WEBSITE PREVIEW · NOVEMBER 2026

A new website for A.G. Cottrell & Son

Built around nearly fifty years of Dorset thatching, father and son, and your strong views on wheat straw.

Try it yourself (when is your ridge due?):
cottrell-thatchers-preview-5568c2.pages.dev

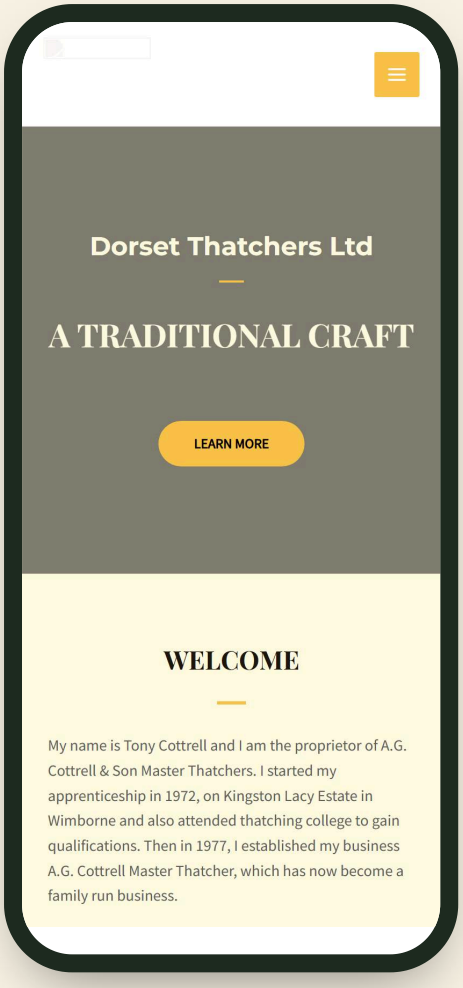
Prepared for A.G. Cottrell & Son by Chris at Kattch.
A private preview. It isn't live, and it isn't on Google.



BEFORE AND AFTER, ON A PHONE

What a customer sees when they look you up

Your site today



The preview



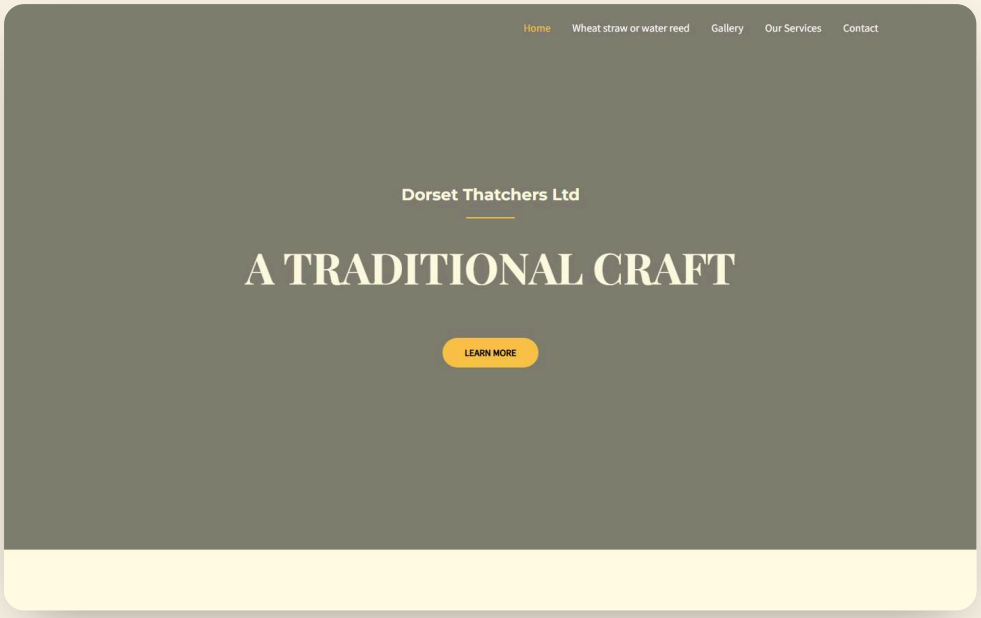
What a visitor sees first

- **Today:** a plain grey block saying "A traditional craft". No thatch, no photo, no phone number.
- **Today:** your logo shows as a broken image, because it loads from the secure address, whose certificate has expired.
- **Preview:** "Master thatchers in Dorset since 1977", Tony and Mark, and a tap-to-call number.
- **Preview:** call and ridge-check buttons stay on screen as people scroll.

BEFORE AND AFTER, ON A COMPUTER

First impressions count

Your site today



The preview

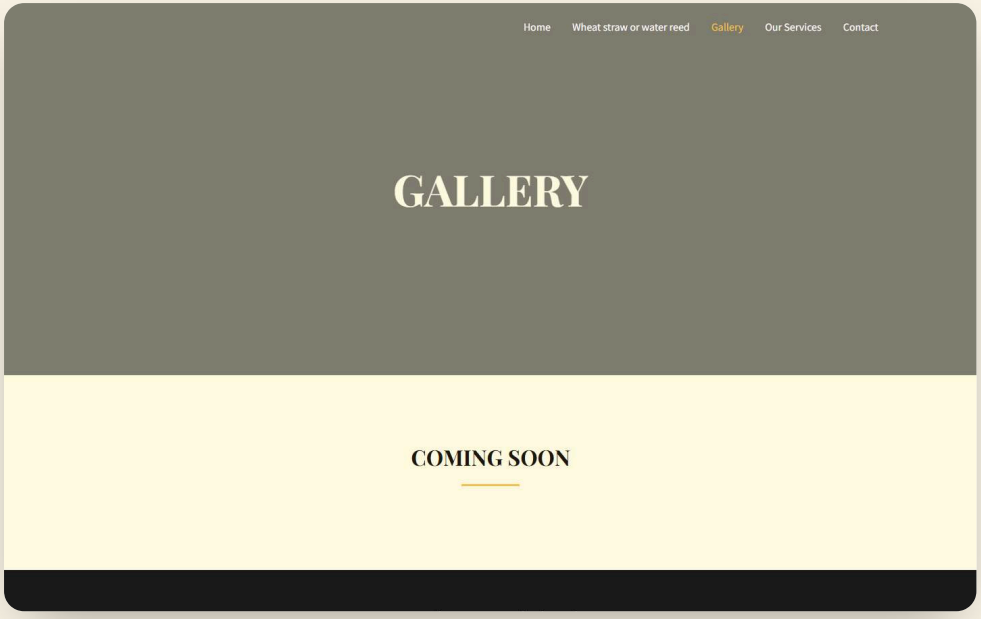


Today, the first thing a visitor sees is a grey block saying "A traditional craft", with no thatch, no story and no phone number. The preview leads with what makes you different: master thatchers in Dorset since 1977, father and son, one tap to call.

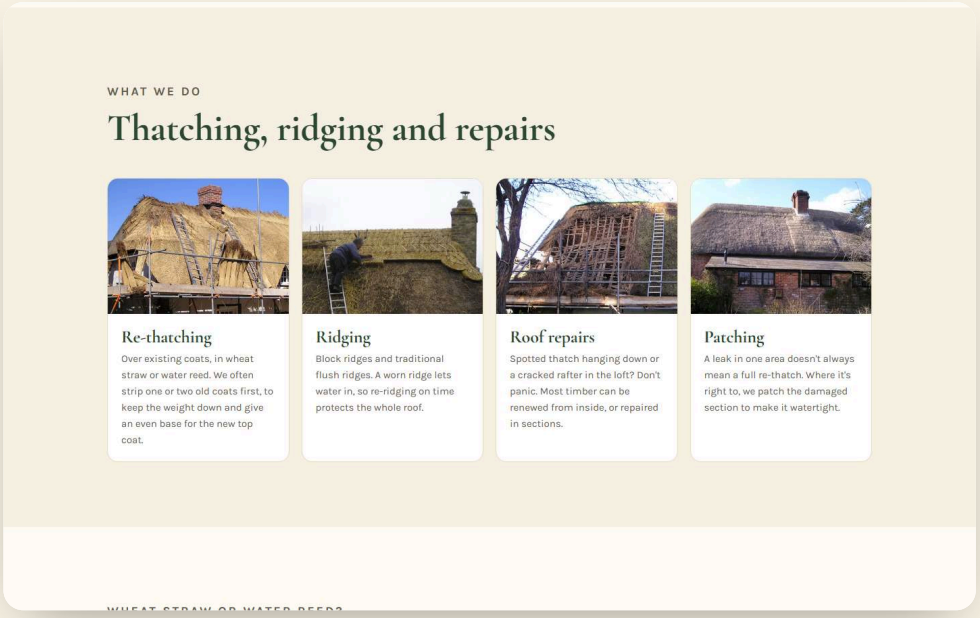
THREE THINGS WORTH FIXING, WHATEVER YOU DECIDE

Your work deserves to be seen

Your Gallery page today



The preview: your work, with your photos



1. **The secure certificate expired in July 2024.** Anyone who reaches https://dorsetthatcher.co.uk gets a browser security warning. Your web host can usually renew it for free.

2. **There's a hidden link on your homepage** to another website (brilliantupdates.com). Visitors can't see it, but Google can, and frowns on hidden links. Worth asking whoever built the site to remove it.

3. **The Gallery page says "Coming soon".** Photos of finished roofs, even taken on a phone, are your best advert.

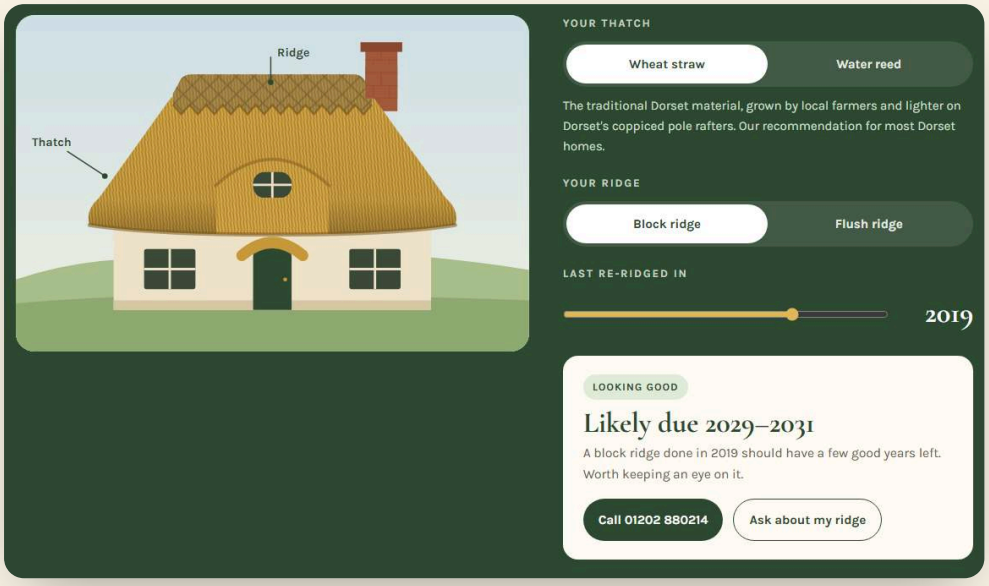
Your web address (dorsetthatcher.co.uk) is also due for renewal on 21 November 2026.

THE STANDOUT FEATURE

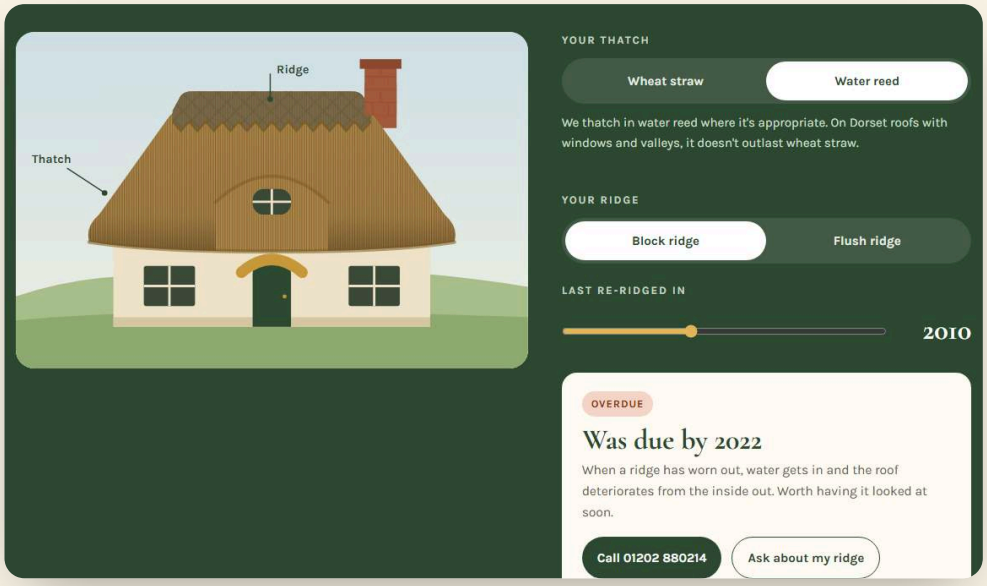
"When is your ridge due?"

Visitors choose wheat straw or water reed, block or flush ridge, and the year it was last done. The cottage changes to match, and they see when their ridge is likely due, using your own guide (block 10–12 years, flush 8–10). Then one tap to call, or the form fills itself in.

Looking good



Overdue (water reed, 2010)



THE THINKING BEHIND IT

Why we made these changes

1. Your story, up front

Kingston Lacy in 1972, your own firm in 1977, Mark joining in 2001. That's what people want to know before they trust someone with their roof.

2. A reason to call now

Most people have no idea when their ridge was last done or when it's due. The ridge check gives them an answer, and a reason to pick up the phone.

3. Your wheat straw case, kept

Your page on wheat straw versus water reed is genuinely useful, so it's now a clear side-by-side, with the common myths as tap-to-open questions.

4. Your services, with your photos

Re-thatching, ridging, repairs and patching, each with a photo of your own work and your own explanation.

5. One tap to call

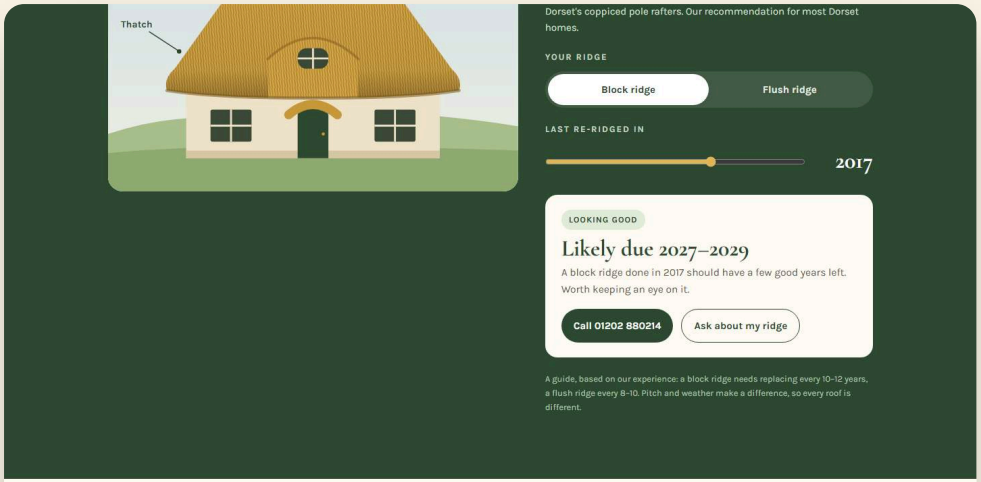
The office and mobile numbers tap to call, and the quote form asks the right questions, with space for a photo.

6. Secure and found on Google

It loads with the padlock, has no hidden links, and tells Google you're master thatchers in Wimborne, Dorset.

THE FULL PAGE, ON A COMPUTER

Your story, your craft, your services



OUR STORY

Father and son, two apprenticeships, one craft

Tony Cottrell began his apprenticeship in 1972 on the Kingston Lacy Estate in Wimborne, and went to thatching college to gain his qualifications. In 1977 he set up on his own, and it has grown into a family business.

His son Mark joined in 2001, aged 19, and served a five-year apprenticeship, with thatching college too.

> *"Although he says he remembers doing many hours of free labour throughout his school holidays."*

We're one of the oldest established firms in Dorset, and most of our work comes through recommendation and repeat business. We've worked all over the county, on historic cottages and new builds alike.

Dorset Master Thatchers Association · Guild of Master Craftsmen · The Dorset Coppice Group

1972
Tony starts his apprenticeship on the Kingston Lacy Estate

1977
A.G. Cottrell Master Thatcher is founded

2001
Mark joins, aged 19, and begins his five-year apprenticeship

Today
A.G. Cottrell & Son, still a family business

WHAT WE DO

Thatching, ridging and repairs



Re-thatching
Over existing coats, in wheat straw or water reed. We often strip one or two old coats first, to keep the weight down and give an even base for the new top coat.



Ridging
Block ridges and traditional flush ridges. A worn ridge lets water in, so re-ridging on time protects the whole roof.



Roof repairs
Spotted thatch hanging down or a cracked rafter in the loft? Don't panic. Most timber can be renewed from inside, or repaired in sections.



Patching
A leak in one area doesn't always mean a full re-thatch. Where it's right to, we patch the damaged section to make it watertight.

WHEAT STRAW OR WATER REED?

Why we champion Dorset wheat straw

We thatch in water reed where it's appropriate, but for most Dorset homes we strongly recommend wheat straw.

Wheat straw
- The traditional Dorset material, used here for centuries.
- Recommended by local councils for listed buildings, where appropriate.
- Grown by local farmers, so it supports local farming.
- Lighter, so it puts less weight on Dorset's coppiced pole rafters.

Water reed
- About 95% is imported, from as far away as Turkey and even China.
- Heavier on the roof structure.
- Only really outlasts wheat straw on a steep roof with no features, like windows or valleys.
- Traditionally used in Dorset only near reed beds, such as by Radipole Lake in Weymouth.

IF YOU'D LIKE IT

Low cost, modern, and live within 48 hours

Once I have your logo, photos and go-ahead, your new website can be live within 48 hours.

- Your own logo, and photos of your roofs if you have them.
- Enquiries from the quote form go straight to you.
- I handle all the technical side. Your email and phone numbers stay exactly as they are.
- Up to 3 small changes a month for the first 3 months, free. Anything bigger, I'll quote first.
- **Nothing to pay** until you've seen the finished site and you're happy with it.

FREE, WHETHER OR NOT YOU GO AHEAD

A printable "Your roof record" card to leave with every customer: what you did, the materials, and when their ridge will next be due, with your number on it. A sample is on the preview site. Just reply to my email.

ABOUT KATTCH

Kattch helps local trade and home-service businesses catch the work that slips through the net: missed calls that never get called back, quotes that go quiet, and old enquiries nobody followed up.

We look at how enquiries come in and get handled, find where jobs are being lost, then set up simple systems to fix it. A website that works well on phones is often the first part of that.

hello@kattch.co.uk