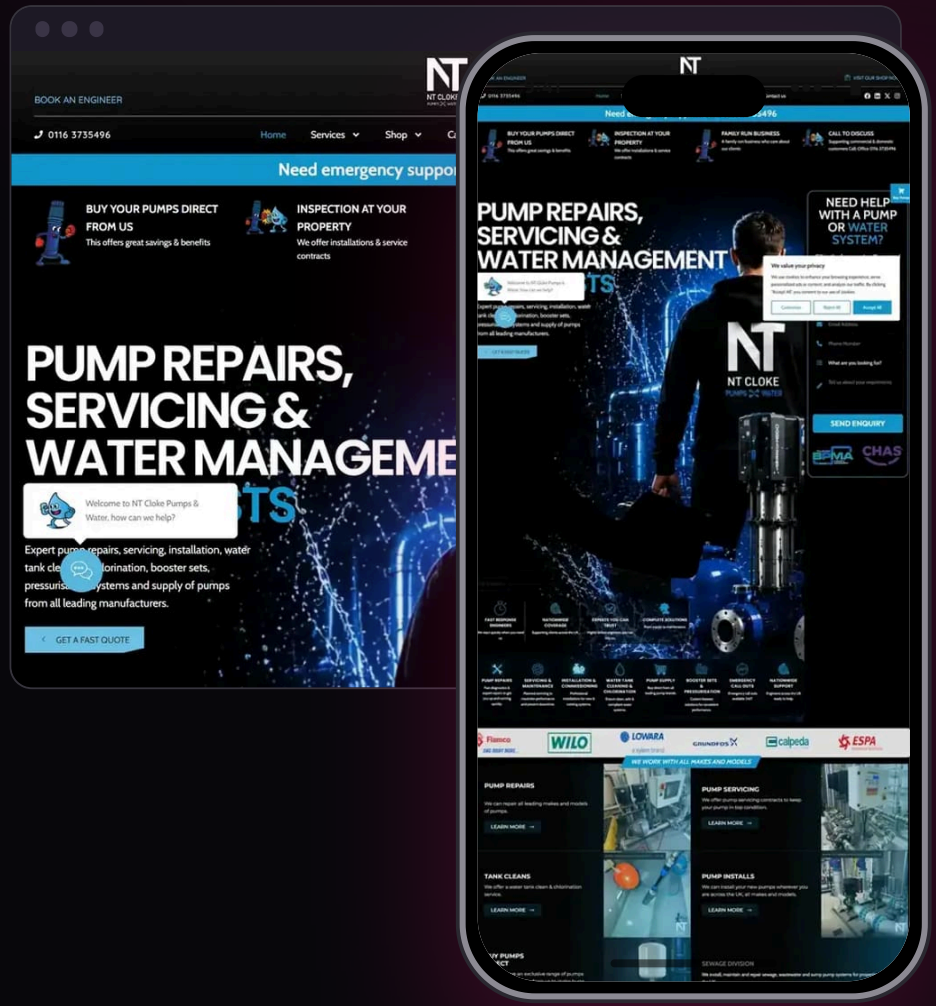
WEBSITES FOR PUMP ENGINEERS

Win the breakdown and the service contract.

A short guide for pump engineers: how customers search, the pages you need and what we built for NT Cloke.

- Repairs
- Servicing
- Installation
- Tank cleaning
- Pump sales



HOW CUSTOMERS FIND YOU NOW

Two very different customers. One website.

A failed booster pump leaves a building with no water. A facilities manager wants a service contract for twelve sites. Your site has to win both. Both ask the same questions first.

1

Can you get here today?

Tap to call, WhatsApp and your call-out area on every page.

2

Do you service pumps like ours?

A page for each service and the pumps you work on.

3

Are you the real thing?

Case studies, reviews and a Google profile that is looked after.

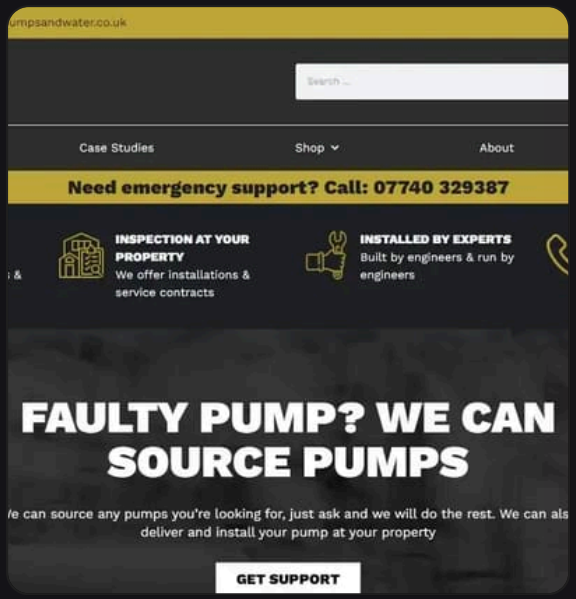
4

Will AI tools name you?

Clear service and area pages give ChatGPT and Google's AI answers something to quote.

HOW WE KNOW YOUR TRADE

We've worked with pump engineers for years.



NT Cloke Pumps and Water

Pump engineers, Leicester

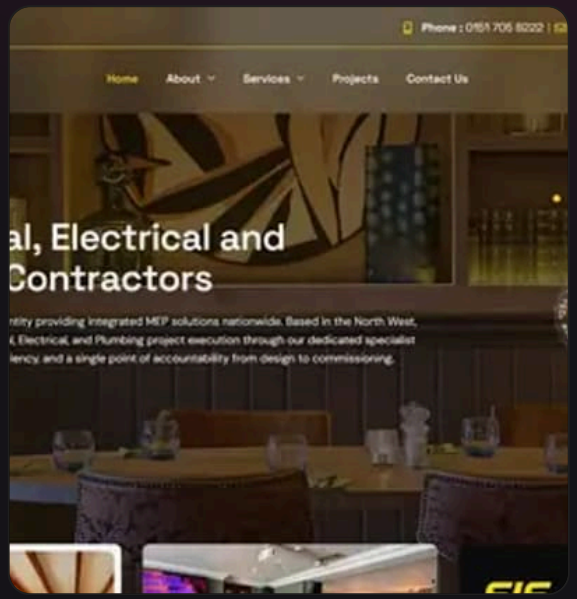
Built from just their logo, then product listings with enquiry forms and area pages across the country.



NT Cloke: the rebuild

Over 200 pages

Rebuilt with a cleaner menu, case studies, a blog, WhatsApp chat and engineer booking, keeping their SEO.



SJS Group

Mechanical, electrical and plumbing, the Wirral

A page for every service with Search Console and analytics set up from day one.

WHAT WE BUILD

The pages a pump engineer site needs.

You write nothing. We write it, you read it and nothing goes live until you are happy.

- **A page per service:** repairs, servicing, installation, tank cleaning and sales.
- **Products with enquiry forms** so you can list pumps without running an online shop.
- **Area pages** for every region you cover.
- **A commercial contracts page** for facilities managers and landlords.
- **Case studies** that show the jobs you have done.
- **Tap to call and WhatsApp** on every page with your call-out area.



NEED IT SOONER?

Need it sooner? We can design and go live faster.

Most sites go live in 5 to 10 working days. When you need it quicker, tell us and we will move faster.

Same day

GBR Hoarding saw their first design on screen the same day as the brief.

5 days

GBR Hoarding was ready to go live in five working days.

7 days

Volt Fire & Security's website was built in 7 days.

24 hours

Spartan Resin had their first enquiry within 24 hours of launch.

Day one

Brief by chat or WhatsApp. Design can start the same day.

Within days

Your homepage design on screen, built around your own work.

5 to 10 working days

Live, set up for Google and fast on phones.

After launch

Changes usually made the same day you ask.

Got a date to hit? Tell us when you need to be live and we will plan the build around it.

PROOF, NOT PROMISES

NT Cloke: 650+ website enquiries.

650+

enquiries through NT Cloke's website

#1

on Google Maps for "pump engineer Leicester" (checked 3 Nov 2026)

80+

phone calls from their Google Business Profile (Nov 2026)

NT Cloke's website enquiries are up 60% on the year before.

Case study: whiteskidigital.com/projects/nt-cloke-pumps-and-water/

TRUSTED BY

Businesses across the UK trust us with their sites.

SJS Group · Spartan Resin Design · MD Environmental · Westcross Environmental Services · Volt Fire & Security · LD Plumbing & Heating Ltd

Urban Resin Design · Daniel James Group · AD Apex Doma · Swales the flooring experts · Sanctum · Dr. Sof

AiMM & Co Creating Exciting Environments · CloudFusion · Curator Natural Skincare · URBAN FUN play · win · meet · eat + drink · The Lockdown Pub And Kitchen

100+
businesses looked after

Rated 5 stars on Google · Every project gets its own case study at whiteskidigital.com/projects/

WHAT CLIENTS SAY

In their own words, on Google.

Fast and easy to deal with

★★★★★

"...gets things changed and updated so quickly. Very easy to deal with, just send a what's app and it all happens in the background."

Hannah

★★★★★

"An idea inside my head became an amazing business website in next to no time."

Darran Smith, Around Ashford

★★★★★

"Absolutely brilliant to work with. Nothing is ever too much..."

Rebecca Cloke, NT Cloke Pumps & Water

Results you can see

★★★★★

"...our website now ranks on the first page of Google..."

Sofia Polushkina, Roots & Shoots

★★★★★

"I was spending like £200pm on google ads, now I spend hardly anything and yet I get the calls and enquiries."

Charles Winton

★★★★★

"The SEO work has already started making a real difference"

Luke, ReNewIt

A partner for the long run

★★★★★

"Whiteski see themselves as a long-term partner, not a company that simply hands over a website and disappears."

Mark Johnson, Marshalls International

★★★★★

"Top class service from Whiteski Digital, they have completely transformed our construction companies website."

Dan Henderson

★★★★★

"My website has improved drastically."

Feature Finishes

Read all our reviews on Google: search Whiteski Digital on Google Maps.

WHY WHITESKI

Why businesses pick Whiteski.

One team for everything
Website, SEO, Google profile, hosting and social from one place.

Live in 5 to 10 days
Homepage design within days. Faster when you need it.

Same-day changes
Send a WhatsApp. Most changes are done the same day.

You write nothing
We write it, you read it. Nothing goes live until you are happy.

Found from day one
SEO and AI search set up as we build, not bolted on later.

Our own UK hosting
Fast servers, daily backups and security watched for you.

Your own case study
Every project gets its own page on our site.

A long-term partner
We stay after launch. We don't hand over a site and disappear.

1. **Tell us**
Your work, your area and the jobs you want more of.

2. **See it**
Your homepage design within days.

3. **Shape it**
Changes made fast, usually the same day.

4. **Go live**
In 5 to 10 working days.

5. **Get found**
Help with Google from day one.

How much will a pump engineer website cost?

It depends on what you need and want. We can work to most budgets. See every figure at whiteskidigital.com/pricing/

Basics

A clear site with your services, gallery, reviews and enquiry form.

Ask for a price →

Full

Service and town pages so you show up across your whole area.

Ask for a price →

Custom

Bigger sites, booking, quote tools or anything your business needs.

Ask for a price →

WE DO IT ALL

The site is the start. We do the rest.

Websites
Fast, custom sites built around your own work.
/web-design/

Online shops
Sell online with a shop that is easy to run.
/online-shops/

Rebuilds
Tired site or stuck on WordPress? We move you over.
/website-rebuilds/

SEO
Page packs and monthly SEO that answer real searches.
/seo/

Google Business Profile
Set up, filled in and looked after.
/seo/google-business-profile/

AI search
So ChatGPT and Google's AI answers can name you.
/seo/ai-search/

Our own UK hosting
Servers, backups and security in one place.
/web-hosting/

Care and updates
Small changes and checks each month.
/web-updates-care/

Social media
Posts that show your work, planned and booked.
/social-media/

Email marketing
Newsletters that bring past customers back.
/email-marketing/

CRM systems
Leads, jobs and follow-ups on one screen.
/crm/

Growth plans
One monthly plan that covers the lot.
/digital-retainers/

NEXT STEP

Want more breakdowns and contracts?

Tell us the services you offer and the areas you cover. We will show you what your site could look like.

Ask for a price

WhatsApp 07725 541812

Email info@whiteskidigital.com
See our pump engineer work at whiteskidigital.com/pump-engineer-websites/