What should change before more content?

Fictional brief: a joinery studio seeking café and small-hotel commissions in London, primarily through architects and interior designers. Residential work remains secondary. Its sample website has one general service page, an image-only project gallery and a basic contact form. These are assumptions, not an audit of a live ASTER business.

Decision: clarify the offer, prove relevant work, improve the first brief.

Make each service easy to choose

Create one hospitality page covering service area, project types, design responsibilities and the first enquiry.

Explain the work behind the image

Publish two approved project stories: constraint, joinery response, ASTER’s role and the wider project team.

Give the first conversation better inputs

Explain a short first brief: project type, location, approximate scope and timing. Request drawings when useful.

Checked 2 November 2026: three suppliers, nine selected public pages. Qualitative observations; no measured demand, rankings, competitor scores or results. Both language editions cover the same London brief.

Why these three comparators?

Studio Arkin

Fit: London design and joinery practice with hospitality scope and collaborative delivery.

Difference: Broader design practice; the checked project is a reception, not a café or hotel.

East JR

Fit: East London studio and workshop with two checked café/bakery projects.

Difference: Design-and-build scope is wider than the assumed specialist joinery offer.

Kustom Made

Fit: Specialist fabrication and hospitality joinery serving London and the South East, with a page for specifiers.

Difference: Also sells CNC/workshop services and technically complex features; not a like-for-like service range.

Selected for the fictional brief, not a complete market census or an endorsement. Services and project roles are supplier statements. Budget fit, current capacity and commercial performance were not verified.

Studio Arkin — public evidence

S1 · Studio Arkin / Home

The homepage identifies hospitality among its sectors and describes delivery from design through manufacture and installation.

S2 · Studio Arkin / About

The practice describes both its own design service and delivery of designs developed by others.

S3 · Studio Arkin / Maple House

The project page names London, identifies construction and installation as its role, and explains reception and seating elements.

Implication for ASTER

State who designs, who manufactures and who installs. A relevant project should identify ASTER’s actual role.

Source headings above are clickable. Observations describe the reviewed page; the implication is our recommendation, not a claim about conversion or rankings.

East JR — public evidence

S4 · East JR / Home

The homepage combines design, build and joinery and explains consultation, samples, drawings and a technical package.

S5 · East JR / Nkora, Farringdon

The café story explains the glazed pavilion, customer circulation and seating supports coordinated with the floor construction.

S6 · East JR / Arôme Bakery

The bakery story credits designer Rain Wu and discusses limited seating capacity and practical surface choices.

Implication for ASTER

Explain a constraint, the joinery response and the project team. A photograph alone cannot communicate those decisions.

Source headings above are clickable. Observations describe the reviewed page; the implication is our recommendation, not a claim about conversion or rankings.

Kustom Made — public evidence

S7 · Kustom Made / Home and project brief

The enquiry section requests project location, timing and a description, with optional budget and supporting documents.

S8 · Kustom Made / Commercial joinery London

A dedicated hospitality and commercial page connects design development, manufacture and installation to a named London hotel example.

S9 · Kustom Made / Architects and interior designers

A specifier page describes early technical input, coordination drawings, prototypes and workshop checks.

Implication for ASTER

Give the hospitality buyer a clear route and explain the useful brief inputs. Only claim coordination skills ASTER can verify.

Source headings above are clickable. Observations describe the reviewed page; the implication is our recommendation, not a claim about conversion or rankings.

Search hypotheses, with rejection criteria

hospitality joinery London

One hospitality joinery service page · S1, S8

Check relevant search results and the studio’s actual service area before choosing targeting. No volume or rank established.

Reject: Reject London targeting if the studio cannot serve London; do not create unsupported location pages.

café banquette joinery

Seating section and an approved café project, linked from the service page · S5, S6

Check buyer wording, search intent and approved seating work. Start within an existing page.

Reject: Do not create a separate service page if the need overlaps with the hospitality page or evidence is too thin.

joinery partner for architects

Architect collaboration section on the hospitality page · S2, S9

Confirm accepted drawings, technical responsibilities and search intent before deciding whether a dedicated page is warranted.

Reject: Do not imply architectural or engineering services that the studio does not provide.

Prepared English phrases for the London brief, not measured keywords. No search-result positions, volumes or missing-competitor claims are inferred from this page comparison.

Before acting: evidence and approval

Make each service easy to choose

Need: Confirm actual services, geography and the person handling enquiries.

Assess: Record relevant page visits and whether enquiries identify project type.

Explain the work behind the image

Need: Real project facts, photography rights and client permission.

Assess: Check whether enquiries refer to a relevant project or detail.

Give the first conversation better inputs

Need: Agree which inputs are essential and test the received enquiry.

Assess: Compare completeness of received briefs with a recorded starting point.

AI concept images do not prove completed work. Publish real project claims only with verified facts, correct attribution and permissions. Website changes, measurement work and post publishing require their own agreed implementation scope.

A 90-day sequence with decision points

Days 1–14: confirm

Confirm service area, scope, project permissions and enquiry handling. Record existing page and enquiry measurements if available.

Studio owner with the website supplier

No invented baseline. Missing analytics remain unknown; approved project evidence is required for case studies.

Days 15–30: prepare and publish

Prepare one hospitality page, two approved project stories and a proportionate enquiry brief; link them together. Implementation needs separate agreement.

Studio owner approves; website supplier implements

Check facts, attribution, mobile reading, links and receipt of a test enquiry before release.

Days 31–60: observe

Review available Search Console/page data and relevant received enquiries. Log missing information and questions that still require clarification.

Studio owner with agreed measurement support

Small samples may be inconclusive. If visibility cannot be assessed, investigate measurement before making a content conclusion.

Days 61–90: decide

Keep useful pages; revise unclear scope or enquiry questions. Expand search targeting only when buyer/search evidence supports a distinct need.

Studio owner decides next scope

Do not attribute results to the changes without suitable evidence. No automatic content, retainer or new landing pages.

Sources and how to use the package

S1 · Studio Arkin / Home

https://www.studioarkin.com/

S2 · Studio Arkin / About

https://www.studioarkin.com/about/

S3 · Studio Arkin / Maple House

https://www.studioarkin.com/projects/maple-house/

S4 · East JR / Home

https://www.eastjr.co.uk/

S5 · East JR / Nkora, Farringdon

https://www.eastjr.co.uk/all-projects/nkora-farringdon

S6 · East JR / Arôme Bakery

https://www.eastjr.co.uk/all-projects/arome-bakery

S7 · Kustom Made / Home and project brief

https://kustommade.co.uk/

S8 · Kustom Made / Commercial joinery London

https://kustommade.co.uk/commercial-joinery-london

S9 · Kustom Made / Architects and interior designers

https://kustommade.co.uk/for-architects-interior-designers

Use the workbook for the full comparison, five assumed website pages, ten buyer questions, search hypotheses and action plan. Optional posts apply the recommendations. The research remains useful without buying content production.