WhatsApp chat on your website

How the chat button works, how to get a WhatsApp number for Headland, and what it costs. In short: it can cost you nothing, and all we need from you is a number.

How the chat button works

1. A visitor taps the round button at the bottom right of any page. A small panel opens with your greeting, whether you're around now (inside your opening hours, 9:00 to 18:00 UK time on weekdays) or when you'll reply, and a **Chat on WhatsApp** button.
2. That button opens the visitor's own WhatsApp with a new chat to Headland's number: the app on a phone, or WhatsApp Web or the desktop app on a computer.
3. The message is already started for them: "Hello Headland Yachting, I'm thinking about a charter and would like some advice." They can change it, then send it themselves.
4. The message arrives in WhatsApp on whichever phone Headland's number is set up on, and you reply from there like any other chat.

> **Nothing passes through the website**
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> The button is a plain WhatsApp link: no chat widget, no third-party script, no cookies, and nothing stored by us. Until you give us a number, the button appears only on the preview site, as a demo.

Getting a WhatsApp number

WhatsApp doesn't supply phone numbers: it attaches to a number you already have. On its paid business platform the number is either yours or comes from one of Meta's partner providers. Your options:

Recommended

A mobile number

A cheap UK pay-as-you-go SIM, or a second line (eSIM) on your own phone, kept just for Headland. The simplest and most reliable choice.

A landline

The WhatsApp Business app accepts a landline: it checks the number with a phone call instead of a text.

A virtual number

From a provider such as Twilio. Possible, but WhatsApp increasingly rejects internet-only numbers at sign-up.

One thing to know: a number used for WhatsApp Business can't also be on a personal WhatsApp account at the same time, which is another reason to keep a separate line for Headland.

What it costs

Option	Cost	What it's for
WhatsApp Business app	Free	A business profile (hours, address, website), quick replies, an away message outside your hours, labels and a catalogue. Use it on your phone, on a computer through WhatsApp Web, and on a few more linked devices. The website's chat button works with it as it is.
WhatsApp Business Platform	Paid, per message	For businesses sending large volumes, using chatbots, starting conversations at scale or linking WhatsApp to a CRM. Meta charges for each message delivered, by type and country. Partner providers add their own fees, and VAT applies in the UK.

On the paid platform, messages from customers are free. Replies within 24 hours of a customer's message are free up to 1,000 a month per number, then charged (since 1 October 2026). Marketing, account and log-in messages are charged per message. For a small broker answering enquiries, the paid platform costs money without adding anything you need yet.

Our recommendation

Get a dedicated UK mobile number for Headland and set it up with the free **WhatsApp Business** app. Add your business profile, opening hours and an away message for evenings and weekends.

What we need from you

- The WhatsApp number, once it's set up. We'll switch the chat button on for the live site.
- Your opening hours, if they aren't 9:00 to 18:00 UK time, Monday to Friday.
- Any changes to the greeting or the opening message.
- The phone number for the website footer. It shows a placeholder for now (+1 305 555 0147, which isn't a real number). It can be the same mobile, or a US number if you'd like one for American clients.

Sources: WhatsApp Business Platform pricing, Meta for Developers · WhatsApp numbers for business: the options, Kanal. Prices and rules as published on 27 October 2026; Meta can change them at the start of each quarter.