

# The Flight Path to Next-Generation Web Services

A modular roadmap for growing your small business online.

Powered by FlyingPenguin.ai



# Websites designed to grow alongside your business



# Phase 1 establishes a scalable digital foundation



## Core Features

- Modern responsive design & mobile-friendly layout
- Smooth scrolling and animated sections
- Essential pages: Services, About, Gallery/Portfolio, Contact
- Enquiry or quote form
- SEO-friendly structure & fast loading performance

## We adapt to your business

Trades and contractors

Mechanics and garages

Cleaning companies

Salons and beauty businesses

Personal trainers

Consultants and coaches

The website acts as the foundation that other upgrades can connect to.

# Secure your presence with scalable infrastructure



## Basic Hosting

**£10/mo**

Suitable for small brochure websites.

Secure hosting, SSL certificate, uptime monitoring, weekly backups.



## Standard Business Hosting

**£20/mo**

For growing traffic and media.

Faster resources, SSL, daily backups, content delivery optimisation, security monitoring.



## Advanced Website Hosting

**£35/mo**

For sites with booking/logins.

High performance, daily backups, firewall protection, performance optimisation, monitoring & maintenance.



## Managed Business Hosting

**£50-80/mo**

For portals/complex systems.

Dedicated resources, advanced monitoring, redundant backups, security management, infrastructure optimisation.

Custom Infrastructure: Available on request for large systems.

# Automate your frontline with intelligent AI assistants



## AI Website Chat Assistant

(Not just a chatbot)

**£25-60/mo**

Provides instant answers to visitors.

Fully thinking, content-aware AI tailored to write how you would based on your entire business knowledge base, saving you time.

Handles: Services offered, opening hours, locations, pricing, booking instructions, and FAQs.

Collects enquiries and passes them directly to the business owner.



## AI Phone Receptionist

(Full conversational model)

**Setup £395-£995**

Answers calls, responds to questions, captures messages, books appointments, and routes enquiries.

No push-button system or set phrases, a full conversational model with tailor-made accents based on your area and instant conversational knowledge of your entire business.

Monthly Tiers:

Mini plan from £49.95

Sole trader plan: £99.95

Small team plan: £149.95

Small business plan: £195.50

Medium business plan: £229.95

# Deliver a frictionless interactive customer experience

## Online Booking System

Setup £300-£900

Allows customers to schedule appointments directly through the website.

Perfect for gym coaching, car servicing, cleaning appointments, and consultations.



## Live Quote Calculator

Setup £250-£700

Allows customers to estimate prices based on specific requirements.

Ideal for house cleaning estimates, vehicle detailing, service packages, and repair quotes.



# Centralise your client and business management

## Customer Login Portal

Setup £400-£1200



Secure access for customers to manage their own information.

Features: View previous quotes, check booking history, access documents, view reports, manage bookings.

## Business Admin Dashboard

Setup £500-£1500



A private command center for the business owner.

Features: Centralised enquiry management, job tracking, document storage, customer notes, and uploaded images.

# Streamline operations with structured data capture



## Fault or Issue Reporting System Setup £250-£600

Customers submit detailed reports with uploaded photos and text descriptions.

Uses: Reporting vehicle faults to a garage, submitting damage photos, property issues, or repair requests.

## File Upload and Job Requests Setup £200-£500

Clients attach documents directly to service requests.

Uses: Vehicle photos, floor plans, product images, and documents for review.

# Connect instantly across every communication channel



## CRM Integration

Setup £200 + optional sub

Automatically store and track leads in a customer relationship management system.



## WhatsApp Chat

Setup £49.00 for direct communication and additional costs for AI syned whatsapp chats.

Instant website button for immediate visitor conversations.



## SMS Notification System

Setup £150 + usage

Automate appointment reminders, booking confirmations, and enquiry responses via text.



## Automated Email System

Setup £150-£350

Trigger automated enquiry/booking confirmations, follow-ups, and service reminders.

Depending on volume of traffic and hosting agreement, a monthly subscription fee may apply for each package.

# Drive visibility and accelerate business growth

## Google Business Profile Support

Setup £150 + £10/mo

Profile optimisation, photo updates, review responses, local search improvements.

## QR Code Marketing Pack

£25.00 one-time

Custom links for vans, uniforms, flyers, cards, and shop signage.

## Search Engine Optimisation

Setup £100 + £10/mo

Keyword/local optimisation, page structure improvements, Google indexing support.

## Review Collection System

Setup £150 + £10/mo

Automated feedback requests after completed jobs to build Google reviews.

# Maintain performance with ongoing support and analytics



## Website Maintenance Plans

**£20-£80/mo**

Ensures smooth operation via software updates, security monitoring, backups, and performance optimisation.



## Content Update Service

**£30-£100/mo**

Hands-free management: Request photo additions, service updates, text edits, and new content publishing.



## Analytics and Reporting

**£20-£50/mo**

Actionable metrics: Track visitor numbers, enquiry conversions, traffic sources, and popular pages.

