



## YOUR FREE DIGITAL HEALTH REPORT

# Alpha Roofing

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

|              |                                   |
|--------------|-----------------------------------|
| Prepared for | Michael Gallagher                 |
| Business     | Alpha Roofing                     |
| Location     | Durham, DL17                      |
| Date         | 25 May 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 Alpha Roofing'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](https://buildmyservice.co.uk)

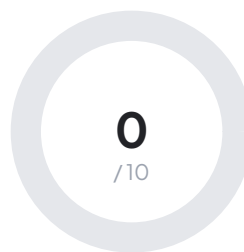
# Your Scores at a Glance



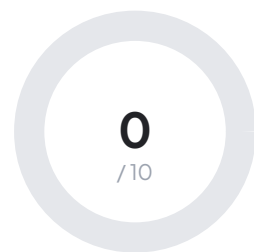
SEO Health



Online Presence



Website Quality



Review Presence

**What this means:** Michael, here is the straight version. Right now Alpha Roofing has almost no online footprint at all. No website. No Google Business Profile that comes up for 'roofer Durham' searches. A Facebook page with 7 followers and zero reviews that hasn't been posted on since August 2025. No Instagram. No TikTok. No directory listings on Checkatrade, Bark, MyBuilder, Yell, TrustATrader or any of the platforms tradespeople use. You ticked Checkatrade and Bark as how you get work on the survey - we could not find Alpha Roofing on either. To make it worse, there is another firm called 'Alpha Roofing & Building Ltd' down in Swansea with 12 Google reviews, a proper website and a strong Facebook page. When someone Googles your business name they find them, not you. The good news is everything that is wrong is fixable, and you are starting from a clean slate which means we can build it properly from day one. A website with the right pages, a Google Business Profile that actually shows up for Durham searches, and a system that turns every job into a Google review. Your competitors in Ferryhill and Durham have 30-54 reviews each. That is the gap. This report shows exactly how to close it.

## 1 SEO Health Check

Your SEO score is **1/100**. 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                                                                                                                |
|-------------------------|---------|-----------------------------------------------------------------------------------------------------------------------|
| Website                 | 0 / 100 | No website at all - the single biggest hole in everything that follows                                                |
| Google Business Profile | 5 / 100 | Not appearing for 'roofer Durham DL17' searches. If a GBP exists it is unclaimed, unverified or in the wrong location |
| Service Pages           | 0 / 100 | No website means no pages for roof repairs, flat roofing, gutter cleaning - invisible for every service search        |

| Category           | Score   | Status                                                                                                                                                   |
|--------------------|---------|----------------------------------------------------------------------------------------------------------------------------------------------------------|
| Local SEO          | 0 / 100 | No area pages for Ferryhill, Spennymoor, Bishop Auckland, Newton Aycliffe, Durham – zero local presence                                                  |
| Schema Markup      | 0 / 100 | Nothing for Google or AI to read – no structured data anywhere                                                                                           |
| Directory Listings | 5 / 100 | Not found on Checkatrade, Bark, MyBuilder, Yell, TrustATrader, FreeIndex, or Rated People – despite the survey saying you use Checkatrade/Bark for leads |
| Reviews            | 0 / 100 | Zero Facebook reviews. No Google reviews showing for your business. Competitors have 30–54 each                                                          |

### Problem: You have no website – the foundation of everything else

1. Right now when someone in Durham searches 'roofer near me' or 'roof repair Spennymoor' there is no page anywhere on the internet that says 'Alpha Roofing does this'. You are completely invisible to Google.
2. Your Facebook page has 7 followers and no website link. Your phone number is on there but most people in 2026 will not call a Facebook page they have never heard of. They want to land on a website, see your work, read about your services, and then contact you.
3. Every other digital channel – Google Ads, Facebook Ads, directory listings, Google Maps – ends at a website. Without one you cannot run paid ads properly, cannot collect leads automatically, cannot show your work to people who are not already followers.
4. A 15–20 page website with home, about, contact, individual service pages (roof repair, flat roofing, gutter cleaning, fascias and soffits, chimney work) and area pages (Ferryhill, Spennymoor, Bishop Auckland, Newton Aycliffe, Durham) is the foundation. Everything else is built on top of it.
5. This is not a 'nice to have'. For a one-man roofing business trying to grow from £5k/mo, a website is what turns word-of-mouth into a real lead engine. – Jonny

### Problem: Brand confusion – another 'Alpha Roofing' is winning your Google traffic

1. There is a well-established business called 'Alpha Roofing & Building Ltd' in Swansea / Neath, run by Barry Pugh. They have a real website (alpharooftingneath.co.uk), 12 Google reviews at 5.0 stars, 1,000 Facebook followers, and listings on TrustATrader and MyBuilder.
2. When anyone Googles 'Alpha Roofing and Building' the Swansea company dominates the entire first page. Your business does not appear once on the unfiltered SERP.
3. There are also 'Alpha Roofing' businesses in Grays (Essex) and other locations across the UK. Your business name is competing in a crowded field of the same name.
4. The fix is to ALWAYS anchor your brand with 'Durham' or 'County Durham' or 'Ferryhill'. Never let 'Alpha Roofing' appear without a geographic qualifier. Your website domain should be alpharooftingdurham.co.uk or similar. Your Facebook should be renamed 'Alpha Roofing Durham'. Every listing, every ad, every business card uses the geo qualifier.
5. This will not make the Swansea firm go away – but it will make sure that when people in YOUR area search for you, they find you and not them.

### Problem: You are not appearing on Google Maps for Durham roofer searches

1. We searched 'roofer Durham DL17' on Google Maps and got 20+ results – Lord Roofing, Gilesgate Roofing, Weather Shield, Horzion, J Ramsay, JP Kilty, MR ROOFER LTD, Richardson & Son's, CJ Roofing, Newton Aycliffe Roofing, Fibreseal. Alpha Roofing does not appear anywhere.
2. For a small one-man roofing business, Google Business Profile is the single most powerful free marketing tool that exists. It is where 80% of local roofing leads come from in 2026.
3. If you have already created a GBP and Google has not verified it, that explains the invisibility. If you have not created one, that is the first job after the website.
4. Go to business.google.com. Create the profile. Use 'Alpha Roofing Durham' as the name. Add your service area (Ferryhill, Spennymoor, Bishop Auckland, Newton Aycliffe). Upload 10-20 photos of your actual work. Google will send a postcard or call to verify – takes 5-14 days.
5. Once verified, this single asset will outperform any paid advertising in the first 6 months.

### **Problem: Zero directory listings – the survey says you use Checkatrade/Bark but you are on neither**

1. We searched Checkatrade, Bark, MyBuilder, TrustATrader, Yell, FreeIndex, Rated People, and Thomson. Alpha Roofing Durham does not appear on any of them.
2. On the survey you said you get work via 'Word of Mouth, Checkatrade/Bark'. If you are using Bark it is through paid lead packs, not a discoverable profile. You are paying for leads without building a long-term asset.
3. Each directory listing is a backlink to your website (once you have one) and a place where homeowners actively looking for a roofer can find and contact you.
4. Priority list: Checkatrade (most trusted for roofing in the UK), MyBuilder (highest intent), TrustATrader (consumer protection), Bark (already paying so claim the profile), Yell (free baseline listing), FreeIndex (free).
5. Use the same business name (Alpha Roofing Durham), same phone, and same address across every single one – consistency matters for Google.

### **Problem: You have no service-specific or area-specific search presence**

1. We pulled real UK keyword volumes from SEMrush. 'Gutter cleaning Durham' gets 140 searches per month – that is your highest-volume opportunity. 'Roofer Durham' gets 70/mo. 'Roof cleaning Durham' gets 70/mo. 'Roof repair Durham' gets 30/mo. These are people in your area actively looking for the services you offer.
2. You have no pages for Google to show for any of these searches. Lord Roofing, Gilesgate Roofing, Weather Shield, and Horzion all rank for these terms because they have proper websites with service pages.
3. Every service needs its own page: roof repair, roof replacement, flat roofing, gutter cleaning, fascias and soffits, chimney repair. Each one targets a different search term.
4. Each area needs its own page: Ferryhill, Spennymoor, Bishop Auckland, Newton Aycliffe, Durham, Darlington. Same service, different town – because that is how people search.
5. A 'Core 20' page website covering all of this would make you visible for over a dozen real local searches. Right now you are visible for none.

**Quick Fix:** Rename your Facebook page from 'Alpha roofing' to 'Alpha Roofing Durham' today. It is a 30-second change that immediately separates you from the Swansea firm with the same name, helps people in your actual area find you, and is the first step in establishing your geographic anchor across every platform. Then post something – your page has not been updated since August 2025 and looks dormant. A photo of your last job with the caption 'Roof repair completed in Spennymoor this week' takes 60 seconds and signals to Facebook that you are active.

## 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 |
|----------------------------|------------------|---------------|-------------|
| gutter cleaning durham     | 140              | Not ranking   | Low         |
| roofer north east          | 110              | Not ranking   | Medium      |
| roofer bishop auckland     | 90               | Not ranking   | Low         |
| roofer durham              | 70               | Not ranking   | Low         |
| roof cleaning durham       | 70               | Not ranking   | Low         |
| roofer darlington          | 40               | Not ranking   | Low         |
| roof repair durham         | 30               | Not ranking   | Low         |
| chimney repair durham      | 20               | Not ranking   | Low         |
| flat roofing durham        | 20               | Not ranking   | Low         |
| roof replacement durham    | 20               | Not ranking   | Low         |
| fascias and soffits durham | 10               | Not ranking   | Low         |
| roofing company durham     | 10               | Not ranking   | Low         |
| roofer ferryhill           | Under 10         | Not ranking   | Low         |
| roofer spennymoor          | Under 10         | 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  | Alpha roofing (Durham) | 1 / 10 | 7 followers, 0 reviews, last post August 2025 - dormant for 10 months. Name does not include 'Durham'                     |
| Instagram | None                   | 0 / 10 | No presence at all - roofing/before-after content is one of the highest-converting niches on Instagram                    |
| TikTok    | None                   | 0 / 10 | Zero presence - construction TikTok is huge for tradespeople in 2026 (millions of views for time-lapses and before/after) |
| LinkedIn  | None                   | 0 / 10 | No personal or company LinkedIn - matters for commercial roofing work                                                     |

| Platform                | Handle       | Score  | Status                                                                           |
|-------------------------|--------------|--------|----------------------------------------------------------------------------------|
| YouTube                 | None         | 0 / 10 | No channel – video is the most trusted format for tradesperson credibility       |
| Google Business Profile | None visible | 0 / 10 | Does not appear in any Durham roofer search – either not created or not verified |

### **Problem: Your only social account is a Facebook page with 7 followers, 0 reviews and 10 months of silence**

1. The page is named 'Alpha roofing' – no 'Durham', no town, no county. Anyone searching Facebook for a local roofer in your area will not find you unless they already know the exact name.
2. 0 followers means no organic reach. Facebook will not show your posts to non-followers without paid promotion. You have effectively no audience.
3. 0 reviews on the Details section. Your competitors in Durham average 30–54 reviews each (Lord Roofing 54, Gilesgate 35, Weather Shield 15, Horzion 18). Reviews are the single biggest trust signal for picking a tradesperson.
4. Last post August 13, 2025 – 10 months ago. To Facebook's algorithm this page is dormant. Even your existing 7 followers are unlikely to see anything from you in their feed.
5. Action plan: rename to 'Alpha Roofing Durham', post 2–3 times per week (job photos, before/after, completed work), and text every customer from the last 12 months a direct Facebook review link. Target: 15 reviews in 60 days.

### **Problem: No Instagram – Instagram is where roofing visual content lives in 2026**

1. Roofing before-and-after, drone shots, slate work, ridge replacements – this is exactly the content that performs best on Instagram. The format is built for visual trade work.
2. Set up @alpharooftingdurham today (5 minutes). Post 3 photos a week of jobs you are working on. Use #Durham #Spennymoor #BishopAuckland location tags.
3. Link your Instagram to your Facebook page so a single photo posts to both. Doubles your output for zero extra work.
4. Your competitors are NOT doing this well in Durham. Most local roofers have either no Instagram or barely-active ones. First-mover advantage exists right now.
5. Within 6 months a decent Instagram presence pulls more inbound enquiries than most paid advertising for a small one-man business.

### **Problem: No TikTok – the highest-growth platform for tradespeople right now**

1. Construction TikTok is one of the biggest niches on the platform. Time-lapses of roof replacements, satisfying gutter clean-outs, before-and-after reveals – this content routinely gets hundreds of thousands of views.
2. You already have the raw material. Every job site is content. A 20-second clip of a roof going on, a chimney repair, a gutter being cleared. No editing needed – the platform rewards raw, real footage.
3. Set up @alpharooftingdurham. Post 2–3 short videos per week. Tag location (Durham, County Durham, Spennymoor).
4. Local builders and roofers who post consistently on TikTok are reporting inbound DM enquiries directly from the platform – people see the work and message you.
5. This is a 30-minute per week investment that compounds over time. Start in the next 30 days.

## Problem: Reviews – you have zero, your competitors average 30–54

1. Reviews are the single biggest factor in whether a homeowner picks one roofer over another. 88% of consumers read reviews before contacting a tradesperson.
2. Lord Roofing has 54 Google reviews. Gilesgate has 35. Weather Shield has 15. Horzion has 18. You have 0 visible Google reviews and 0 Facebook reviews.
3. You said on the survey that you have done '1–5 jobs per month' – that means roughly 12–60 customers in the last 12 months. Every single one of them is a potential review.
4. Set up the GBP first (so you have a Google review link). Then text every past customer: 'Hi [name], hope the roof is doing great. Would you mind leaving a quick Google review of my work? Direct link here [GBP review URL]. Massive help to a small business like mine. Cheers, Michael.'
5. Realistic target: 10 reviews in 30 days, 30 reviews in 90 days. Once you cross 20 reviews you are in the conversation with the established firms.

### 3 AI Readiness Check

AI Readiness Score: **0/10**. AI-powered search (ChatGPT, Gemini, Perplexity, Copilot) is growing rapidly. When someone asks an AI 'who is the best roofing & building near Durham, DL17?', 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                                                                                                                     |
|--------------------------|---------------|----------------------------------------------------------------------------------------------------------------------------|
| Website Presence         | None          | Without a website, AI systems (ChatGPT, Google AI, Siri) have literally nothing to read or cite about your business        |
| Structured Data (Schema) | None          | No website means no LocalBusiness, Service, or FAQ schema for AI to parse                                                  |
| AI Crawler Access        | N/A           | No site for GPTBot, ClaudeBot, or Perplexity to crawl                                                                      |
| Content Citability       | Zero          | No pages, no service descriptions, no FAQ content – nothing for AI to quote when asked 'who is the best roofer in Durham?' |
| Review Signals           | None visible  | Zero Google reviews and zero Facebook reviews – AI uses reviews as a primary trust signal                                  |
| Brand Disambiguation     | Critical Risk | Multiple 'Alpha Roofing' businesses exist in the UK – AI cannot tell which one you are without a clear geographic anchor   |

**Problem: When someone in Durham asks ChatGPT, Google AI, or Siri 'find me a roofer in Spennymoor' or 'best roofer near Ferryhill', the AI looks for businesses with websites, structured data, reviews, detailed service pages, and directory listings – and gets confused if the same name applies to multiple businesses. You have none of these signals, and you share a name with a well-established Swansea firm. AI systems will recommend Lord Roofing, Gilesgate Roofing, or Weather Shield Roofing instead – they have all the signals AI looks for. The good news: almost no roofer in County Durham is doing AI optimisation. Set up these**

## signals now and you can leapfrog established competitors over the next 12 months.

1. Build the website FIRST – AI cannot index what does not exist. This unlocks every other AI-readable signal.
2. Add LocalBusiness, Service, and FAQ schema to every page – this is the language AI systems read natively.
3. Use 'Alpha Roofing Durham' consistently everywhere – website, Facebook, Google Business Profile, directory listings. This trains AI to associate your brand with your location, separating you from the Swansea firm.
4. Create FAQ content on every service page – AI systems love Q&A; format and cite it heavily in responses ('how much does a flat roof cost in Durham?', 'how long does roof replacement take?').
5. Get listed on 10+ directories – each listing reinforces your entity identity for AI matching.
6. Build up Google reviews fast – they are the strongest trust signal AI uses to choose between local businesses.

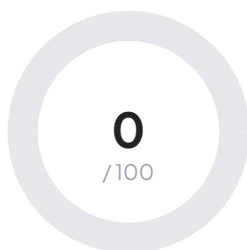
**Why this matters right now:** AI search is already happening. When a Durham homeowner asks Siri 'find me a roofer near Spennymoor' or asks ChatGPT 'best roofing company in County Durham', that is AI search. Right now you have zero signals for AI to recommend you – no website, no reviews, no structured data, and a brand-name collision with a Swansea firm. Your competitors with websites, directory listings, and review counts will be recommended instead. The roofers who set up these signals now will dominate AI search for the next decade. Early-stage businesses like yours have the advantage of building it properly from day one.

“Here is the honest truth – almost no roofer in County Durham is doing AI optimisation right now. Not Lord Roofing, not Gilesgate, not Weather Shield. If you build the foundations properly (website with schema, geographic anchor in the name, consistent NAP across directories, growing review count), you can be the AI-recommended roofer for Durham within 12 months. It does not take size. It takes setup.

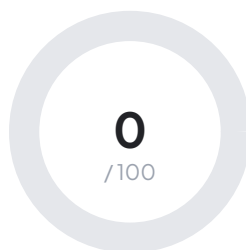
— Jonny

## 4 Website Performance

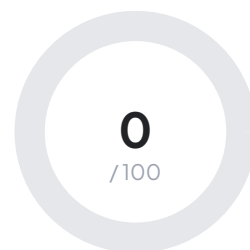
We ran your website through Google PageSpeed Insights – the same tool Google uses to measure user experience. These scores directly impact your search rankings.



Performance (Mobile)



Accessibility



Best Practices

### Core Web Vitals

| Metric              | Value             | Rating                                    |
|---------------------|-------------------|-------------------------------------------|
| Website Status      | No website exists | Cannot measure - there is nothing to test |
| Mobile Performance  | N/A               | No website                                |
| Desktop Performance | N/A               | No website                                |
| Accessibility       | N/A               | No website                                |
| Best Practices      | N/A               | No website                                |

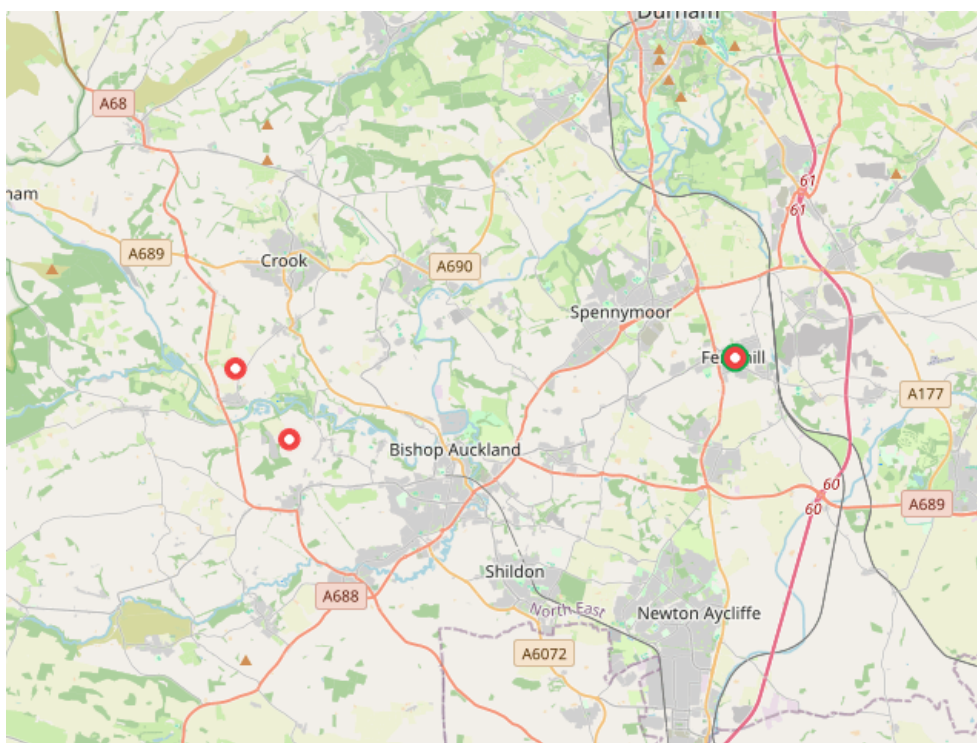
**What this means:** You do not have a website so there is nothing to measure here. Normally this section is one of the most detailed in the report - but for you the conversation is simpler: you need a website first. When you do build one, it needs to load in under 2.5 seconds on mobile (where 80% of local roofing searches happen), score 90+ on accessibility, and pass Core Web Vitals. A modern website built on the right platform (not a DIY Wix or Squarespace) will hit these targets out of the box.

## 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 | Google Business Profile          | You do not appear in 'roofer Durham' searches. Either there is no GBP or it is unverified / wrongly-located. This is the single biggest local SEO lever and you have zero of it.               |
| 2 | Proximity to searcher            | You are based in DL17 (Ferryhill / Spennymoor). Searchers in Durham, Bishop Auckland, Newton Aycliffe and Darlington need area pages on your website to see you as relevant to their location. |
| 3 | Keywords in business name        | 'Alpha Roofing' alone is ambiguous and collides with other firms. Adding 'Durham' to the GBP name (where you operate from) is allowed and helps massively.                                     |
| 4 | Review count and rating          | You have 0 visible Google reviews. Competitors have 10-54. This is the gap closing fastest with a review system.                                                                               |
| 5 | Review recency                   | Even one review per month signals an active business to Google. Right now you signal nothing.                                                                                                  |
| 6 | GBP category slots               | If you have a GBP, you need: Roofing contractor (primary), Roofer, Roof repair service, Roofing supply store - filled out fully                                                                |
| 7 | Website linked to GBP            | Currently no website to link. Once built, link it - completes the Maps to Website to Enquiry loop                                                                                              |
| 8 | Correct map pin and service area | Pin in DL17 with service area covering Durham, Bishop Auckland, Newton Aycliffe, Spennymoor, Ferryhill, Darlington                                                                             |

## What Does NOT Matter (Myth-Busts)

- **NAP consistency is NOT critical for Google ranking** - it helps for trust but Google handles minor variations. Do not pay agencies for 'NAP audits'.
- **Keywords stuffed into your GBP description do NOT boost ranking** - write it for humans.
- **Posting on Google Business Profile is NOT a ranking signal** - useful for engagement, not rankings.
- **Setting service areas has ZERO ranking effect** - service area only changes WHERE you show, not how you rank.
- **Geotagging photos manually is pointless** - Google strips EXIF on upload.

## Your Local SEO Game Plan

- **Create / claim a Google Business Profile FIRST (15 minutes setup, 5-14 days verification):** business.google.com - this unlocks everything else.
- **Build a Core 20 website:** home, about, contact + 6 service pages (roof repair, roof replacement, flat roofing, gutter cleaning, fascias and soffits, chimney repair) + 8 area pages (Ferryhill, Spennymoor, Bishop Auckland, Newton Aycliffe, Durham, Darlington, Sedgfield, Chilton) + gallery.
- **Anchor the brand geographically EVERYWHERE:** 'Alpha Roofing Durham' across website, Facebook, GBP, Instagram, every directory.
- **Directory blitz:** Checkatrade, MyBuilder, TrustATrader, Yell, FreeIndex, Bark (claim profile not just buy leads) - all within 30 days.
- **Review system:** text every past customer a direct Google review link. Target 30 reviews in 90 days.

## 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.

### No website – the foundation that everything else needs

Every other digital channel ends at a website. Without one you cannot run Google Ads properly, cannot capture leads from Facebook Ads, cannot show up for service-specific or area-specific searches, and cannot give people somewhere to go from your Facebook or GBP. Your competitors in Durham all have websites with service pages and contact forms. They capture the leads you cannot.

### Invisible on Google Business Profile

We searched 'roofer Durham DL17' and got 20+ results. Alpha Roofing was not in any of them. For a local roofing business, GBP is where 80% of inbound leads come from in 2026. Until your GBP is created and verified and shows up in Durham searches, you are missing the single biggest free lead channel that exists.

### Brand-name collision with Barry Pugh's Swansea firm

When anyone Googles 'Alpha Roofing' the Swansea firm dominates the entire first page – they have a website, 12 Google reviews, 1k Facebook followers, multiple directory listings. Your potential customers in Durham are seeing them and assuming that is you (or worse, contacting the wrong business). Every day this continues, customers are leaking to a firm that is not even in your county.

### Zero directory presence despite paying for Bark leads

On the survey you said you use Checkatrade and Bark for work. We could not find you on either. If you are paying for Bark leads but do not have a claimed profile, you are paying for the most expensive part (the leads) without building the long-term asset (the discoverable profile). Checkatrade, MyBuilder and TrustATrader are missing entirely – these are where homeowners actively search for roofers.

### Facebook page dormant for 10 months

Last post August 2025. To Facebook's algorithm your page is dead. Even the 7 followers you have are unlikely to see your posts. Anyone landing on the page sees an inactive business and bounces. A 60-second post every couple of days fixes this.

## Projected Impact Timeline

| Timeframe | What Changes                                                                                                                                                                                  | Expected Outcome                                                                                                                                     |
|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|
| 30 days   | Website live with Core 20 pages, GBP created and verification submitted, 5 directory listings live, Facebook renamed to 'Alpha Roofing Durham' and posting 2x/week, Instagram account created | First inbound enquiries through the website starting to land, GBP starts appearing in Durham searches, brand starts disambiguating from Swansea firm |

| Timeframe | What Changes                                                                                                                                                                       | Expected Outcome                                                                                                                                           |
|-----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 90 days   | Full website indexed by Google, 10+ directory listings live, 15+ Google reviews, TikTok started, automated review request system live, ranking for low-competition long-tail terms | 10-15 online enquiries per month, GBP showing in local pack for at least 3-4 services, doubling current revenue is realistic                               |
| 6 months  | Ranking for medium-competition Durham terms, 30+ Google reviews, Instagram + TikTok growing consistently, local backlinks building, paid Google Ads layered on top of organic      | Inbound enquiries become the primary lead source ahead of Bark/word-of-mouth. Revenue target £10-15k/mo realistic for a one-man operation with this setup. |

**The bottom line:** Right now Alpha Roofing has almost no digital footprint at all. That is actually an advantage in one specific way - we can build it properly from day one without any legacy mess to undo. A real website. A verified GBP under 'Alpha Roofing Durham'. Directory listings. A review system that turns every job into 5-star social proof. None of this is complicated. It just has to be done. Once it is in place your existing word-of-mouth reputation gets amplified by every search Google does for 'roofer Durham' - and that is when one-man roofing businesses go from £5k/mo to £15k/mo without working any more hours.

## 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 | Rename Facebook page to 'Alpha Roofing Durham'   | Settings -> Page Info -> Name. Adds geographic anchor immediately. Free.                                                                                  | 5 min  |
| 2 | Post on Facebook for the first time in 10 months | Photo of a recent job, caption: 'Roof repair completed in [town] this week' - signals to Facebook the page is active again                                | 5 min  |
| 3 | Create Google Business Profile                   | business.google.com - name 'Alpha Roofing Durham', service area Ferryhill / Spennymoor / Bishop Auckland / Durham, categories Roofing contractor + Roofer | 20 min |
| 4 | Text past customers for Google reviews           | Find 10 customers from last 6 months. Text the direct GBP review link. Target 5 reviews in week one.                                                      | 30 min |
| 5 | Create Instagram @alpharooftingdurham            | Bio: 'Roofing contractor covering Durham, Spennymoor, Bishop Auckland. Repairs, replacements, flat roofing, gutters.' Add phone.                          | 10 min |

## Do This Month (Some Technical)

| # | Action                                                       | How                                                                                                                                | Time                          |
|---|--------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|
| 1 | Get a professional website built                             | Core 20: home, about, contact, 6 services, 8 areas, gallery. Built on the right platform with proper SEO foundations from day one. | Professional build            |
| 2 | Link website to GBP and Facebook                             | Once site is live, add URL to GBP and Facebook bio. Completes the Maps -> Website -> Enquiry loop.                                 | 5 min                         |
| 3 | Claim profiles on Checkatrade, MyBuilder, TrustATrader, Yell | All four under 'Alpha Roofing Durham', same phone, same email. Each one is a backlink and a lead channel.                          | 2 hrs                         |
| 4 | Post on Instagram and Facebook 2x per week minimum           | Job photos, before/after, in-progress shots. Same content cross-posted both platforms.                                             | 15 min per post               |
| 5 | Set up automated review request after every job              | Text template ready to fire. Every customer gets a review request 2 days after job completion.                                     | 30 min setup, automatic after |

## Longer Term (Professional Help Recommended)

1. Grow Google reviews to 30+ within 90 days, 50+ within 6 months. This is the single biggest needle-mover for trust.
2. Build content on the website that targets long-tail Durham searches: 'how much does a flat roof cost in Durham', 'roof repair Durham emergency', 'best slate for North East UK weather'.
3. Start a TikTok account once Instagram is humming - same content, different platform.
4. Consider light Google Ads once organic GBP starts showing up in searches - £200-300/mo can dominate local roofing terms when paired with a good website and reviews.
5. Layer in local sponsorship or community involvement (local football team, charity event) - builds backlinks and local trust.
6. Once Alpha Roofing Durham is established as a brand, consider incorporating it formally at Companies House (currently you are trading as a sole trader). Gives access to better insurance, business banking, and looks more professional on bigger jobs.

“I want to be straight with you Michael. Most of this report has been about gaps - no website, no GBP, no reviews, no Instagram, no directory listings. That can feel overwhelming. But here is the flip side: you are starting clean. No bad website to undo. No fragmented brand to merge. No spammy directory listings to clean up. We can do this properly from day one and you can be in a stronger position 6 months from now than roofers who have been online for 5 years and built it badly. - Jonny

— 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:

- Clean slate, no legacy mess:** Most prospects come with bad websites, abandoned profiles, fragmented branding across 5 different versions of their name. You have none of that. We get to build it properly from day one.
- You are working full-time on this:** The survey confirms Alpha Roofing is your full-time job. That matters enormously. Side-hustle tradespeople struggle because they cannot respond to enquiries within hours. You can.
- You already have £5k/mo revenue with NO digital presence:** That means your craftsmanship and word-of-mouth are real. Imagine what happens when we layer a website, GBP, and 30 reviews on top of work that is already winning customers organically.
- You have identified the right priorities yourself:** The survey shows you ticked 'Build website ASAP' as priority one, 'Set up automated review request system' as priority two, and 'SEO + Google Business Profile optimisation' as priority three. That is exactly the right order. You are not in denial about what you need.
- You are early-stage but committed:** Companies House would not be relevant yet given the £5k/mo revenue level. Trading as a sole trader is the right structure right now. We can formalise the Ltd later when revenue justifies it.
- Local market is winnable:** Top Durham competitors have 10-54 reviews. None are dominant. None have AI optimisation. None have the full digital stack. A one-man roofer with the right setup can beat all of them in 12 months.

### Competitor Comparison

| Factor         | Alpha Roofing | Typical Local Competitor                                                   |
|----------------|---------------|----------------------------------------------------------------------------|
| Google Reviews | 0 visible     | Lord Roofing 54, Gilesgate 35, Weather Shield 15, Horzion 18 – average ~30 |
| Website        | None          | All top competitors have websites with multiple service and area pages     |
| Service Pages  | 0             | Competitors average 5-10 individual service pages each                     |

| Factor              | Alpha Roofing  | Typical Local Competitor                                                                                       |
|---------------------|----------------|----------------------------------------------------------------------------------------------------------------|
| Area Pages          | 0              | Lord Roofing covers entire County Durham with location pages, you have none                                    |
| Instagram Followers | 0 (no account) | Most local competitors have weak Instagram - first-mover opportunity                                           |
| Directory Listings  | 0              | Lord, Gilesgate and Weather Shield appear on Checkatrade and Yell                                              |
| Facebook Followers  | 7              | Local competitors average a few hundred. You are at the bottom of the leaderboard.                             |
| Years trading       | 1-3            | Lord Roofing 15+, Gilesgate 10+, Weather Shield 5+. Less established - but easier to grow without the baggage. |

**The market is beatable.** County Durham roofing is competitive but not dominated. The top competitors (Lord Roofing, Gilesgate, Weather Shield, Horzion) all have proper websites, decent review counts (15-54 each), and directory presence. But none of them are doing AI optimisation, none have killer Instagram, and none have the full digital stack. For a clean-slate one-man business that does the foundations properly - real website, verified GBP under a geographically-anchored name, 30+ Google reviews in 90 days, directory blitz across the big 4 - the market is genuinely winnable. The gap is execution, not strategy. We know exactly what to do. The question is whether you want to do it.

## 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](https://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

[buildmyservice.co.uk](https://buildmyservice.co.uk)