

THOROUGHbred CREATIVE

CLIENT OVERVIEW

For Clients & Prospective Customers

What We Do. What We Don't. What We Promise. What We Can't.

FOR CLIENTS | February 2026

WHAT WE DO

Our Core Service

- ✓ **Custom-designed landing page for your business** — built specifically for you, not a template someone else is using
- ✓ **Your information presented professionally** — services, location, hours, contact details and an about section
- ✓ **Mobile-first design** — built for the 67%+ of visitors coming from phones
- ✓ **Fast-loading page** — optimised for speed. 53% of mobile users leave after 3 seconds
- ✓ **Clear Call-to-Action** — a booking button, call button, or contact form so visitors know what to do next
- ✓ **Reviews & testimonial section** — social proof displayed on the page to build trust with new visitors
- ✓ **Clean, professional branding** — your work and identity presented at its best

What You Get

- ✓ A single, polished landing page that represents your business online 24/7
- ✓ A page that loads fast, looks professional on any device, and gives visitors a clear next step
- ✓ A credible online presence — even when you're not posting on social media

WHAT WE DON'T DO

Services Outside Our Scope

- ✗ **Full multi-page websites** — we build landing pages, not 10-page sites
- ✗ **SEO campaigns or Google Ads management** — we don't run paid ads or manage ongoing SEO
- ✗ **Social media management** — we don't post, manage, or grow your social accounts
- ✗ **E-commerce or online stores** — we don't build shops with carts, payments, or product listings
- ✗ **App development** — we don't build mobile apps
- ✗ **Logo design or full brand identity packages** — we work with what you already have
- ✗ **Ongoing website maintenance** — delivery is the landing page itself. Ongoing edits are a separate conversation
- ✗ **Content writing or copywriting** — we use the information you provide

If you need any of the above, we'll point you in the right direction — we just won't pretend we offer something we don't.

WHAT WE CAN GUARANTEE

These are promises we make with full confidence.

✓ CREDIBILITY

A professional landing page instantly elevates how your business is perceived. 75% of consumers judge credibility by website design, and 84% trust a website more than social media. We deliver that credibility.

✓ LOWER BOUNCE RATE

Our pages are built fast and mobile-first. Data shows 53% of mobile users leave after 3 seconds of loading. A well-built page keeps visitors on-site longer — that's a measurable improvement we deliver.

✓ A PROFESSIONAL ONLINE PRESENCE

When someone searches for your business, they'll find a clean, modern page that matches the quality of your work. No dead ends, no outdated templates.

✓ CLEAR PATH TO ACTION

Every page includes a clear Call to Action — book, call, or contact. 70% of small business sites don't have one. Ours always do.

✓ MOBILE-READY DESIGN

Over 67% of traffic is mobile. Your page will look and work perfectly on every device, every time.

WHAT WE CANNOT PROMISE

We'd rather be upfront than overpromise. Anyone guaranteeing the following is misleading you.

X NEW CLIENTS THIS WEEK / THIS MONTH

A landing page positions you to be found and trusted — but we cannot guarantee a specific number of new clients or a specific timeline. Results depend on your location, competition, reputation, and how you're driving traffic to the page.

X HIGHER GOOGLE RANKINGS

We don't provide SEO services. A fast, mobile-friendly page is better for search than a poor one, but ranking on page one requires ongoing SEO work we don't offer.

X SPECIFIC REVENUE INCREASES

We can share data on how an online presence affects consumer behaviour, but we won't tie our work to a guaranteed dollar figure.

X THAT IT REPLACES YOUR MARKETING

Your landing page is a strong foundation — the place your social media, word of mouth, and ads point back to. It's not a substitute for those efforts.

X ONGOING SUPPORT UNLESS AGREED

Unless a maintenance agreement is in place, delivery is the landing page. We won't imply we're available for unlimited edits unless that's been discussed and priced.

THE BOTTOM LINE

Our product is simple: a clean, fast, professional landing page that gives your business a credible home online. We don't need to oversell it. The data speaks for itself, and the product is strong.

We sell what we actually deliver. We're honest about what we don't. And we let the quality of the work speak for itself.

QUICK REFERENCE

WE CAN SAY	WE WON'T SAY
This positions you to attract more clients.	This will get you more clients.
You'll have a credible online presence.	You'll rank #1 on Google.
It's designed to reduce bounce rates.	Nobody will ever leave your site.
A landing page is a strong foundation.	This is all you need to grow.
Results depend on multiple factors.	I guarantee results in a week.
We build landing pages — that's our specialty.	We can do SEO, ads, everything.