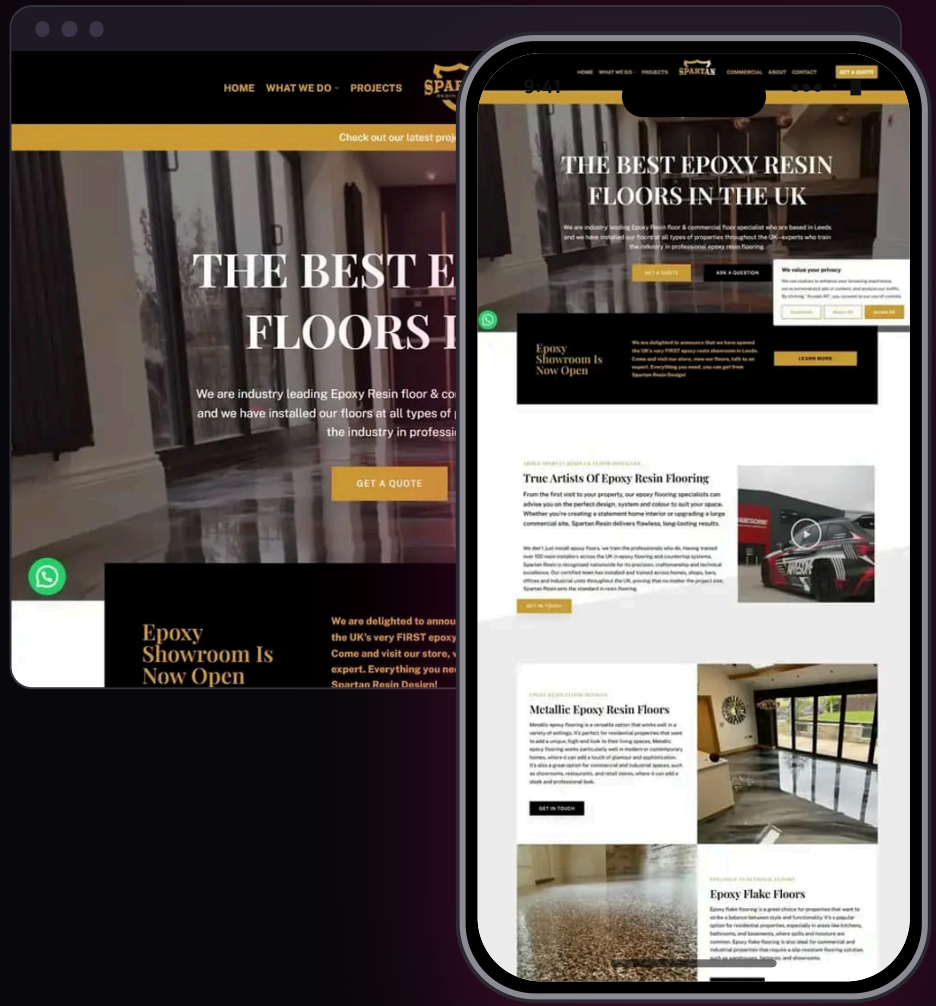
WEBSITES FOR RESIN INSTALLERS

Your floors sell themselves. Once people find them.

A short guide for resin, epoxy and polished concrete installers: how customers search, the pages you need and how we build them.

- Metallic epoxy
- Flake
- Polyurethane
- Polished concrete
- Town pages



HOW CUSTOMERS FIND YOU NOW

One “Services” page can’t rank for every finish.

People search for the finish they want and the town they live in. A single services page can’t cover metallic epoxy, flake, polyurethane, polished concrete and screed across a dozen towns.

1

A page per finish

So “metallic epoxy garage floor” lands on your metallic epoxy page.

2

A page per town

So you show up across the whole area you cover, not just home.

3

Your floors front and centre

Phone photos are fine. Big galleries do the selling.

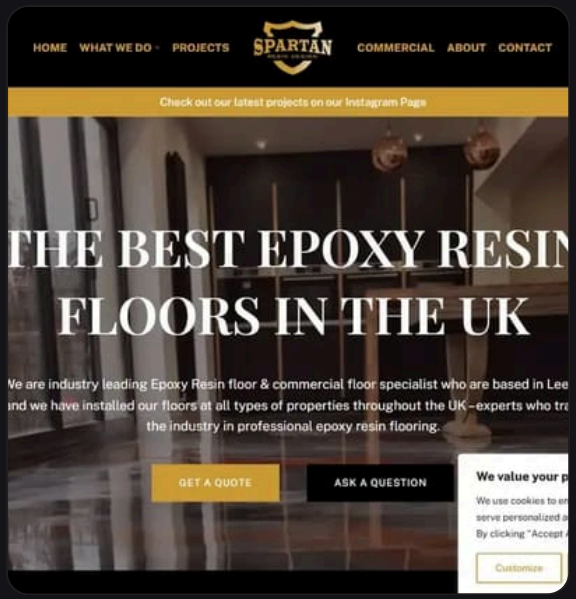
4

Ready for AI search

Clear finish and town pages give ChatGPT and Google’s AI answers something to quote.

HOW WE KNOW YOUR TRADE

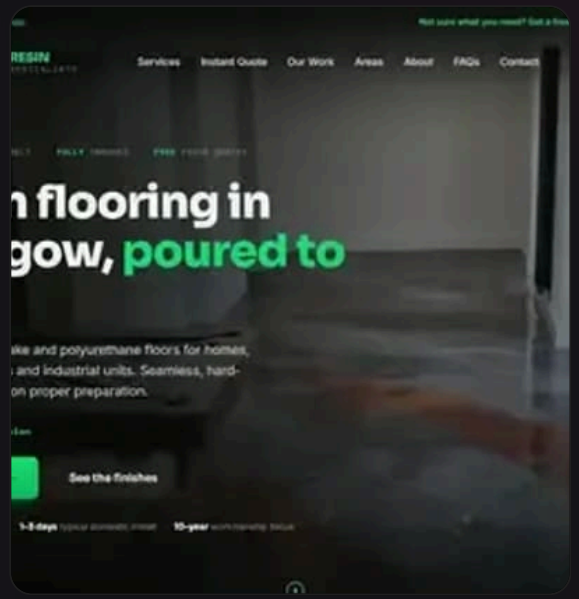
We've built 13 resin and flooring websites.



Spartan Resin

Epoxy resin installer, Leeds

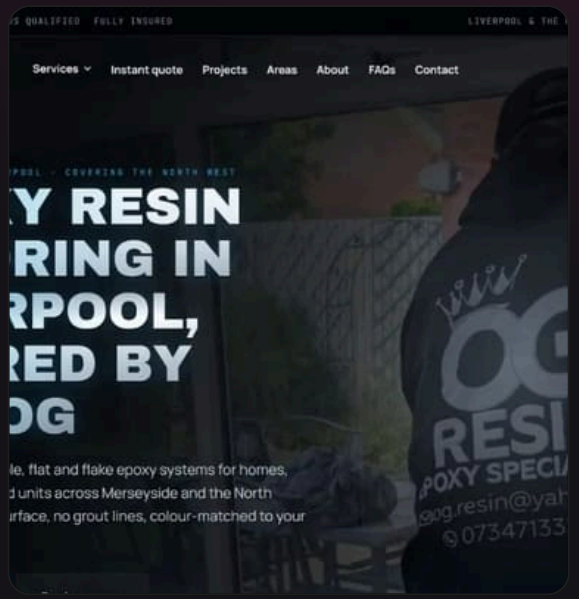
Their first website. First enquiry within 24 hours of launch.



Glasgow Resin

Glasgow and the Central Belt

26 pages including 9 town pages.



OG Resin

Liverpool

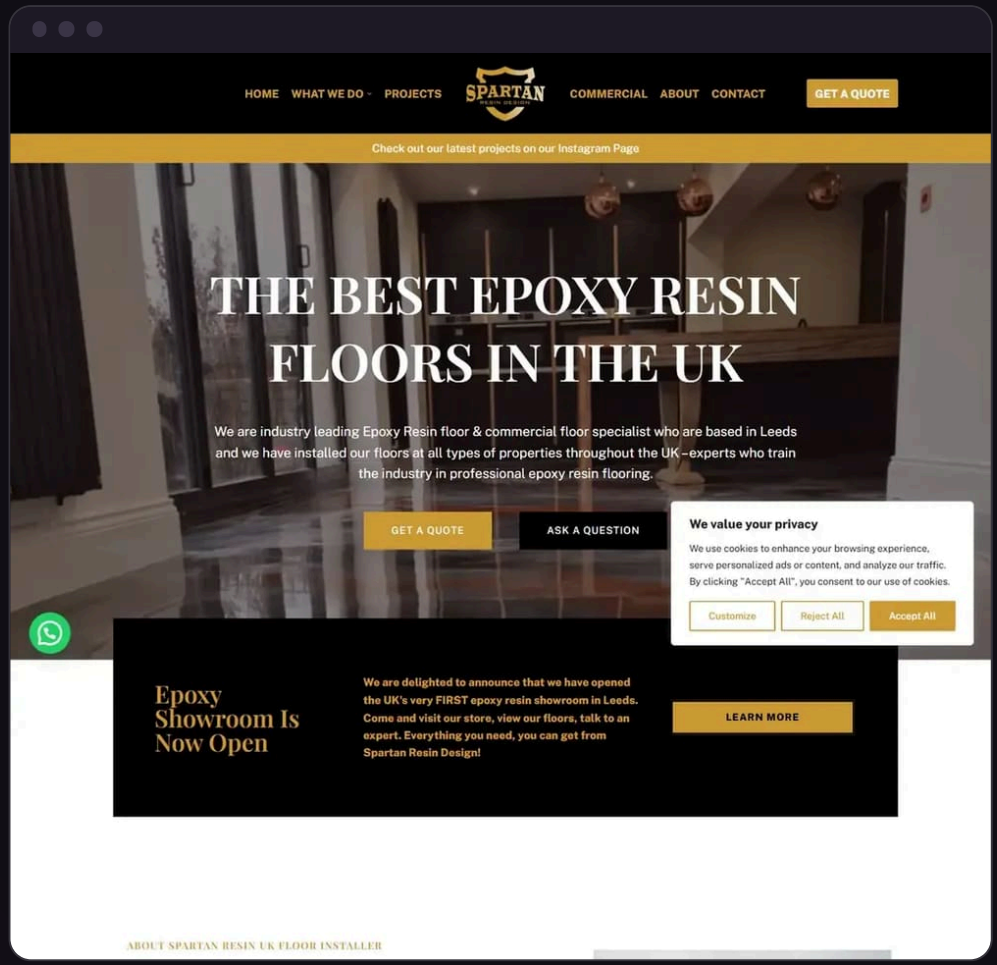
17 pages with enquiries tracked.

WHAT WE BUILD

The pages a resin site needs.

You write nothing. We know the trade so you don't have to explain it. Nothing goes live until you have read it.

- **A page per finish:** metallic epoxy, flake, polyurethane, polished concrete and screed.
- **A page per town** for every area you cover.
- **Project galleries** built from your own phone photos.
- **Per square metre pricing** explained clearly if you want it on the site.
- **WhatsApp and phone buttons** with a quick enquiry form on every page.
- **Your Instagram feed** so new jobs show up without you lifting a finger.



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

Spartan Resin: from social only to 480+ enquiries.

480+

enquiries through Spartan Resin's website

24 hours

to their first enquiry after launch

Top

of Google for "epoxy resin floors Leeds" within six months

Spartan Resin used social media only before we built their first website. Enquiries are up 53% on the year before.

Counted from the site's own form entries, spam and duplicates removed, November 2026. whiteskidigital.com/projects/spartan-resin/

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 resin flooring 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

Let's get your floors found.

Tell us your finishes and the towns 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 resin flooring work at whiteskidigital.com/resin-flooring-websites/