brilliant

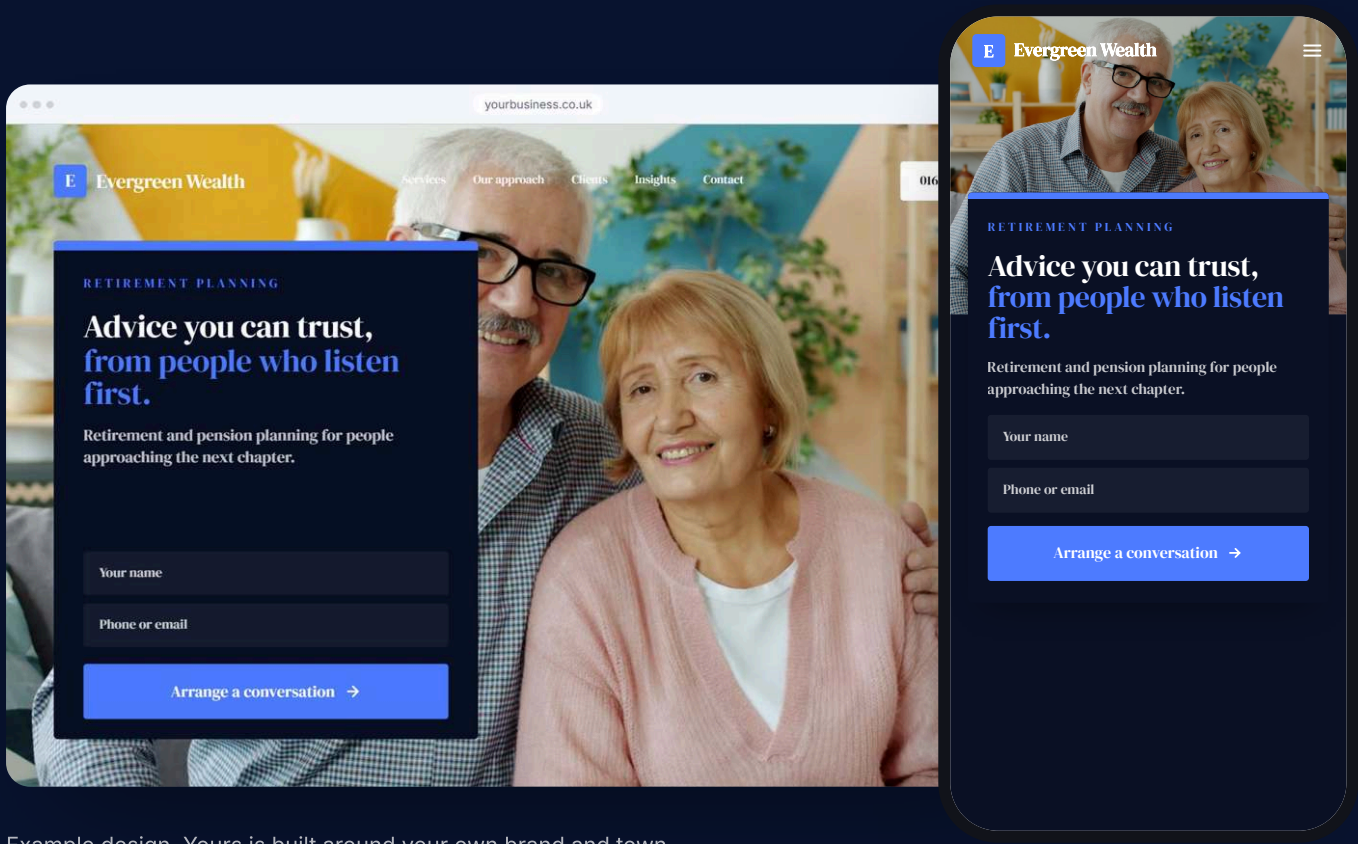
Website proposal for mortgage brokers and financial advisers

A website clients trust before they call.

Plain-English pages for mortgages, protection and planning, online booking for a first chat, a Google Business Profile, instant replies and 30 days of social posts. Designed, built and launched as one package.

£799 ~~£999~~ **Save £200** one-off, everything included

- Live in as little as 7 days
- You approve the design first
- One-off price, no contract
- UK-based team you can call



Example design. Yours is built around your own brand and town.

Book your free 15-minute call →

0800 779 7864
meetbrilliant.ai

What you get for £799

People research an adviser for weeks before they get in touch. This site does the explaining for you: what you advise on, how you are paid, who they will meet and what happens next. When they are ready, booking an initial chat takes a minute, from their phone or laptop.

1. **Your website**
   Designed around your brand, quick to load and easy to use on a phone.

2. **A page for every service and area**
   So you show up when people in Edinburgh and nearby search for what you do.

3. **Your Google Business Profile**
   Set up properly, so you appear on the map, with a simple way to get more reviews.

4. **Online booking**
   Customers can book from any page, day or night.

5. **Instant replies**
   Every enquiry gets an answer straight away, even when you're busy working.

6. **30 days of social media posts**
   A month of posts designed and written for you, with Instagram, Facebook and TikTok set up.

£799, one-off

Designed, built and launched for you. Any other costs, such as your domain, are explained up front.

~~Was £999~~

Built around one job: turning careful research into a first meeting.

Step 1

Get found

A page for each type of advice people search for. A page for each part of Edinburgh you serve.

Step 2

Earn trust

Your FCA firm reference number and status, in view. How you are paid, explained in your own words.

Step 3

Get the meeting

Book an initial chat online, from any page. A few questions up front, so you start prepared.

Sound familiar?

Trust is built online first	Prospects research an adviser's website and reviews long before they pick up the phone.
Jargon puts people off	Technical language makes clients feel out of their depth and look elsewhere.
Referrals are not enough	Introducers are valuable but unpredictable, and growth needs a steady online flow.

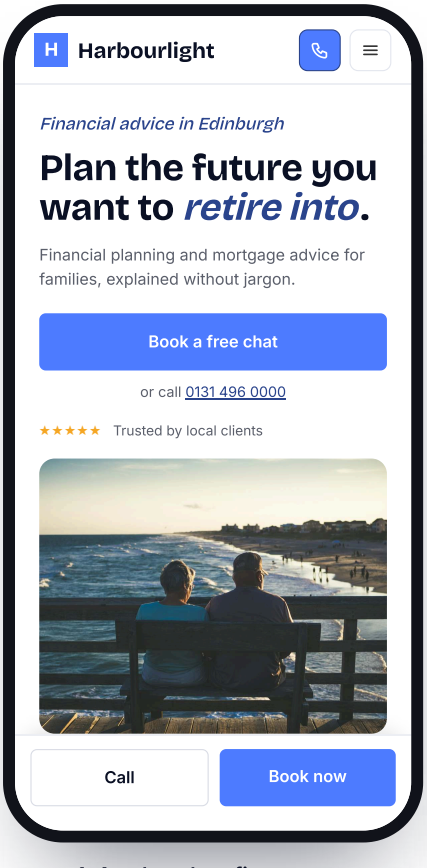
Searches you could show up for

- "mortgage adviser in Stockbridge"
- "first time buyer mortgage adviser Edinburgh"
- "remortgage adviser Edinburgh"
- "independent financial adviser Edinburgh"
- "retirement planning adviser Edinburgh"
- "life insurance adviser Edinburgh"

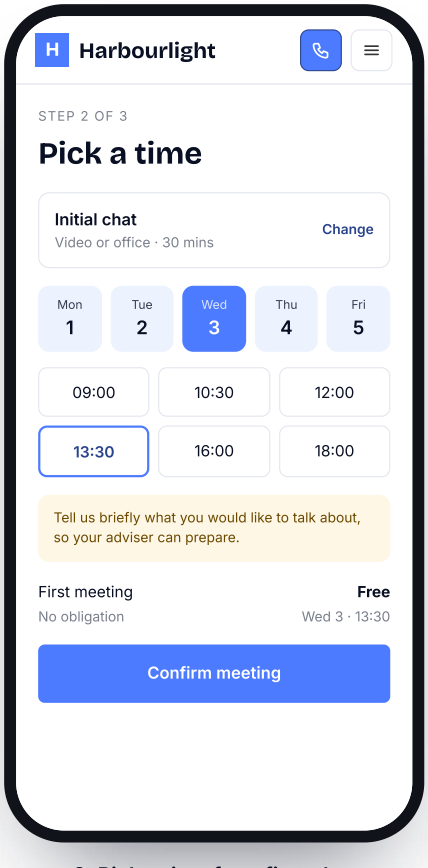
Mindful of FCA promotion rules. Copy is clear, fair and not misleading, with your FCA details and the right risk warnings, such as the repossession warning on mortgage pages. You stay responsible for your regulatory wording, and your compliance contact signs off.

Most clients start researching on their phone. So we design for that first.

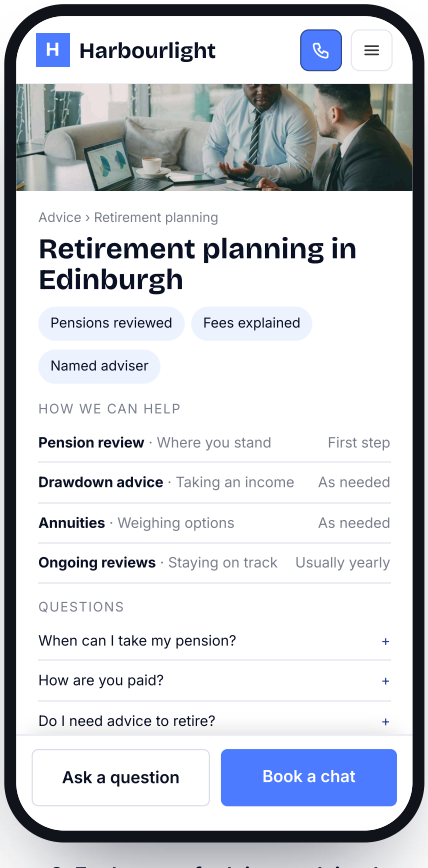
Every page has a quick way to book, call or send a message.



1. A calm, clear first screen



2. Pick a time for a first chat

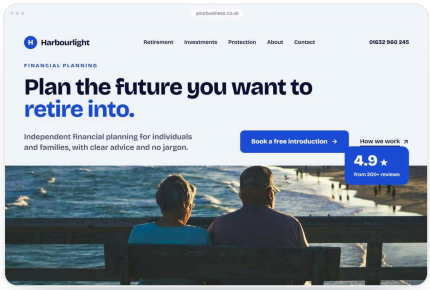


3. Each type of advice explained

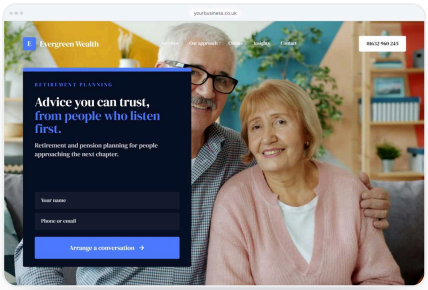
- A sticky Call and Book bar on phones
- Meeting slots by adviser and day
- A few questions on plans and timing
- Office, phone or video, chosen at booking
- How you are paid, explained clearly
- Tap-to-call and tap-to-email everywhere
- Your FCA details and risk warnings in view
- Large tap targets and easy-to-read type

A site as calm and considered as your advice.

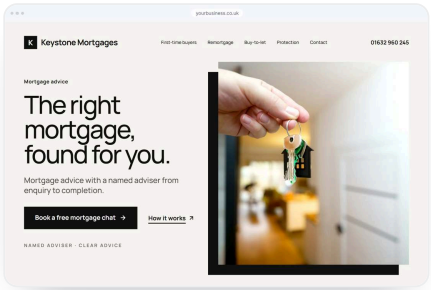
Every site is designed around your own brand. A few example directions:



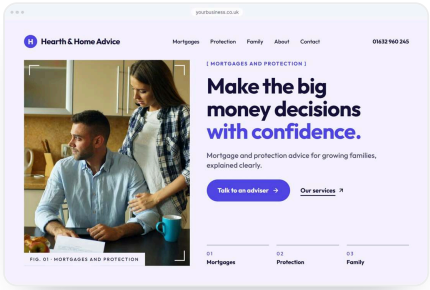
Harbourlight



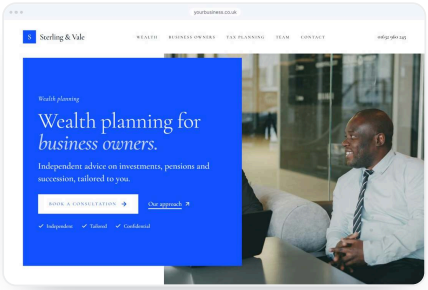
Evergreen Wealth



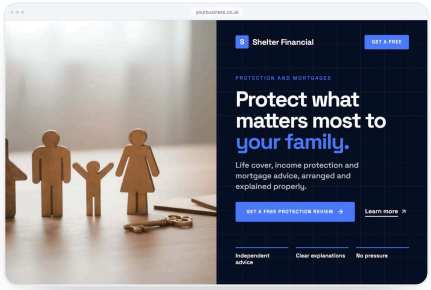
Keystone Mortgages



Hearth & Home Advice



Sterling & Vale

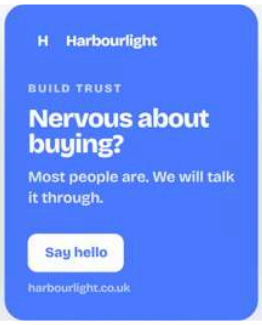


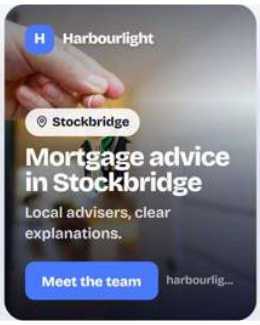
Shelter Financial

Your first month of social posts

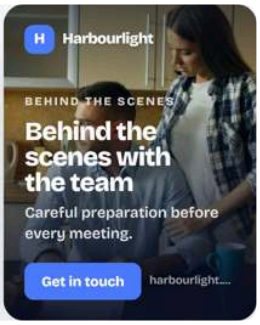
30 posts, designed and written for you, with captions and a simple posting plan.











One price. No surprises.

£799

one-off · was £999

Included

- Custom-designed, mobile-first website
- Home, advice, fees, advisers and contact
- A page per type of advice and per area
- Guides on mortgages, protection and pensions
- Set up to show up on Google
- Google Business Profile set up and tuned
- Online booking for a free first chat
- Instant alert to you and reply to the client
- 30 days of social posts with captions
- Instagram, Facebook and TikTok set up
- Your domain connected and the site hosted
- Handover notes so you know how it all works

What happens next

1

Chat

A short chat about your advice areas, how you are paid, your advisers and your FCA details.

2

Build

We design your site and set everything up.

3

Check

You see it on a private link and we refine it.

4

Launch

We put it live and show you how it all works.

Ready to book more first meetings?

0800 779 7864
hello@meetbrilliant.ai