

PLUMBEROS LITE

Feature List

A complete, search-optimised website for UK plumbing and heating firms: every page a customer needs, built to turn a phone search into a call, a WhatsApp or a quote request. One purchase, installed on your own hosting, no monthly fee. Upgrade to the Full edition at any time by uploading its files.

100+

ready-made pages that rank for local plumbing searches

3

ways to convert: call back, WhatsApp photo, 3-step quote

7

legal pages written for you and kept correct

0

developers needed to edit any word, price or page

Version 0.8 · Screenshots are from the demo site with sample data · All features listed are included in the standard product

Contents

- | | |
|-----------------------------------|-----------------------------------|
| 1. Who it is for | 4. Complete feature list |
| 2. The features that win work | 5. What you get and what you need |
| 3. The features that run the site | |

1. Who it is for

PlumberOS is built for owner-run plumbing, heating and gas businesses with one to ten engineers. It assumes you have a phone number, a Gas Safe registration, a handful of good reviews and no time to learn web design. Every page is written for the way people actually search for a plumber: in a hurry, on a phone, comparing three firms, and wanting a price and a time before they call.

The product is a single purchase. You install it on ordinary cPanel hosting, enter your business details in a guided setup, and the whole site, including the legal pages, rewrites itself around you. There is no subscription, no page limit and nothing that stops working if you never log in again.

For the customer

A fast, trustworthy site that answers "are you open, are you near me, what will it cost, when can you come" and lets them act on the answer with one tap.

For you

Every enquiry in one inbox, every word and price editable by you, and a site that is fast and correct without a developer on call.

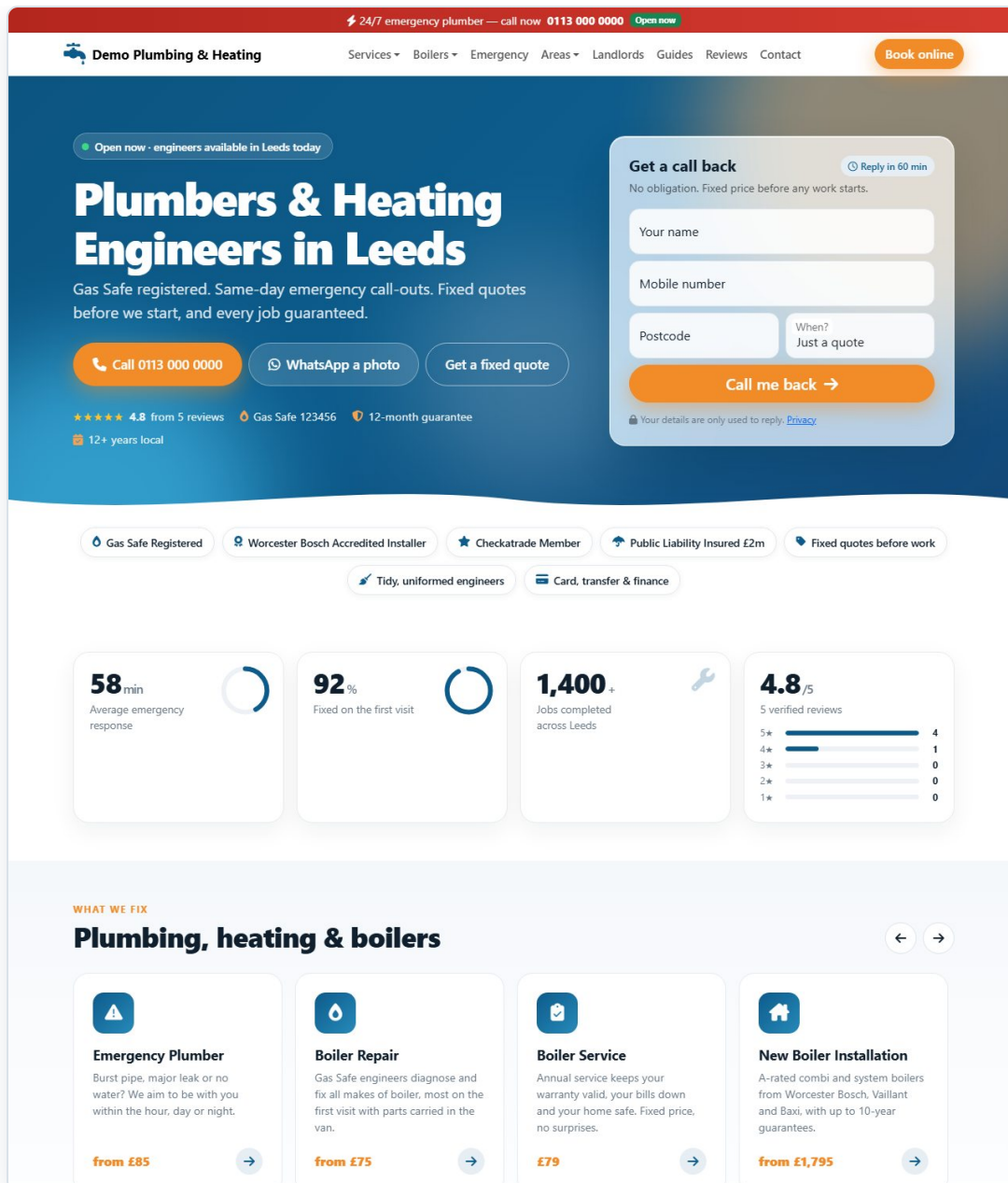
2. The features that win work

HOMEPAGE

A homepage designed to convert, not just to look nice

The first screen does the selling: a call-back form sits beside the headline, an "Open now" badge is calculated live from your opening hours, and your Gas Safe number, review score and guarantee are visible before anyone scrolls. Below it, a trust bar of your accreditations, animated stats you control, a swipeable service slider with "from" prices, your reviews, the areas you cover and a closing call to action.

Why it matters: most visitors decide within seconds whether to call. Putting the phone number, the form, the proof and the price on the first screen turns lookers into enquiries instead of sending them back to Google.



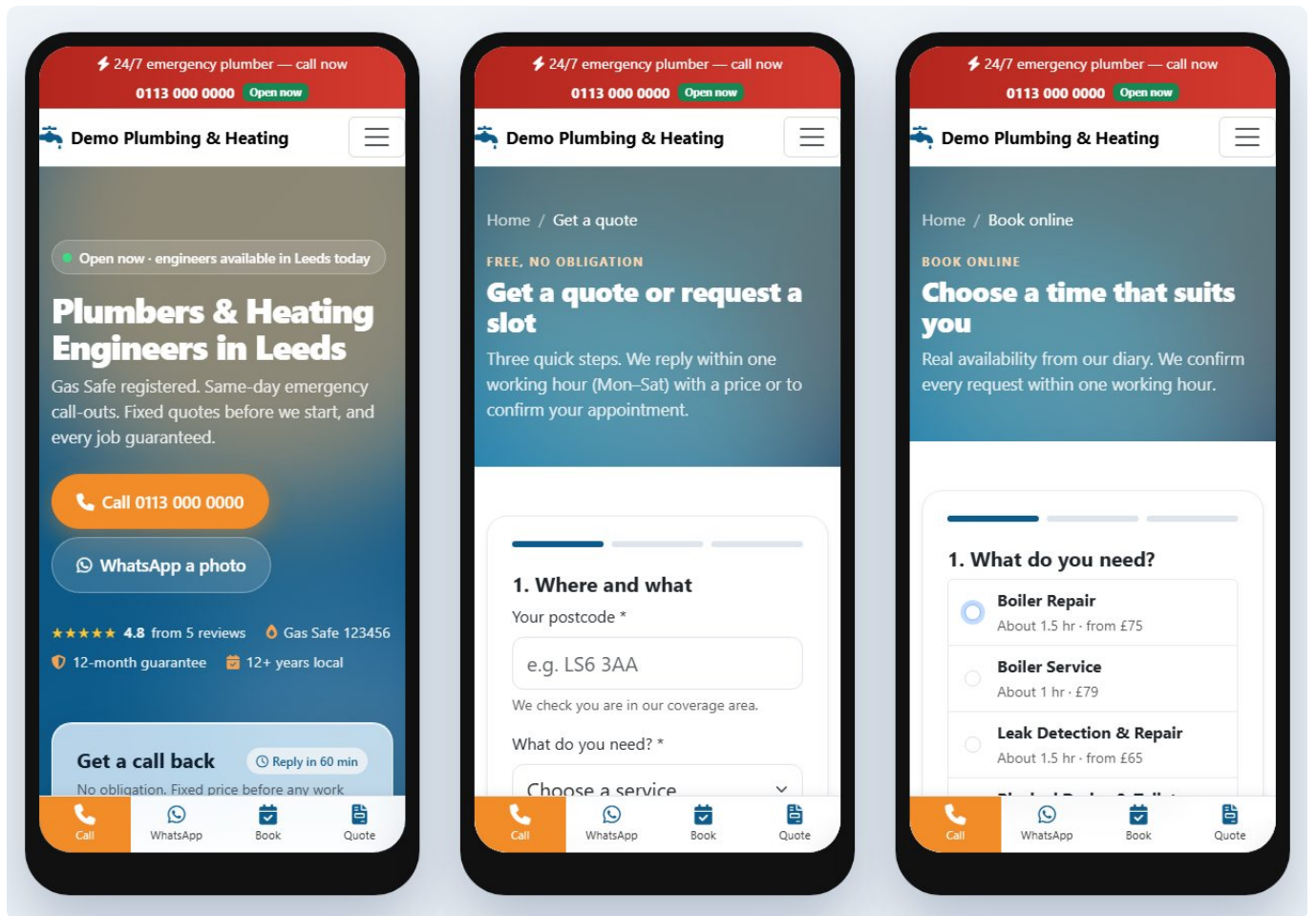
Homepage: call-back form, open-now badge, trust bar, live stats and the service slider.

MOBILE FIRST

Built for the phone in the customer's hand

Well over half of plumbing searches happen on a phone, usually with a problem in progress. Every page has a sticky bar with Call, WhatsApp and Quote, so the next step is always one thumb away. Forms use large fields, postcode first, and the camera can be used to attach photos of the fault.

Why it matters: a customer with water on the floor will not hunt for a contact page. A WhatsApp button that opens a chat with a photo of the leak is the fastest enquiry you can get, and it costs you nothing.



Homepage, three-step quote and online booking on a phone, with the sticky action bar.

ENQUIRIES

Three-step quote with photo attachments

Postcode first, so you only get enquiries from your coverage area. Then the service and urgency, then contact details and a preferred day. Up to five photos can be attached; they are shrunk in the browser so they upload in seconds on mobile data and are stored privately for your eyes only.

Every enquiry emails you, texts you if it is urgent, and sends the customer an acknowledgement so they stop ringing round. Spam is blocked silently with a honeypot and timing check, no captcha for real customers to fight.

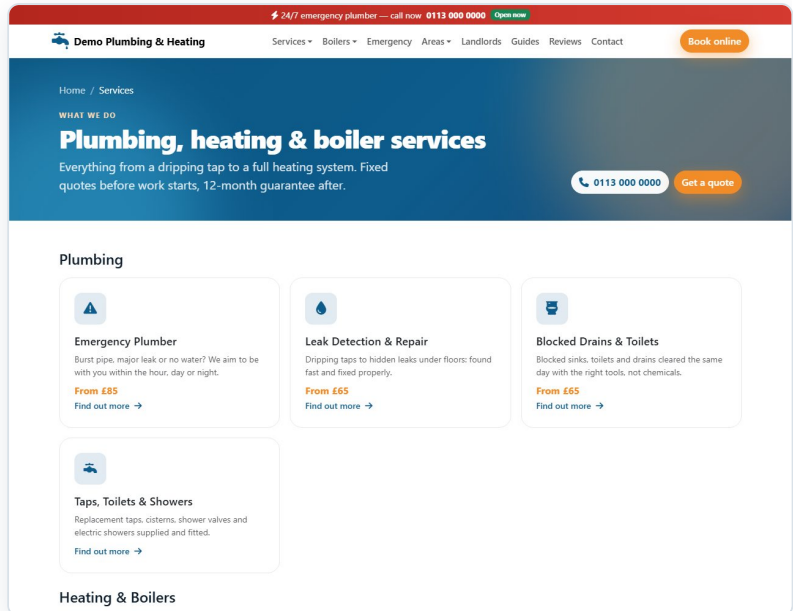
Why it matters: a photo of the boiler display or the leak lets you quote or bring the right part on the first visit. Fewer wasted trips, faster quotes, and customers who feel dealt with.

GUIDES AND BRANDS

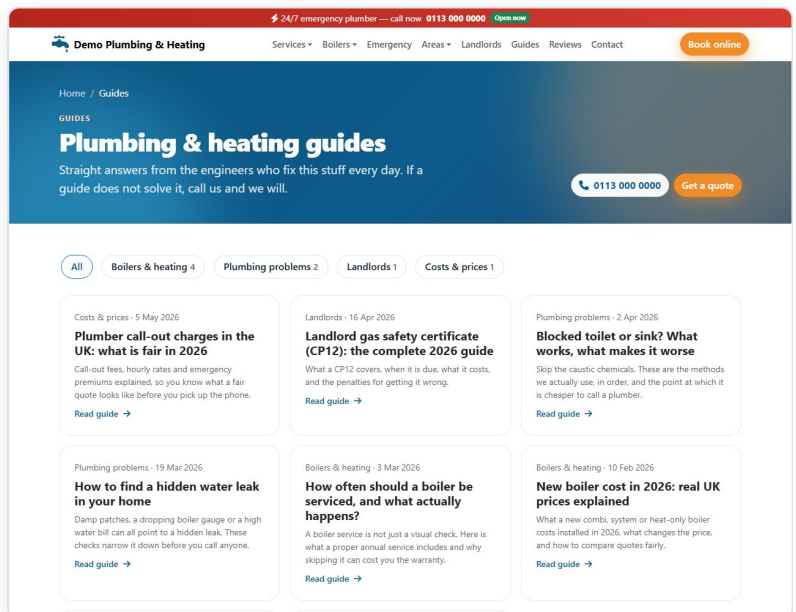
Content that builds trust before the call

Eight how-to guides ship in the demo and you can add unlimited more from admin, organised into categories. Guides link to the relevant service and to the quote form, so helpful content turns into enquiries.

Why it matters: Google rewards sites that answer questions, and customers trust firms that explain things plainly. A guide on repressurising a boiler brings in readers who will call you when the next fault is not that simple.



Every service has its own page with a "from" price, FAQs and a quote button; the quote form pre-selects the service.



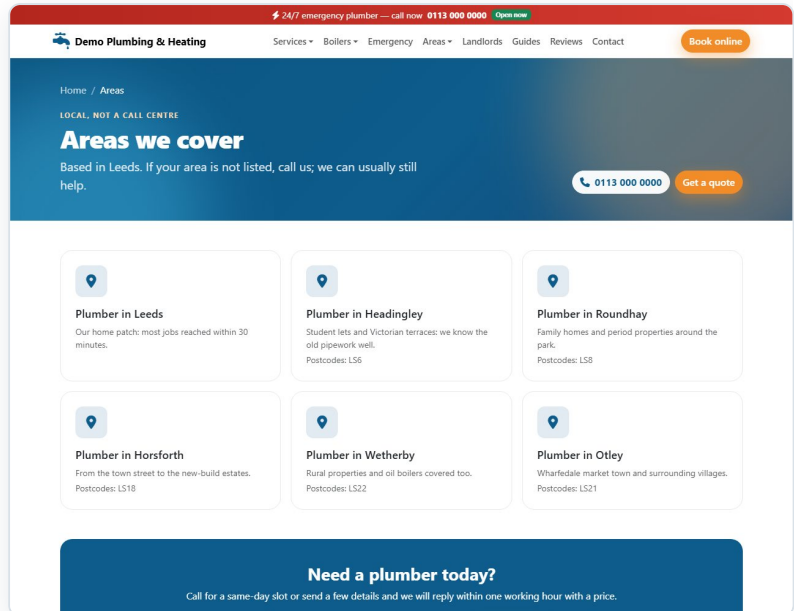
Guides index with categories. Each guide is published with Article schema.

LOCAL PAGES

A page for every town and suburb you cover

Add an area in admin and the site creates "Plumber in {Town}", "Emergency plumber in {Town}" and a page for each service in that area, each with unique local copy, your reviews and the right schema. Postcode checking on the quote form uses the same list.

Why it matters: local searches are won by pages that name the place. Ten areas and twelve services is over 130 targeted pages, none of which you have to write.



Areas index. Every area page lists the services offered there and links to the emergency page for that area.

EMERGENCY WORK

Emergency pages that get the call

A dedicated emergency page, plus one per area, with the phone number repeated, the response promise, what to do right now (stop tap, gas smell, no heating) and a WhatsApp photo option. The red emergency strip at the top of every page shows "Open now" or "Closed, leave a message" from your real hours.

Why it matters: emergency work is the best-paid work. These pages are written for panic: short, decisive and with the phone number everywhere.

[Home](#) / [Emergency plumber](#)

EMERGENCY CALL-OUTS 24 HOURS A DAY, 7 DAYS A WEEK.

24/7 Emergency Plumber in Leeds

Burst pipe, major leak, no hot water or heating in winter? We aim to be with you in Leeds within 58 minutes on average, day or night.

 [Call 0113 000 0000 now](#)

What counts as an emergency?

- Burst or leaking pipes you cannot isolate
- Water coming through a ceiling or near electrics
- No heating or hot water with vulnerable people in the home
- Blocked toilet in a one-toilet home
- Boiler showing a fault code and locked out

While you wait

1. Turn off the mains stopcock (usually under the kitchen sink).
2. Switch off the boiler at the fused spur.
3. Move furniture and electricals away from the water.
4. Catch drips in a bucket; pierce a bulging ceiling to release water safely.

Smell gas? Do not use switches or naked flames. Open windows, leave the property and call the National Gas Emergency Service on [0800 111 999](#) first.

Emergency call-out charges

Out-of-hours call-outs have a fixed charge of £65, agreed on the phone before we set off. Any further work is quoted before it starts.

Emergency services

 [Emergency Plumber](#)

 Gas Safe Registered No. 123456

 Worcester Bosch Accredited Installer

★ 4.8/5 from 5 reviews

 12+ years in business

 12-month guarantee

 £2,000,000 insured

The emergency page. The same layout exists for each area you cover.

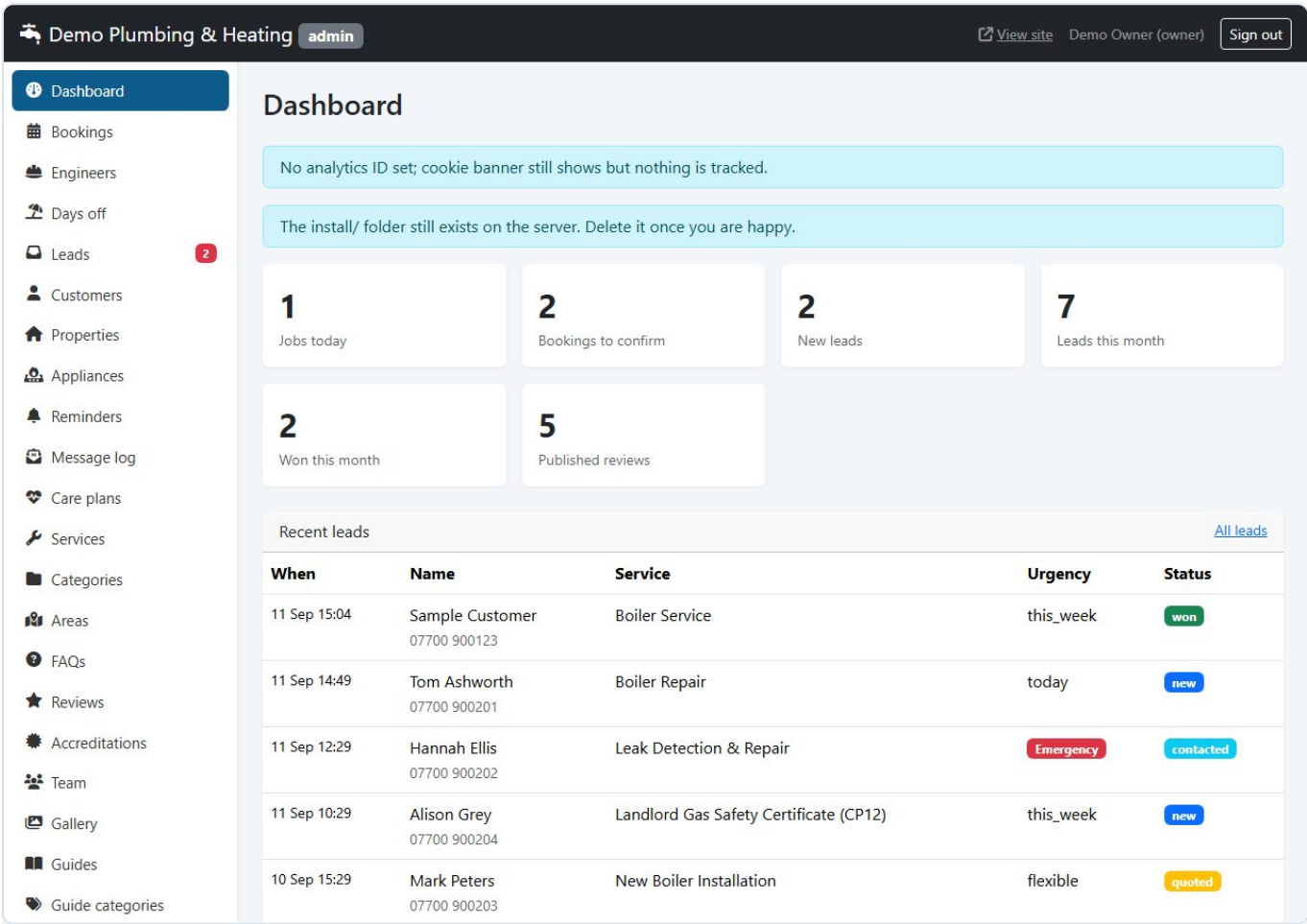
3. The features that run the site

DASHBOARD

One screen that says what needs doing today

New leads, leads and wins this month, and your published reviews. Compliance checks warn when something is missing that would cost you credibility or a fine: Gas Safe number, company registration details, VAT number, an accreditation about to expire, or a legal page that is out of date.

Why it matters: the admin area is designed to be opened once in the morning and once at night. Everything urgent is on that first screen.



Dashboard with today's numbers, compliance warnings and recent leads.

LEADS

A leads inbox with a pipeline, not just an email trail

Every call-back and quote request lands in one list with urgency, source and status: new, contacted, quoted, won, lost. Open a lead to see the message and photos, tap to call or WhatsApp, add notes. Export everything to CSV.

Why it matters: you can see at a glance which enquiries have not been answered and which quotes are waiting. Quoted-but-not-won is where most firms lose money.

Demo Plumbing & Heating
admin

[View site](#)
Demo Owner (owner)
[Sign out](#)

Dashboard
Bookings
Engineers
Days off
Leads
Customers
Properties
Appliances
Reminders
Message log
Care plans
Services
Categories
Areas
FAQs
Reviews
Accreditations
Team
Gallery
Guides
Guide categories

Leads

All
New 2
Contacted 1
Quoted 1
Won 2
Lost 1

When	Name	Contact	Postcode	Service	Urgency	Source	Status
11 Sep 2026 15:04	Sample Customer	07700 900123 sample@example.com	LS6 3AA	Boiler Service	this week	quote	won
11 Sep 2026 14:49	Tom Ashworth	07700 900201 tom@example.com	LS6 2AB	Boiler Repair	today	quote	new
11 Sep 2026 12:29	Hannah Ellis	07700 900202 hannah@example.com	LS7 3QP	Leak Detection & Repair	Emergency	callback	contacted
11 Sep 2026 10:29	Alison Grey landlord	07700 900204 alison@example.com	LS18 4AA	Landlord Gas Safety Certificate (CP12)	this week	quote	new
10 Sep 2026 15:29	Mark Peters	07700 900203 mark@example.com	LS16 5DR	New Boiler Installation	flexible	quote	quoted
8 Sep 2026 15:29	Jamie Fox	07700 900205 jamie@example.com	LS12 1RT	Taps, Toilets & Showers	this week	quote	won
5 Sep 2026 15:29	Rita Osei	07700 900206 rita@example.com	LS8 2HP	Boiler Service	flexible	quote	lost

Leads inbox filtered by status. Emergencies are highlighted; landlords are tagged.

LEAD DETAIL

Everything about the enquiry on one page

Contact details as tap-to-call and tap-to-WhatsApp links, the service, urgency, message, photos, the source and the time received. Change the status, add a note after each call. Photos are only visible to logged-in staff.

Why it matters: the office and the engineer both see the same notes, so nobody rings a customer twice or turns up without the story.

Demo Plumbing & Heating
admin

[View site](#)
Demo Owner (owner)
[Sign out](#)

Dashboard
Bookings
Engineers
Days off
Leads
Customers
Properties
Appliances
Reminders
Message log
Care plans
Services
Categories
Areas
FAQs
Reviews
Accreditations
Team
Gallery
Guides
Guide categories

All leads
Lead #2: Tom Ashworth

Phone
07700 900201 · WhatsApp

Email
tom@example.com

Address
LS6 2AB

Service
Boiler Repair

Urgency
today

Landlord
No

Marketing consent
No

Message
Boiler showing EA fault code, no hot water since this morning.

Received
11 Sep 2026 14:49 via quote

Status
New
Update status

Book this job in the diary

Convert to customer
Creates a customer and property so service and CP12 reminders can be set up.

Delete lead

Notes
Add a note (call outcome, quote sent, etc.)
Add note

A lead with status and notes.

SETTINGS

Change anything yourself, in plain English

Business identity, contact details and opening hours, brand colours and logo, trust and compliance, homepage stats, pricing and terms, email (SMTP), search engine settings, social sharing and analytics. Change a price and every page, including the static copies, updates in under a second.

Why it matters: you will never pay for a text change again. Prices, hours, areas and wording are yours to edit at any hour.

 Demo Plumbing & Heating

admin

[View site](#) Demo Owner (owner) [Sign out](#)

 Dashboard

 Bookings

 Engineers

 Days off

 Leads 2

 Customers

 Properties

 Appliances

 Reminders

 Message log

 Care plans

 Services

 Categories

 Areas

 FAQs

 Reviews

 Accreditations

 Team

 Gallery

 Guides

 Guide categories

Settings

Business identity

Trading name

Legal / registered name

Entity type

Company number

Registered office (Ltd)

VAT registered

VAT number

Year founded

Schema type

Legal jurisdiction

Contact

Homepage & brand

Trust & compliance

Homepage stats (shown as charts; keep them truthful)

Pricing & terms

Save settings

Settings, grouped into collapsible sections. Every field has a short explanation.

LEGAL AND COMPLIANCE

Seven legal pages written for you, and kept correct

Privacy policy, cookie policy, terms and conditions, complaints procedure, cancellation rights with the model cancellation form, guarantee and accessibility statement are generated from your settings: trading and legal name, company number, VAT status, address, guarantee length, deposit and cancellation terms. Choose England

and Wales, Scotland or Northern Ireland and the governing law, consumer advice line, landlord gas-safety wording and building-control wording all switch. Any page can be overridden with your own text.

The cookie banner meets UK PECR rules with equal-prominence Accept and Reject buttons and a consent log; analytics only load after consent. Anti-spam is silent, and admin sessions, passwords and file uploads follow current good practice.

Why it matters: most trade websites have a privacy policy copied from somewhere else and no cancellation rights page at all. Yours will be accurate on the day you go live, and it stays accurate when you change your details.

SPEED

Static publishing: every page served as a plain file

When you save anything in admin, the site writes every public page out as a finished HTML file in under a second. Visitors and search engines are served those files directly, so pages open instantly, the site handles a rush of traffic on cheap shared hosting, and the public site stays up even when the database is being backed up or is briefly unavailable. Forms, booking slots and the open-now badge still work live.

Why it matters: page speed is a Google ranking factor and the difference between a visitor waiting and a visitor leaving. You get the speed of a static site with the convenience of a content editor.

4. Complete feature list

Public website

Homepage	Hero with call-back form, live open-now badge, trust bar from your accreditations, animated stats and charts (your figures), swipeable service slider with "from" prices, how-it-works steps, reviews, areas grid, FAQ, closing call to action
Services	Services index, one page per service (price, duration, FAQs, related guides), one page per service per area
Areas	Areas index, "Plumber in {Town}" pages with unique local copy, "Emergency plumber in {Town}" pages, postcode check on forms
Emergency	Dedicated emergency page, red emergency strip on every page, what-to-do-now guidance, WhatsApp photo option
Guides	Unlimited how-to guides in categories, Article schema, links to the relevant service and quote form
Trust	"Rated 4.9 on Google from 120 reviews" badge in the hero, trust bar, footer and reviews page (you type the two numbers from your Google profile, no technical setup), review cards marked with their source (Google, Checkatrade, Trustpilot, Facebook) and linked to the original, about page with team and credentials, reviews page, gallery with before/after pairs, accreditations with expiry tracking, FAQ page, careers page
Other pages	Contact, pricing page (optional), custom pages you write, HTML sitemap, 404 page, redirect manager for old URLs
Mobile	Sticky Call / WhatsApp / Quote bar, thumb-sized forms, camera photo attachments, tested layouts from 360px up

Enquiries

Call-back form	Name, mobile, postcode and urgency on the homepage; replies within your promised time
Three-step quote	Postcode and service, urgency and preferred day, details and up to five photos (resized in the browser, stored privately)
WhatsApp	Pre-filled WhatsApp links on every page and in the sticky bar
Notifications	Email to the business on every enquiry and an acknowledgement email to the customer
Spam protection	Honeypot and timing check, origin check on forms, no captcha for real customers

Admin and office

Dashboard	New leads, monthly leads and wins, published reviews, compliance checks, recent leads
------------------	---

Leads	Pipeline (new, contacted, quoted, won, lost), urgency and source, notes, photos, tap-to-call and WhatsApp, book into diary, convert to customer, CSV export
Content editing	Services, categories, areas and service-to-area mapping, FAQs, reviews, accreditations, team, gallery, guides and categories, custom pages, redirects
Legal editor	Generated text shown next to your override for each of the seven legal pages
Users and roles	Owner and office roles; password recovery tool; audit log of admin actions
Settings	Business identity, contact and opening hours, homepage and brand, trust and compliance, homepage stats, pricing and terms, email (SMTP), SEO and analytics, social sharing, static publishing

Search engines, speed and tracking

Structured data	Plumber / HVACBusiness with opening hours and aggregate rating, Service, FAQPage, HowTo, Article, BreadcrumbList
Technical SEO	Unique titles and descriptions per page, canonical URLs, XML sitemap, robots.txt, HTML sitemap, 301 redirect manager, clean URLs
Social sharing	Open Graph and Twitter card tags on every page, a site-wide share image you upload in Settings with a live preview of how the link will look in WhatsApp or Facebook, size checks, and plain-English guidance on what to upload and how to refresh cached previews; Facebook, Instagram and X links in the footer
Static publishing	All public pages written to plain HTML on every save; served directly by the web server; rebuild in under a second; site stays up if the database is unavailable
Analytics	Google Analytics 4 or Tag Manager, loaded only after cookie consent

Legal, privacy and security

Generated legal pages	Privacy, cookies, terms and conditions, complaints procedure, cancellation rights with model form, guarantee, accessibility statement
Jurisdiction	England and Wales, Scotland or Northern Ireland: governing law and courts, consumer advice line, landlord gas-safety wording, building-control wording, relevant accreditation in the seed content
Cookies	PECR-compliant banner with equal Accept and Reject, consent log, no tracking before consent
Security	Hashed passwords, CSRF protection on every form, role-based access, private storage for uploaded photos, application folders blocked from direct access, HTTPS-aware cookies

5. What you get and what you need

What is in the box

- ✓ The complete PlumberOS application, ready to upload by FTP to your hosting
- ✓ A three-step browser installer that creates the database, your owner login and the demo content to edit
- ✓ Installation Guide (PDF) and Setup Guide (PDF) written for a non-technical owner
- ✓ Sample content for a demo plumbing firm: services, areas, reviews, guides, FAQs, all replaceable from admin
- ✓ Email templates for every automatic message

What you need

Hosting	Ordinary cPanel shared hosting with PHP 8.1 or newer and a MySQL or MariaDB database. Most UK hosts from about £5 a month qualify. A free SSL certificate is normally included.
Domain name	Your own, for example yourfirm.co.uk
Email sending	The SMTP details of any mailbox you own (your host's, Google Workspace or Microsoft 365) so notifications land in inboxes, not spam
Analytics (optional)	A free Google Analytics 4 property
Time	About 20 minutes to install, about an hour to replace the demo content with yours using the Setup Guide

One purchase, your property

PlumberOS runs entirely on your own hosting. There is no subscription, no per-page or per-lead charge, no monthly fee to us, and nothing in the product that depends on our servers. Your enquiries, customers and content live in your own database, and you can export them at any time.

PlumberOS Lite is the website half of PlumberOS. The Full edition adds online booking with an engineer diary, customers and automatic service and CP12 reminders, text messages, boiler brand and fault-code pages, the 60-second boiler quote, the landlords hub, finance, and care plans with monthly billing. Upgrading is a file upload; nothing you have entered is lost.

Screenshots show the demo business "Demo Plumbing & Heating" with sample data; all names, numbers and prices are fictional. Feature list correct for version 0.6. Third-party services (hosting, The SMS Works, Google Analytics) are provided and charged by those companies under their own terms.