



MARKET JAR GROWTH BLUEPRINT

FICTIONAL PUBLIC SAMPLE

Alder & Finch Workplace Design Ltd

Prepared by Market Jar

Six-month programme

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Fictional sample notice: Alder & Finch Workplace Design Ltd is not a trading company. The business, people, figures, customers, findings and competitor labels in this Blueprint are invented. They exist only to show how Market Jar connects diagnosis to delivery. No live company, competitor or website is being assessed, named or implied.

How this Blueprint works

This Blueprint has two parts.

The first part is diagnosis. It identifies the customers Alder & Finch should attract, what those customers need to believe, where confidence is lost, why poor-fit enquiries arrive and which existing assets deserve protection. It works from commercial outcome back to message, proof, website structure, content, first contact and measurement.

The second part is an ordered delivery programme. It is not a loose roadmap and it is not a list to pick from. Each month creates the conditions required by the next. Month 1 fixes definitions, ownership, measurement and the first response. Month 2 makes the position visible. Month 3 gives the position sector and service depth. Month 4 earns earlier discovery. Month 5 expands proven commercial demand. Month 6 decides what to strengthen, stop or carry forward.

The order matters. More visibility before better qualification sends extra demand into a weak process. More content before a clear position creates more pages saying the wrong thing. A paid-spend reduction before source and opportunity quality can be trusted puts pipeline at risk.

This is how Market Jar takes the diagnosis into action. We make the commercial choices first. We then connect the website, content, sales response and measurement around those choices. You do not need more marketing activity. You need the right parts working together.

1. Executive Summary

The problem is not traffic. It is who the traffic brings with it.

Alder & Finch currently attracts 54 enquiries in an average month. Only 18 are qualified. Eight match the preferred opportunity. Two reach proposal. An average of 0.7 become wins. The business spends a fictional £14,000 a month on paid advertising, which supplies 46% of qualified demand. Organic discovery contributes 22%.

Those figures show activity, but not enough commercial alignment. The website appears to offer office design, fit-out, refurbishment, furniture and moves to almost any commercial buyer. Broad positioning attracts broad demand. Two-thirds of enquiries are unsuitable or not ready. Smaller furniture requests, low-value works and unrelated enquiries consume time that should be spent on £120,000 to £250,000 opportunities.

The business itself has useful substance. It serves organisations with 30 to 250 staff across London and the South East. Annual revenue is set at a fictional £3.6m, with a 32% gross margin. Its strongest target is narrower: established growing organisations with 80 to 200 staff, facing a move or refurbishment within 3 to 12 months. The most useful sectors are professional services, technology and specialist consultancy businesses. The target project averages £148,000.

These buyers are not choosing an attractive office alone. They are choosing whether the change will be controlled.

They need to know:

- what the likely cost range is and what can change it;
- whether the office can stay productive;
- who owns suppliers, dates, approvals and risks;
- whether the move can happen before a lease or trading deadline;
- how internal stakeholders will be handled;
- what evidence exists from comparable projects;
- what happens in the first conversation.

The current website answers too few of these questions. It shows polished interiors. It lists familiar services. It gives the visitor a general sense of design capability. It does not make budget discipline, programme control, occupied-working experience, stakeholder coordination or accountability visible soon enough.

That creates a poor exchange. Suitable buyers are asked to infer competence from photographs. Unsuitable buyers see no clear boundary. The first contact form asks for too much before trust exists. Median response time is a fictional 31 hours. Thirty-eight per cent of qualified leads go quiet before a proper commercial conversation.

The central recommendation is clear:

Alder & Finch should move from looking like a general office fit-out supplier to becoming the obvious choice for established growing businesses that need an office move handled properly without losing weeks of work.

A sharper homepage line is:

The office fit-out partner for growing teams that need the move handled properly, without losing weeks of work.

This position is commercially useful because it identifies the customer, the service, the standard and the consequence. It gives an Operations Director, Managing Director or Property Lead a reason to continue. It also gives search and recommendation systems a more precise picture of the situations in which Alder & Finch is relevant.

The website does not need to be rebuilt. The existing template can support the change. The priority is to improve the order, copy, proof, calls to action and connection between pages. Keep the engine. Change what the customer understands from it.

The six-month programme begins by defining fit and installing dependable measurement. It then repositions the homepage and core pages, strengthens sector and service evidence, launches useful planning content, expands commercial-intent coverage and reviews performance against pipeline and capacity. Each month has a Market Jar role, a client role, success signals and a gate before the next month begins.

The planning case is one extra target win every six weeks, equal to eight additional projects a year. At the fictional target average of £148,000, that represents £1.184m in additional booked revenue and about £379,000 in gross profit at 32%. This is not a promise. It is a capacity-based illustration. Sales timing, project timing, buying decisions and delivery limits will affect the outcome.

The commercial aim is not maximum volume. It is more suitable companies reaching a proper conversation, stronger proposal value, less wasted estimating time and lower dependence on paid demand over time.

If nothing changes, Alder & Finch will keep paying to attract a mixed set of enquiries. Its best prospects will keep asking sales calls to prove what the website should have shown. Competitors that explain control more clearly will be easier to shortlist. The business may stay busy while the quality of growth remains weak.

2. What Modern Organic Growth Means

Organic growth is not a rankings project. It is the process of making a business easy to find, understand, trust and choose without paying for every visit.

Search visibility is one mechanism. The outcome is customer growth.

For Alder & Finch, modern organic growth means appearing while an established business is planning an office change, then helping that buyer move from a question to a sound commercial decision. The website, proof, content, first response and sales record must support the same outcome.

A buyer may begin with a cost question, a lease deadline or concern about working during refurbishment. They may discover a guide before they know the Alder & Finch name. If that guide answers the question but gives no evidence, no relevant service route and no sensible next step, attention is gained and demand is lost.

A connected system must answer five questions:

1. Who is this business for?
2. Which office-change problems does it handle best?
3. What evidence shows it can control cost, timing and disruption?
4. What should the visitor do next?
5. Can the business connect that action to opportunity and revenue?

Technical search work still matters. Pages must be accessible, clear, fast and well structured. Titles, headings, links between pages and page summaries help discovery systems interpret the site. Yet these are supporting conditions. They cannot rescue a broad position or weak evidence.

The website teaches people and discovery systems through repetition and connection. Homepage language defines the customer and the problem. Service pages explain how the work is controlled. Sector pages make relevance specific. Case studies prove comparable delivery. Planning guides answer early questions. Calls to action make the next step clear. Internal connections show how each topic relates to a commercial service.

The result should be a coherent answer:

Alder & Finch handles office moves and refurbishments for established growing teams that cannot afford avoidable disruption.

That answer is more valuable than being visible for every phrase connected to office interiors. Broad visibility can increase visits while lowering enquiry quality. Alder & Finch needs useful visibility around triggers and commercial concerns, including lease events, fit-out cost, programme timing, occupied working, workplace planning and partner selection.

There is also a timing issue. The target buyer may research for months before making contact. If Alder & Finch only appears at the final supplier-comparison stage, it arrives after other firms have helped shape the brief. Useful planning content allows the business to be present before the shortlist forms.

Modern organic growth therefore has four connected duties:

- attract the right buyer at the right stage;
- make the commercial position clear;

- give the buying group enough evidence to continue;
- carry source, fit and value into the sales record.

Traffic is useful only if it produces movement. Rankings are useful only if they put the right business in front of the right question. Content is useful only if it improves understanding or action. Measurement is useful only if it changes a decision.



3. Audience Research

The audience should be defined by commercial situation, not a vague interest in better offices.

Alder & Finch can serve a broad set of organisations. The growth position should not attempt to speak equally to all of them. The primary audience combines strong need, suitable project value, delivery fit and a clear reason to choose control over the lowest first price.

3.1 The Ideal Alder & Finch Buyer

The ideal customer is an established organisation with 80 to 200 staff in London or the South East. It is commonly a professional services firm, technology business or specialist consultancy. It is facing an office move, refurbishment, consolidation or workplace reset within 3 to 12 months.

The internal sponsor is often an Operations Director, Managing Director or Property Lead. That person is rarely the only decision-maker. Finance, people, IT, senior leadership, external agents and landlords may all affect the decision.

The ideal buyer tends to have these conditions:

- a credible business event, such as lease expiry, growth or consolidation;
- a likely project value of £120,000 to £250,000;
- a date that matters;
- several parties to coordinate;
- limited internal time for managing suppliers;
- a need to protect day-to-day work;
- concern about cost drift and late changes;
- authority to begin or direct the buying process;
- a willingness to plan before asking for a fixed price.

The buyer is intelligent and busy. They do not want a design lecture. They want useful clarity.

Buying role	What they need	What they fear	Evidence that helps
Managing Director	A sound decision that supports growth	Cost overrun and business distraction	Comparable project outcome and accountable plan
Operations Director	Control of dates, people and suppliers	Missed dependencies and lost working time	Programme, risk method and occupied-working proof
Property Lead	Clear technical and approval responsibilities	Landlord delays and hidden scope	Responsibility map and approvals plan
Finance Director	Budget confidence and controlled change	Vague allowances and scope creep	Cost assumptions, exclusions and approval points

Buying role	What they need	What they fear	Evidence that helps
People Lead	Staff acceptance and a workable space	Poor adoption and internal disruption	Consultation method and change communication
IT Lead	Infrastructure ready at the right time	Downtime and late access	Integrated dependencies, testing and handover

A good website helps the sponsor carry the case internally. It gives them something colleagues can assess without asking the sponsor to retell the whole story.

3.2 What This Audience Actually Buys

The customer may use the words design, fit-out or refurbishment. The underlying purchase is controlled change.

They are buying:

- confidence that the deadline is possible;
- clarity on what drives cost;
- fewer suppliers to coordinate;
- early warning of risks;
- a practical route through landlord and technical approvals;
- protection for staff output;
- clear decisions and responsibilities;
- a workplace that supports growth after completion;
- an accountable team if something changes;
- evidence they can use to defend the decision.

This changes how Alder & Finch should sell.

A portfolio image proves taste. It does not prove programme control. A service list proves availability. It does not prove accountability. A broad testimonial proves the customer was pleased. It may not answer the Finance Director's concern about change control.

The offer should therefore be framed around the situation and outcome:

Plan, design and deliver your office move or refurbishment through one accountable team, with early clarity on cost, programme, disruption and the decisions that can hold the project up.

That wording does not ignore design. It puts design inside the decision the customer is making.

3.3 The Secondary Audience Opportunity

The secondary audience includes organisations with 30 to 79 staff and selected organisations with 201 to 250 staff.

The smaller group may need a £40,000 to £120,000 move or refurbishment. Some will become valuable long-term customers. Others will be too small, too early or focused on furniture alone. They need a separate route that protects sales time without weakening the main position.

The larger group may offer projects above £200,000. The commercial fit can be strong, but delivery complexity and capacity must be checked. Alder & Finch should not attract work it cannot deliver with control.

Referral partners are another secondary audience. Commercial agents, property advisers and existing customers may introduce suitable opportunities. They need a simple explanation of who Alder & Finch is best for, plus evidence they can share without risking their own reputation.

Secondary does not mean ignored. It means the main website message, evidence and investment are not compromised to make every group feel central.



4. Current Website Positioning

The current site creates a competent but broad impression. It shows commercial interiors, lists office design and fit-out services, and presents completed spaces. A visitor can see that Alder & Finch works on offices. They cannot quickly see which business situations the company is best equipped to control.

The likely first thought is:

They design and fit out offices.

The required first thought is:

They handle office change for growing businesses like ours, and they understand what can disrupt it.

4.1 The Current Positioning Issue

The current position is category-led. It speaks about what Alder & Finch does, not enough about what the customer must protect.

Common signals include:

- office design;
- fit-out;
- refurbishment;
- furniture;
- space planning;
- project management;
- attractive finished environments.



These terms are accurate but interchangeable. Competitor A can claim design. Competitor B can claim delivery. Competitor C can offer a fast quote. A list of services gives no clear reason to choose Alder & Finch.

The missing position is built around:

- growing organisations with 80 to 200 staff;
- a move, lease event, refurbishment or consolidation;
- a project value that suits the business;
- cost and programme clarity;
- minimal disruption;
- one accountable team;
- early handling of dependencies and risk.

Without these signals, unsuitable visitors do not rule themselves out and suitable visitors must work too hard to confirm fit.

4.2 The Strongest Positioning Asset

The strongest asset is not a slogan. It is the combination of one accountable team and experience working around active businesses.

That combination answers two large customer fears. First, the internal sponsor does not want to coordinate designers, contractors, furniture, IT, landlords and move dates alone. Second, the organisation cannot accept weeks of avoidable disruption.

This should become visible across the site through concrete proof:

- a named project lead;
- responsibility maps;
- phased-working examples;
- decision calendars;
- risk registers;
- programme evidence;
- scope and change-control explanations;
- handover checklists;
- case studies that show constraints, not images alone.

Alder & Finch already has the basis of a useful commercial promise. The website needs to show how that promise is kept.

5. Current Customer Journey

The current customer path is functional but too dependent on the visitor already understanding what they need and why Alder & Finch is suitable.

5.1 Current Journey Flow

Stage	What happens now	What the customer needs	Current issue	Likely loss
Trigger	A lease, growth or office problem appears	Timing and first decisions	Alder & Finch is not yet present	Planning starts elsewhere
Research	Buyer looks for cost, timing or approach	Useful, specific guidance	Advice coverage is thin	Buyer remains anonymous
Discovery	Buyer finds a broad service or paid page	Fast confirmation of fit	Position looks general	Poor-fit visitors continue and target buyers hesitate
Assessment	Buyer views services and images	Proof of control	Visual work carries too much weight	Buyer cannot judge delivery strength
Internal sharing	Sponsor shows colleagues	Portable commercial evidence	Case studies lack business detail	Supplier falls off shortlist
First contact	Visitor sees a long form or broad call request	Low-commitment next step	Too much requested too early	Form abandonment
Response	Enquiry enters the business	Prompt ownership	Median response is 31 hours	Active buyer speaks to another firm
Qualification	Sales tries to understand fit	Short, consistent assessment	No defined 15-minute step	Calls vary and time is wasted
Proposal	Buyer receives an offer	Scope, risk, proof and decision clarity	Quality is not segmented	Price comparison increases
Decision	Buying group resolves concerns	Clear open issues and next date	Follow-up varies	No decision or quiet loss

5.2 What This Means

The site asks sales conversations to do too much.

A suitable buyer arrives with concerns about cost, time, disruption and accountability. The site gives them design and service information, then asks them to make contact. The first call must establish fit, explain the difference, supply evidence and overcome concerns that should have been handled earlier.

This causes three commercial problems.

First, fewer suitable visitors enquire. Second, unsuitable visitors enquire because no boundary is clear. Third, sales time is used for education that the website could provide once and consistently.

The repair is not more persuasion. It is better sequencing.

The buyer should see fit, situation, proof and next step in that order. They should be able to choose a route based on move, refurbishment, lease event or occupied working. They should see comparable evidence before they are asked to book. The first step should be a 15-minute fit call with four required fields, not a demand for a full brief.



6. Current Client Psychology Flow

The website currently creates interest before confidence. That is the wrong order for a commercially sensitive office project.

Current visitor thought	Likely response	What is missing	Required thought
"They create attractive offices."	Interest	Business relevance	"They handle office change for companies like ours."
"They offer design and fit-out."	Basic understanding	Clear distinction	"They take accountability for the moving parts."
"The projects look good."	Visual confidence	Commercial proof	"They have controlled similar cost, timing and disruption."
"I cannot see our situation."	Uncertainty	Sector, size and trigger relevance	"They understand the event driving this project."
"I may need a full brief before speaking."	Delay	Low-friction first step	"I can test fit in 15 minutes."
"I will have to explain them to colleagues."	Internal work	Portable evidence	"I can share proof that answers our committee."
"They took more than a day to reply."	Doubt	Prompt ownership	"Their response reflects the control they promise."

The intended psychology is calm, not theatrical.

The customer should feel recognised. They should understand the likely process. They should see that Alder & Finch does not hide uncertainty, but manages it. They should know what information is useful now and what can wait. They should be able to take a small, sensible next step.

Trust is built when the claim and the operating behaviour agree. A promise of control followed by a 31-hour response creates doubt. A claim of one accountable team without a responsibility map creates doubt. A case study with only photographs creates doubt. Each gap is small in isolation. Together, they make the business harder to choose.

7. Why The Website Is Attracting The Wrong Type Of Enquiry

Broad signals produce broad enquiries.

The site gives high visibility to generic categories such as office furniture, design ideas, commercial interiors and fit-out. These terms can attract people with very different needs, budgets and timescales. A visitor looking for ten desks can appear next to a firm planning a £180,000 refurbishment. A report that counts both as a lead hides the difference.

The fictional funnel shows the effect:

- 54 monthly enquiries;
- 18 qualified enquiries;
- 8 target enquiries;
- 2 target proposals;
- 0.7 target wins.

The website does not create the whole problem. Paid targeting, forms, call handling and reporting also contribute. Yet the site is the public definition of fit. If it does not state who the service is for, what project situations matter and what a useful first step looks like, the business cannot expect the enquiry mix to correct itself.

The problem is not that smaller projects exist. It is that they set the message and consume attention without a deliberate route.

7.1 The Missing Commercial Intent Signals

The site needs stronger signals around:

- office moves and refurbishments for 80 to 200 staff;
- £120,000 to £250,000 project suitability, expressed with appropriate context;
- lease expiry and critical-date planning;
- occupied-office phasing;
- business continuity during works;
- cost drivers, assumptions and change control;
- one accountable project team;
- London and South East delivery;
- professional services, technology and consultancy settings;
- a 3 to 12 month planning period;
- clear qualification and response expectations.

These signals should appear naturally in useful pages. They should not be repeated mechanically.

A broad line such as “Office refurbishment services” says little.

A stronger line is:

Refurbish an active office without asking your team to absorb weeks of avoidable disruption. See how scope, phasing, access and decisions are controlled before work starts.

A broad line such as “Contact us for a quote” assumes price is the next decision.

A stronger line is:

Check your project fit in 15 minutes. We will confirm whether the scope, timing and constraints suit our team, and tell you the most useful next step.

Commercial intent is not only a search phrase. It is evidence that the buyer has a credible problem, a decision ahead and a reason to act.



8. Content Audit

The content base is not empty. Alder & Finch has completed projects, photography, delivery knowledge, a clear service area and people who can explain how difficult work was managed. Those are useful inputs.

The gap is between what the business knows and what the website proves.

8.1 What The Existing Content Already Does Well

The existing material shows:

- credible completed office projects;
- strong visual standards;
- a mix of moves and refurbishments;
- clear involvement in workplace design;
- enough projects to select comparable examples;
- a service area that can be stated with confidence;
- delivery people with practical knowledge;
- referral relationships that indicate trust.

These assets should be protected. The photography helps a buyer picture the outcome. Service descriptions give the category context. Existing project pages can be upgraded rather than discarded.

The strongest opportunity is to add commercial substance around the material already present.

8.2 The Main Content Gap

The main gap is evidence about controlled delivery.

Current case studies focus on what was created. They need to explain what had to be managed.

A useful case study should include:

1. customer situation and staff count;
2. business event driving the work;
3. project value band and programme where permission allows;
4. site, landlord, access, IT or occupation constraints;
5. unknowns at the start;
6. key decisions and trade-offs;
7. responsibility split;
8. risk handling;
9. outcome for the customer;
10. a specific customer comment;
11. the next step for a buyer in a similar position.

The same gap appears in advice material. A page may explain an office-design idea without helping the reader decide what to do. Useful content should connect information to a next decision, relevant proof and an appropriate service route.

8.3 The Most Valuable Content Opportunity

The most valuable opportunity is practical planning guidance for office change.

Priority topics include:

- what an office refurbishment costs and what changes the range;
- how early to plan before a lease expiry;
- how long an office fit-out takes;
- how to refurbish while staff are working;
- what a 100-person workplace brief should contain;
- who is responsible for landlord, IT, furniture and move dependencies;
- how to compare fit-out proposals without comparing unlike scopes;
- what decisions cause delay;
- how change control should work;
- how to choose between relocation and refurbishment.

These topics attract the target buyer before supplier selection. They also create useful assets for sales, referral partners and internal sponsors.

The purpose is not to publish advice for its own sake. Each item should answer a commercial question and create a sensible next action.

8.4 Strategic Content Direction Moving Forward

The future content system should follow four rules.

Strengthen existing proof first

Upgrade six priority case studies before publishing a high volume of articles. Claims should not outrun evidence.

Build around customer decisions

Organise topics by cost, timing, disruption, brief, partner choice and accountability. Avoid broad office inspiration that attracts attention without buying relevance.

Connect every page

A guide should connect to a case study, service and action. A service page should connect to relevant proof and planning help. A case study should connect to the customer situation it proves.

Retire weak material

Merge, update or remove content that has no clear audience, no useful decision and no relationship to the target position. More pages are not automatically an asset.

The editorial test is simple:

- Which target customer question does this answer?
- What belief should change?
- What evidence supports the answer?
- What should the reader do next?
- How will influence on a commercial opportunity be recorded?



9. Repositioning The Existing Website Without Rebuilding

A new website is not the first requirement.

The current template can support a stronger position if the page order, copy, proof and actions can be changed. Rebuilding now would add cost and delay before the business has agreed what the website should say and measure.

The better route is to keep the platform and improve the customer experience within it.

That means:

- rewrite the homepage around the target situation;
- make service-page roles distinct;
- add routes for move, refurbishment, lease event and occupied working;
- upgrade case studies with commercial evidence;
- add a process and accountability page;
- reduce form friction;
- connect calls and forms to source;
- improve mobile reading and action paths;
- fix page structure and internal connections;
- establish measurement before expanding reach.

This approach protects working infrastructure. It also forces a useful discipline. The business must prove that a clearer message and better evidence improve customer movement before it commits to a larger design project.

A rebuild may become appropriate later if the platform blocks essential functions, page speed, structured content, measurement or editorial work. That decision should be based on evidence, not a belief that a new design will solve a positioning problem.

10. Graphical And Copy Alignment Within The Existing Template

The site should feel controlled before it feels creative.

That does not mean plain or dull. It means the visual and verbal hierarchy should reflect the commercial promise. A busy page with competing actions is inconsistent with a claim of accountability. A gallery-first page is inconsistent with a buyer who needs programme confidence.

10.1 Graphical Alignment Changes

Recommended changes include:

- increase space around the main position and proof;
- use fewer competing blocks on priority pages;
- replace generic stock imagery with relevant project evidence;
- pair photographs with staff count, value band, programme and constraint;
- show a simple programme or responsibility diagram;
- make cost, timing, disruption and accountability easy to scan;
- use one primary action per page;
- keep secondary actions visually quieter;
- reduce large image grids before fit is established;
- use consistent proof cards across services and case studies;
- improve text size and spacing on mobile;
- place trust near the point of hesitation, not in a separate distant area;
- use comparison tables only where they help a decision;
- keep forms short and explain what happens after submission.

The homepage should not open with an abstract interior photograph and a vague line. The first screen should identify the buyer, situation and outcome. A relevant project image can support that message, but should not replace it.

10.2 Copy Alignment Changes

The copy should move away from broad capability and towards customer control.

Shift from:

- what we offer;
- creative design language;
- general project claims;
- long company history;
- “from concept to completion” wording;

- calls for a full brief;
- generic promises about quality.

Shift towards:

- who the work suits;
- the business event driving the project;
- what can delay or disrupt the work;
- how Alder & Finch manages those conditions;
- comparable evidence;
- clear scope boundaries;
- the next useful decision;
- a low-commitment fit check.

Use direct sentences. State what the buyer can expect. Acknowledge uncertainty where it exists. Confidence comes from clarity, not adjectives.

10.3 Example Copy Shifts

Current style	Improved direction	Why it is stronger
Transform your workplace	Move or refurbish your office without losing weeks of work	Names the event and consequence
Inspiring office design	A workplace planned around how your team needs to work next	Connects design to a business need
From concept to completion	One accountable team for brief, design, programme, fit-out and handover	Makes responsibility visible
View our projects	See how comparable office changes were controlled	Frames case studies as evidence
Contact us	Book a 15-minute project fit call	Explains commitment and outcome
Get a quote	Check likely scope, timing and project fit	Avoids false precision too early
Our services	Choose your office-change situation	Starts with the customer's context
Office refurbishment	Refurbish an active office with a clear phasing and disruption plan	Answers the main fear
Office relocation	Plan the move backwards from the date your team must be working	Shows programme thinking
Quality furniture solutions	Furniture specified inside one controlled workplace plan	Keeps furniture in the core offer

Sample homepage hero copy

Headline

Move or refurbish your office without losing weeks of work.

Supporting copy

Alder & Finch plans, designs and delivers office change for established growing teams across London and the South East. One accountable team gives you early clarity on cost, programme, disruption and the decisions that can hold the project up.

Primary action

Book a 15-minute project fit call

Action explanation

Tell us your staff count, location, project type and likely timing. We will confirm whether the project suits our team and what the most useful next step is.

Proof strip

Best suited to 80 to 200 person organisations | Office moves and refurbishments | Occupied-working and phased-delivery experience | London and South East

Sample service-page opening

Refurbish your office while the business keeps working.

The difficulty is rarely the finish. It is controlling noise, access, IT, staff movement, approvals and change while normal work continues. We plan those constraints before site activity begins, then give one named lead responsibility for the programme.

Sample case-study introduction

A phased refurbishment for a 120-person consultancy with no full-office shutdown.

The customer needed to improve client and team space before a lease review. The office remained active throughout. The programme was divided into four phases, with IT moves, noisy work and staff communication planned around working patterns. This case study shows the decisions, constraints and controls, not only the finished space.

10.4 Homepage Alignment

The homepage should answer seven questions in order:

1. Is this for an organisation like ours?
2. Do they understand the event driving our project?
3. Can they manage cost, timing and disruption?
4. Have they handled comparable work?
5. What exactly do they own?
6. What will happen if we speak?
7. What is the next sensible step?

Recommended homepage sequence:

1. Position, supporting copy and fit-call action.
2. A short fit statement covering size, geography and project type.
3. Situation routes for office move, refurbishment, lease event and occupied working.
4. The four commercial controls: cost, programme, disruption and accountability.
5. Two or three evidence-led case studies.
6. A clear explanation of how the work progresses.
7. Buying-group proof for operations, finance, people and IT.
8. A planning resource linked to the visitor's likely stage.
9. The 15-minute fit-call explanation and short form.
10. A concise final statement of who Alder & Finch is not suited to.

The homepage should not attempt to answer every technical question. Its job is to establish relevance, confidence and direction.

11. What The Customer Journey Needs To Become

The future customer path should move from broad discovery to controlled qualification. Each stage should reduce uncertainty and pass useful context forward.

11.1 Future Journey Flow

Stage	Future customer experience	What Alder & Finch learns	System action	Commercial signal
Business trigger	Buyer finds useful help on cost, timing or disruption	Topic and likely stage	Retain source and entry page	Target discovery
Recognition	Buyer sees size, location, event and outcome fit	Chosen situation	Route to relevant page	Priority-page engagement
Education	Buyer understands decisions and risks	Content interest	Offer related proof	Guide-to-proof movement
Evidence	Buyer sees a comparable project with facts	Main concern	Present matching next step	Proof-to-action rate
Fit call	Buyer tests fit in 15 minutes	Staff, value, trigger, timing and constraint	Set status and owner	Target fit calls
Commercial conversation	Buyer and Alder & Finch assess the decision	Group, dates, risks and need	Create opportunity	Sales-accepted pipeline
Proposal	Buying group receives scope, assumptions and decision plan	Objections and open issues	Set value and decision date	Target proposal value
Decision	Open concerns are resolved	Win or confirmed loss reason	Record outcome	Win rate and booked revenue
Delivery	Customer sees the promised control	Milestones and feedback	Capture evidence	Margin and customer confidence
Referral	Customer or adviser can make a useful introduction	Relationship strength	Attribute source	Referral pipeline

The customer should not have to repeat information at each stage. Source, situation, fit and concerns should move from the website and fit call into the customer record and commercial conversation.

11.2 The Future Website Role

The website should act as:

- a filter for target fit;
- an early planning resource;
- a proof library;
- a buying-group aid;
- a clear route to a short first conversation;
- a source of useful context for sales;
- a recordable influence on pipeline;
- a platform for earning demand before a shortlist forms.

It should not act as a gallery with a contact form attached.

The future role also extends after enquiry. Sales can use cost guides, programme examples, responsibility maps and case studies in follow-up. Delivery can supply new evidence. Finance can connect won work to source and expected gross profit. This creates a useful feedback loop rather than a handover from marketing to sales.



12. Strategic Repositioning Recommendations

The recommendations are connected. They should not be treated as separate options.

Recommendation	Decision	Commercial effect	Risk if ignored
1	Own controlled office change for established growing teams	Stronger fit and clearer distinction	Broad demand keeps setting the agenda
2	Turn delivery control into visible proof	Reduces buyer risk and supports the buying group	Good work remains hard to assess
3	Repair first contact and qualification	Protects suitable demand already arriving	More traffic increases leakage
4	Build organic demand around planning decisions	Reaches buyers earlier and reduces paid concentration	Alder & Finch arrives after the shortlist forms

Recommendation 1: Own controlled office change for established growing teams

Alder & Finch should consistently present itself as the office fit-out partner for growing teams that need the move handled properly without losing weeks of work.

This position should shape the homepage, navigation, service pages, sector pages, case studies, calls to action, paid landing pages, referral materials and sales opening.

The business should state fit clearly. The central target is 80 to 200 person organisations, commonly in professional services, technology and specialist consultancy, planning a £120,000 to £250,000 move or refurbishment in London or the South East.

A clear target will reduce some enquiry volume. That is acceptable if the share of suitable conversations rises.

Recommendation 2: Turn delivery control into visible proof

Alder & Finch should make cost, programme, disruption and accountability visible before first contact.

Build six evidence-led case studies. Add project fact cards. Publish a responsibility map, programme example, occupied-working checklist, cost assumptions guide and handover process. Put the right proof next to each claim.

Do not say that the team manages risk and leave the buyer to accept it. Show which risks appeared, when they were identified, who acted and what the customer avoided.

Recommendation 3: Repair first contact and qualification

Create a four-field route to a 15-minute project fit call. Required fields should be name, organisation, work email or phone and project situation. Staff count, location and timing can be captured through a short selector or on the call.

During working hours, target-fit enquiries should receive a personal response within 30 minutes where possible, with a two-hour operating standard during the first phase. Named cover is required when commercial staff are on site or away.

Use one qualification definition. Record organisation, size, project, value band, trigger, timing, contact, main constraint and next step. Do not keep weak opportunities alive to protect lead numbers.

Recommendation 4: Build organic demand around planning decisions

Create connected coverage around cost, timing, lease events, occupied working, workplace briefs and supplier choice. Begin with the questions most closely connected to a suitable commercial decision.

Each guide must link to relevant proof, a service route and a next step. Each should be measured by influenced target conversations, not visits alone.

Paid and organic discovery should use the same fit definition. Do not reduce paid spend because organic visits increase. Shift spend only after target conversations and pipeline show that replacement demand is dependable.

13. The Most Important Website Implementation Changes

Implementation should follow commercial priority. A technically neat page that says the wrong thing is still a weak page.

13.1 Priority Changes

Priority	Change	Why it matters	Completion test
1	Approve target customer and position	Sets every later decision	Leadership and sales use one definition
2	Install source, fit and response tracking	Makes demand quality visible	90% of valid enquiries have source and fit status
3	Launch the 15-minute fit call	Reduces first-step friction	Booking needs four or fewer required fields
4	Rewrite homepage	Makes relevance clear quickly	Target buyer can explain the difference after five minutes
5	Rewrite move and refurbishment pages	Connects service to commercial situation	Each answers cost, timing, disruption and accountability
6	Upgrade six case studies	Turns delivery into proof	Each includes context, constraints, control and outcome
7	Create process and responsibility page	Shows how one team works	Roles, decisions and handovers are visible
8	Improve mobile layout and forms	Protects active demand	Key pages and booking route work cleanly on mobile
9	Connect guidance, proof and services	Stops content dead ends	Every priority item has a relevant next route
10	Add structured question sections	Improves direct answers and recommendation clarity	Priority pages answer common questions plainly

13.2 Calls To Action To Use

Use actions that explain the commitment and outcome:

- Book a 15-minute project fit call
- Check your likely project programme

- Discuss your office constraints
- Start an initial cost conversation
- Review occupied-working options
- Build your workplace brief
- See a comparable project
- Compare office fit-out scopes
- Check whether your project fits
- Plan backwards from your move date

Supporting microcopy matters. For example:

Book a 15-minute project fit call

We will check size, scope, timing and the main constraint. If the fit is sound, we will agree the next useful conversation. If it is not, we will say so.

A CTA should not promise a quote before the information exists. It should move the buyer to the next decision.

13.3 Calls To Action To Avoid

Avoid actions that are vague, high-pressure or falsely precise:

- Contact us
- Submit
- Get a free quote
- Transform your office today
- Start your dream workspace
- Learn more
- Book a consultation
- Discover our solutions
- Get started now
- Request a proposal

These either hide what happens next or ask for a commitment the buyer is not ready to make.

14. Organic Customer Growth Strategy

The organic customer growth strategy has four layers. They work together. Commercial-intent pages capture active demand. Educational material reaches buyers earlier. Sector and problem authority makes relevance specific. Direct-answer structure helps recommendation systems interpret and cite the business accurately.

14.1 Layer One: Commercial Intent

This layer serves buyers already assessing a project or provider.

Priority page themes include:

- office fit-out for 80 to 200 staff;
- office refurbishment while staff are working;
- office relocation planning in London;
- office fit-out cost and scope;
- office fit-out programme and timing;
- one-team workplace design and fit-out;
- office move planning before lease expiry;
- commercial office refurbishment for growing firms.

Each page should state fit, situation, evidence, boundaries and next step. The purpose is not phrase repetition. It is to give an active buyer a better answer.

Commercial measures include target fit calls, proper commercial conversations, proposal value and booked revenue influenced by the page.

14.2 Layer Two: Educational Discovery

This layer reaches buyers while they are defining the problem.

Priority guides include:

- What should an office refurbishment budget include?
- How early should you plan before a lease expiry?
- Which decisions delay an office fit-out?
- How can an office stay operational during refurbishment?
- What should a workplace brief for 100 staff cover?
- How do you compare two fit-out proposals fairly?
- Who owns landlord, IT and furniture dependencies?
- When should you refurbish rather than move?

The content should be direct and useful. It should acknowledge ranges and assumptions. It should show the reader what to decide next.

A guide should not end with a generic contact invitation. It should offer a step that matches the question, such as checking a programme, reviewing phasing options or discussing cost assumptions.

14.3 Layer Three: Sector And Problem Authority

Sector pages should not be thin variations of the same service copy. Each must show why the office-change conditions differ.

For professional services, focus on client experience, confidentiality, partner decisions and continuity. For technology businesses, focus on growth, hybrid use, collaboration, infrastructure and changing headcount. For specialist consultancies, focus on brand, talent, project teams and a workplace that can adapt.

Problem authority should be built around:

- lease events;
- occupied refurbishment;
- consolidation;
- headcount growth;
- hybrid-work reset;
- cost control;
- programme recovery;
- stakeholder decisions;
- landlord and technical approvals;
- IT and move dependencies.

Case studies should be linked by sector, staff band, trigger and constraint. This allows a buyer to find evidence that resembles their situation.

14.4 Layer Four: AI And Recommendation Visibility

Recommendation visibility depends on clear, consistent and supportable information.

Alder & Finch should make it easy for systems to understand:

- which customers the business serves;
- which geography it covers;
- which project situations it handles;
- what the service includes;
- which claims are supported by project evidence;
- how cost, timing and disruption are managed;
- what a suitable first step is.

Priority actions include:

- write direct answers under clear question headings;
- keep company, service and location details consistent;

- use structured page data where appropriate;
- include named authors or reviewers for practical guidance;
- show dates and review content regularly;
- connect claims to case evidence;
- avoid unsupported superlatives;
- publish clear definitions for scope, process and fit;
- keep project facts internally consistent;
- monitor whether Alder & Finch appears for suitable recommendation questions.

The aim is not to write for machines. It is to remove ambiguity for customers and systems at the same time.



15. The Six Month Growth Blueprint Programme

This is the delivery programme. It is not a loose roadmap, a menu of services or a report that waits on a shelf.

Market Jar takes the diagnosis into action by setting the sequence, producing the core strategy and content, directing implementation, testing customer movement and keeping commercial measures in view. Alder & Finch supplies business decisions, customer evidence, system access, approvals and prompt operational input. Both sides have work to do.

The sequence protects the investment:

1. agree the customer, definitions, ownership and baseline;
2. make the position clear on the core website;
3. strengthen the service, sector and proof depth;
4. earn discovery around early customer questions;
5. expand the commercial themes that show suitable movement;
6. review pipeline, capacity and the next growth decision.

Skipping ahead creates waste. Month 2 cannot produce a sound homepage if Month 1 has not fixed the target. Month 4 content cannot move a buyer if Month 3 has not created proof and service routes. Month 5 should not expand demand until current demand can be handled and measured. Month 6 cannot guide investment if records are incomplete.

Month 1: Strategic Alignment And Foundation

Objective

Create one commercial definition of the customer, opportunity, first response and success measures.

Actions

- Confirm the 80 to 200 staff target, £120,000 to £250,000 value band and London and South East focus.
- Agree valid, qualified, target and sales-accepted definitions.
- Map forms, calls, email, paid pages and referral routes.
- Add source, fit, value, trigger, timing and response fields to the customer record.
- Set the 15-minute fit-call structure, response standard, owner and cover.
- Review six months of available enquiries and set a baseline scorecard.
- Approve the central position and core customer concerns.

Why it matters

Without one definition, marketing, sales and finance count different things. More demand would make the disagreement larger.

Market Jar's role

We lead the alignment workshop, define the measurement model, map the current routes, draft the position, design qualification and produce the baseline scorecard.

Client's role

You provide records and system access, confirm capacity and margin boundaries, choose the customer record, name owners and make leadership decisions quickly.

Success signals

Signal	Month 1 test
Enquiries classified for fit	At least 90%
Valid enquiries with usable source	At least 85%
Target enquiries with named owner	100%
Response timestamp captured	At least 95%
Position and definitions	Approved and documented

What must be true before moving on

Leadership can see target demand, response time and pipeline in one place. If not, Month 1 continues. Month 2 must not build on disputed definitions.

Month 2: Homepage And Core Website Repositioning

Objective

Make the target customer, commercial difference, proof and first step clear across the homepage and core pages.

Actions

- Rewrite and reorder the homepage.
- Rewrite office move and refurbishment pages.
- Launch the short fit-call route and confirmation messages.
- Add fit, geography, size and project-situation guidance.
- Place proof under claims about cost, programme, disruption and accountability.
- Improve mobile layout, headings, page summaries and internal connections.
- Test comprehension with five people representing buying roles.

Why it matters

Month 1 defines the position. Month 2 makes it visible. Until that happens, suitable buyers still have to infer why Alder & Finch fits.

Market Jar's role

We write the page strategy and copy, specify layout and proof placement, direct the web changes and run comprehension testing.

Client's role

You approve claims, supply project facts, make delivery staff available, implement or authorise template changes and protect the response standard.

Success signals

Priority pages use the approved position. The fit call works on mobile. Target visitors can explain the difference after five minutes. A baseline for priority-page to fit-call movement exists.

What must be true before moving on

The core pages clearly answer who, situation, control, evidence and next step. Month 3 should not add depth to a message that remains unclear.

Month 3: Sector And Service Page Enhancement

Objective

Turn the position into specific proof for priority sectors, services and buying-group concerns.

Actions

- Build or improve professional services, technology and specialist consultancy routes.
- Develop pages for lease events and occupied refurbishment.
- Upgrade six case studies with staff, value band, programme, constraint, control and outcome.
- Create project fact cards, a responsibility map and a process page.
- Add proof for finance, operations, people and IT concerns.
- Connect each sector and problem page to a relevant case and action.

Why it matters

A clear homepage earns attention. Specific evidence earns assessment and internal support. Month 3 supplies what Month 4 guidance will need to link towards.

Market Jar's role

We interview delivery staff, structure the evidence, write priority pages and case studies, and map proof to buyer concern.

Client's role

You provide records, validate facts, secure permissions, review technical claims and identify staff who can explain constraints and outcomes.

Success signals

Six evidence-led cases are complete. Every priority service page has relevant proof. Sector pages contain distinct customer conditions. Buying-group gaps found in testing are corrected.

What must be true before moving on

Claims about control have visible support. If evidence is still generic, Month 4 pauses rather than sending new readers to weak proof.

Month 4: Educational Authority Content Launch

Objective

Reach target buyers earlier with practical guidance on cost, timing, disruption and partner choice.

Actions

- Publish cost, timeline, occupied-working, workplace-brief and supplier-comparison guides.
- Give every guide a clear answer, assumptions, proof route and next action.
- Update useful existing material and retire content that pulls the wrong audience.
- Connect guide influence to source and opportunity records.
- Review paid search terms against the same fit definition.
- Brief referral partners on the clearer position and useful assets.

Why it matters

Month 3 created destinations worth reaching. Month 4 earns discovery before the shortlist forms and gives sales useful follow-up material.

Market Jar's role

We set editorial priorities, interview subject owners, produce the guidance, direct page optimisation and monitor movement into proof and fit calls.

Client's role

You provide commercial and delivery input, approve material promptly, share customer questions and use the assets in sales and partner conversations.

Success signals

Five priority guides are published and fully connected. Target discovery is baselined by theme. Guide-influenced target calls are reported. Low-fit paid themes are identified, not cut by instinct.

What must be true before moving on

The business can see which themes attract suitable attention and action. Month 5 expands based on quality signals, not visit volume.

Month 5: Commercial Intent Expansion

Objective

Increase visibility for active buying situations that have shown customer and pipeline relevance.

Actions

- Expand the two strongest commercial themes.
- Improve pages for cost, programme, lease events, moves and occupied work.

- Add direct question sections and structured page data where useful.
- Review fit-call and commercial-conversation notes for missing objections.
- Strengthen proposal proof by sector, trigger and buying role.
- Assess paid activity by target conversation and proposal value.

Why it matters

The earlier months repair the system before demand is increased. Month 5 can now expand without asking traffic to compensate for poor clarity or response.

Market Jar's role

We select opportunities from commercial evidence, build or improve pages, add missing answers and report influence on suitable pipeline.

Client's role

You keep records complete, supply sales objections and loss reasons, approve content, maintain response speed and confirm delivery capacity.

Success signals

Target conversations rise from priority themes. Proposal value can be split by source. Low-fit estimating time falls. Paid decisions use opportunity quality rather than cheap enquiry volume.

What must be true before moving on

Expanded demand is entering a controlled sales process and capacity remains safe. If response or delivery pressure rises, expansion stops while the constraint is repaired.

Month 6: Refinement, Measurement And Growth Expansion

Objective

Decide what deserves further investment, what needs repair and what the business can absorb next.

Actions

- Compare sources and themes by target conversations, proposal value, booked revenue and expected gross profit.
- Review page and guide influence on suitable opportunities.
- Improve strong pages and repair or stop weak ones.
- Reconcile customer records with finance where sales timing allows.
- Review paid dependence without forcing a reduction.
- Assess delivery capacity, margin and senior workload.
- Produce the next six-month plan with owners and decision gates.

Why it matters

Month 6 turns five months of connected work into investment decisions. It prevents activity from continuing merely because it was planned.

Market Jar's role

We lead the performance review, test interpretation, recommend what to expand or stop, and set the next ordered programme.

Client's role

You validate revenue and margin, assess capacity, confirm commercial outcomes and decide the pace and ownership of the next phase.

Success signals

Leadership has a reliable view of target pipeline by source. The direction of organic and paid contribution is understood. Response loss is below the Month 2 level. Growth remains inside margin and capacity boundaries.

What must be true before moving on

Only parts of the system with credible commercial evidence are funded for expansion. Anything unclear is repaired, tested again or stopped.



16. How Success Should Be Measured

Success starts with the customer and ends with commercial value. Traffic, visibility and engagement are supporting indicators.

Level	Measure	Definition	Owner	Cadence
Demand	Target discovery	Visits to priority pages showing agreed target intent	Marketing Lead	Monthly
Action	Fit calls completed	Held 15-minute calls with core fields recorded	Commercial Director	Weekly
Quality	Target commercial conversations	Proper discussions with target-fit buyers	Commercial Director	Monthly
Pipeline	Target proposal value	Formal proposed value for target opportunities	Commercial Director	Monthly
Outcome	Booked revenue by source	Contracted value grouped by discovery source	Finance Lead	Monthly
Outcome	Expected gross profit by source	Expected project gross profit grouped by source	Finance Lead	Monthly
Dependence	Paid share of target pipeline	Paid contribution to conversations and proposal value	Marketing Lead	Quarterly
Guardrail	Delivery capacity	Added project starts against the eight-project ceiling	Delivery Lead	Monthly
Guardrail	Gross margin	Project margin against the agreed floor	Finance Lead	Monthly

Interpretation rules:

- Do not celebrate traffic without target action.
- Do not compare source cost using all enquiries.
- Do not count an open proposal as won or lost.
- Do not confuse booked revenue with recognised revenue.
- Do not reduce paid spend because organic visits rose.
- Do not treat one month of B2B sales data as a stable trend.
- Keep unknown source marked as unknown until resolved.
- Do not scale demand beyond delivery capacity.

The monthly leadership review should ask:

1. Are more target buyers reaching a proper commercial conversation?
2. Which source, page and customer problem produced them?
3. Where did suitable demand stop?
4. Which proof helped progress?
5. Why were target proposals won, lost or delayed?
6. What booked revenue and expected gross profit can be connected to source?
7. Is paid dependence changing because another source improved, or because demand weakened?
8. Can delivery accept the next wins without harming margin or service?



17. Final Strategic Recommendation

Alder & Finch should stop presenting itself as a general office fit-out supplier and become the obvious choice for established growing businesses that need an office move handled properly without losing weeks of work.

The website should state that position. Case studies should prove it. The fit call should respect the buyer's time. Sales should develop the same commercial thought. Delivery should create fresh evidence. Measurement should connect suitable demand to pipeline, booked revenue and gross profit.

The first move is not more traffic. It is agreement. Agree the customer, the valuable situation, the response standard, the evidence and the commercial measures. Then make the position visible. Then earn more discovery.

If nothing changes, the business does not remain neutral. It continues paying for mixed demand. Sales keeps repeating explanations the website should carry. Suitable buyers keep comparing Alder & Finch with firms that are easier to understand. Low-fit work keeps consuming estimating time. Paid dependence remains high because the organic system never receives a clear commercial direction.

The fictional planning case is eight additional target wins a year, inside the stated capacity. It illustrates the value of better fit. It is not a guarantee.

The practical test is simpler:

Can more of the right organisations find Alder & Finch, understand why it fits, trust how the work will be controlled and reach a proper commercial conversation?

The six-month programme is designed to make that answer yes, in the right order and with evidence at every stage.