# Jonny’s kitchen enquiry page

Give someone looking for a kitchen fitter in Burnley a direct route from seeing your work to sending you the details you need for a quote.



Kitchen shown on JTC’s website

## WHAT A CUSTOMER SEES TODAY

**The kitchen link**

The kitchen, sneeze-screen and bedroom tiles all open the same general work page. A kitchen customer then reads about doors, flooring and skirtings, with no quote button in the page content.

**Give the kitchen tile its own destination and place an enquiry button beside an example of your work.**

**Contact on a phone**

The contact page shows the correct email address, but tapping it adds “Email:” to the recipient. The phone number is printed as text.

**Correct the email link and make the phone number tappable. Check that each opens the right app and recipient.**

**Two phone numbers**

Your site lists 07518 517567. The JTC contact block on Essential Rossendale Valley lists 07518 517561. The final digit differs.

**Confirm your preferred number, then align the website and directory so customers know which one to call.**

**The quote form**

The current form asks for a name, email, phone number and message. A customer has to guess whether to mention their postcode, fitting date or kitchen plan.

**Ask whether the kitchen is already ordered. Invite a plan, postcode and target date so you can judge the job before calling back.**

**Proof of your work**

Your homepage already names Burnley and East Lancashire, shows kitchen work and includes feedback from a customer about a kitchen facelift.

**Bring the photo and relevant feedback onto the kitchen page, close to the quote button. Keep the existing shop available to product buyers.**

We reviewed the public homepage, gallery and contact journey. The review covers visible content and links. Inbox delivery, traffic and account settings need owner access to verify.

JTC homepage  Work and gallery  Contact page  Rossendale directory

# Two ways to ask for a quote

Keep the existing Shopify site. Give each visitor a starting point that fits the job they have in mind.

### I've bought my kitchen

Let the customer choose fitting only, attach their supplier's plan if they have one, and give a postcode and expected delivery date.

**Ask about fitting**

### I need supply and fit

Invite the customer to describe the room, their ideas and a preferred timescale. Photos or dimensions can help the first conversation.

**Discuss my kitchen**

## SUGGESTED SEARCH LISTING

### Kitchen Fitters in Burnley | JTC Carpentry & Kitchens

Already bought your kitchen or looking for supply and fitting? Speak to Jonny about kitchen installation across Burnley and East Lancashire.

This is example wording for the page title and description. Google chooses the wording it displays and can show a different version for each search.

## WHAT WE WOULD DO IN THE FIRST MONTH

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|---|---|
| **Agree the work** | Confirm which jobs and areas you want more of. Choose a kitchen photo, check the wording and agree where new enquiries should go. |
| **Build and check** | Build the page in a copy of your theme, correct the contact links and preview both form routes on a phone. Publish once you approve. |
| **Test and measure** | Send an agreed test enquiry through each route and confirm it reaches your inbox. Record the starting figures in Google Search Console where access is available. |

The public pages sitemap lists four pages, with no dedicated kitchen service page. HTTPS and a mobile viewport are already in place.

Google's title guidance  Google Search Console reporting

# What the monthly plan covers

**£39.99** per month

No setup fee. No minimum term. Your current website and hosting can stay.

| | |
|---|---|
| **Local visibility** | Refine the kitchen page around the work and areas you serve, connect it from the homepage and check which searches bring visitors. If searches appear but few people click, we can revisit the title and wording. |
| **Small website updates** | Send a new job photo, a customer comment, changed contact details or an updated service area. We can keep the page current while you focus on fitting kitchens. |
| **Maintenance** | Check the contact links and quote journey on mobile, review available theme updates and test changes on a draft copy. A saved theme copy gives us a route back if a design change needs reversing. |
| **Security checks** | With your permission, review who can edit the store, unused app permissions and two-step sign-in. Shopify manages the platform. Our checks focus on the accounts, apps and theme connected to your business. |

## How you can judge progress

Compare one 28-day period with the previous 28 days. Look at kitchen-related search appearances and clicks, submitted fitting-only and supply-and-fit enquiries, and how many turn into quotes worth pursuing. Your feedback on job quality matters as much as the count.

**If the preview feels right for JTC, tell Harley which type of kitchen job you would like to prioritise. We can agree the first changes together.**

Shopify theme copies  Theme updates  Secure sign-in