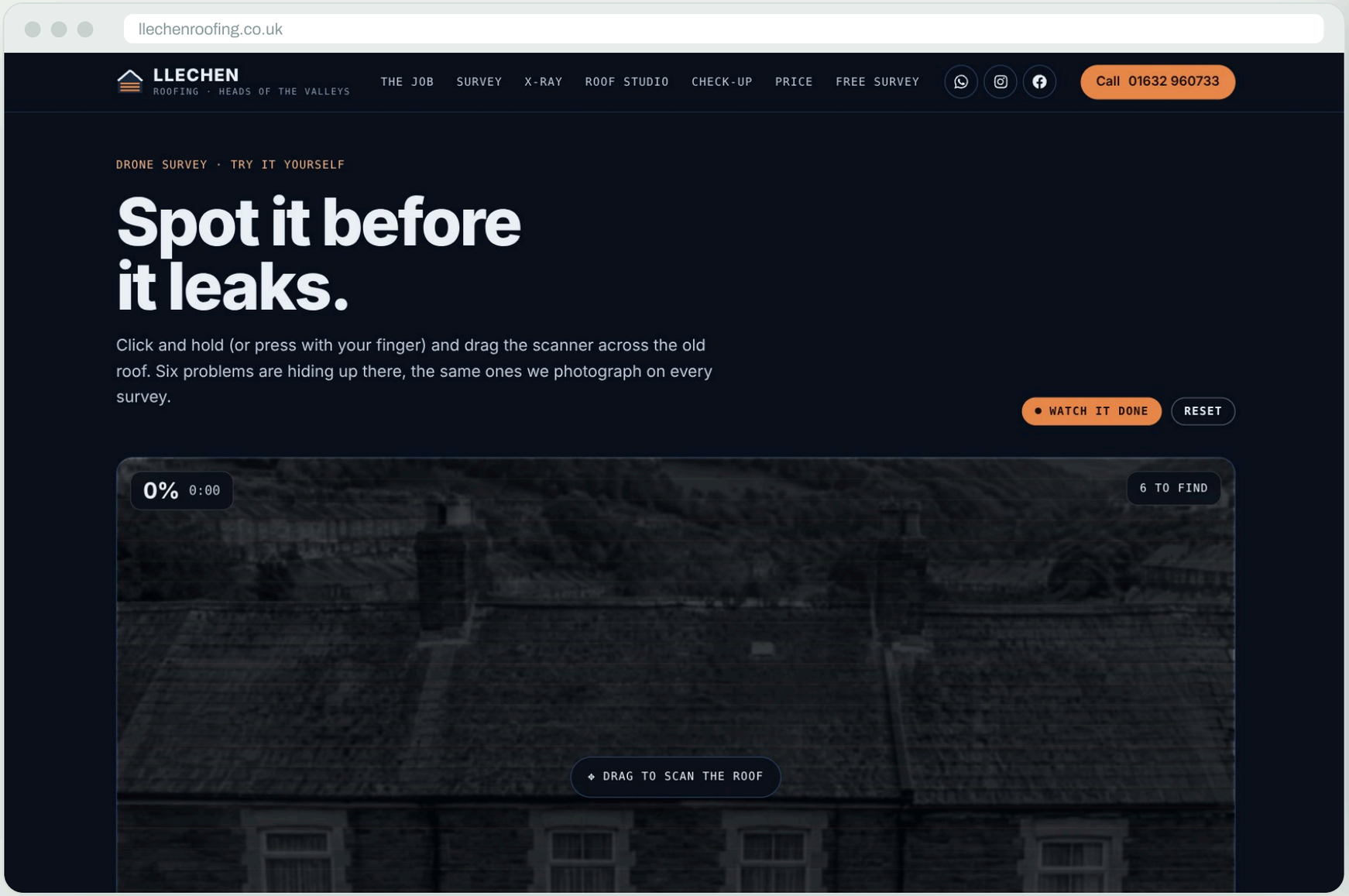
Other styles: full-screen film chapter (Seasons), built course by course (Weather).

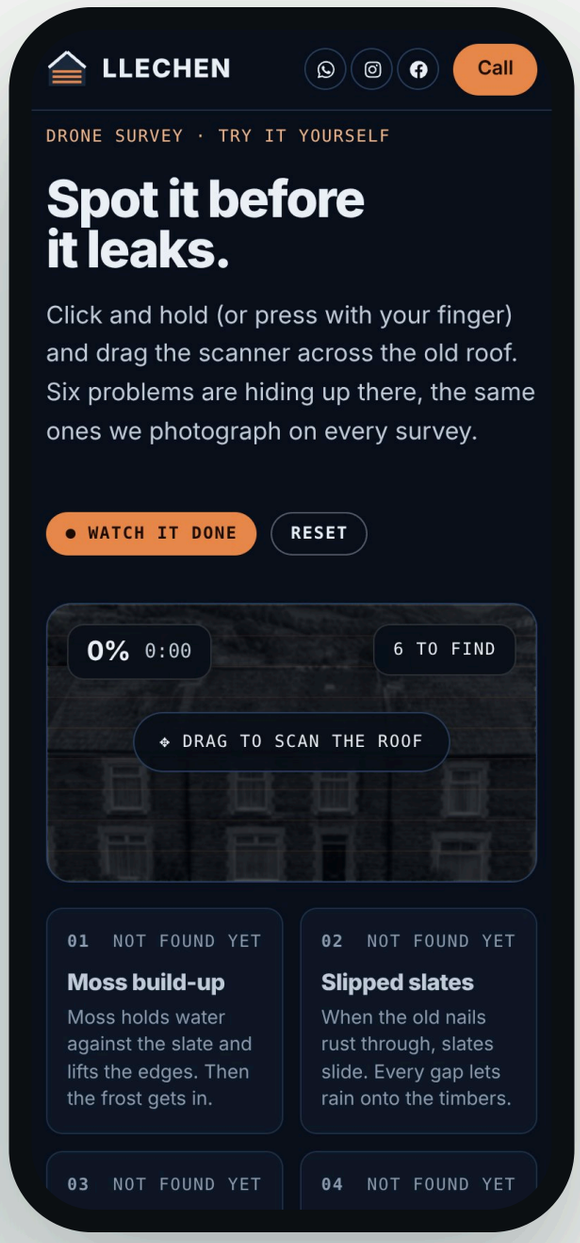
▶ **Try it live**

Shown on Llechen Roofing, a fictional example

P02 Premium 3D

Spot the problem game





WHAT IT IS

A quick tap-the-fault game on a picture of a job, explaining each problem you'd find.

WHY IT WORKS

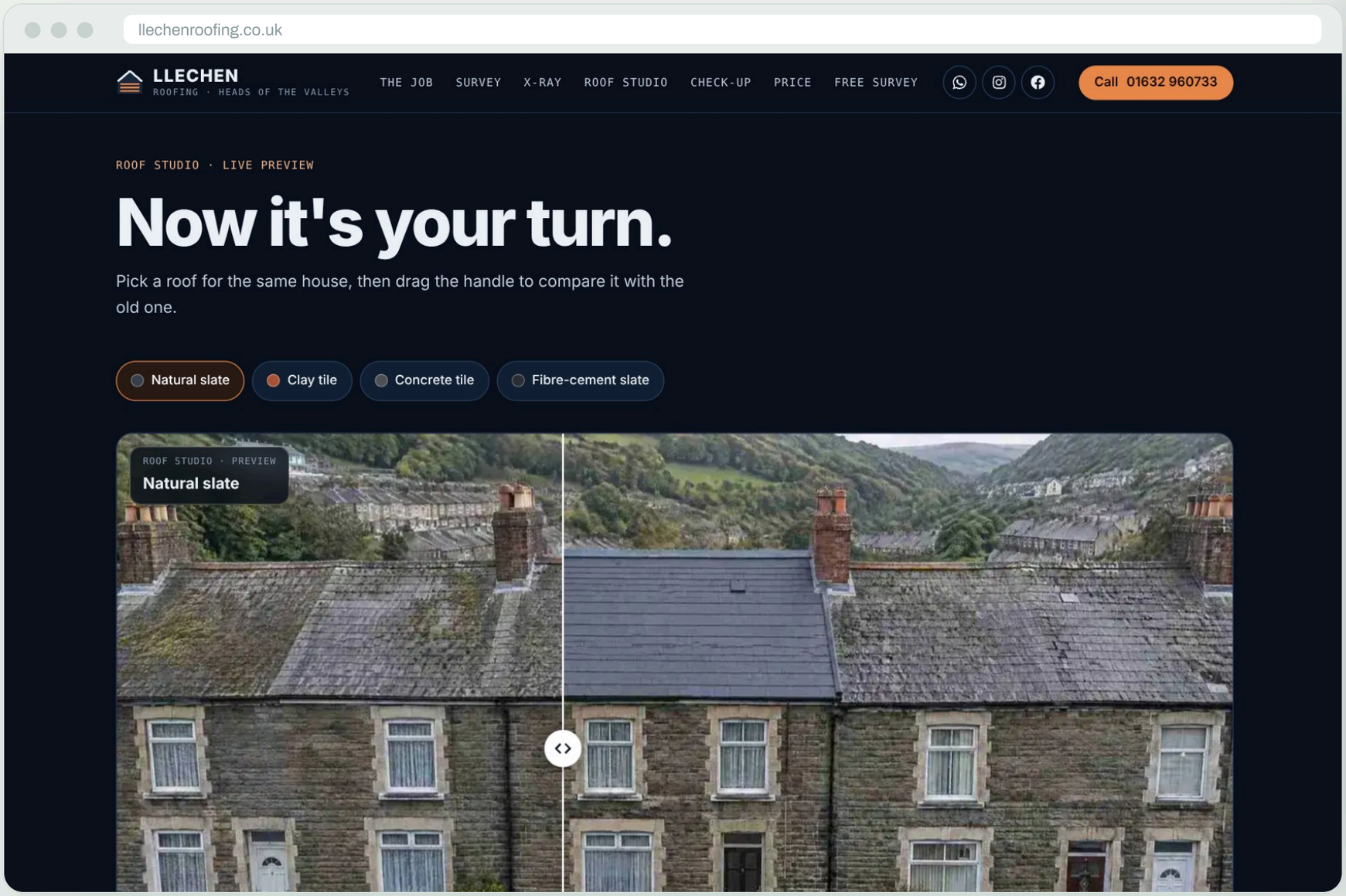
Shows you know your stuff and gets people thinking about their own roof or garden.

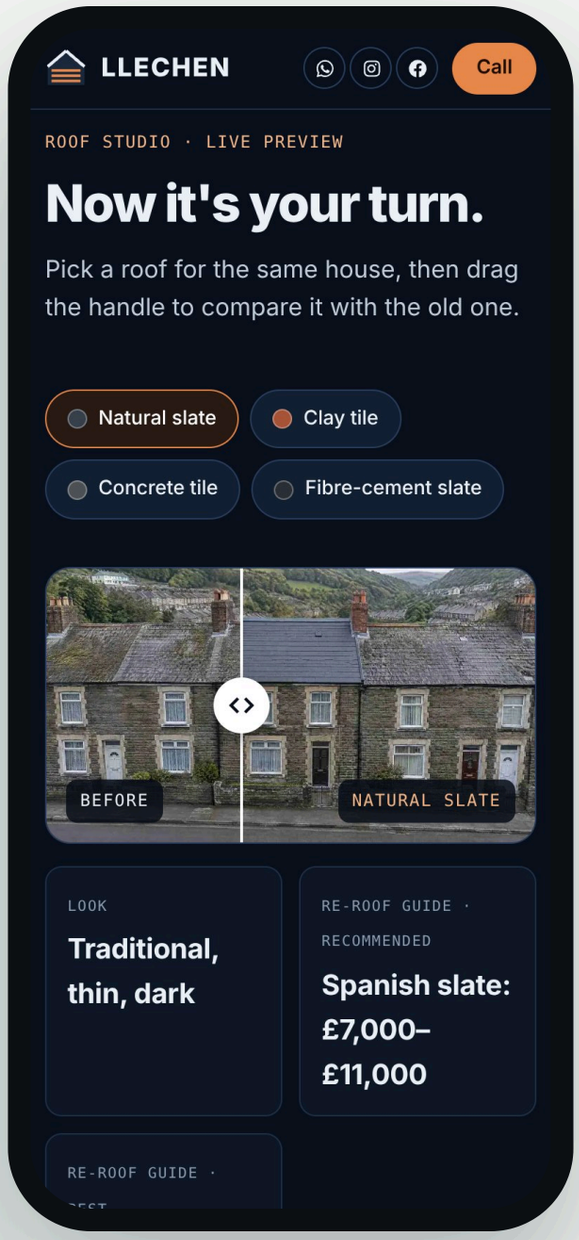
▶ **Try it live**

Shown on Llechen Roofing, a fictional example

P04 Premium 3D

Material studio





WHAT IT IS

Customers tap through materials and colours and see them on the job.

WHY IT WORKS

They start choosing before they've even called you.

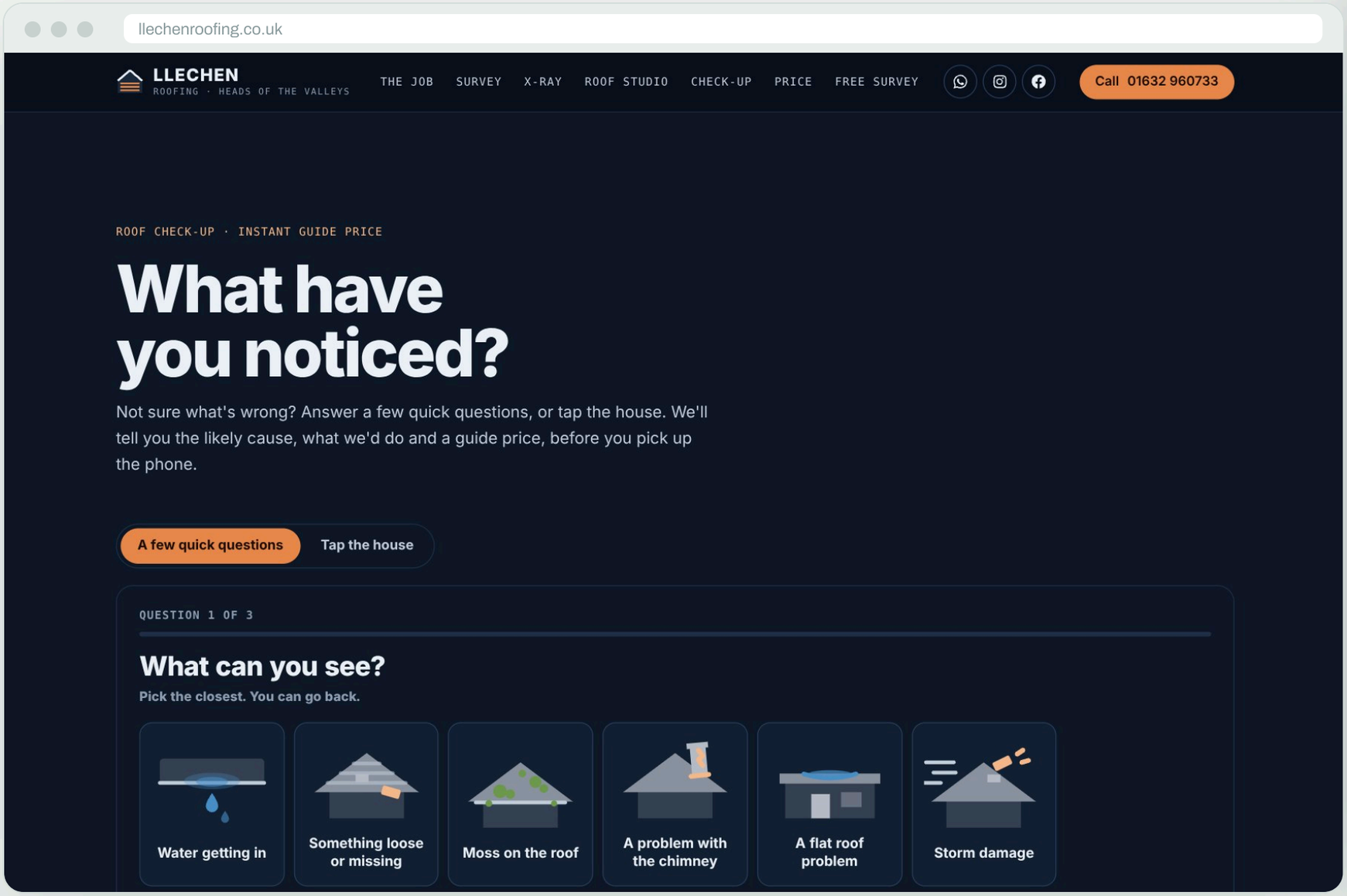
Other style: a wall of big material swatches (Seasons look).

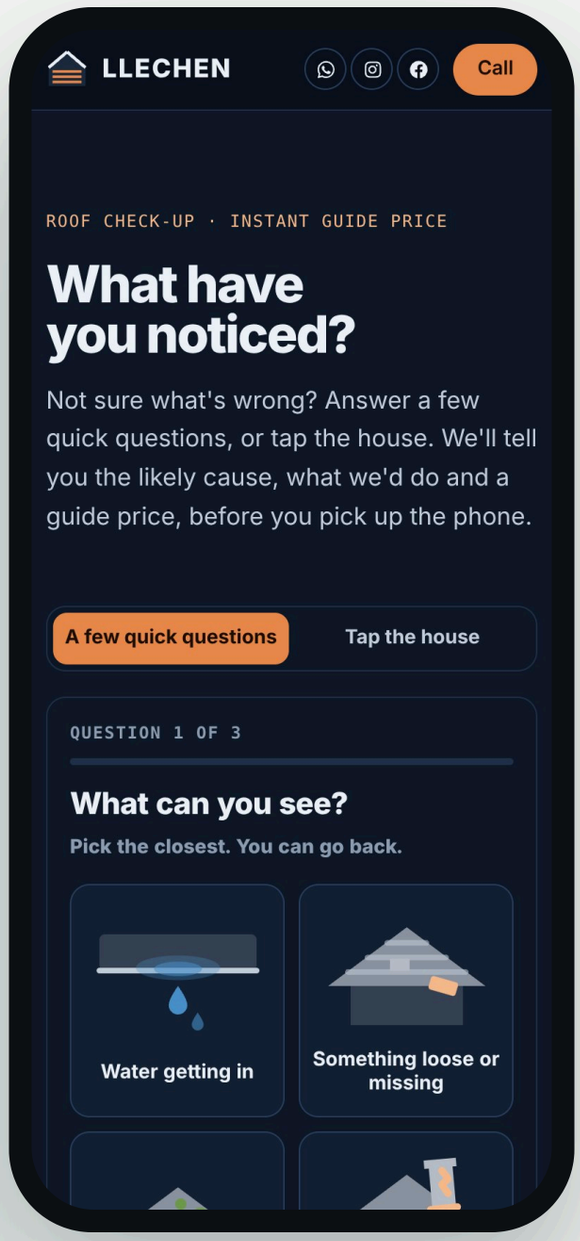
▶ **Try it live**

Shown on Llechen Roofing, a fictional example

P05 Premium 3D

Check-up (what have you noticed?)





WHAT IT IS

Tap the signs you've noticed and get a plain-English idea of what it might be.

WHY IT WORKS

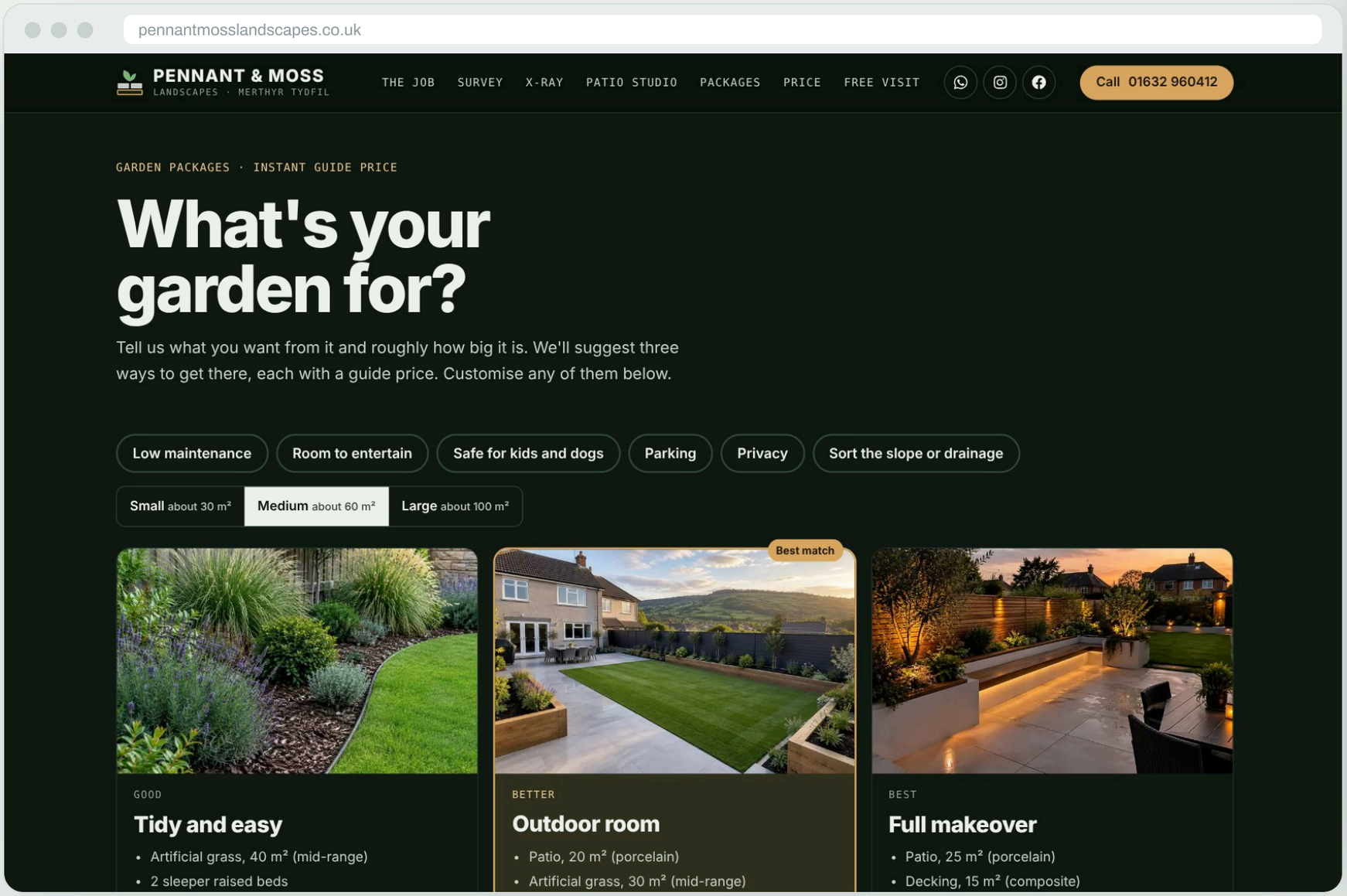
Turns a worried visitor into a booked survey.

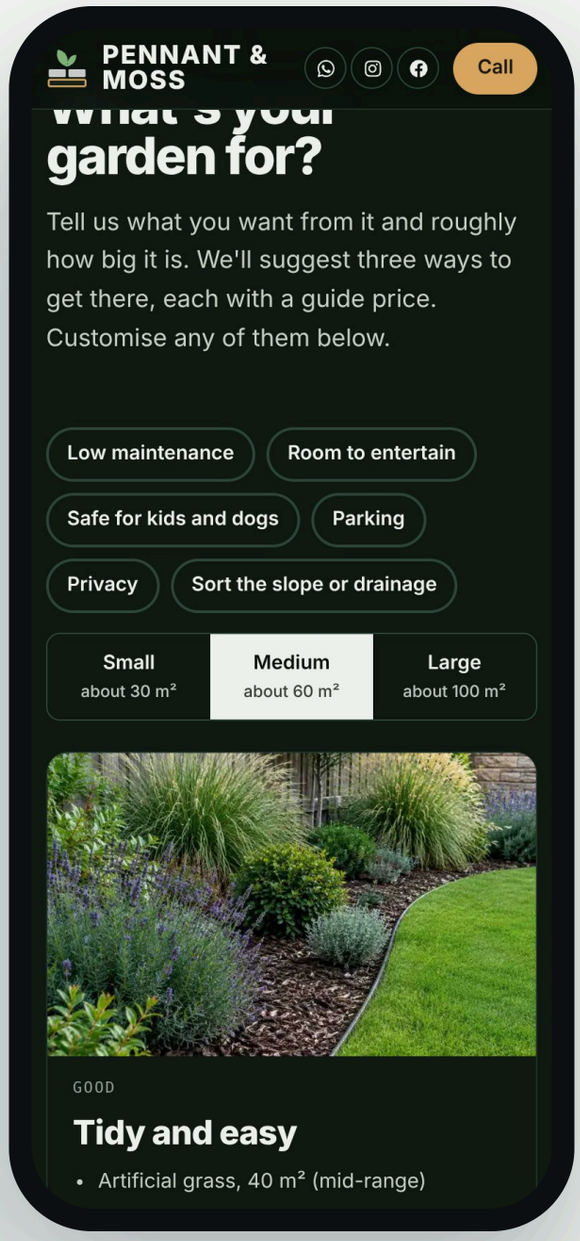
▶ Try it live

Shown on Llechen Roofing, a fictional example

P06 Premium 3D

Package picker





WHAT IT IS

'What's your garden for?' Pick a goal and see the package that fits.

WHY IT WORKS

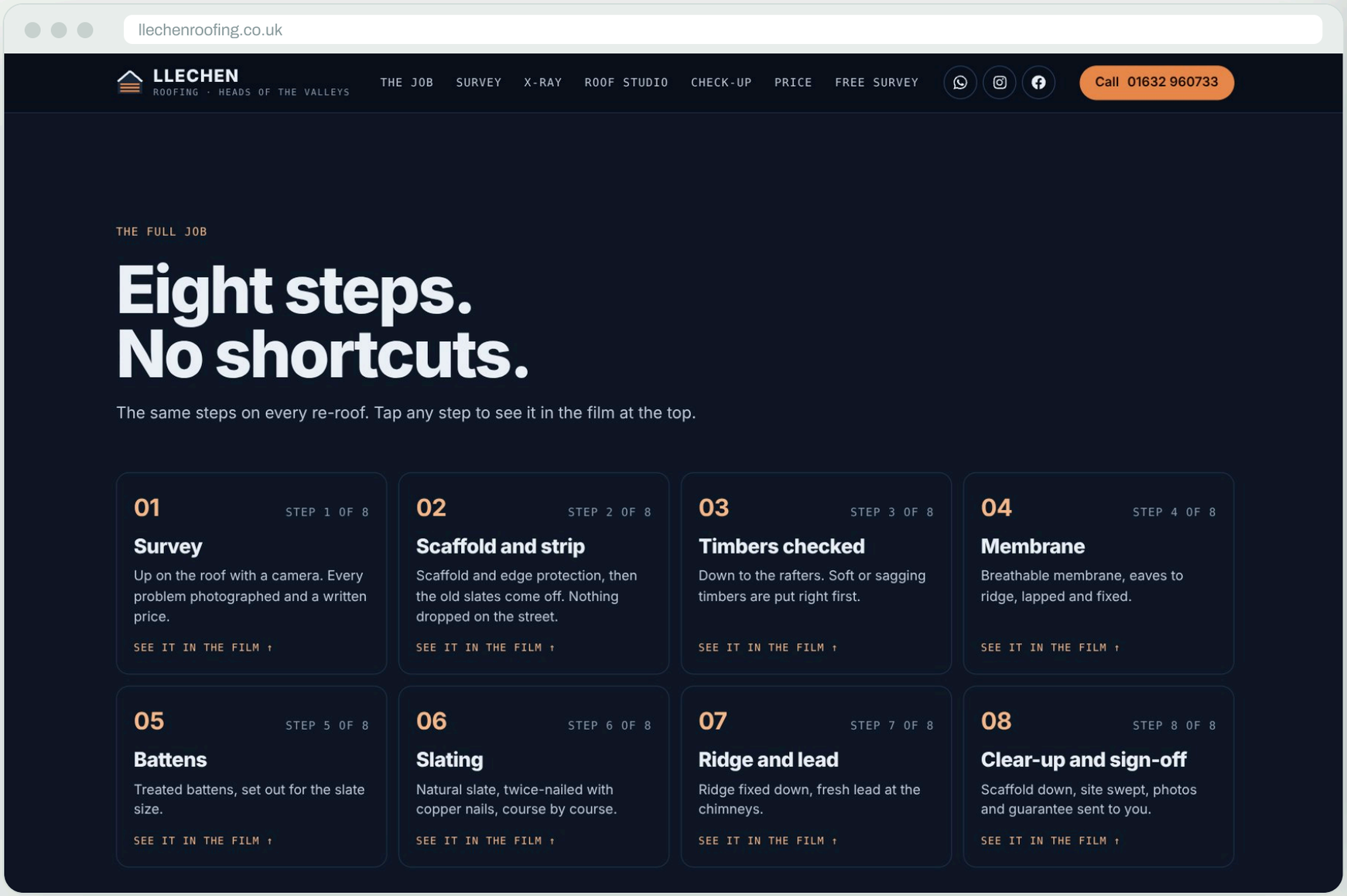
Guides people who don't know what to ask for towards a bigger job.

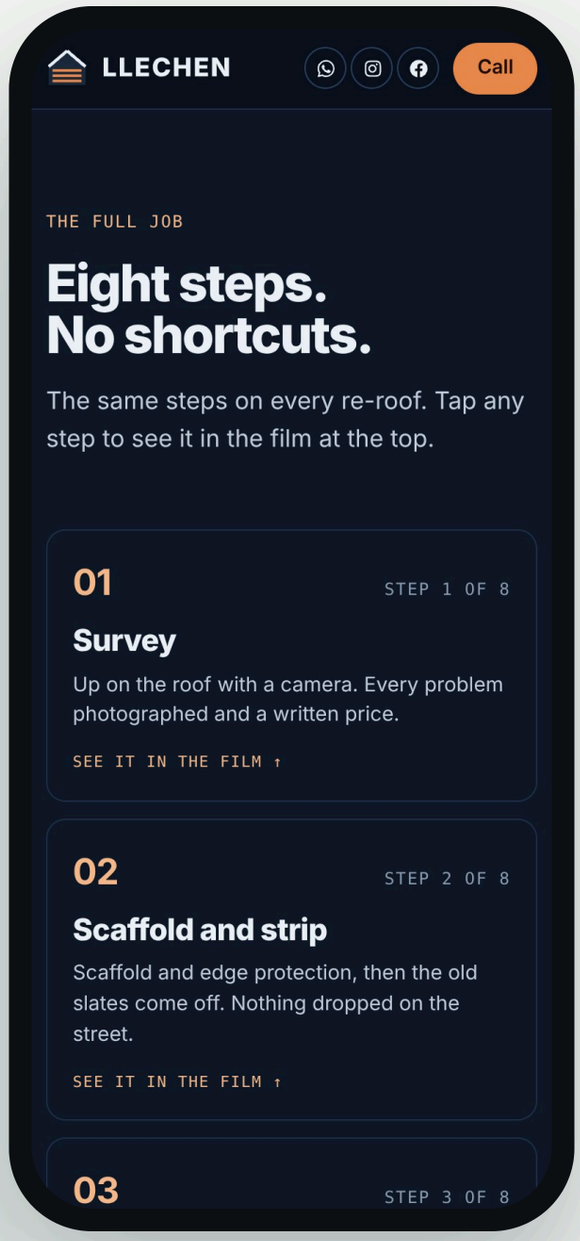
▶ Try it live

Shown on Pennant & Moss Landscapes, a fictional example

P08 Premium 3D

Step by step





WHAT IT IS

Your method in bold numbered steps, matching the film.

WHY IT WORKS

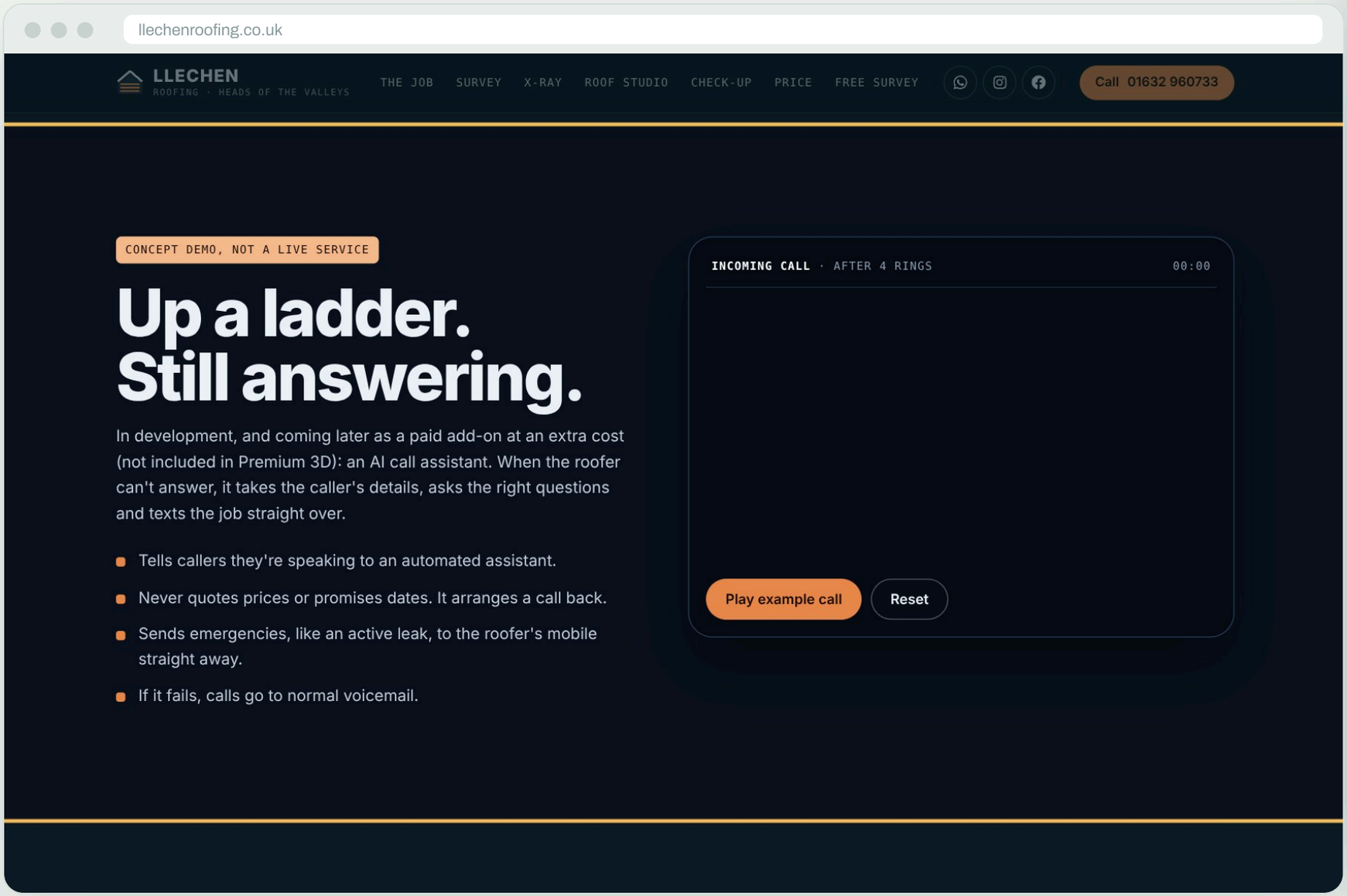
Shows a proper process, not a rush job.

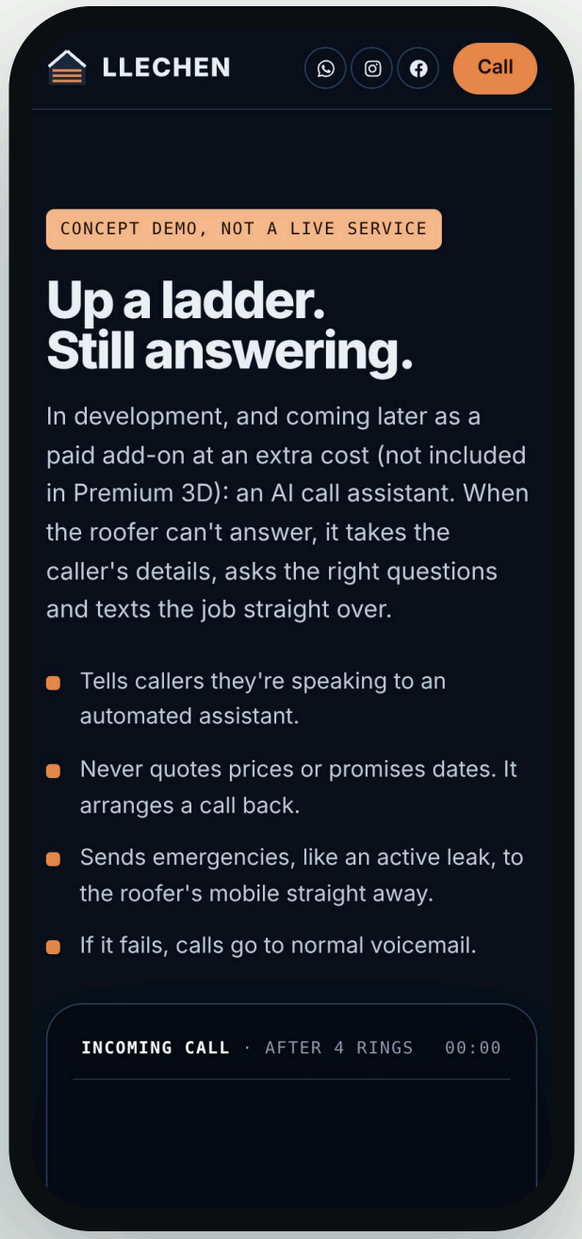
▶ Try it live

Shown on Llechen Roofing, a fictional example

P09 Premium 3D

Call answering assistant





WHAT IT IS

Shows customers you still answer when you're up a ladder.

WHY IT WORKS

Fewer missed calls, fewer lost jobs.

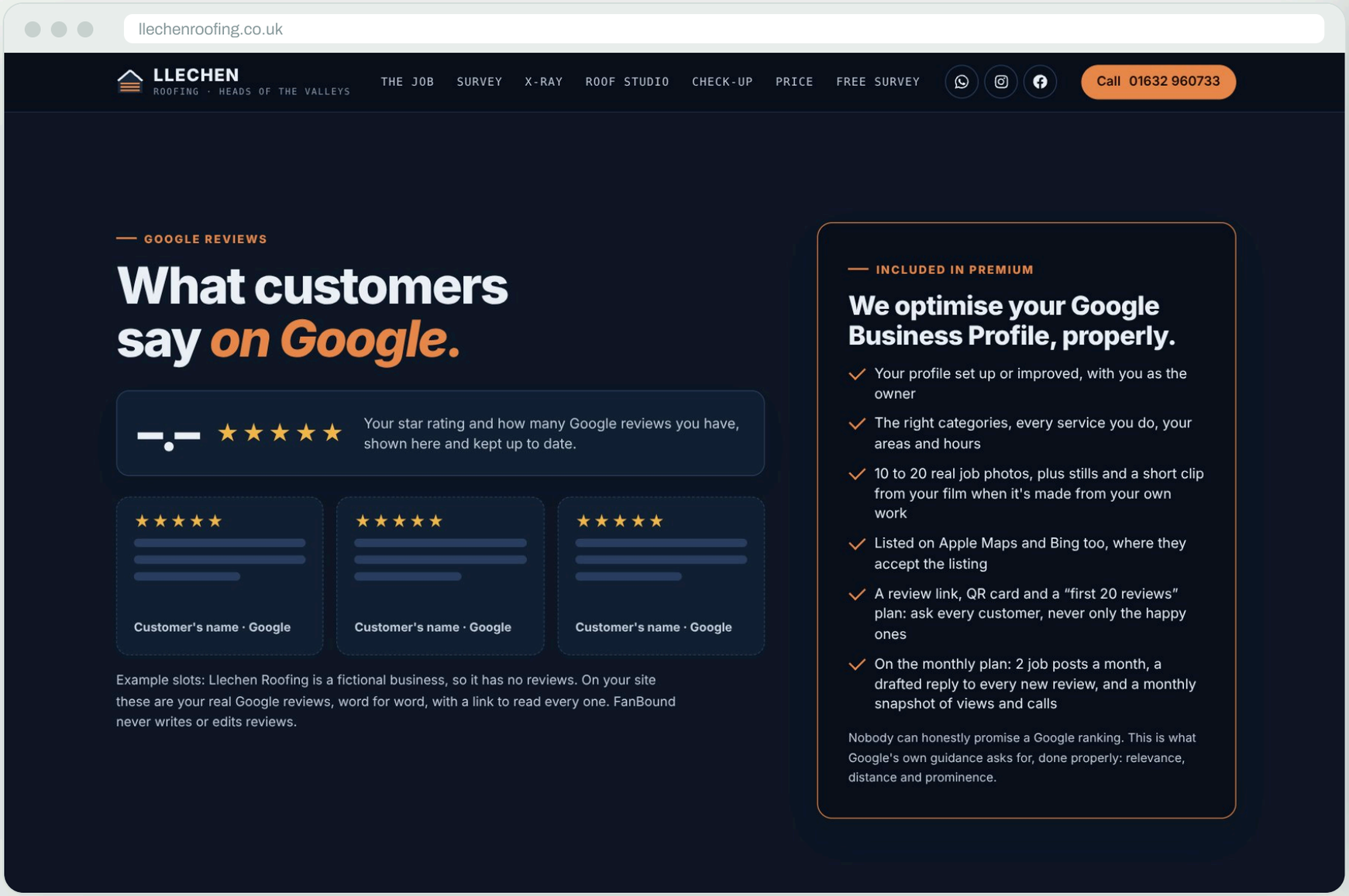
Add-on: ask Jake about availability.

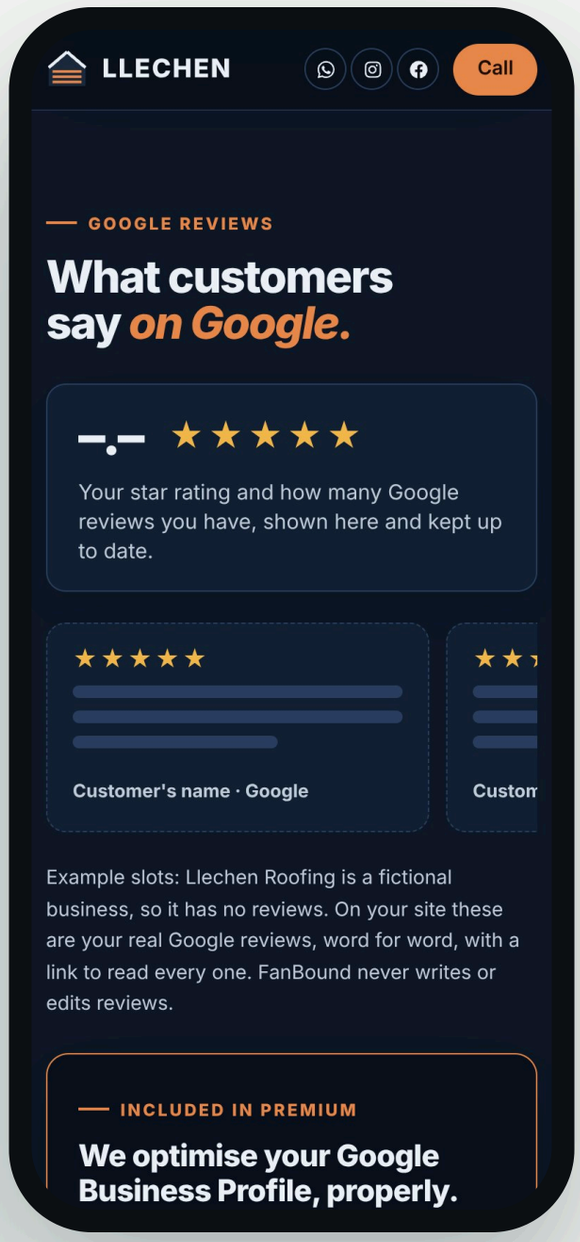
▶ Try it live

Shown on Llechen Roofing, a fictional example

P10 Premium 3D

Google reviews (dark)





WHAT IT IS

Your Google rating and review cards styled to match a dark Premium site.

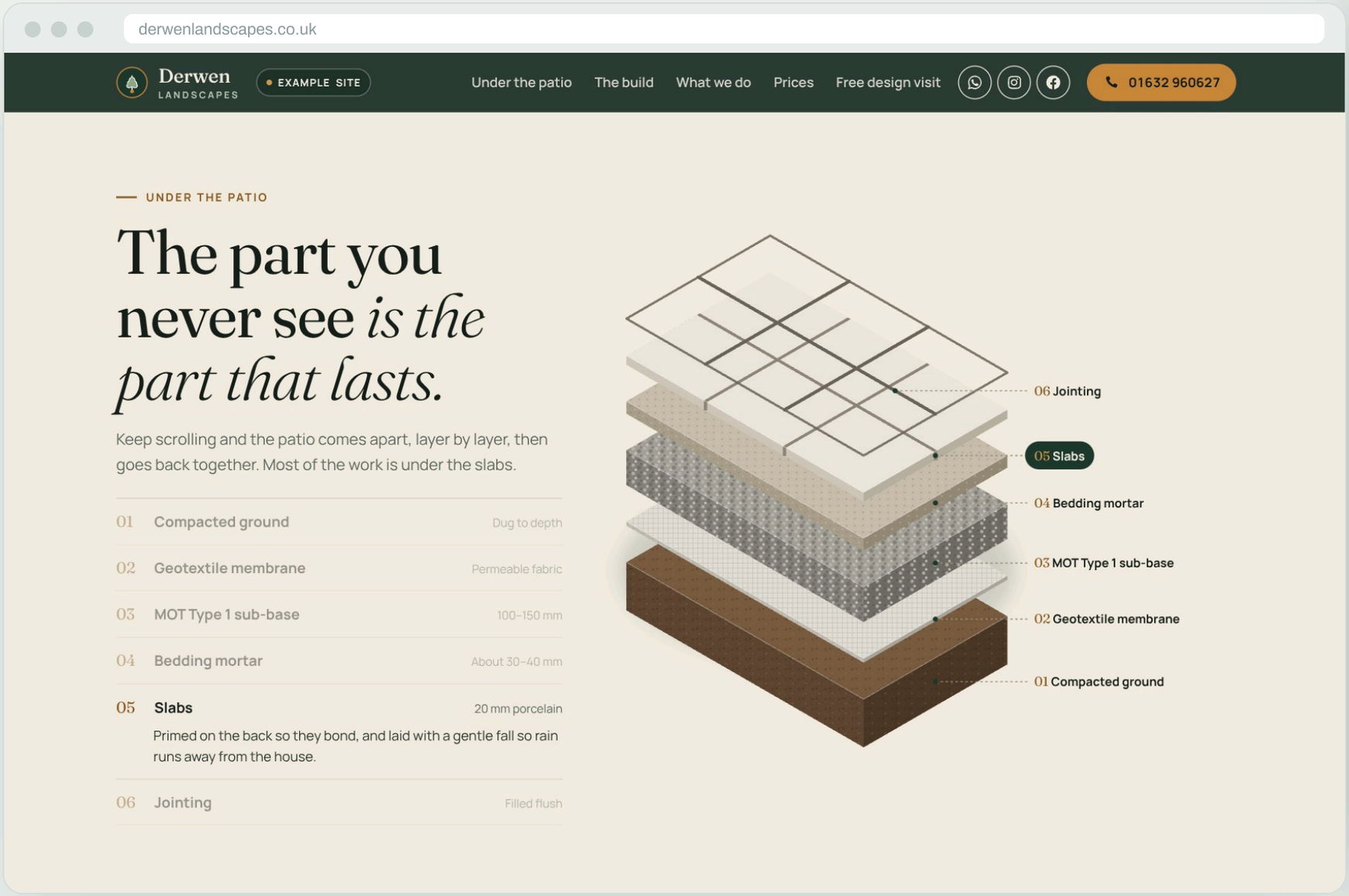
WHY IT WORKS

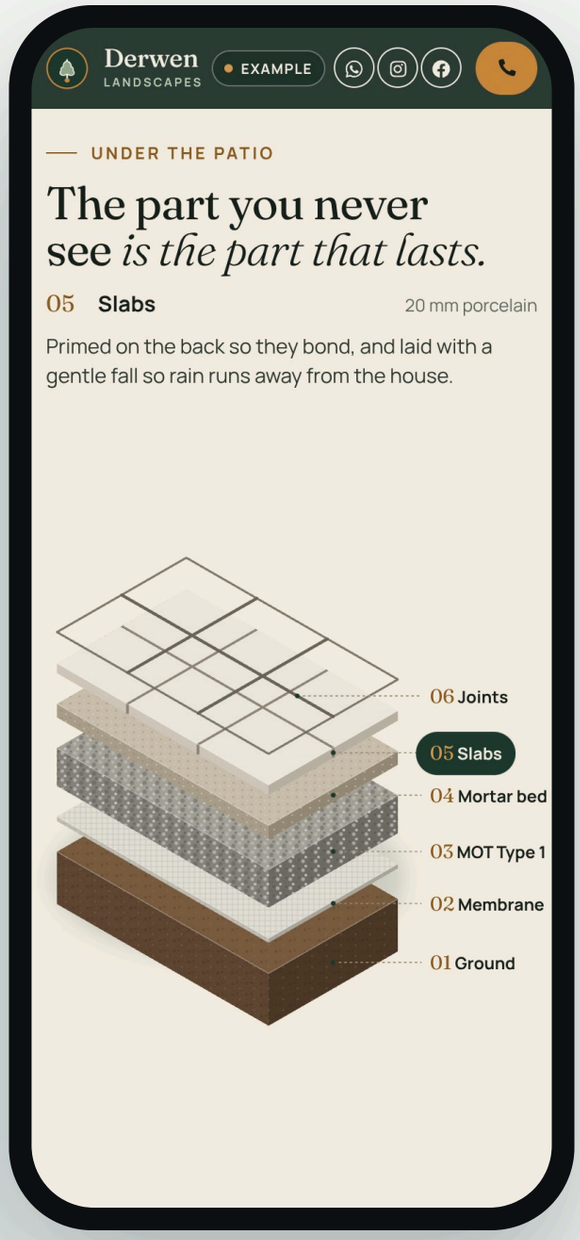
Same trust as C09, in the Premium look.

▶ Try it live

Shown on Llechen Roofing, a fictional example

Layers chapter





WHAT IT IS

A pinned chapter that builds the layers of a job as you scroll.

WHY IT WORKS

Makes the hidden work visible and valuable.

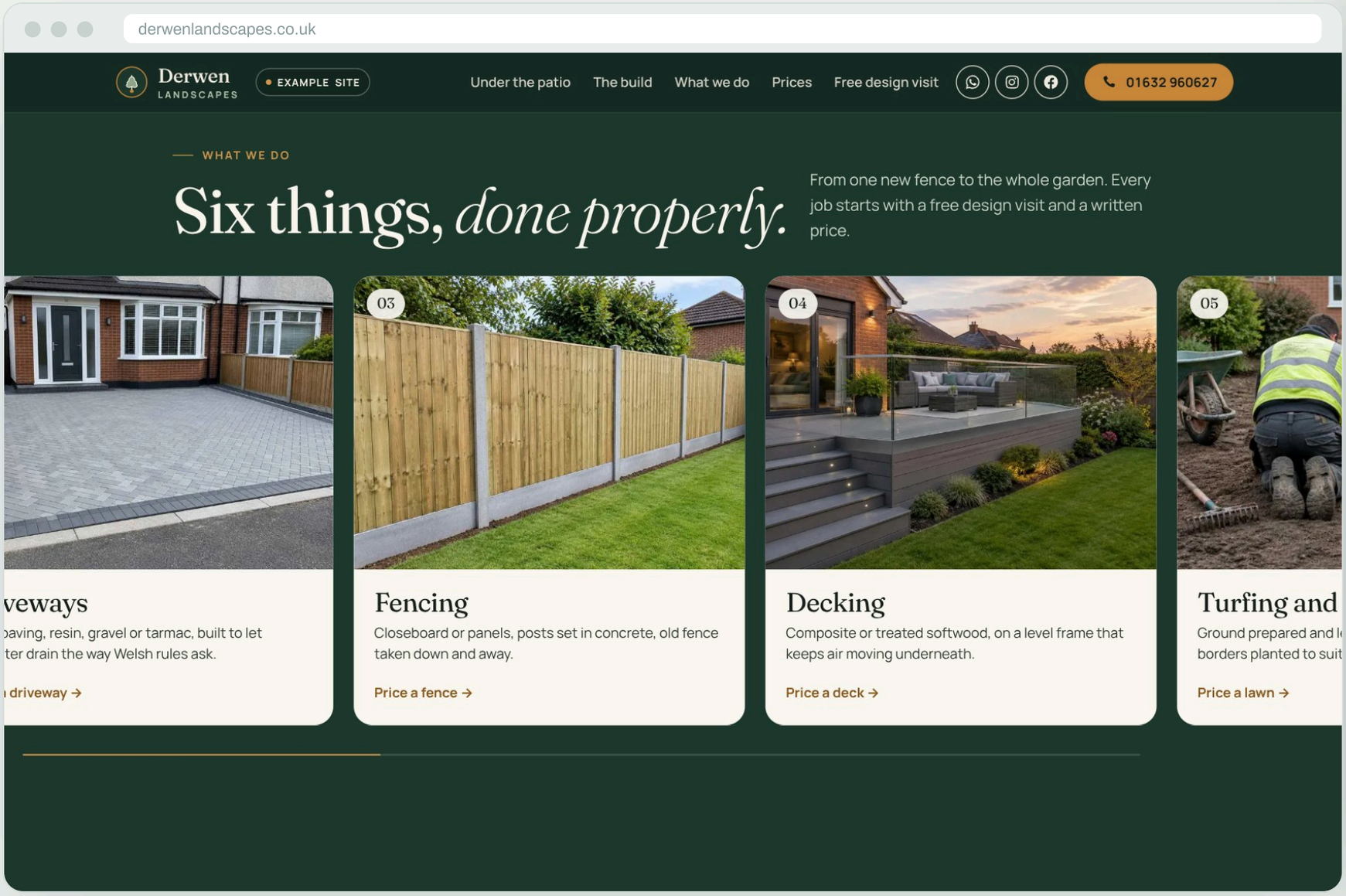
Other styles: drag-to-peel X-ray (Classic), exploded roof layers (Weather).

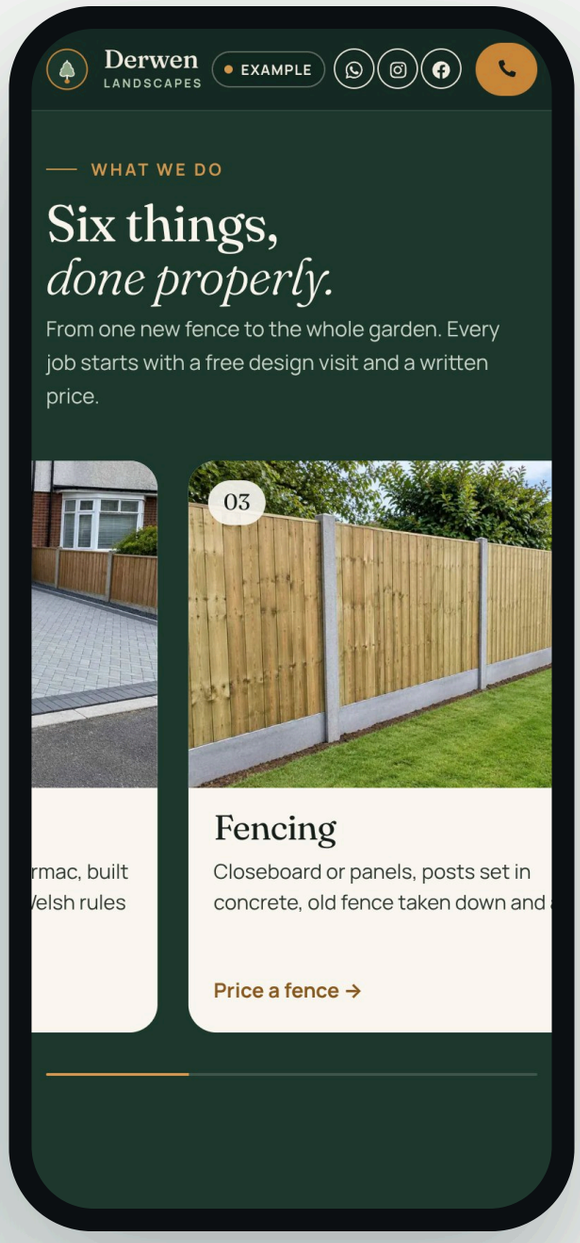
▶ **Try it live**

Shown on Derwen Landscapes (Seasons), a fictional example

P15 Premium 3D

Services chapter





WHAT IT IS

Your services one at a time, full screen, as they scroll.

Other style: every part of the job, service by service (Weather look).

WHY IT WORKS

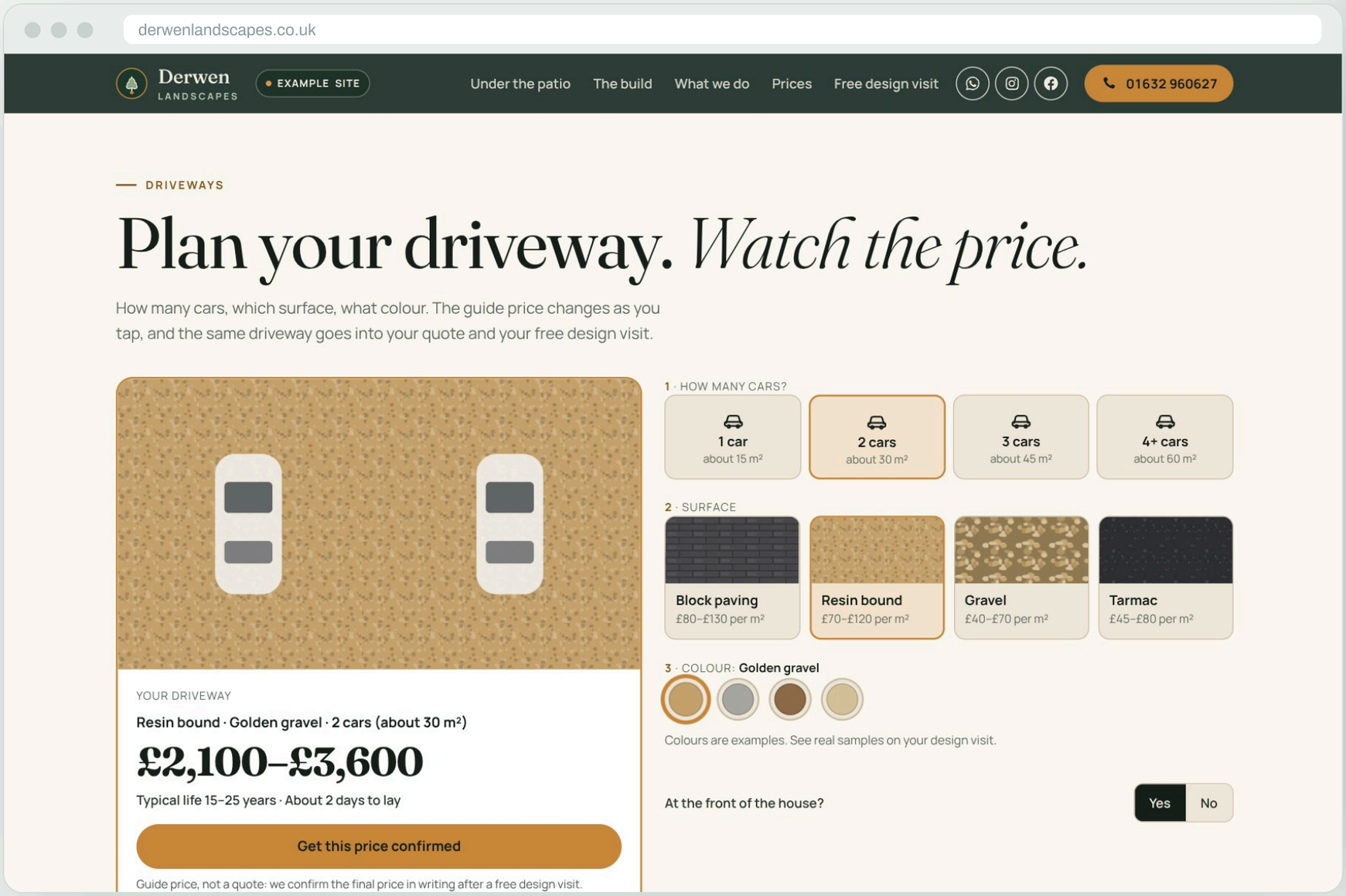
Each service gets its own moment instead of a small card.

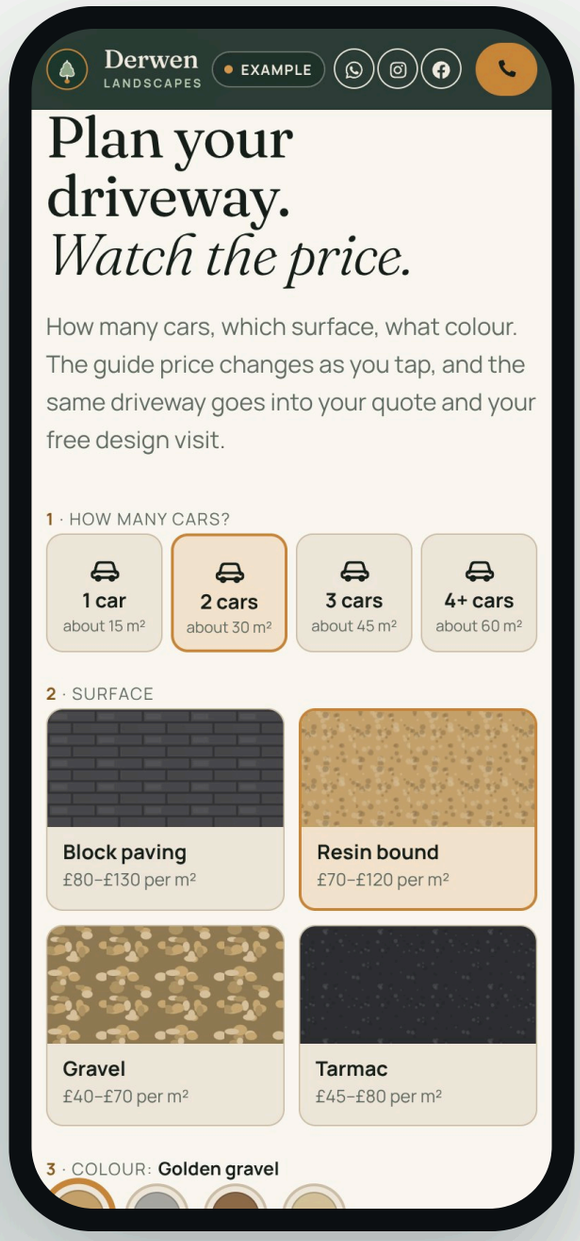
▶ Try it live

Shown on Derwen Landscapes (Seasons), a fictional example

P17 Premium 3D

Driveway planner





WHAT IT IS

Set the size and finish of a driveway and watch the guide price change.

WHY IT WORKS

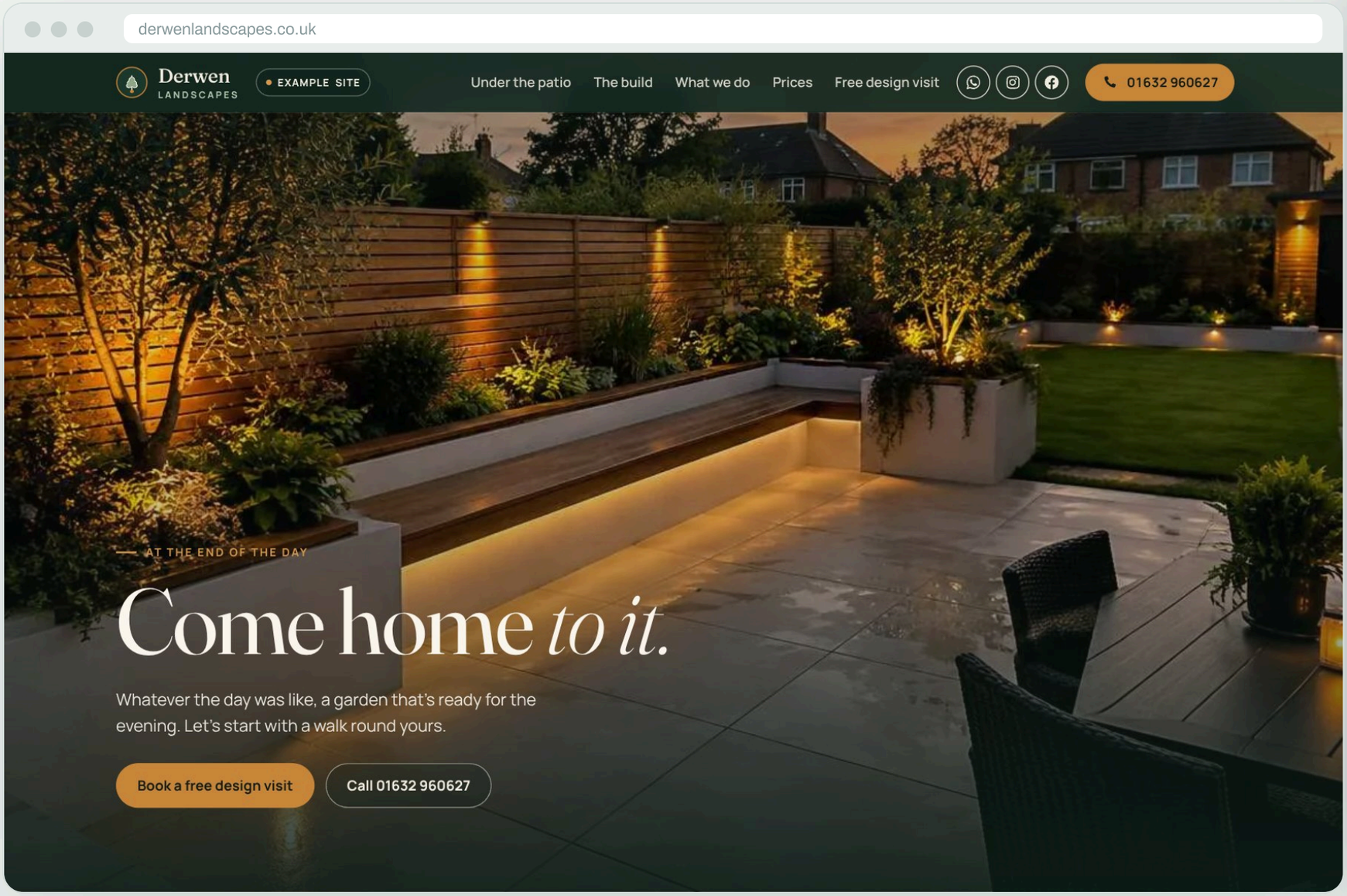
Turns 'how much is a driveway?' into a real enquiry with sizes.

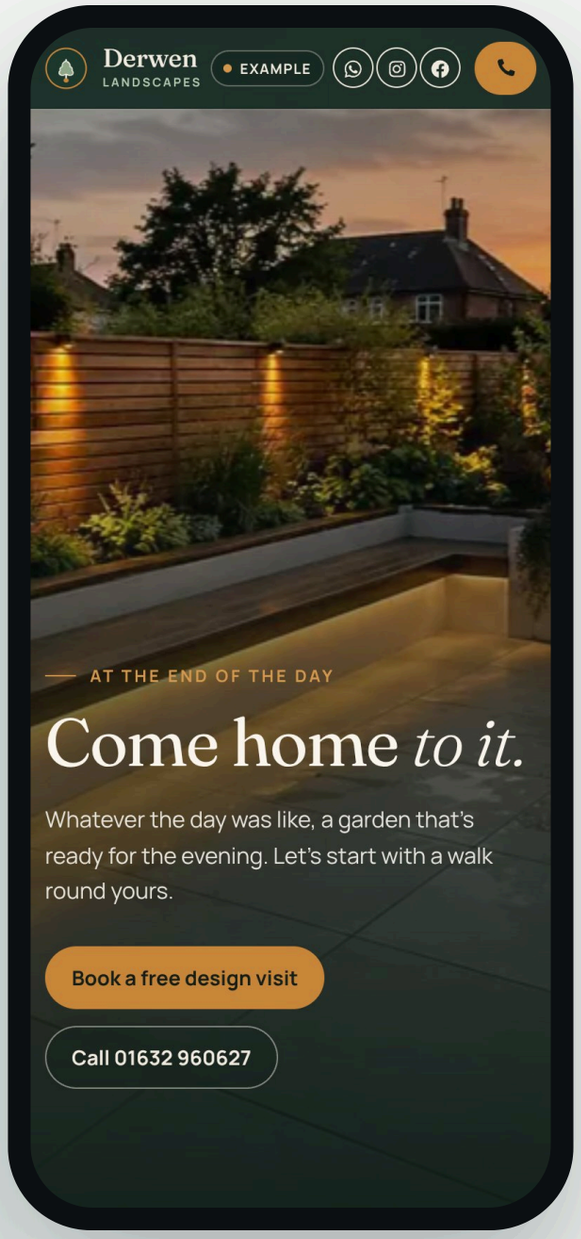
▶ **Try it live**

Shown on Derwen Landscapes (Seasons), a fictional example

P20 Premium 3D

Evening ending





Try it live

Shown on Derwen Landscapes (Seasons), a fictional example

WHAT IT IS

A closing chapter showing the finished job at dusk, lights on.

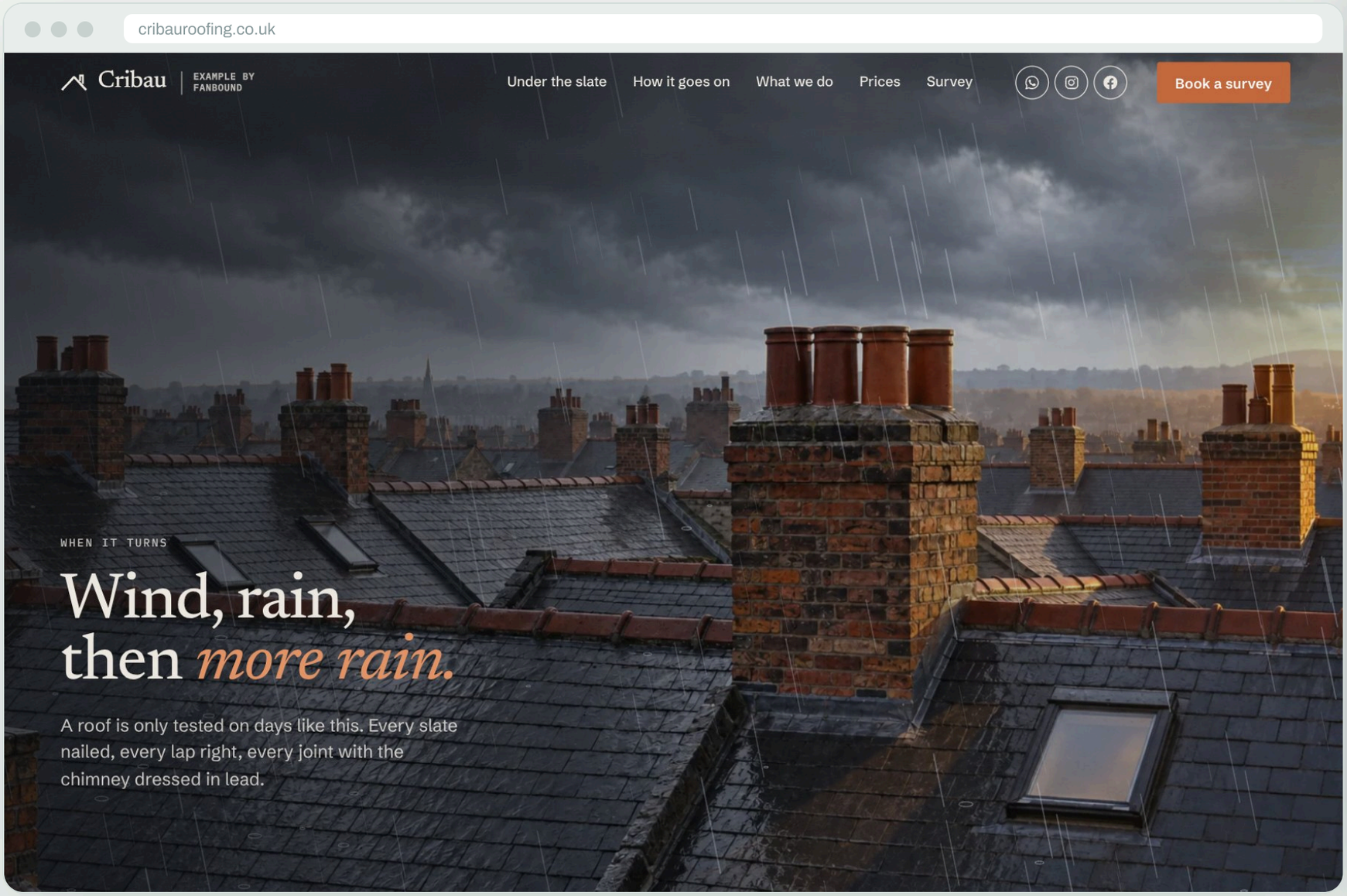
WHY IT WORKS

Leaves them picturing their own finished job.

Other style: a calm night-time ending, 'Sleep through the storm' (Weather look).

P21 Premium 3D

Storm opening





WHAT IT IS

A dramatic weather opening that clears as they scroll.

WHY IT WORKS

Hits the exact worry that makes people call a roofer.

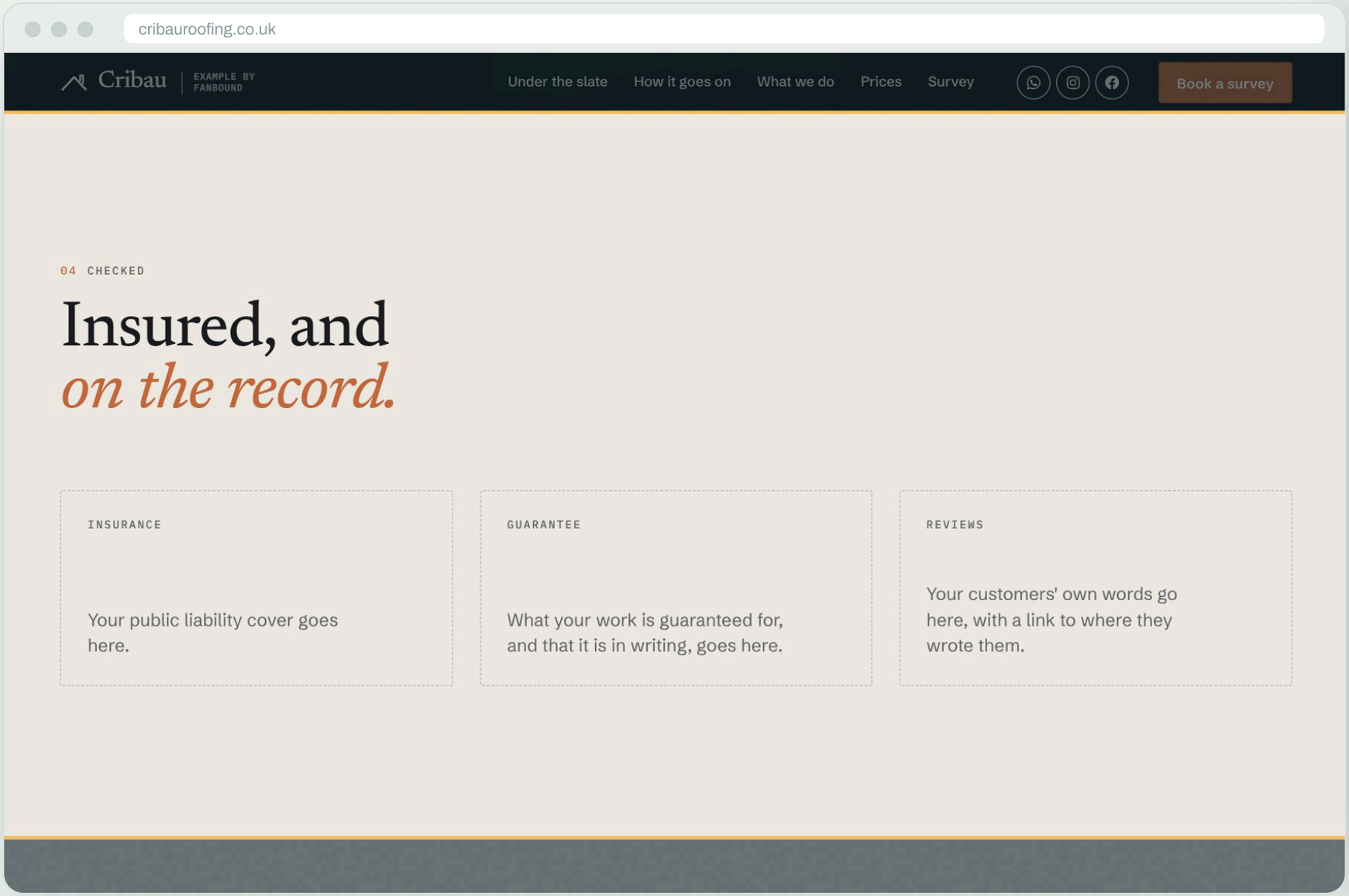
Other style: a cinematic opening that changes with the scroll (Seasons look).

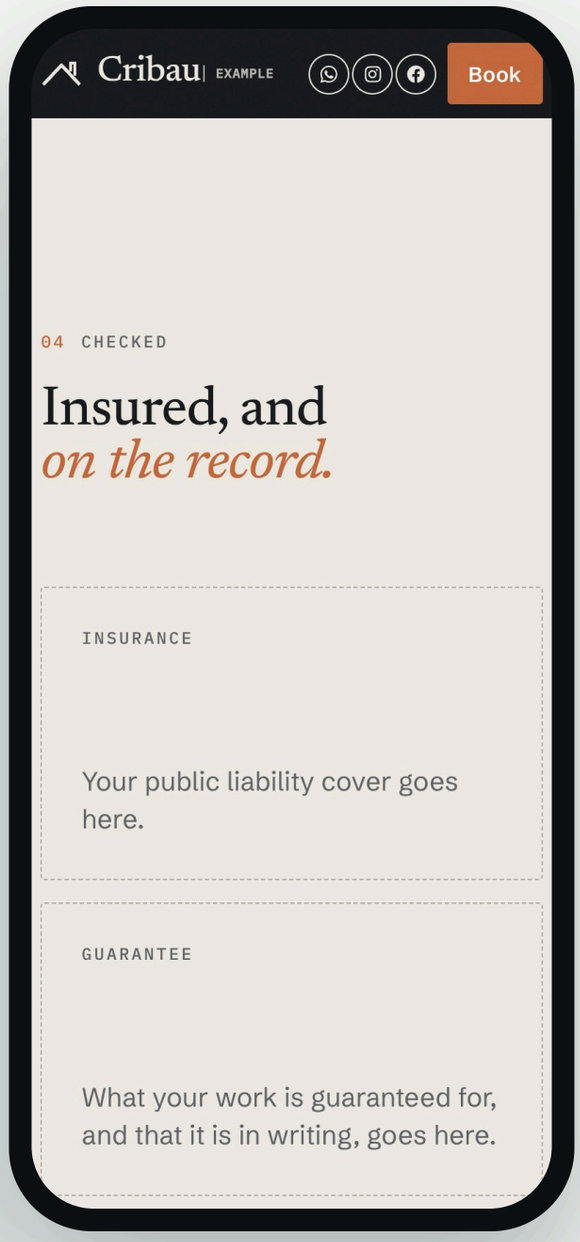
▶ **Try it live**

Shown on Cribau Roofing (Weather), a fictional example

P25 Premium 3D

Insured and on the record





WHAT IT IS

Your insurance, company details and guarantees laid out clearly.

WHY IT WORKS

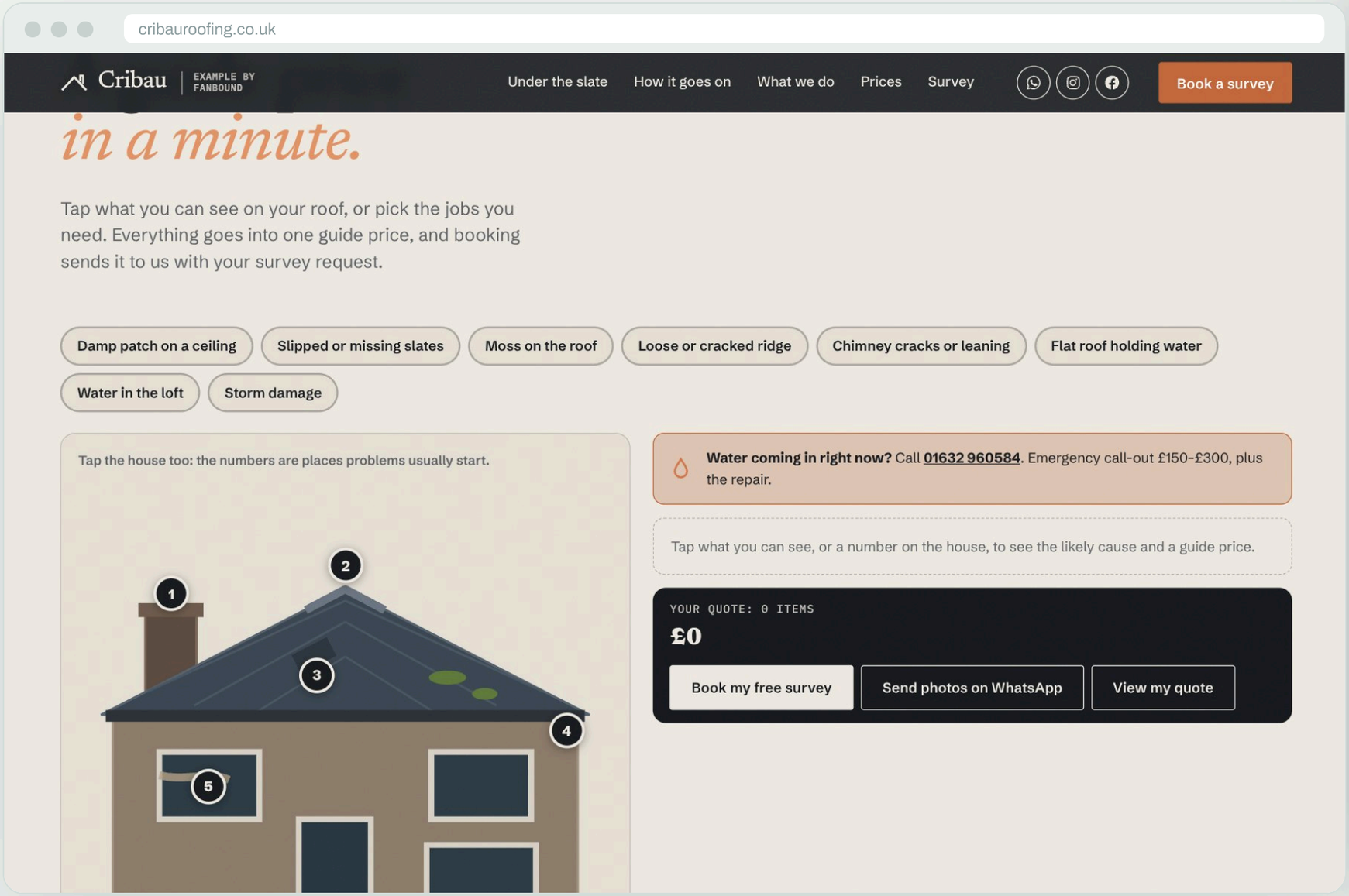
Bigger jobs need proof. This is where it lives.

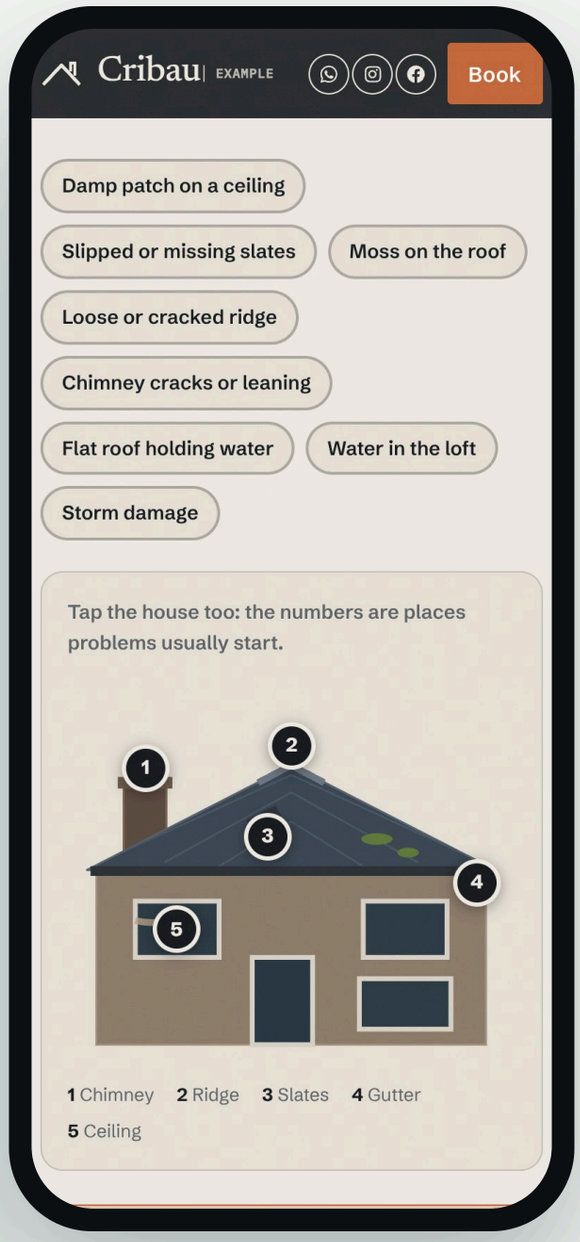
▶ **Try it live**

Shown on Cribau Roofing (Weather), a fictional example

P26 Premium 3D

Guide price in a minute





WHAT IT IS

A quick question-by-question price guide.

Other styles: tick your jobs, one price (Classic and Seasons looks).

WHY IT WORKS

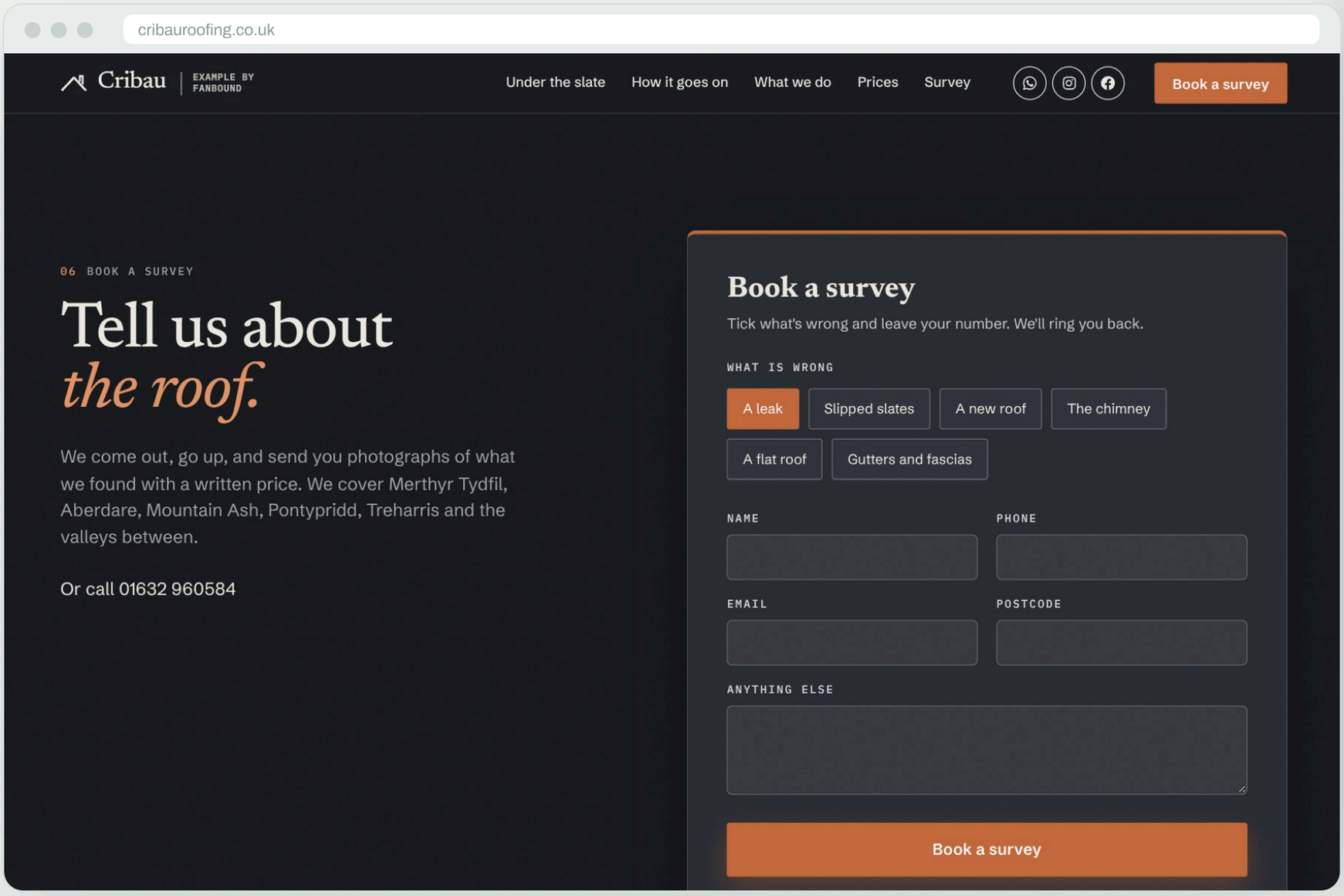
Feels like talking to you, gives a number, and ends in an enquiry.

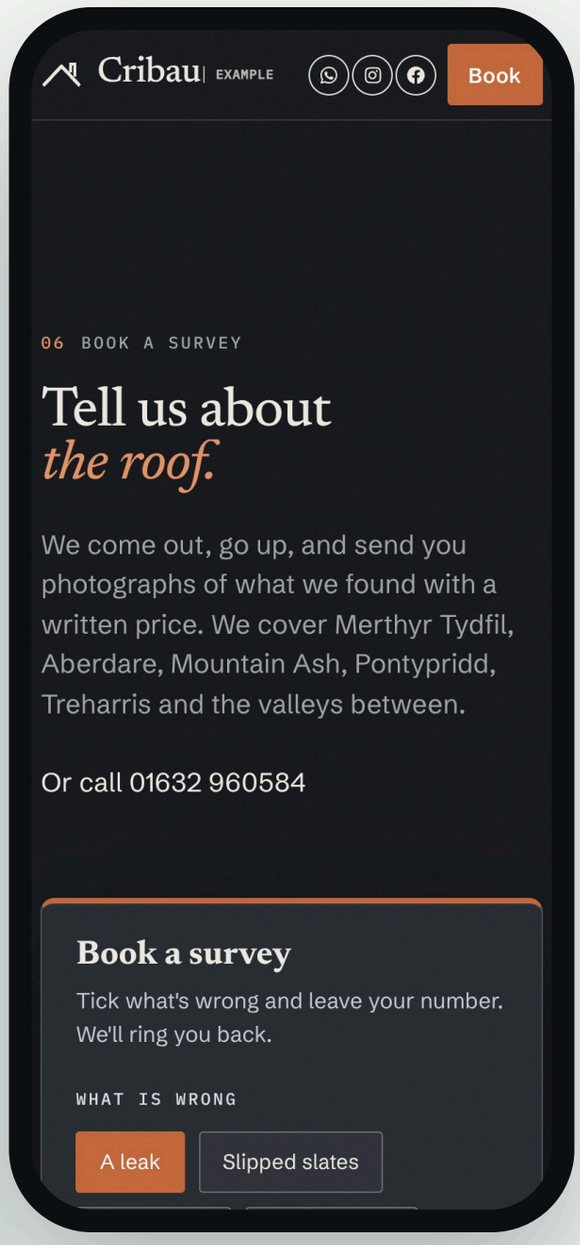
▶ **Try it live**

Shown on Cribau Roofing (Weather), a fictional example

P27 Premium 3D

Tell us about the job





WHAT IT IS

A guided survey form that asks the right questions for your trade.

WHY IT WORKS

Better information, better quotes, fewer wasted visits.

Other styles: a quote form that carries over picked jobs (Classic), book a visit with a preferred day (Seasons).

▶ **Try it live**

Shown on Cribau Roofing (Weather), a fictional example

Your pick sheet

Tick the sections you want (use Markup on the iPad), then screenshot this page and send it to Jake. Any P section means the Premium 3D package.

- [ ] **C01** Photo hero
- [ ] **C02** Split hero
- [ ] **C03** Trust strip
- [ ] **C04** What we do (service cards)
- [ ] **C05** Recent work grid
- [ ] **C06** Featured project
- [ ] **C07** About the team
- [ ] **C08** How a job runs
- [ ] **C09** Google reviews
- [ ] **C10** Simple reviews
- [ ] **C11** Areas we cover
- [ ] **C12** Common questions
- [ ] **C13** Quick quote with job chips
- [ ] **C14** Call-to-action band
- [ ] **C15** Footer
- [ ] **C16** Service page
- [ ] **C17** Projects page
- [ ] **C18** About page
- [ ] **C19** Detailed quote form
- [ ] **P01** Scroll film P3D
- [ ] **P02** Spot the problem game P3D
- [ ] **P04** Material studio P3D
- [ ] **P05** Check-up (what have you noticed?) P3D
- [ ] **P06** Package picker P3D
- [ ] **P08** Step by step P3D
- [ ] **P09** Call answering assistant P3D
- [ ] **P10** Google reviews (dark) P3D
- [ ] **P13** Layers chapter P3D
- [ ] **P15** Services chapter P3D
- [ ] **P17** Driveway planner P3D
- [ ] **P20** Evening ending P3D
- [ ] **P21** Storm opening P3D
- [ ] **P25** Insured and on the record P3D
- [ ] **P26** Guide price in a minute P3D
- [ ] **P27** Tell us about the job P3D

Business name, colours, anything else...

Let's build yours.

Send Jake your picks, or book a 30-minute call and we'll go through them together.

Open the live library
fanbound.co.uk/pick-n-mix · pick and send in a few taps

07378 570833
Call or WhatsApp

jakesutton@fanboundsupport.com
Email

fanbound.co.uk
Packages and how it works

Version 1.2.1, 2 November 2026. Example businesses (Derwen Landscapes, Cribau Roofing, Llechen Roofing, Pennant & Moss Landscapes) are fictional and their photos are AI-generated illustrations. Section designs are adapted to each customer's trade, brand and content.