



YOUR FREE DIGITAL HEALTH REPORT

Crew Connect

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	Crew Connect
Location	Penllergaer, Swansea, South Wales
Date	23 March 2026
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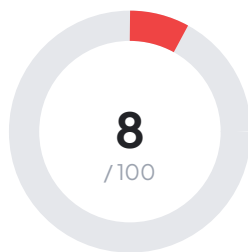
Why is this free?

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.

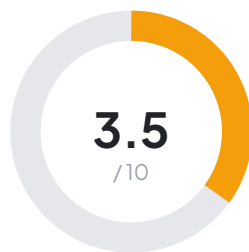
We have audited Crew Connect's entire online presence — your website, SEO, social media, local search, AI readiness, and website performance. This report is yours to keep regardless of whether you ever work with us. Every recommendation is actionable, and the quick wins section has steps you can take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

buildmyservice.co.uk

Your Scores at a Glance



SEO Health



Online Presence



Website Quality



Review Presence

What this means: Crew Connect has a professional-looking website and does 40+ cleaning jobs a month across South Wales — but Google does not know they exist. The site is literally not indexed. Zero pages show up in search results. They have a decent WordPress/Elementor site with 5 pages, but no individual service pages, no area pages, no blog, no reviews on the site, and no schema markup. Their competitors — JDK Cleaning (12+ years), Albany Cleaning (200+ staff), One Stop Solutions (award-winning) — are dominating local search because they have the content and authority that Google rewards. Crew Connect has the work ethic and the skills. They just need to be found.

1 SEO Health Check

Your SEO score is **8/100**. 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	0 / 100	ZERO pages indexed — site is invisible to Google
Google Business Profile	15 / 100	May exist with 10–25 reviews but site not linked to it
Website Title Tags	40 / 100	Basic SEO meta present (92/100 Lighthouse SEO) but generic
Service Pages	15 / 100	All 4 services on one page — no individual pages
Local SEO	5 / 100	Areas listed but no individual area pages
Schema Markup	0 / 100	Unknown type only — no LocalBusiness, Service, or FAQ schema
Reviews on Website	0 / 100	Zero testimonials or reviews displayed anywhere on the site

Problem: Your website is not indexed by Google at all

1. When we searched 'site:crewconnect.ltd' on Google, zero results came back. This means Google has not indexed any of your pages.
2. This is the single biggest issue. No indexing = no organic traffic. Period.
3. Set up Google Search Console (free) and submit your sitemap (crewconnect.ltd/sitemap_index.xml already exists).
4. Check for any 'noindex' tags that might be accidentally blocking Google — WordPress has a setting under Settings > Reading that can block search engines.
5. Once submitted, your pages should start appearing within 1-2 weeks.

Problem: All your services are on one page

1. You offer 4 major service categories (commercial, industrial, domestic, specialised) — but they all live on a single /our-services/ page.
2. Create individual pages for: Office Cleaning, Warehouse Cleaning, Factory Cleaning, End of Tenancy Cleaning, Carpet Cleaning, Biohazard Cleanup, Mould Removal, Deep Cleaning, Regular Contract Cleaning.
3. Each page needs 500+ words describing the service, your approach, what's included, and who it's for.
4. Your competitors have 10-30+ individual service pages. You have 1.
5. Each service page is a new chance to rank for a different search term — 'office cleaning Swansea', 'warehouse cleaning Cardiff', etc.

Problem: You list 11 areas but have zero area pages

1. You mention serving Swansea, Cardiff, Newport, Bridgend, Neath, Port Talbot, Llanelli, Carmarthen, Merthyr Tydfil, Pontypridd, and Caerphilly.
2. But there are no dedicated pages for any of these areas.
3. Create a page for each area: 'Cleaning Services in Swansea', 'Commercial Cleaning Cardiff', etc.
4. Each area page should reference local landmarks, specific services available there, and any jobs you have completed in that area.
5. Someone in Cardiff searching 'cleaning company near me' will not find a website based in Penllergaer without a Cardiff-specific page.

Problem: No reviews or social proof anywhere on the site

1. The lead form tells us you have 10-25 Google reviews — but none appear on your website.
2. Add a dedicated testimonials page and embed your Google reviews.
3. Add review snippets to your homepage and every service page.
4. Social proof is the #1 conversion factor for cleaning companies — people need to trust you in their home or office.
5. Your competitors display reviews prominently. Albany Cleaning showcases their 150+ client sites. JDK leads with '12 years trusted'.

Quick Fix: The single most impactful thing you can do right now is submit your website to Google Search Console. Until that is done, nothing else matters — you are completely invisible. Go to search.google.com/search-console, verify your domain, and submit your sitemap. This is a 15-minute job that unlocks everything else.

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
cleaning services swansea	390	Not indexed	Medium
commercial cleaning swansea	210	Not indexed	Medium
office cleaning cardiff	320	Not indexed	Medium
end of tenancy cleaning swansea	260	Not indexed	Medium
industrial cleaning south wales	170	Not indexed	Low
carpet cleaning swansea	480	Not indexed	Medium
cleaning company near me swansea	590	Not indexed	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
Facebook	@crewconnectcleaning	3 / 10	Page exists with some posts, limited engagement
Instagram	Unknown	0 / 10	No confirmed presence found
LinkedIn	None	0 / 10	No company page — missing commercial contract opportunities
TikTok	None	0 / 10	No presence
YouTube	None	0 / 10	No presence

Problem: Facebook page exists but it is not doing the heavy lifting

1. You have a Facebook page (@crewconnectcleaning) but it is not generating leads on its own.
2. Post 3-5 times per week — before/after shots of cleans, team at work, satisfied client spaces.
3. Cleaning transformations are some of the most viral content on social media — dirty to clean is satisfying to watch.
4. Use location tags on every post (Swansea, Cardiff, Newport).
5. Run a simple 'before/after' reel series — 30 seconds, phone camera, no editing needed.

Problem: No LinkedIn = invisible to the commercial contracts that could 10x your revenue

1. You offer commercial and industrial cleaning — these are high-value recurring contracts worth £500-5,000+ per month EACH.
2. Property managers, facilities managers, and office managers search LinkedIn when hiring cleaning contractors.
3. Create a Crew Connect LinkedIn company page (free, 20 minutes).
4. Post case studies of commercial cleans — warehouses, offices, factories.
5. Connect with property management companies, commercial landlords, and facilities firms in South Wales.

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 cleaning near Penllergaer, Swansea, South Wales?', 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)	Unknown type only	AI cannot parse your services, location, or reviews
AI Crawler Access	All allowed	Not blocked — good baseline
Content Citability	Low	5 thin pages with moderate detail — not enough for AI to cite
Review Signals	Minimal	10-25 Google reviews but not embedded or schema-marked on site
Brand Mentions	Very Low	Company incorporated March 2025 — limited web footprint

Problem: When someone asks an AI 'who is the best cleaning company in Swansea?', the AI looks for businesses with structured data, reviews, detailed service descriptions, and directory listings. You have a clean-looking website with 5 pages, no schema markup, and minimal third-party mentions. The AI recommends JDK Cleaning and Albany instead.

1. Add LocalBusiness schema markup to your website — this is the language AI understands.
2. Add Service schema for each cleaning type you offer.
3. Create FAQ content on service pages — AI loves pulling from Q&A; format.
4. Build your review presence — embed Google reviews with schema markup on your site.
5. Get listed on 10+ local directories — Yell, Checkatrade, FreeIndex, Thomson, Bark.
6. Create a clear, factual 'About' page with your founding story, team size, and accreditations.

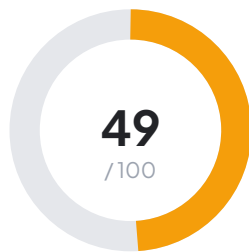
Why this matters right now: AI search is not replacing Google — it is adding a new channel. When someone asks Siri 'find me a cleaner near Swansea' or asks ChatGPT 'best commercial cleaning company in South Wales', that is AI search happening right now. Early movers who set up structured data and build citeable content now will dominate AI recommendations.

“You are a brand new company (incorporated March 2025) competing against businesses with 12-50 years of history. The good news? None of them are doing AI optimisation either. If you set up schema markup and structured content now, you can leapfrog competitors who have been around for decades but have not adapted.

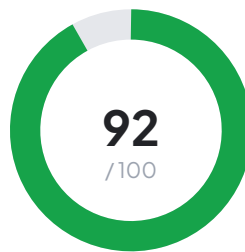
— Jonny

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)	8.0 seconds	Poor — should be under 1.8s
Largest Contentful Paint (LCP)	26.4 seconds	Critical — should be under 2.5s
Total Blocking Time (TBT)	330 ms	Needs improvement — should be under 200ms
Cumulative Layout Shift (CLS)	0	Excellent — no layout shift
Desktop Performance	78/100	Acceptable but room for improvement
Mobile Performance	49/100	Poor — majority of local searches are mobile

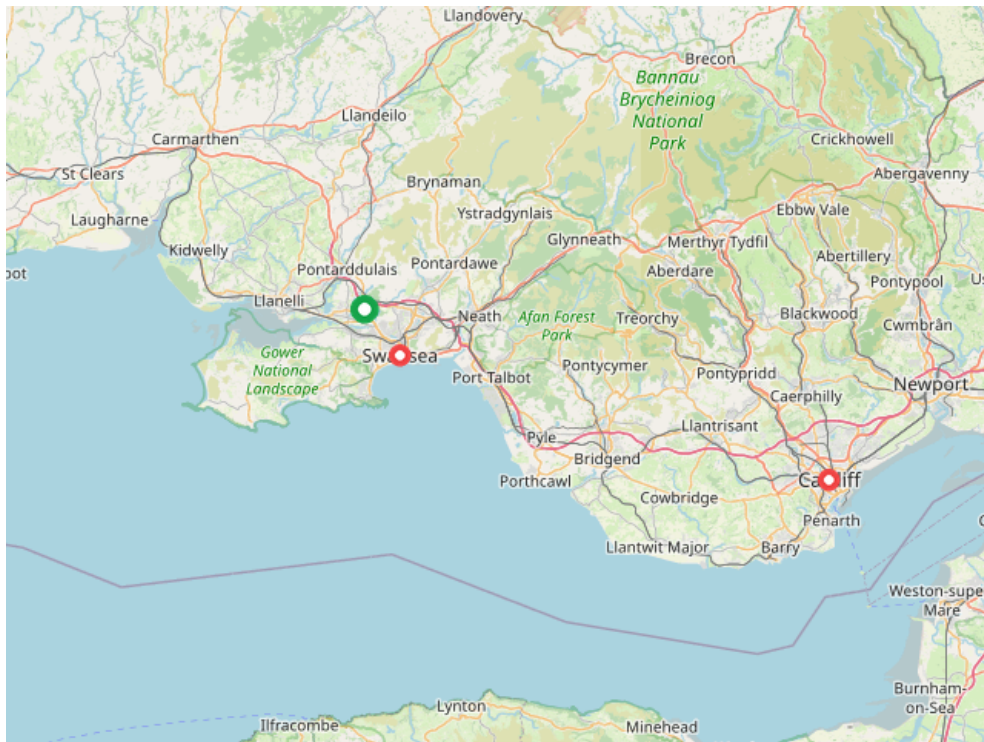
What this means: Your website takes over 26 seconds to fully load on mobile. Google considers anything over 2.5 seconds 'poor'. In practical terms: most people searching for a cleaning company on their phone will give up and hit 'back' before your site even finishes loading. You are losing leads before they even see your content.

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. 'Commercial Cleaning Service' or 'House Cleaning Service' beats generic 'Cleaning Service'.
2	Proximity to searcher	Cannot control, but having your address in target city helps. Penllergaer is between Swansea and Llanelli — you need area pages to capture both.
3	Keywords in business title	Must be your registered name — no keyword stuffing. 'Crew Connect' is clean and brandable.
4	Extended business hours	Being 'open' during a search significantly boosts visibility in local results.
5	Google rating 4.5+	Your 10-25 reviews are a start — maintaining 4.5+ stars is critical for click-through rate.
6	All 9 GBP category slots filled	Most cleaning companies use 1-2. Fill all 9: Commercial Cleaning, House Cleaning, Office Cleaning, Carpet Cleaning, Industrial Cleaning, etc.
7	Review recency	7 new reviews per week beats 5,000 total with no recent ones. Ask every client to review.
8	Correct map pin	Verify your pin is at your actual business location in Penllergaer.

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 25 pages' strategy:** homepage + 4 category pages (commercial, industrial, domestic, specialised) + 10 individual service pages + 10 area pages.
- **Submit to Google Search Console FIRST:** nothing else matters until Google knows you exist.
- **Topical before geographic:** build out service pages first, THEN area pages.
- **Directory blitz:** get listed on Yell, Checkatrade, Bark, FreeIndex, Thomson, TrustATrader, MyBuilder within 30 days.
- **Review machine:** every completed job = review request. Text them a direct Google review link.

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.

Invisible to Google

Your website is not indexed by Google. At all. There are people in Swansea right now searching 'cleaning company near me' and your site does not appear. Not on page 10. Not anywhere. Every one of those searches is a potential £200-2,000+ contract that goes to JDK, Albany, or One Stop instead.

No individual service pages

You offer commercial cleaning, industrial cleaning, domestic cleaning, biohazard cleanup, end of tenancy, and more — but it is all on one page. Every service you offer could be its own ranking opportunity. Right now you have 1 chance to rank. Your competitors have 20+.

No area pages despite covering 11 locations

You serve Swansea, Cardiff, Newport, Bridgend, and 7 more areas. But there is nothing telling Google you serve these areas. Someone searching 'commercial cleaning Cardiff' will find ServiceMaster, Albany, and MJM — not you.

26-second mobile load time

Your site takes 26.4 seconds to show content on mobile. The industry benchmark is 2.5 seconds. Most visitors on mobile — which is the majority of local searches — are leaving before your site finishes loading. You are paying for a website that most people never actually see.

Zero social proof on the website

You have 10-25 Google reviews but they are not displayed on your website. When a potential commercial client visits your site to vet you before signing a £2,000/month contract, they see zero

evidence of happy customers. Meanwhile Albany proudly displays their 150+ managed sites.

Projected Impact Timeline

Timeframe	What Changes	Expected Outcome
30 days	Google Search Console submitted, GBP fully optimised, 5 service pages live, directory listings started, review widget on site	Site indexed by Google, appearing in local results, first organic enquiries arriving
90 days	All service pages and area pages live, 10+ directory listings, 40+ Google reviews, Facebook posting consistently, LinkedIn company page active	Ranking for low-competition South Wales cleaning terms, 15-30 enquiries/month from organic search
6 months	Full 25-page site, 75+ reviews, content strategy running, commercial clients from LinkedIn, PageSpeed optimised	Dominating local search for cleaning in Swansea/Cardiff corridor. Commercial contracts worth £1-5k/month each. Revenue from £7k to £15-25k/month

The bottom line: You have a professional-looking website, you are doing 40+ jobs a month on word of mouth alone, and you cover 11 areas across South Wales. The issue is not your work or your ambition — it is that Google literally does not know you exist. Fix the indexing, build the pages, and your revenue ceiling disappears.

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	Submit site to Google Search Console	Go to search.google.com/search-console , verify domain, submit sitemap	15 min
2	Check WordPress 'Discourage search engines' setting	Settings > Reading > make sure 'Discourage search engines' is UNCHECKED	2 min
3	Ask 5 recent clients for Google Reviews	Send them a direct Google review link via WhatsApp	15 min
4	Fill all 9 GBP category slots	Add Commercial Cleaning, House Cleaning, Office Cleaning, Industrial Cleaning, Carpet Cleaning, etc.	10 min

#	Action	How	Time
5	Add phone number 07375341982 prominently to homepage	Make it click-to-call on mobile	5 min

Do This Month (Some Technical)

#	Action	How	Time
1	Create individual service pages	One page per service (office, warehouse, end of tenancy, carpet, biohazard, etc.)	3-4 hrs
2	Create area pages for top 5 locations	Swansea, Cardiff, Newport, Bridgend, Neath — one page each	2-3 hrs
3	Get listed on 10 directories	Yell, Checkatrade, Bark, FreeIndex, Thomson, TrustATrader, Google, Yelp, MyBuilder, Rated People	3 hrs
4	Add testimonials to the website	Embed Google reviews + dedicated testimonials page	1 hr
5	Start Facebook posting schedule	3 before/after posts per week with location tags	1 hr/wk

Longer Term (Professional Help Recommended)

1. Build full 25-page website with service pages, area pages, and a blog.
2. Set up LinkedIn company page and actively target commercial cleaning contracts.
3. Fix mobile PageSpeed — compress images, lazy load, optimise Elementor output.
4. Implement automated review request system (every job = review request).
5. Build local authority — Swansea Business Network, South Wales Chamber of Commerce, supplier partnerships.

“I know — that is a lot. But here is the good news: you have a head start most businesses would kill for. 40+ jobs a month on word of mouth means your service is already proven. Every single step above just makes that proof visible to the people searching for you right now. And the biggest win? Getting indexed by Google. That one 15-minute task unlocks everything.

— 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:

40+ jobs per month on word of mouth alone: This proves your cleaning quality is excellent. Clients come back and refer others without you spending a penny on marketing. That is the hardest thing to build — and you already have it.

Professional website already built: Most cleaning companies we audit have no website or a terrible one. Yours is clean, mobile-responsive, and built on WordPress/Elementor — a solid foundation. It just needs more content and Google indexing.

Full-time call handler: This is a massive advantage. Most cleaning companies miss calls because the owner is on-site. You have someone dedicated to answering. When leads start coming in from Google, you are ready to convert them immediately.

Wide service range: Commercial, industrial, domestic, and specialised cleaning (including biohazard) — this is a huge differentiator. Most cleaning companies do one type. You can serve any client that walks through the door.

11-area coverage across South Wales: From Swansea to Cardiff, you cover the entire M4 corridor. This is a massive addressable market — when each area has its own page, you have 11x the ranking opportunities.

Competitor Comparison

Factor	Crew Connect	Typical Local Competitor
Google Reviews	10-25	Not displayed — competitors show 50-200+
Service Pages	1 (all services combined)	Competitors have 10-30+ individual pages
Area Pages	None (areas listed only)	Competitors have dedicated area pages
Years Established	1 year (March 2025)	JDK: 12+ years, Albany: 200+ staff
Social Media	Facebook only	Competitors inconsistent — opportunity
Accreditations	None displayed	Competitors show ISO, CHAS, SafeContractor
Schema Markup	Unknown type	None doing it well — opportunity for both

The market is beatable. Your South Wales competitors have a head start on history and Google presence — JDK has 12+ years, Albany has 200+ staff, One Stop has industry awards. But here is what they are NOT doing: none of them have proper schema markup, AI optimisation, or modern content strategies. A professional setup with the right SEO foundations would put you on the same results page within 90 days. And unlike them, you have the energy and hunger of a business that is just

getting started.

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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