

CASE STUDY - TRADES WEBSITE

Precision Fencing & Gates

A Website Built to Turn Enquiries Into Quotes



WEBSITE

www.precision-fencing.co.uk

PHONE

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Precision Fencing & Gates needed a website that matched the quality of their installations and made it easy for prospective customers to request a quote - backed by a private admin system built to run the day-to-day business, not just edit web pages.

About Precision Fencing & Gates

With years of industry expertise, the team delivers fencing solutions that improve both the security and appearance of a property - from residential garden boundaries to large-scale commercial installations, all handled with the same attention to detail. Their range covers wooden fencing, metal railings, automated gates, security systems and ongoing maintenance.

Every property is treated as unique, with personalised consultations shaping a collaborative process from initial design through to final installation.

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 - backed by a custom admin system covering quoting, invoicing, scheduling and content, built specifically around how a fencing business operates day to day.

THE PUBLIC SITE

Built Around How Customers 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.

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 - residential boundaries, commercial security fencing, custom gates and agricultural work all shown side by side.

What the Public Site Includes

Multi-Step Quote Form

Rotating Project Gallery

Service Categorisation

Accreditation Badges

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.

BEHIND THE SCENES

A Custom Admin Panel, Not Just a CMS

The public website is only half the project. Behind it sits a private admin system built specifically around how Precision Fencing actually runs jobs - from first quote through to invoice - so the team manages the business from one place, not several different tools stitched together.

Quote Builder & Invoicing	Build a quote by clicking in the materials and labour needed for a job, priced against the materials library - then turn that same quote directly into an invoice once the work is confirmed, with no re-entering figures.
Job Calendar	See upcoming jobs at a glance and book in new work against real availability, rather than juggling a separate diary or spreadsheet.
Materials Library	Add, edit or remove the materials used for pricing quotes, so the quote builder always reflects current stock, suppliers and pricing.
Photo Uploads & Descriptions	Upload job photos with their own descriptions, ready to feed straight into the website's project gallery without extra formatting work.
Service Management	Add, edit or remove services - each with its own description and photo - and have the change reflect automatically on both the homepage and the site's navigation menu, with no need to touch any code.
Client Job Notes	Attach private notes to a specific client or job - access instructions, parking, a dog on site, anything the team on the ground needs to know before they arrive.
Role-Based User Accounts	Different account types control what each team member can see and do, so office-only information stays with office roles and field access stays appropriately limited.

WHAT THIS MEANS IN PRACTICE

One System, Start to Finish

From Enquiry to Invoice, in One Place

A quote built in the admin panel can become the job on the calendar, and then the invoice once it's done - the same record carried through, rather than retyped at every stage.

The Website Updates Itself

Adding a new service or a set of job photos in the admin panel is enough - the homepage, navigation and gallery all reflect it automatically.

Nothing Gets Lost Between Jobs

Notes tied to a specific client or property travel with that job, so details like site access or a pet on the property reach whoever turns up to do the work.

The Right People See the Right Things

Role-based accounts mean the system can be opened up to more of the team over time, without opening up everything to everyone.

Want a System Like This for Your Business?

If your business could use the same approach - a website and an admin system built around how you actually work - get in touch and we can talk through what that looks like for you.

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