

BreezePage.com

NEW TRADES BUSINESS STARTER KIT

FREE

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Your Logo: Looking Professional from Day One

Why It Matters

A logo is often the first thing people notice about your business. It helps customers remember you, builds trust, and makes your business look established even if you're just getting started. The good news is you don't need an expensive design agency to get a simple, effective logo that does the job.



How To Get One

There are a few different ways to get a logo for your trade business. Each option comes with its own price point, quality level, and pros and cons. Here's a quick, no-nonsense breakdown of the most common routes you can take.

1. Bespoke Logo Design

A bespoke logo is created specifically for your business by a professional designer such as a freelancer or agency. It's completely original and tailored to your brand, which means you get something unique that reflects your style, colours, and industry. To find a bespoke

designer try searching “Logo designer near me”. Or check out [fiverr.com](https://www.fiverr.com) for more affordable options, though quality usually varies.

Pros:

- ✓ Fully custom and one of a kind
- ✓ High quality for print, work vehicles, uniforms signs and more
- ✓ You get expert input on colours, typography and design

Cons:

- ✗ The most expensive option, with services typically costing between £250 to £1000 for established designers
- ✗ Longer wait times
- ✗ Often difficult to judge the quality before hiring the designer, and can be costly to change if you’re unhappy with the design

Bespoke design is ideal if you want a premium, long-term brand identity. But for many new small trade businesses, the cost and wait time can be hard to justify at the very start.

2. “Free” Online Logo Generators

[Free logo generators](#) can seem like the perfect option when you're starting out. They’re quick, simple to use, and don’t cost anything upfront. For a brand new trade business trying to keep expenses low, the idea is appealing. But there are a few important things to know before relying on them.

Pros:

- ✓ Fast and easy to use, even with no design experience
- ✓ Great for testing ideas or seeing what styles you like
- ✓ No upfront fees in most cases

Cons:

- ✗ Often hidden costs which are only revealed *after* you have designed your logo
- ✗ Often don't get high-resolution or *vector files*, which are needed for vehicles, signage and print
- ✗ Can be tricky or frustrating to use
- ✗ Customisation is often limited with colours, fonts etc

Free generators are useful for inspiration, but they rarely give you a logo that's strong enough to represent your business long term. They can sometimes pass as a starting point, but not a long-term solution.

3. BreezePage Starter Logo

If you don't want to spend money on a bespoke designer or wrestle with online logo generators, another option is to get a simple "starter logo" created for you.

As part of our low-cost web design package, we offer a clean, ready-made logo for all clients who need it. These starter logos are designed to look professional, match your trade, and give you something solid to use straight away.

Pros:

- ✓ Created by experienced designers, without the price tag
- ✓ Quick and hassle-free turnaround
- ✓ Clean, simple design suitable for all trades
- ✓ Works well on websites, social media profiles etc
- ✓ High quality and *vector files* included. Making it suitable for vehicles and print.
- ✓ Included at no extra cost

Cons:

- ✗ Created with high-quality stock assets. This means it is customised for your business, but not fully bespoke
- ✗ Cannot be copyrighted or trademarked

A BreezePage starter logo strikes a great balance between free logo generators and fully bespoke design: you get something professional, ready to use, and tailored to your trade without the high cost or effort. The BreezePage Starter Logo is included for all clients on our **standard** web design package (£15/month), so you can get started with a clean, professional look from day one.

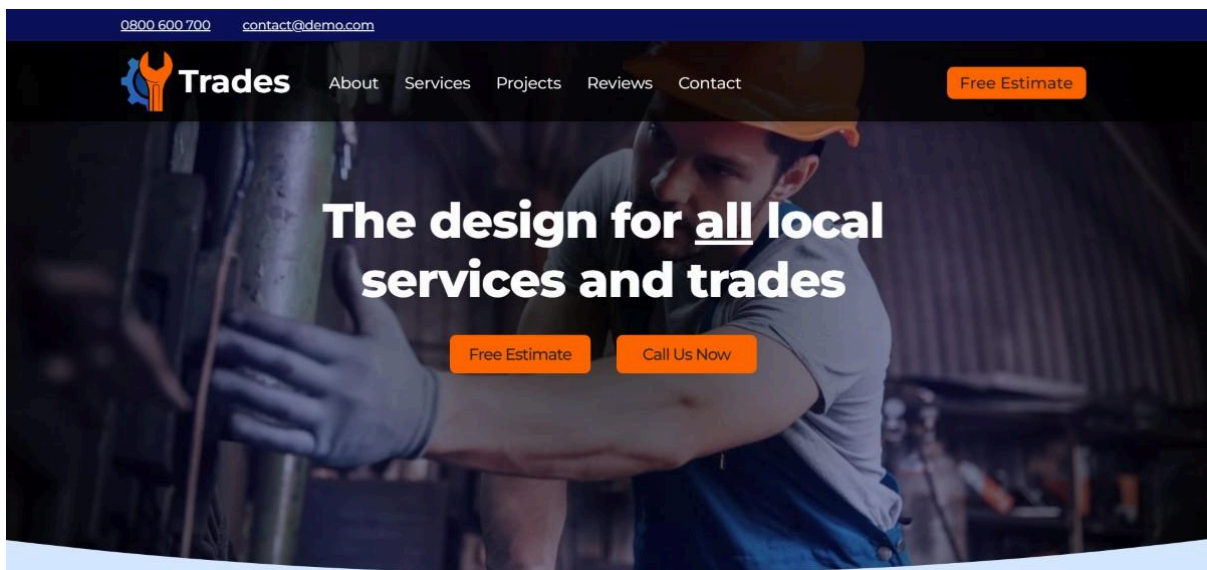
Your Website: How Customers Check You're Legit

Why It Matters

Your website is often the first place a potential customer will look to see if your business is professional and trustworthy.

Even a simple site with your services, contact info, and branding can make a big difference. It is a place to build credibility and showcase your services and reviews. Without a website, potential customers may struggle to find you online or may choose a competitor who looks more professional.

A website is a powerful tool to attract new customers, give your business a polished, professional look, and save time answering basic questions about your services.



How To Get One

1. Bespoke Web Design

A bespoke website is custom-built from scratch to your exact specifications, typically by an agency or freelancer. It can look unique and include all the features you want, but it usually comes with a higher

price tag and longer build times. This option is best for businesses with larger budgets or very specific requirements.

Pros:

- ✓ Fully custom design tailored to your business
- ✓ Unique style and layout
- ✓ Complete control over features and functionality
- ✓ Can scale and adapt as your business grows

Cons:

- ✗ Most expensive option, with prices ranging from a couple hundred, to *thousands* of pounds
- ✗ Longer development time, typically anywhere between one and six weeks
- ✗ Often hidden fees, maintenance costs or charges to update website content
- ✗ Often deal with a range of sectors so may not have experience with local trades businesses

While bespoke web design can give you a completely unique and flexible website, it comes at a much higher cost. For many small trade businesses just starting out, the investment is likely way more than needed.

2. Website Builders

Website builders are online platforms that let you create a website yourself using pre-made templates and drag-and-drop tools. They are usually fast and affordable, making them popular for small businesses and new tradespeople. Some popular website builders include: [wix.com](https://www.wix.com), [squarespace.com](https://www.squarespace.com), and [hostinger.com](https://www.hostinger.com).

Pros:

- ✓ Affordable, with viable plans often starting from just a few pounds per month
- ✓ Can be quick to setup if you have the technical skill and patience

- ✓ No coding required
- ✓ Many platforms include custom domain options, at an additional cost

Cons:

- ✗ Less flexibility than a bespoke website; you're limited to templates and platform features
- ✗ Usually need to acquire or buy your custom domain separately
- ✗ Can be tricky to customise, leading to frustration and paying someone else to do it
- ✗ Some builders create inefficient code leading to performance issues and slow load times
- ✗ Some platforms have poor customer support and you are often left alone
- ✗ What starts as a "quick solution" can sometimes lead to weeks of fighting with software and googling issues

While website builders can be cheap and fast to get online, they often come with hidden frustrations. Limited flexibility, tricky customization, slow performance, and poor support can turn a "quick solution" into wasted time and extra costs.

3. BreezePage.com

[BreezePage](#) is a **done-for-you** web and branding service, designed specifically for trades and local service businesses. We create clean, professional websites that are fully set up for you, so you don't need any technical skills. It's fast, affordable, and gives your business a polished, trustworthy look that helps attract customers.

Pros:

- ✓ Affordable cost for a professional website, our standard plan is just £15/month
- ✓ Hosting and custom domain included with all plans
- ✓ Multiple template designs to choose from, each built with trades businesses in mind and includes all the essentials

- ✓ Fast, friendly support. No tickets, robots, or long waits
- ✓ Quick turnaround, with sites often ready in a few working days
- ✓ Full control over images, icons, text and colours
- ✓ Can make regular requests to update images, add new reviews or tweak text - at no extra cost
- ✓ Built using native code, making sites speedy and looking good on all devices

Cons:

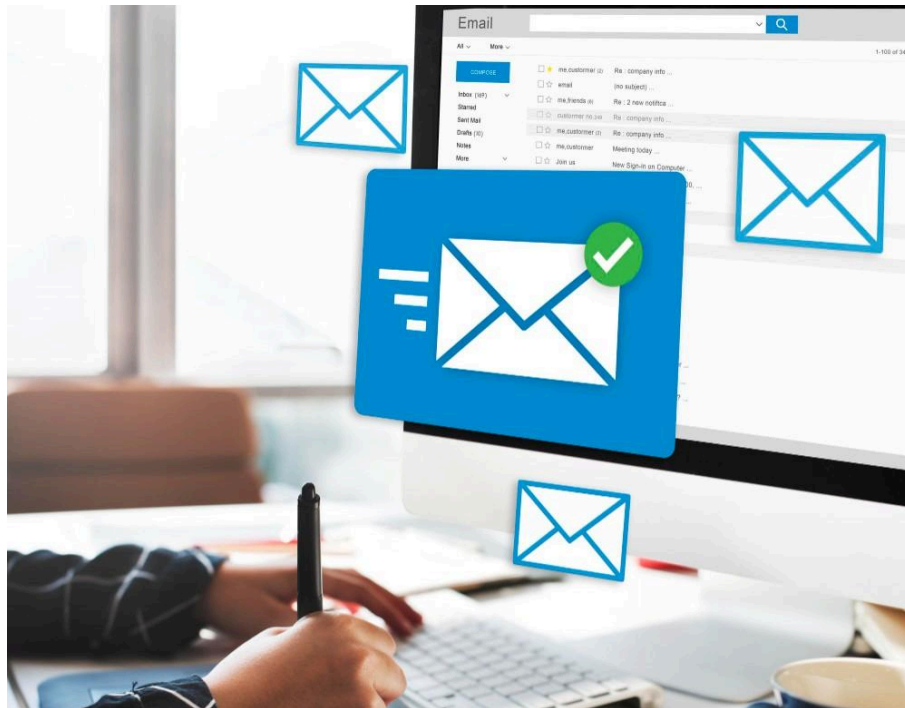
- ✗ Limited customisation compared to fully bespoke agencies
- ✗ While designs are personalised, layout may look similar to others
- ✗ Only basic SEO included
- ✗ We maintain ownership over website code, although you still own any images or text you provide (even if we adapt them)

BreezePage strikes a good balance between bespoke design and DIY website builders. You get a polished, fully set-up website without the typical high costs or long timeline. It's designed to cover all the essentials a trades business needs online, while still being quick to launch, easy to manage, and backed by friendly support whenever you need it.

Your Business Email: Make Your Messages Look Trustworthy

Why It Matters

A professional email address using your business domain (like `name@yourcompany.co.uk`) instantly shows customers that you're legitimate and serious about your business. Using generic emails like Gmail or Hotmail can make your business look unprofessional, and customers may trust you less or hesitate to get in touch. A branded email also keeps your messages consistent, easy to recognize, and memorable, helping you stand out from competitors.



How To Get One

1. Google Workspace

Offers [professional email along with cloud storage](#), calendar, and collaboration tools. Very reliable but can be expensive for new trades businesses. Must obtain your own domain name first.

2. Microsoft 365 / Outlook

Includes [email and Office tools](#). A solid option, but bloated with other features and monthly plans add up if you just need email. Must obtain your own domain name first.

3. Zoho Mail

More affordable than Microsoft or Google, [Zoho](#) also offers a free tier for small businesses. Good for simple email needs. Must obtain your own domain name first.

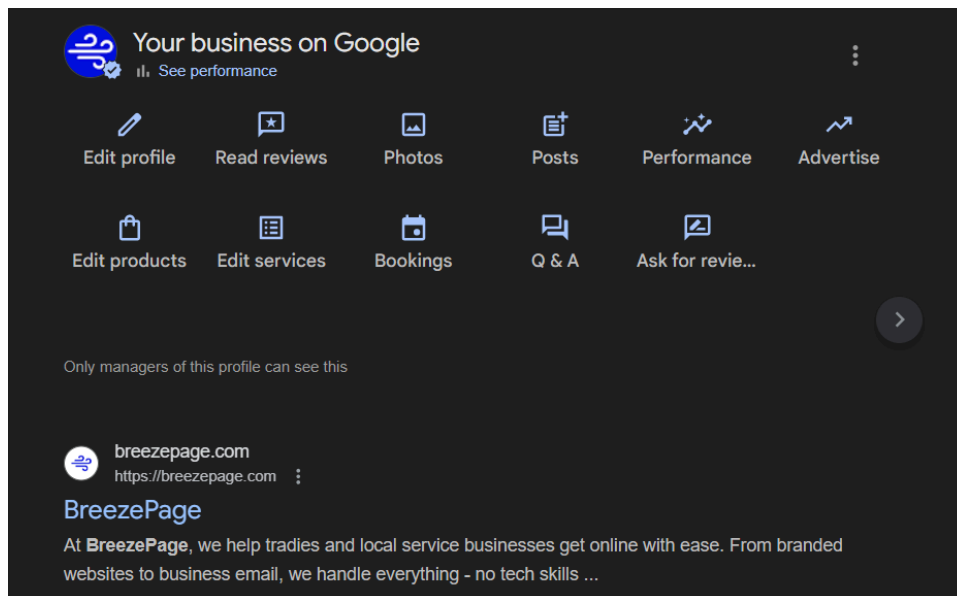
4. BreezePage Starter Email

As part of our ['Pro' web design plan](#), we set up a branded email address for you, including the custom domain at no extra cost.

Your Google Business Profile: Get Found in Local Searches

Why It Matters

A properly set up Google Business Profile can be just as important as a website. It's the listing that appears when customers search "electrician near me" or other local services, showing your business name, address, phone number, hours, photos, and reviews. This helps you appear in local searches and builds trust with potential customers before they even visit your site or pick up the phone.



How To Get It

Setting up a Google Business Profile is free, but it's easy to do it incorrectly. Missing information, inconsistent details, or poor-quality images can prevent your business from showing in local searches and cost you potential leads. BreezePage offers complete setup for you on our 'Pro' plan, but if you want to give it a go, instructions are below:

Google frequently updates their system, including verification methods and business questions, so [we've included a link to their official setup page for the most up-to-date instructions.](#)

However, there are a few important points to keep in mind when setting up a profile for a trade business:

- For “*Business Type*” ensure you select “*Service Business*”, and input an accurate industry or your profile could be hidden by Google.
- Ensure all contact info, website URL and opening hours are consistent throughout your website, social media pages, and your Google Business Profile. Any inconsistencies can harm your visibility and rankings.
- Add your business address if you have one, **do not** enter your home address unless for verification purposes.
- Reviews have a big impact on your local visibility. Encourage satisfied customers to leave reviews on Google, as these typically carry more weight than social media reviews for most businesses.

Start Smart: Professional Setup Without the Agency Price

Hiring a marketing agency can give you a fully bespoke website, but it often comes with high costs, lengthy timelines, and long contracts.

Doing it yourself is possible, but it takes time to learn, can be frustrating, and hidden costs quickly add up.

[BreezePage](#) aims to strike a middleground. A professional, done-for-you setup at an affordable price, including your website, branded email, starter logo, Google Business Profile, and social media branding. You get a managed, trustworthy online presence, without the price tag or stress, and you retain the flexibility to upgrade or expand when you're ready.