



YOUR FREE DIGITAL HEALTH REPORT

ARI Maintenance

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

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Business	ARI Maintenance
Location	Grays, Essex / London
Date	30 March 2026
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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.

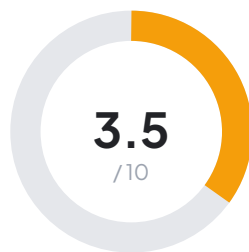
We have audited ARI Maintenance's entire online presence — your website, SEO, social media, local search, AI readiness, and website performance. This report is yours to keep regardless of whether you ever work with us. Every recommendation is actionable, and the quick wins section has steps you can take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

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Your Scores at a Glance



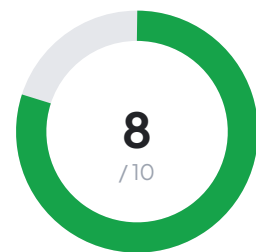
SEO Health



Online Presence



Website Quality



Review Presence

What this means: ARI Maintenance is doing 20-40 jobs a month and pulling in £20,000 — but you are almost invisible to anyone searching online. Your website has just 3 pages, no individual service pages, and zero social media presence. Your strongest assets are your 5.0-star Google rating with 27 reviews and a 9.94/10 Checkatrade score with 32 reviews — proof that customers love your work. But you have THREE different phone numbers across your website, Google, and this form — confusing customers and splitting your enquiries. With 9 services and zero dedicated pages for any of them, you are leaving thousands of pounds of search traffic on the table every month.

1 SEO Health Check

Your SEO score is **22/100**. 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 Business Profile	70 / 100	5.0 stars, 27 reviews — strong, but category could be more specific
Website Pages	5 / 100	Only 3 pages — Home, About Us, Contact. Competitors have 15-50+
Service Pages	0 / 100	All 9 services on one page — no individual pages
Local SEO	5 / 100	No area pages despite serving London, Essex, and Thurrock
Schema Markup	25 / 100	LocalBusiness schema present — but no Service, FAQ, or Organization schema
Reviews	80 / 100	5.0 stars on Google (27) + 9.94/10 on Checkatrade (32) — excellent

Problem: THREE different phone numbers are splitting your enquiries

1. Your website shows 07960 578994. Your Google Business Profile shows 020 8068 2295. You gave us 07796 382957.
2. A customer who finds you on Google and then visits your website sees a DIFFERENT number. This causes confusion and lost calls.
3. Pick ONE primary number and update it across every platform: website, GBP, Checkatrade, any directory listings.
4. If 07796 382957 is your main number, update your website AND your Google Business Profile today.
5. This is probably costing you 5-10 missed enquiries per month right now.

Problem: 3 pages cannot compete with 50-page competitor websites

1. You offer 9 services but they are all squashed onto your homepage. Google cannot rank ONE page for 9 different searches.
2. Create individual pages for: Plumbing Services, Electrical Solutions, Handyman Services, Carpentry, Professional Cleaning, End of Tenancy Cleaning, Removals, Kitchen & Bathroom Refurbishments, PPM/Contracts.
3. Each page needs 500+ words describing the service, your approach, pricing indicators, and photos of completed work.
4. These are the pages that rank for searches like 'plumber Grays Essex' (500 monthly searches) and 'bathroom renovation London' (5,000 monthly searches).
5. Your competitors have 15-50 pages. You have 3.

Problem: You are missing from every local area search

1. When someone in Thurrock searches 'plumber Thurrock' (50+ monthly searches), you do not appear.
2. Create area pages for each location you serve: Grays, Thurrock, Basildon, Romford, Ilford, East London, Dagenham, Barking.
3. Each area page should reference the specific area, services available, and any jobs you have completed there.
4. This is how competitors dominate — they have a page for EVERY area they serve.
5. A plumber in Grays searching 'emergency plumber Grays' (50+ monthly searches at £4.96-£23.36 per click on Google Ads) needs to find YOU, not a competitor in central London.

Problem: Your website platform is holding you back

1. Your site is built on IONOS MyWebsite NOW — a basic website builder with limited SEO capabilities.
2. It cannot handle the 30+ page site structure you need to compete in local search.
3. The contact form only collects Name and Message — no phone number, no service type, no urgency level.
4. There are no trust signals visible (accreditations, insurance, guarantees) despite having Checkatrade approval.
5. A professional rebuild on a proper platform would give you the page structure, forms, and SEO tools you need.

Quick Fix: Update your phone number across every platform TODAY. Pick one number and make it consistent: website, Google Business Profile, Checkatrade, WhatsApp. This single change could recover 5-10 lost enquiries per month. Also add your Checkatrade badge and review score to your website — social proof converts visitors.

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
plumber near me	50,000	Not ranking locally	High
bathroom renovation london	5,000	Not ranking	High
handyman london	5,000	Not ranking	Medium
end of tenancy cleaning london	5,000	Not ranking	Medium
plumber grays	500	Not ranking	High
emergency plumber essex	500	Not ranking	High
electrician grays	500	Not ranking	High
plumber east london	500	Not ranking	High
property maintenance london	500	Not ranking	Medium
maintenance company london	500	Not ranking	High

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
Instagram	Not found	0 / 10	No profile found despite lead coming from Instagram
Facebook	Not found	0 / 10	No business page found
LinkedIn	linkedin.com/company/ari-maintenance	2 / 10	Company page: 6 followers. Arianne's personal: 1.8k+ followers
TikTok	Not found	0 / 10	No presence
YouTube	Not found	0 / 10	No presence

Problem: Zero social media presence for a business doing £20k/month

1. You have no Facebook, no Instagram, and no TikTok. Your LinkedIn company page has 6 followers.
2. Meanwhile, Arianne's personal LinkedIn has 1,800+ followers — that is an audience going to waste.
3. Create an Instagram account (30 minutes) and post before/after photos of bathroom renovations, plumbing work, and kitchen refurbs.
4. Create a Facebook business page (20 minutes) — this is where local customers look for recommendations and reviews.
5. Property maintenance is highly visual — before/after transformations generate massive engagement.

Problem: Your website links to ZERO social platforms

1. Even when you create social accounts, your website has no social media links anywhere.
2. Add social icons to your website header and footer linking to all active platforms.
3. This signals to Google that your business has a genuine online presence — it is a trust signal.
4. Cross-post your best content across Instagram, Facebook, and LinkedIn for maximum reach.

3 AI Readiness Check

AI Readiness Score: **4.5/10**. AI-powered search (ChatGPT, Gemini, Perplexity, Copilot) is growing rapidly. When someone asks an AI 'who is the best property maintenance / plumbing near Grays, Essex / London?', 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)	LocalBusiness only	AI can read your business type but not individual services
AI Crawler Access	All allowed	Not blocked — good baseline
Content Citability	Very Low	3 pages with thin content — nothing for AI to reference
Review Signals	Strong	5.0 Google stars and Checkatrade reviews give AI positive signals
llms.txt	Missing	No llms.txt file to guide AI crawlers

Problem: When someone asks an AI 'who is the best plumber in Grays?' or 'property maintenance company in London', the AI looks for businesses with detailed service descriptions, reviews, and structured data. You have strong reviews but your 3-page website gives AI almost nothing to work with.

1. Add Service schema markup for each service you offer — this is the language AI understands.
2. Create FAQ sections on service pages — AI loves pulling answers from Q&A; format.
3. Build detailed service descriptions (500+ words each) — AI needs content to cite.
4. Create an llms.txt file to help AI crawlers understand your site structure.
5. Your review scores are excellent — AI already trusts you. You just need to give it content to reference.
6. Add Organization schema alongside your existing LocalBusiness schema for a complete picture.

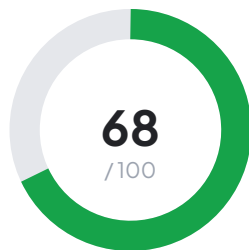
Why this matters right now: AI search is not replacing Google — it is adding a new channel. The businesses that set up structured data and build citeable content now will dominate AI recommendations the same way early SEO adopters dominated Google. The businesses that wait will be playing catch-up for years.

“If you are thinking 'nobody is searching for a plumber using AI' — you might be right today. But when someone asks Siri to find an emergency plumber at 11pm on a Saturday, or asks ChatGPT for a reliable maintenance company in London — that is AI search. And it is happening right now. 12 months from now? It will be everywhere.

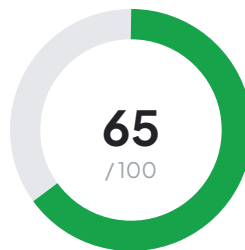
— Jonny

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)	2.8 seconds (mobile)	Needs work — should be under 1.8s
Largest Contentful Paint (LCP)	6.6 seconds (mobile)	Poor — should be under 2.5s
Desktop Performance	94/100	Strong desktop performance

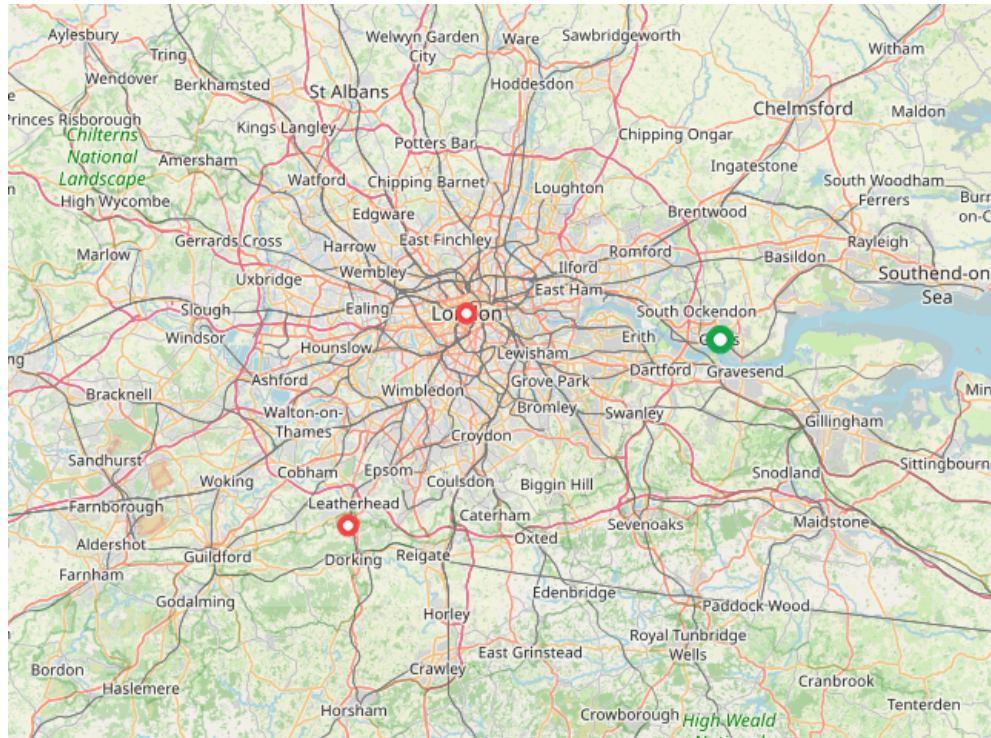
What this means: Your website takes over 6 seconds to fully load on mobile. Google considers anything over 2.5 seconds 'poor'. The good news: desktop performance is excellent at 94/100. The bad news: most local searches happen on mobile — and that is where your site struggles. Visitors on mobile are leaving before the page finishes loading.

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	'Property maintenance' is your current category. 'Plumber' or 'Handyman' might rank better for your highest-value searches. Test both.
2	Proximity to searcher	As a service-area business based in Grays, you naturally rank better for Essex searches. London searches are harder.
3	Keywords in business title	Must be your registered name — no keyword stuffing. 'ARI Maintenance' is fine.
4	Extended business hours	You close at 6pm. Emergency plumber searches spike in evenings and weekends. Extended hours = more visibility.
5	Google rating 4.5+	You have 5.0 stars — that is as good as it gets. This is a major advantage.
6	All 9 GBP category slots filled	Check if you are using all available category slots for plumbing, electrical, handyman, etc.
7	Review recency	Your most recent review was 1 month ago. Aim for 2-3 new reviews per week from your 20-40 monthly jobs.
8	Correct map pin	As a service-area business, ensure your service areas are accurately defined to cover Grays, Thurrock, and East London.

What Does NOT Matter (Myth-Busts)

- **NAP consistency is NOT important for ranking** — Google handles partial name matching. BUT your 3 different phone numbers ARE confusing customers (even if Google figures it out).
- **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 30 pages' strategy:** homepage + 9 service pages + 8 area pages + about + contact + blog posts = 20-30 pages competing for real searches.
- **Service pages first:** build out plumbing, electrical, handyman, cleaning, carpentry, refurbishment pages before area pages.
- **Checkatrade integration:** embed your 9.94/10 Checkatrade score and reviews on every page — this is powerful social proof most competitors lack.
- **B2B targeting:** your website mentions 'Negotiable rates B2B' and 'PPM/Contracts' — create a dedicated commercial/B2B page targeting property managers and letting agents.
- **Review acceleration:** with 20-40 jobs per month, you should be getting 5-10 new Google reviews per month. Automate the ask.

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.

Three phone numbers = lost enquiries

Your website says one number, Google says another, and you gave us a third. A confused customer does not call back — they call the next plumber on the list. At £500 average job value, even 3 lost enquiries per month costs you £1,500.

Invisible for 9 out of 9 services

Google estimates 71,000+ monthly searches for the keywords relevant to your services in your area. With no service pages and no area pages, you are invisible for all of them. Even capturing 1% of that traffic could mean 30+ new enquiries per month.

No social proof where it matters

You have amazing reviews (5.0 on Google, 9.94 on Checkatrade) but ZERO social media. When a potential customer searches your name after a recommendation, they want to see your work. Right now they find a 3-page website with no portfolio, no testimonials displayed, and no social presence.

Owner answering calls on-site

You handle all calls yourself. When you are under a sink or in a ceiling void, calls go to voicemail. Every missed call is a potential £500+ job walking to a competitor. A simple missed-call text-back system catches these leads automatically.

Website builder limitations

IONOS MyWebsite NOW cannot support the 30-page site structure you need. It is like trying to run a £20,000/month business from a free business card — technically possible, but you are leaving money on the table.

Projected Impact Timeline

Timeframe	What Changes	Expected Outcome
30 days	Phone numbers unified, GBP optimised, review acceleration started, social accounts created	Consistent brand, more reviews, first social content live
90 days	New website with service + area pages, Checkatrade integration, lead capture forms	Ranking for Grays/Essex terms, 15-30 new enquiries/month from search
6 months	Full 30-page site, 80+ Google reviews, content strategy, AI readiness	Dominating Grays/Thurrock/East London search. Revenue from £20k to £30-40k/month as higher-value jobs come through Google

The bottom line: You are a £20,000/month business running on a 3-page website with three different phone numbers and zero social media. The quality of your work is clearly excellent — your reviews prove it. The gap is not your service — it is your visibility. Fix the visibility and the revenue follows.

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	Fix your phone numbers	Pick ONE number and update it on your website, GBP, and Checkatrade	1 hour
2	Ask 5 recent customers for Google Reviews	Send them a direct link via text/WhatsApp	15 min
3	Create an Instagram account	Post 3 before/after photos from recent jobs	30 min

#	Action	How	Time
4	Create a Facebook business page	Add services, photos, and contact details	30 min
5	Add Checkatrade badge to your website	Your 9.94/10 score is powerful social proof	15 min

Do This Month (Some Technical)

#	Action	How	Time
1	Get a proper website built	30+ pages with service pages, area pages, and lead capture forms	Professional build
2	Set up a missed-call text-back system	Automatically texts leads when you cannot answer	1 hour
3	Fill all 9 GBP category slots	Plumber, Electrician, Handyman, etc.	30 min
4	Post 3x per week on Instagram	Before/after shots, time-lapses, customer testimonials	2 hrs/wk
5	Add 20+ project photos to Google Business Profile	Bathroom renovations, plumbing work, kitchen refurbs	1 hr

Longer Term (Professional Help Recommended)

1. Build a full 30-page website with individual service pages, area pages targeting Grays/Thurrock/East London, and a blog.
2. Implement automated review request system (every completed job = review request).
3. Create a commercial/B2B section targeting property managers and letting agents for PPM contracts.
4. Set up Google Ads targeting emergency plumber searches (£4.96-£23.36 per click — high value, high intent).
5. Build local authority links — Essex Chamber of Commerce, local directories, trade partnerships.

“I know — that is a lot of steps. But every single one directly puts more money in your pocket. The difference between a Checkatrade enquiry and a Google search enquiry is the customer's willingness to pay. Checkatrade customers are shopping for the cheapest quote. Google customers have an urgent problem and want someone reliable. You are that person — they just cannot find you yet.

— 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 27 reviews: This is genuinely rare. Most plumbers have 4.2–4.7 stars. Your perfect score is a massive trust signal for both Google and potential customers.

9.94/10 on Checkatrade with 32 reviews: Quality of Work 9.89, Reliability 9.93, Communication 10. These scores are exceptional and prove consistent quality.

£20,000/month revenue: You are already running a real business. The foundation is solid — you just need to be findable by more people.

9 services = 9 revenue streams: Plumbing, electrical, carpentry, cleaning, removals, refurbishments, extensions, and contracts. Most competitors only offer 2–3 services. Each service is a keyword opportunity.

B2B and PPM capability: Your website mentions 'Negotiable rates B2B' and 'PPM/Contracts'. This positions you for recurring revenue from property managers and letting agents — the highest-value client type.

Arianne's 1.8k+ LinkedIn following: Your personal brand already has an audience. Most trades have zero LinkedIn presence. This is an untapped advantage for B2B leads.

Competitor Comparison

Factor	ARI Maintenance	Typical Local Competitor
Google Reviews	27 (5.0 Ξ)	50–200+
Checkatrade	32 reviews (9.94/10)	Many unlisted
Service Pages	0 (all on homepage)	10–30+ individual pages
Area Pages	None	5–15+ location pages
Social Media	LinkedIn only (6 followers)	Facebook + Instagram active
Website Pages	3 total	15–50+ pages
Schema Markup	LocalBusiness only	None (opportunity for both)

The market is beatable. Your Grays/Essex competitors are not doing SEO well either — most have basic websites and minimal digital presence. The London market is more competitive, but targeting

the Essex/Thurrock corridor first gives you a realistic path to dominance. A professional 30-page website with proper service and area pages would put you ahead of 90% of local competition within 90 days.

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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