



YOUR FREE DIGITAL HEALTH REPORT

MC Fire & Security

A complete analysis of your online presence — where you stand today, what it is costing you, and exactly how to fix it.

Prepared for	Mitch Clementson
Business	MC Fire & Security
Location	Praze An Beeble, Cornwall
Date	23 March 2026
Prepared by	Jonny Shapland — Build My Service

Why is this free?

Alex Hormozi said that to build a great business, you have to give some of your best stuff away for free. So that is what we are doing.

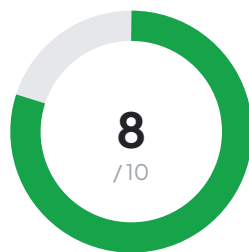
We have audited MC Fire & Security's entire online presence — your website, SEO, social media, local search, AI readiness, and website performance. This report is yours to keep regardless of whether you ever work with us. Every recommendation is actionable, and the quick wins section has steps you can take this week for free.

buildmyservice.co.uk

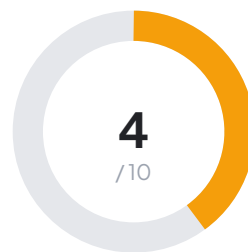
Your Scores at a Glance



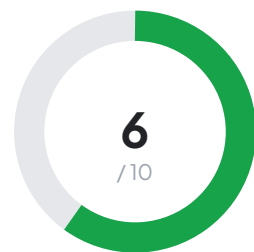
SEO Health



Online Presence



Website Quality



Review Presence

What this means: MC Fire & Security is doing almost everything right. A perfect 5.0-star Google rating across 32 reviews. Nearly 3,000 Instagram followers with Reels getting thousands of views. 1,380 TikTok followers. 585 LinkedIn followers with posts getting 67+ reactions. An active Facebook page with 100% recommendation rate. Google already links to all four social profiles in the Knowledge Panel. Mitch is on every platform, posting daily, collecting reviews, and building a real reputation across Cornwall. There is one glaring gap: the website. The entire site is a single page — no individual service pages, no location pages, just one URL trying to do everything. Google has indexed exactly 1 page. Fix the website and this business takes off.

1 SEO Health Check

Your SEO score is **15/100**. This is based on a comprehensive audit of your Google Business Profile, website structure, local SEO signals, schema markup, and review presence. Here is how each area scored:

Category	Score	Status
Google Indexing	5 / 100	Only 1 page indexed — the entire site is a single page
Google Business Profile	70 / 100	Active GBP with 32 reviews at 5.0 stars — excellent foundation. Category is 'Fire alarm supplier' but only 1 category used out of 9 available slots
Website Structure	5 / 100	Single-page site — no individual pages for Google to rank
Service Pages	0 / 100	All 6 services described on one homepage — zero individual pages
Local SEO	5 / 100	Areas listed on homepage but no dedicated area pages
Schema Markup	15 / 100	Basic Organization schema present but no LocalBusiness, Service, or FAQ schema

Category	Score	Status
Reviews on Website	25 / 100	9-11 testimonials on homepage but anonymous — not linked to your 32 Google reviews at 5.0 stars

Problem: Your entire website is a single page

1. Every service, every area, every testimonial, your terms and conditions — all on one URL. Google sees this as one page of content.
2. Your competitors have 10-30+ individual pages. Alarm Guard has separate pages for fire alarms, CCTV, intruder alarms, AND pages for Penzance, Truro, Falmouth, etc.
3. Each individual page is a new chance to rank in Google. Right now you have 1 chance. Your competitors have 20+.
4. A fire alarm company in Truro searching for 'CCTV installation Truro' will never find a single-page site based in Praze An Beeble.
5. You need at minimum: a homepage, 6 individual service pages, 8-10 area pages, an about page, and a contact page. That is 18-20 pages vs your current 1.

Problem: Your Google Business Profile is strong but underutilised

1. You have a GBP with 32 reviews at a perfect 5.0 stars — that is a genuine competitive weapon. Mitch is actively posting updates. This is great.
2. But you are only using 1 GBP category ('Fire alarm supplier') out of 9 available slots. That means you only show up for fire alarm searches — not CCTV, intruder alarms, access control, or fire extinguisher searches.
3. Fill all 9 category slots: Fire Alarm Supplier, Security System Installer, CCTV, Access Control, Fire Extinguisher Supplier, Burglar Alarm Store, Security Service, Fire Safety Equipment Supplier, Fire Protection System Supplier.
4. Keep posting owner updates — you are already doing this well. Add photos of every completed installation.
5. Your 5.0 rating beats Alarm Guard's 4.7 — but they have 113 reviews to your 32. Keep collecting. Ask every client to review.

Problem: Zero directory listings while competitors dominate them

1. We checked Yell, Checkatrade, TrustATrader, Bark, FreeIndex, and the SSAIB/BAFE/NSI registered company directories. MC Fire & Security is not listed on any of them.
2. Trelawney Fire & Security is on Yell. Alarm Guard is everywhere. These directories send direct leads AND boost your Google authority.
3. Priority listings to create: Yell, Checkatrade, TrustATrader, Bark, FreeIndex.
4. Industry-specific: consider BAFE registration for fire services — it is a trust signal that commercial clients specifically look for.
5. Each directory listing is a vote of confidence that Google sees. 10 listings across different platforms significantly boosts your local rankings.

Problem: 32 Google reviews at 5.0 stars — but the website does not show them

1. You have a perfect 5.0-star rating on Google with 32 reviews. That is genuinely exceptional and beats almost every competitor in Cornwall.
2. But your website shows 9-11 anonymous testimonials with no names, no star ratings, and no link to your Google profile. A visitor cannot verify them.

3. Embed your Google reviews on your website — show the stars, the names, the dates. Let visitors see the real 5.0 rating.
4. Alarm Guard has 113 reviews at 4.7 stars. Your rating is higher but their volume is 3.5x yours. Keep collecting — ask every client.
5. Add a Google review link or QR code to your post-installation handover. Make it effortless for clients to leave a review.

Quick Fix: Fill all 9 GBP category slots. Right now you are listed as 'Fire alarm supplier' only — which means you only appear for fire alarm searches. Adding Security System Installer, CCTV, Access Control, Fire Extinguisher Supplier, and more means you show up for every service you offer. This is a 10-minute job in your Google Business dashboard that instantly multiplies your visibility across all your services.

Keyword Opportunities

These are real search terms people in your area are using. Your current position for all of them is not ranking.

Search Term	Monthly Searches	Your Position	Competition
fire alarm installation cornwall	210	~Position 2	Medium
intruder alarm cornwall	170	~Position 2	Medium
CCTV installation cornwall	320	Not ranking	Medium
fire and security company cornwall	260	Not ranking	Medium
security systems cornwall	390	Not ranking	Medium
fire risk assessment cornwall	170	Not ranking	Low
fire alarm installation helston	90	Not ranking	Low

2 Social Media Health Check

Social media is not just about posting — it is about proving you are active, professional, and trustworthy. Here is how each platform scores:

Platform	Handle	Score	Status
Facebook	@mcfireandsecurity — 136 likes, 235 followers	6 / 10	Active page, 8 reviews (100% recommend), posting regularly with installation photos, Fire Protection Service category, covers Cornwall and Devon
Instagram	@mcfireandsecurity — 2,975 followers, 104 posts	7 / 10	Strong presence with installation photos, Reels getting 300-2,400 views, REVIEWS highlight, owner's personal account follows

Platform	Handle	Score	Status
LinkedIn	MC Fire And Security — 585 followers, 487 connections	7 / 10	Active profile, posting installation case studies, connected to industry professionals, 67 reactions on latest post
TikTok	@mcfireandsecurity_ — 1,380 followers, 5,597 likes	6 / 10	Active presence with installation videos, cross-linked to Instagram and website, based in Cornwall
YouTube	None	0 / 10	No presence

Problem: Facebook is active — but 235 followers is leaving growth on the table

1. Your Facebook page is doing well — regular posts, 8 reviews (100% recommend), installation photos, and you cover Cornwall and Devon. You already have the @mcfireandsecurity handle. Good foundations.
2. But 235 followers for a business with 32 Google reviews and nearly 3,000 Instagram followers means Facebook is not pulling its weight yet.
3. Cross-promote: every Instagram post should also go to Facebook. You are already creating the content — just share it to both platforms.
4. Run a local awareness campaign: £5/day targeted at Cornwall homeowners and property managers can rapidly grow followers who become future leads.
5. Ask satisfied clients to recommend you on Facebook — your 100% recommendation rate is a powerful trust signal that should be visible to more people.

Problem: LinkedIn is active — now target the decision-makers

1. You already have 585 LinkedIn followers, 487 connections, and your latest post got 67 reactions — that is strong for a local trade business.
2. The next step is targeted outreach: connect with property management companies, facilities managers, commercial landlords, and holiday park operators across Cornwall and Devon.
3. Your case study content is perfect for LinkedIn — '5 fire alarm installs in 3 days' is exactly what a commercial buyer wants to see.
4. Consider converting your personal-style LinkedIn profile to a Company Page for a more professional presence — or keep both and cross-post.
5. Your British Standards knowledge (BS 5839, BS EN 62676, etc.) is a massive differentiator on LinkedIn — showcase it with educational posts.

3 AI Readiness Check

AI Readiness Score: **3/10**. AI-powered search (ChatGPT, Gemini, Perplexity, Copilot) is growing rapidly. When someone asks an AI 'who is the best fire protection & security systems near Praze An Beeble, Cornwall?', the AI needs structured data, citations, and brand signals to recommend you. Right now, it has almost nothing to work with.

AI Ranking Factor	Your Status	Impact
Structured Data (Schema)	Basic Organization only	No LocalBusiness, Service, or FAQ schema — AI cannot parse your offerings

AI Ranking Factor	Your Status	Impact
AI Crawler Access	All allowed	GPTBot, ClaudeBot, PerplexityBot all permitted — good baseline
Content Citability	Very Low	Single page with brief descriptions — not enough detail for AI to cite
Review Signals	Moderate	32 Google reviews at 5.0 stars, 4 Facebook reviews, 9-11 website testimonials — but not schema-marked
Brand Mentions	Very Low	Cornwall Living feature article is the only notable external mention
llms.txt	Not present	No llms.txt file to guide AI crawlers to key content

Problem: When a building owner in Truro asks ChatGPT 'who is the best fire and security company in Cornwall?', the AI looks for businesses with structured data, Google reviews, detailed service descriptions, and multiple directory listings. MC Fire & Security has 32 excellent Google reviews but a single-page website with no schema markup. The AI recommends Alarm Guard and ASG Security instead — because they have the structured data and content volume that AI can parse.

1. Add LocalBusiness schema markup — this is the language AI understands. Include your name, address, phone, services, and opening hours.
2. Add Service schema for each service you offer — Fire Alarm Installation, CCTV Systems, Intruder Alarms, Fire Extinguisher Servicing, Access Control.
3. Create FAQ content: 'How often should fire alarms be serviced?', 'What British Standard covers fire detection?', 'Do I need a fire risk assessment?' — AI loves pulling from Q&A; format.
4. Build your review presence — Google reviews with schema markup are the strongest signal for AI recommendations.
5. Get listed on 10+ directories — each listing is a 'vote' that tells AI you are a real, active business.
6. Your British Standards expertise is a goldmine for AI citability — create detailed content around compliance requirements.

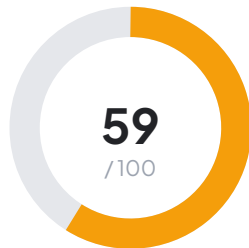
Why this matters right now: AI search is not replacing Google — it is adding a new channel. When a property manager asks Siri 'find a fire alarm company near Truro' or asks ChatGPT 'who installs commercial CCTV in Cornwall?', that is AI search happening right now. The fire and security industry is still early — most competitors are not thinking about AI optimisation. If you set up structured data and build citeable content now, you can leapfrog companies with 30 years of history.

“Here is the good news: your competitors are not doing this either. Alarm Guard has 113 reviews but no AI optimisation. Trelawney has SSAIB accreditation but basic schema. The AI race in Cornwall fire & security has not started yet — and you can be first.

— Jonny

4 Website Performance

We ran your website through Google PageSpeed Insights — the same tool Google uses to measure user experience. These scores directly impact your search rankings.



Performance (Mobile)



Accessibility



Best Practices

Core Web Vitals

Metric	Value	Rating
First Contentful Paint (FCP)	4.2 seconds	Poor — should be under 1.8s
Largest Contentful Paint (LCP)	16.1 seconds	Critical — should be under 2.5s
Total Blocking Time (TBT)	0 ms	Excellent — no blocking scripts
Cumulative Layout Shift (CLS)	0.002	Excellent — almost no layout shift
Desktop Performance	75/100	Acceptable but below industry standard
Mobile Performance	59/100	Poor — majority of emergency searches are mobile

What this means: Your website takes over 16 seconds to fully load on mobile. Google considers anything over 2.5 seconds 'poor'. In practical terms: someone whose fire alarm is going off, or a building manager who needs a security company urgently, will give up and hit 'back' before your site finishes loading. You are losing leads before they even see your content. The good news is your TBT and CLS scores are excellent — the problem is almost certainly unoptimised images, which is a straightforward fix.

5 Local SEO Intelligence

This section goes beyond the standard audit. These are the ranking factors that most agencies either do not know about or get wrong.

Your Service Area Map

■ Your business ■ Service areas ■ Competitors



What Actually Matters for Local Ranking (2026)

#	Ranking Factor	Why It Matters
1	Primary GBP category	Most specific option wins. 'Fire Alarm Supplier' or 'Security System Installer' beats generic 'Security Guard Service'. Pick 'Fire Protection System Supplier' or 'Security System Installer'.
2	Proximity to searcher	Praze An Beeble is between Helston and Camborne — you need area pages for Truro, Penzance, Falmouth, and Newquay to capture searches in those towns.
3	Keywords in business title	Must be your registered name. 'MC Fire & Security' already contains two key industry terms — excellent.
4	Extended business hours	Being 'open' during a search significantly boosts visibility. If you take emergency calls, list extended hours on your GBP.
5	Google rating 4.5+	You have a perfect 5.0 stars with 32 reviews — excellent. Alarm Guard has 113 at 4.7 stars. Keep collecting to close the volume gap.
6	All 9 GBP category slots filled	Use: Fire Protection System Supplier, Security System Installer, Fire Alarm Supplier, CCTV, Access Control, Fire Extinguisher Supplier, Burglar Alarm Store, Security Service, Fire Safety Equipment Supplier.
7	Review recency	7 new reviews per week beats 5,000 total with no recent ones. Ask every client to review — send a direct link via text after each job.
8	Correct map pin	Verify your pin is at your actual business location in Praze An Beeble or set a service area if you operate mobile.

What Does NOT Matter (Myth-Busts)

- **NAP consistency is NOT important for ranking** — Google handles partial name matching. Do not waste money on NAP audit tools.
- **Keywords in GBP description do NOT impact ranking** — write it for humans, not for Google.
- **Google Posts do NOT impact ranking** — useful for engagement, but not a ranking signal.
- **Setting service areas has ZERO ranking impact** — it only affects where your profile shows, not how it ranks.
- **Geotagging photos manually is useless** — Google strips EXIF data on upload. Do not pay anyone to do this.

Your Local SEO Game Plan

- **'Core 20 pages' strategy:** homepage + 6 individual service pages + 10 area pages + about page + contact page + blog = 20+ rankable URLs vs your current 1.
- **Expand GBP categories FIRST:** you are on the map but only for fire alarms. Fill all 9 slots to appear for every service you offer.
- **Topical before geographic:** build out service pages first (Fire Alarms, CCTV, Intruder Alarms, Fire Extinguishers, Access Control, Maintenance), THEN area pages.
- **Directory blitz:** get listed on Yell, Checkatrade, Bark, FreeIndex, TrustATrader, Thomson within 30 days. Your GBP is already live.
- **Review machine:** you are at 32 reviews — target 50 within 60 days. Every completed job = review request. Text clients a direct Google review link.
- **Accreditation upgrade:** consider BAFE SP203 registration for fire alarm servicing — it is the industry trust mark that commercial clients specifically look for.

6 The Real Cost

Being invisible online is not free — it has a real cost measured in jobs you never hear about, calls you never receive, and contracts that go to competitors with better online presence.

GBP only using 1 of 9 category slots

Your Google Business Profile has a perfect 5.0 rating with 32 reviews — excellent. But you are only listed under 'Fire alarm supplier'. That means when someone searches 'CCTV installation Cornwall' or 'intruder alarm Helston' or 'access control Cornwall', your GBP does not show. You are invisible for 5 out of 6 services you offer. Filling all 9 category slots is a 10-minute fix that multiplies your visibility overnight.

Single-page website in a multi-page world

Your entire online presence lives on one URL. Every service (fire alarms, CCTV, intruder alarms, fire extinguishers, access control) and every area you cover shares that single page. Alarm Guard has separate pages for each service AND each location. Someone searching 'CCTV installation Truro' will find them, not you — because you have no page about CCTV and no page about Truro.

Zero directory listings

We checked Yell, Checkatrade, TrustATrader, Bark, FreeIndex, and the SSAIB/BAFE/NSI directories. MC Fire & Security is not on any of them. Trelawney is on Yell. Alarm Guard is everywhere. Each

directory listing sends direct leads AND tells Google you are a real, established business.

16-second mobile load time

Your site takes 16.1 seconds to show content on mobile. Google considers anything over 2.5 seconds 'poor'. Fire and security is an industry where people often search on mobile — they need a fire risk assessment done, their alarm is playing up, they want CCTV installed quickly. If your site takes 16 seconds to load, they have already called Alarm Guard.

32 Google reviews vs Alarm Guard's 113 — the volume gap

Your 5.0-star rating is better than Alarm Guard's 4.7 — but they have 3.5x more reviews. Google weighs volume alongside quality. At your current pace, closing this gap will take time. The fix: systematise review collection. Every completed job should trigger a review request — a text with a direct Google review link. If you do 10+ jobs a month and convert half to reviews, you close the gap within 6 months.

Projected Impact Timeline

Timeframe	What Changes	Expected Outcome
30 days	All 9 GBP categories filled, 6 service pages live, listed on 5 directories, Google reviews embedded on website, Facebook vanity URL claimed	Showing in Maps for all 6 services not just fire alarms, appearing in local results, first organic enquiries from new service terms
90 days	All service pages and area pages live (20+ pages total), 10+ directory listings, 50+ Google reviews, LinkedIn company page active, PageSpeed optimised	Ranking for mid-competition Cornwall fire & security terms, 10-20 enquiries/month from organic search, first commercial leads from LinkedIn
6 months	Full 25+ page site, 50+ reviews, blog with fire safety content, BAFE or similar accreditation, content strategy running	Competing directly with Alarm Guard for top local positions. Commercial contracts worth £2-20k/year each. Organic enquiries replacing reliance on word of mouth.

The bottom line: You have something most businesses would kill for — a perfect 5.0-star Google rating with 32 reviews. Cornwall Living has written about you. Your British Standards knowledge is deep. The issue is not your reputation — it is that your website is a single page doing the job of 20. Build out service pages, fill your GBP categories, get on the directories, and your online presence will finally match the quality of your work. Within 90 days you will be competing directly with Alarm Guard across every service and every town in Cornwall.

7 Your Action Plan

Everything above can feel overwhelming. So here it is broken down into what to do first, what to do this month, and what needs professional help.

Do This Week (Free, High Impact)

#	Action	How	Time
1	Fill all 9 GBP category slots	You currently only have 'Fire alarm supplier'. Add: Security System Installer, CCTV, Access Control, Fire Extinguisher Supplier, Burglar Alarm Store, Security Service, Fire Safety Equipment Supplier, Fire Protection System Supplier	10 min
2	Embed Google reviews on your website	Add a Google review widget showing your 5.0 stars and 32 reviews — make them visible to every visitor	30 min
3	Ask 5 recent clients for Google Reviews	Keep building from 32 towards 50 — send a direct Google review link via WhatsApp or text after each job	15 min
4	Cross-post Instagram content to Facebook	Every installation photo and Reel on IG should also go to FB — double the reach for zero extra effort	5 min/post
5	Delete the default 'Hello World' blog post	WordPress Dashboard > Posts > delete the default post (author: Bradders1969)	2 min

Do This Month (Some Technical)

#	Action	How	Time
1	Create 6 individual service pages	Fire Alarms, CCTV, Intruder Alarms, Fire Extinguishers, Access Control, Maintenance — 500+ words each	4-5 hrs
2	Create area pages for top 5 locations	Helston, Truro, Penzance, Falmouth, Camborne — one page each with local references	2-3 hrs
3	Get listed on 7 directories	Yell, Checkatrade, TrustATrader, Bark, FreeIndex, Thomson, Rated People — your GBP is already set up	3 hrs
4	Fix the email domain mismatch	Website is mcfireandsecurity.co.uk but email is info@mcsecurity.co.uk — either redirect or update	30 min
5	Target commercial decision-makers on LinkedIn	You already have 585 followers — now connect with property managers, facilities firms, and holiday park operators across Cornwall and Devon	1 hr/wk

Longer Term (Professional Help Recommended)

1. Build full 25-page website with service pages, area pages, about page, FAQ, and a blog.
2. Consider BAFE SP203 registration — the fire alarm servicing accreditation that commercial clients specifically require.
3. Fix mobile PageSpeed — compress images, lazy load, optimise or replace Flatsome theme. Target under 3 seconds.
4. Implement automated review request system — every completed job triggers a review request text.
5. Build local authority — Cornwall Chamber of Commerce, Federation of Small Businesses, local business networking.

6. Create fire safety content for the blog — 'How often should fire alarms be tested?', 'BS 5839 explained', 'Do I need a fire risk assessment?'

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That is a lot of actions — but here is what matters: 80% of the value comes from 3 things. Fill your GBP category slots (10 minutes). Build your service pages (a few hours). Keep collecting Google reviews (you are already at 32 — push to 50). Do those three things and within 90 days your perfect rating and expanded visibility will be competing directly with Alarm Guard across every service in Cornwall. The rest is gravy.

— Jonny

8 What You Have Going For You

This report has been heavy on what needs fixing. But let us be clear — you have serious advantages that most competitors do not:

Perfect 5.0-star Google rating with 32 reviews: This is exceptional. Most businesses struggle to maintain 4.5 stars. Your customers consistently praise Mitch by name for reliability, tidiness, and clear communication. Alarm Guard has more reviews (113) but a lower rating (4.7). Your quality per review is the best in Cornwall.

British Fire Consortium membership: This is a real industry body. Combined with your detailed British Standards knowledge (BS 5839, BS EN 62676, BS EN 50131, etc.), you have credibility that most newer competitors lack.

Cornwall Living press coverage: Being featured in Cornwall Living is genuine PR that most local businesses would pay for. This kind of editorial mention carries weight with both Google and potential customers.

Full service range: Fire alarms, CCTV, intruder alarms, fire extinguishers, access control, and maintenance packages. Most competitors specialise in one or two. You can serve any fire and security need.

Business name contains key industry terms: 'MC Fire & Security' naturally includes the two most searched terms in your industry. This is a genuine SEO advantage — Alarm Guard and Trelawney do not have this.

Strongest social media presence in Cornwall fire & security: Nearly 3,000 Instagram followers, 1,380 TikTok followers, 585 LinkedIn followers with 67+ reactions per post, and an active Facebook page with 100% recommendation rate. Google already shows all four profiles in your Knowledge Panel. Most fire and security companies in Cornwall have zero social media strategy. You are not just ahead — you are in a different league.

Free site surveys: Offering free no-obligation site surveys is a strong conversion tool. This should be prominently featured on every page.

Competitor Comparison

Factor	MC Fire & Security	Typical Local Competitor
Google Reviews	32 at 5.0 stars	Alarm Guard: 113 at 4.7 stars — higher rating but lower volume
Service Pages	0 (single-page site)	Competitors have 10–30+ individual pages
Area Pages	None (areas listed on homepage)	Alarm Guard has area-specific landing pages
Years Established	~2 years	Alarm Guard: 30+, Trelawney: 25+, ASG: 20+
Accreditations	British Fire Consortium	Competitors hold SSAIB, BAFE SP203, NSI Gold, CHAS
Directory Listings	None found	Competitors on Yell, Checkatrade, industry directories
Social Media	2,975 IG + 1,380 TikTok + 585 LinkedIn + 235 FB	Competitors inconsistent — MC is leading on social across ALL 4 platforms

The market is beatable. Cornwall's fire and security market is dominated by established players — Alarm Guard (30+ years, 113 reviews at 4.7), Trelawney (25+ years, SSAIB + BAFE), and ASG Security (20+ years, NSI Gold). They have history, accreditations, and review volume on their side. But MC Fire & Security has the highest Google rating of any competitor at a perfect 5.0 stars AND the strongest social media presence in the industry — active on Instagram, TikTok, LinkedIn, and Facebook with thousands of followers across all four. Google already showcases all four social profiles in the Knowledge Panel. The only thing holding MC Fire & Security back from dominating this market is the single-page website. Fix that, and the combination of a perfect rating, strong social presence, and British Standards expertise makes this business genuinely formidable.

What Happens Next

This report is yours. No strings attached. The action steps are real, the quick wins are free, and everything in here is based on actual data — not guesswork.

If you want help implementing any of this, that is what we do. We build the website, set up the SEO, create the content, and manage the ongoing optimisation. One monthly fee, no long contracts, and you own everything we build.

No pressure. No hard sell. If you do nothing with this report, you are still better informed than 95% of your competitors. But if you want to move fast, we are ready to start.

“Right now I am building my reputation, which means you are getting the best deal I will ever offer. I am not going to be this cheap forever — and I say that as someone currently charging £197/month for work that most agencies bill thousands for. I am basically scamming myself. But I would rather have 5 brilliant case studies than 50 average ones.

— Jonny

“For our first 5 clients, the full SEO setup — Google Business Profile optimisation, schema markup, directory submissions, area pages — is included free. Normally this is something agencies charge £1,000–3,000 per month for. I am including it because the results speak louder than any testimonial I could write.

— Jonny

Book a Free Strategy Call

15 minutes. No obligation. We will walk through this report together and answer any questions you have.

start.buildmyservice.co.uk/call

Or message Jonny directly — he does not bite

“Give away your best stuff for free. The people who can do it themselves were never going to pay you anyway. The ones who cannot will.”

— Alex Hormozi

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