



YOUR FREE DIGITAL HEALTH REPORT

Crofty Construction Ltd

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	Crofty Construction Ltd
Location	Hayle, Cornwall
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.

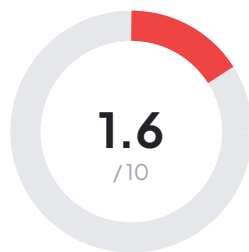
We have audited Crofty Construction Ltd's entire online presence — your website, SEO, social media, local search, AI readiness, and website performance. This report is yours to keep regardless of whether you ever work with us. Every recommendation is actionable, and the quick wins section has steps you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

buildmyservice.co.uk

Your Scores at a Glance



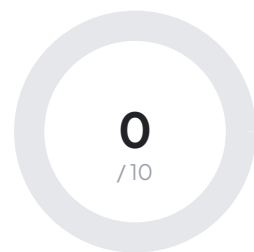
SEO Health



Online Presence



Website Quality



Review Presence

What this means: Crofty Construction has 20+ years of experience, Gold ConstructionLine accreditation, and does 10-20 jobs a month on word of mouth alone — but Google has almost no idea they exist. The website is a basic Squarespace template with a homepage title tag that literally says 'Home Page', orphan store pages left over from the template, and only 4 service pages for 12+ services. There is no Google Business Profile, zero directory listings, zero Google reviews, and a second company identity (JB Andrew Ltd) still live and fragmenting the brand. Meanwhile, competitors like A Nevitt Construction, Dingle Construction, and Morcom Construction are taking every local search lead in Cornwall. Crofty has the accreditations, the experience, and the reputation. They just need to be visible.

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 Business Profile	0 / 100	No GBP exists — invisible in Google Maps and local pack results
Homepage Title Tag	5 / 100	Literally says 'Home Page' — the single worst SEO mistake on the site
Service Pages	20 / 100	Only 4 service pages for 12+ services offered
Local SEO	5 / 100	No area pages despite serving all of Cornwall
Schema Markup	0 / 100	No LocalBusiness, Service, or FAQ schema detected
Directory Listings	0 / 100	Zero listings under Crofty Construction — only JB Andrew on Yell
Reviews	0 / 100	Zero Google reviews — no GBP means no way to collect them

Problem: You have no Google Business Profile — you are invisible in local search

1. We searched Google Maps for 'Crofty Construction' and got zero results. No listing. No pin. Nothing.
2. This means you do not appear in the Local Pack — the map with 3 business listings that shows above organic results. That Local Pack captures 40–60% of clicks for local searches like 'groundworks contractor near me'.
3. Go to business.google.com and create your Google Business Profile. Use your registered address (72 Madison Close, Hayle, TR27 4BZ), your phone (07968 268706), and add all your services.
4. Fill every section: business description, hours, services, photos, and all category slots. Primary category should be 'General Contractor' or 'Groundwork Contractor'.
5. This is a 30-minute job that will have more impact than anything else on this list. — Jonny

Problem: Your homepage title tag literally says 'Home Page'

1. When Google shows your site in search results, the clickable blue link says 'Home Page - Crofty Construction Ltd'. That is wasted space.
2. The title tag is the single most important on-page SEO element. It tells Google what your page is about and it is the first thing searchers see.
3. Change it to something like: 'Groundworks & Construction Contractors in Cornwall | Crofty Construction Ltd'.
4. In Squarespace, go to the Homepage settings and edit the SEO title field. Takes 2 minutes.
5. While you are there, your Blog page title is 'Blog 3' — another Squarespace default. Change that too.

Problem: You have 4 service pages for 12+ services

1. Right now you have pages for Groundworks, Building, Drainage, and Retaining Walls. That covers maybe a third of what you actually do.
2. Missing pages for: Concrete Works, Waterproofing, Civil Engineering, Site Clearance, Foundations, Paving & Tarmacing, Extensions, New Builds, Commercial Construction.
3. Each missing service page is a missed chance to rank on Google. Someone searching 'waterproofing contractor Cornwall' will never find you because the page does not exist.
4. Each service page needs 500+ words, location keywords (Cornwall, Hayle, South West), photos of actual work, and a clear call to action.
5. Your competitors A Nevitt and Dingle have dedicated pages for every service type. That is why they outrank you.

Problem: Zero area pages despite serving all of Cornwall

1. You are based in Hayle but work across Cornwall — Penzance, St Ives, Truro, Camborne, Redruth, Falmouth, and beyond.
2. But Google does not know this because you have no area-specific landing pages.
3. Someone searching 'builders Truro' or 'groundworks Penzance' will find your competitors instead — because they have pages targeting those areas.
4. Create a page for each area you serve: 'Construction Services in Penzance', 'Groundworks Contractors Truro', etc.
5. Each area page should mention local landmarks, reference jobs you have done in that area, and include a map. This is how Dingle Construction dominates — they have area pages for every town they serve.

Problem: Orphan store pages and a staging URL are indexed by Google

1. Google has indexed pages called 'Store 1' and 'Style 03' on your site. These are Squarespace template leftovers that look unprofessional in search results.
2. Your Squarespace staging URL (bell-manatee-8hel.squarespace.com) is also indexed — this creates duplicate content issues and looks messy.
3. Delete the store pages immediately, or set them to 'noindex' in Squarespace page settings.
4. For the staging URL, check your Squarespace domain settings and ensure the staging site is password-protected or redirected.
5. These are 5-minute fixes that stop Google from showing junk pages alongside your real content.

Problem: Brand fragmentation — JB Andrew Ltd is still live and competing with you

1. You previously traded as JB Andrew Ltd. The website jbandrew.com is still live, the Yell listing is under JB Andrew, and Google sees two separate businesses at the same address.
2. This splits your authority. Instead of one strong brand building trust signals, you have two weak ones cancelling each other out.
3. Redirect jbandrew.com to croftyconstructionltd.com — this passes any SEO value from the old domain to your current one.
4. Update the Yell listing from JB Andrew to Crofty Construction Ltd, or create a new Crofty listing and remove the old one.
5. Every mention of your business online should use one name, one address, one phone number. Consistency is how Google builds trust.

Quick Fix: Create a Google Business Profile. Right now. Go to business.google.com, claim your business, fill in every section, and upload photos of your work. This single action will put you on Google Maps, let you collect Google reviews, and make you visible in the Local Pack results that capture 40–60% of local search clicks. It takes 30 minutes and has more impact than everything else on this list combined.

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
groundworks contractor cornwall	50-100	Not ranking	Medium
builders cornwall	200-500	Not ranking	High
construction company cornwall	100-200	Not ranking	Medium
drainage contractor cornwall	20-50	Not ranking	Low
retaining wall contractor cornwall	10-30	Not ranking	Low
groundworks hayle	10-20	Not ranking	Low
building contractor penzance	10-30	Not ranking	Low
concrete contractor cornwall	10-30	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	Crofty Construction Ltd	2 / 10	Page exists with limited visibility — did not surface in any general search
Instagram	@croftyconstructionltd	3 / 10	1,503 followers but only 23 posts — sporadic, no content calendar
LinkedIn	Jake Andrew (personal)	1 / 10	Personal profile only — no company page for Crofty Construction
TikTok	None	0 / 10	No presence
YouTube	None	0 / 10	No presence

Problem: 1,503 Instagram followers but only 23 posts — you are sitting on a dormant audience

1. You have 1,503 people following you on Instagram. That is a genuine audience for a local construction company. But 23 posts total means you are barely using it.
2. Construction is one of the most visual industries on social media. Before/after shots, drone footage, time-lapses of builds, concrete pours — this content gets engagement.
3. Post 3-5 times per week. Use your phone on-site. Film a 30-second clip of a digger, a retaining wall going up, or a drainage trench being dug. No editing needed.
4. Use location tags on every post — Hayle, Cornwall, Penzance, Truro. This is how local people discover you.

5. Your competitors are not doing this well either. Consistent posting would make you the most visible construction company on Instagram in Cornwall within 90 days.

Problem: No LinkedIn company page — you are invisible to commercial and civil engineering clients

- 1. You offer civil engineering, commercial construction, and large-scale groundworks. The people who commission this work — project managers, developers, architects — use LinkedIn.
- 2. Jake has a personal profile (459 connections) but there is no Crofty Construction company page.
- 3. Create a LinkedIn company page (free, 20 minutes). Add your accreditations prominently — Gold ConstructionLine, WIAPS, and SMAS are exactly what commercial clients look for.
- 4. Post project photos, share completed jobs, and connect with Cornwall-based developers, architects, and project managers.
- 5. One commercial contract from LinkedIn could be worth more than 10 residential jobs.

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 construction near Hayle, 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)	None detected	AI cannot parse your services, location, reviews, or accreditations
AI Crawler Access	Likely allowed	Squarespace default settings — not blocked
Content Citability	Low	Only 4 thin service pages — not enough detail for AI to cite as a source
Review Signals	None	Zero reviews on any platform — AI has no social proof to reference
Brand Mentions	Fragmented	Split between Crofty Construction and JB Andrew — confuses AI entity matching

Problem: When someone asks an AI 'who is the best groundworks contractor in Cornwall?', the AI looks for businesses with structured data, reviews, detailed service pages, and directory listings. You have a Squarespace template with 4 thin pages, no schema, no reviews, and zero directory presence. The AI recommends A Nevitt, Morcom, and Palas Groundworks instead — because they have the signals AI needs to make a recommendation.

- 1. Add LocalBusiness (or GeneralContractor) schema markup to your website — this is the language AI systems understand.
- 2. Add Service schema for each service you offer — groundworks, drainage, concrete, retaining walls, etc.
- 3. Create FAQ content on every service page — AI systems pull heavily from Q&A; format content.

4. Build your review presence — get Google reviews flowing, embed them on your site with proper schema markup.
5. Get listed on 10+ directories — Yell, Checkatrade, MyBuilder, Bark, FreelIndex, TrustATrader, Thomson.
6. Consolidate your brand — redirect jbandrew.com so AI sees one strong entity instead of two weak ones.

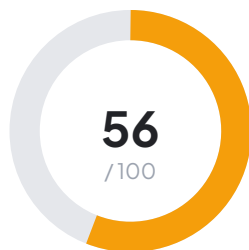
Why this matters right now: AI search is not replacing Google — it is adding a new channel. When a homeowner asks Siri 'find me a builder near Hayle' or asks ChatGPT 'best groundworks contractor in Cornwall', that is AI search happening right now. The businesses that have structured data, reviews, and detailed content are the ones AI recommends. Early movers win.

“Your competitors have 20-30+ years of history and stronger Google presence. But none of them are doing AI optimisation. If you set up schema markup and structured content now, you can appear alongside businesses that have been around for decades — because AI does not care about history. It cares about data quality.

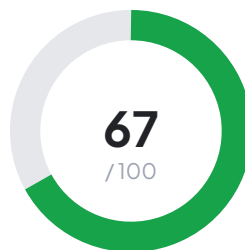
— Jonny

4 Website Performance

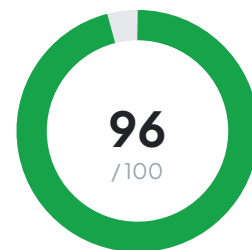
We ran your website through Google PageSpeed Insights — the same tool Google uses to measure user experience. These scores directly impact your search rankings.



Performance (Mobile)



Accessibility



Best Practices

Core Web Vitals

Metric	Value	Rating
First Contentful Paint (FCP)	8.2 seconds	Poor — should be under 1.8s
Largest Contentful Paint (LCP)	9.2 seconds	Poor — should be under 2.5s
Mobile Performance	56/100	Below average — majority of local searches are mobile
Accessibility	67/100	Needs improvement — should be 90+
Best Practices	96/100	Good — minimal issues here
Desktop Performance	81/100	Acceptable but room for improvement

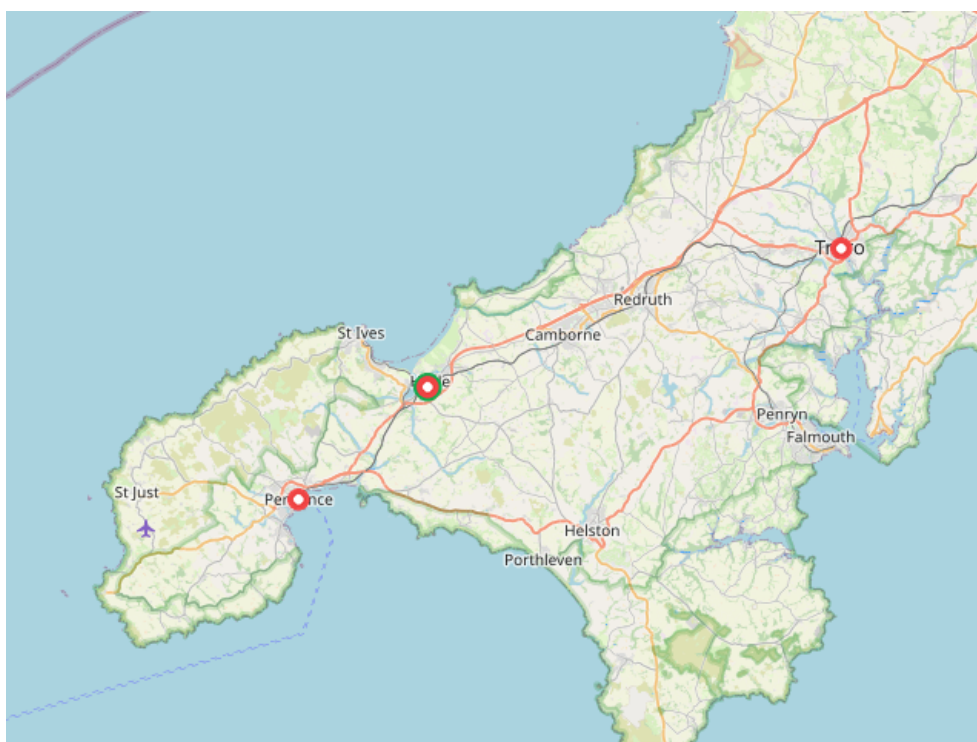
What this means: Your website takes over 8 seconds to show content and over 9 seconds to fully load on mobile. Google considers anything over 2.5 seconds 'poor'. In practical terms: someone searching for a groundworks contractor on their phone will often hit 'back' before your site finishes loading. On desktop you are acceptable at 81/100, but mobile is where the majority of local 'near me' searches happen — and that is where you are losing people.

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 have one. This is the foundation of local SEO. Without it, nothing else matters for local search.
2	Proximity to searcher	You are based in Hayle. Searchers in Truro, Penzance, or Falmouth need area pages to see you as relevant to their location.
3	Keywords in business title	Must be your registered name — no keyword stuffing. 'Crofty Construction Ltd' is clean and professional.

#	Ranking Factor	Why It Matters
4	Google rating 4.5+	You have zero Google reviews. Going from 0 to 25+ reviews at 4.5+ stars will transform your local visibility.
5	Review recency	7 new reviews per week beats 5,000 total with no recent ones. Ask every client — especially your repeat customers.
6	All GBP category slots filled	Most construction companies use 1–2 categories. Fill all slots: General Contractor, Groundwork Contractor, Drainage Service, etc.
7	Extended business hours	Being 'open' during a search boosts visibility. Set realistic hours on your GBP.
8	Correct map pin	Verify your pin is at 72 Madison Close, Hayle — accurate location is critical for 'near me' searches.

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

- **Create Google Business Profile FIRST:** this unlocks Google Maps, Google Reviews, and Local Pack visibility. Everything else builds on top of this.
- **'Core 20 pages' strategy:** homepage + about + contact + 8 service pages + 6 area pages + testimonials + FAQ.
- **Topical before geographic:** build out individual service pages first (groundworks, concrete, drainage, retaining walls, waterproofing, civil engineering, site clearance, building), THEN area pages.
- **Directory blitz:** get listed on Yell, Checkatrade, MyBuilder, Bark, FreeIndex, TrustATrader, Thomson within 30 days. All under Crofty Construction Ltd — not JB Andrew.
- **Review machine:** every completed job = review request. Text clients a direct Google review link. Target 5 reviews per week.

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 Google Business Profile

You do not exist on Google Maps. Someone in Hayle searching 'groundworks contractor near me' sees A Nevitt, Palas Groundworks, and Morcom Construction — not you. The Local Pack (map + 3 results) appears above organic results and captures 40-60% of clicks. Every one of those clicks is a potential £2,000-£20,000 job going to your competitors instead of you.

Only 4 service pages for 12+ services

You offer groundworks, building, drainage, retaining walls, concrete, waterproofing, civil engineering, site clearance, foundations, paving, tarmacing, and more. But you only have 4 pages. Every missing service page is a search term you cannot rank for. Someone searching 'waterproofing contractor Cornwall' or 'concrete contractor Hayle' will never find you because the page does not exist.

Zero Google reviews

You have no Google Business Profile, which means zero Google reviews. In construction, reviews are the number one trust signal. When a homeowner gets your name from a referral and searches 'Crofty Construction reviews', they find absolutely nothing. Meanwhile A Nevitt has decades of reputation visible online. This is costing you conversions from people who were already interested.

Brand split between Crofty Construction and JB Andrew

The jbandrew.com website is still live. The Yell listing is under JB Andrew Ltd. Google sees two businesses at the same address with the same phone number and gets confused. Instead of building one strong brand with compounding authority, you have two weak ones splitting every signal. This directly hurts your search rankings.

Accreditations nobody can see

Gold ConstructionLine, WIAPS, and SMAS are serious accreditations that most of your competitors do not have. But they are buried in text on your About page with no logos, no badges, and no verification links. A potential client comparing you to a competitor with visible trust badges will choose the competitor — even though your accreditations are stronger.

Projected Impact Timeline

Timeframe	What Changes	Expected Outcome
30 days	Google Business Profile live, homepage title fixed, store pages deleted, 5+ Google reviews collected, directory listings started, accreditation badges visible	Appearing in Google Maps, collecting reviews, first local search visibility
90 days	8 service pages live, 6 area pages live, 10+ directory listings, 25+ Google reviews, brand consolidated (jbandrew.com redirected), schema markup added	Ranking for low-competition Cornwall construction terms, 10-20 enquiries/month from organic search
6 months	Full 20-page site, 50+ reviews, content strategy running, LinkedIn company page active, review automation system live	Dominating local search for construction in Cornwall. Enquiries from areas you have never had work from before. Revenue from £20k to £30-40k/month

The bottom line: You have 20+ years of experience, serious accreditations, and a business that runs on reputation alone. The problem is simple: nobody searching online can find you. No Google Business Profile means no Google Maps. No area pages means no visibility outside Hayle. No reviews means no social proof. Fix these foundations and you unlock an entirely new lead channel — one that compounds every single month.

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	Create Google Business Profile	Go to business.google.com, claim your business, fill every section, upload site photos	30 min
2	Fix homepage title tag	In Squarespace, change 'Home Page' to 'Groundworks & Construction Contractors Cornwall Crofty Construction'	2 min
3	Delete orphan store pages	Remove 'Store 1' and 'Style 03' pages from Squarespace — they are template leftovers	5 min
4	Ask 5 past clients for Google Reviews	Send them a direct Google review link via text. Your best clients will do it immediately	15 min
5	Add accreditation badges to homepage	Upload Gold ConstructionLine, WIAPS, and SMAS logos visibly on the homepage	30 min

Do This Month (Some Technical)

#	Action	How	Time
1	Create individual service pages	One page per service: concrete, waterproofing, civil engineering, site clearance, foundations, paving, new builds, extensions	3-4 hrs
2	Create area pages for top 6 locations	Hayle, Penzance, St Ives, Truro, Camborne/Redruth, Falmouth — one page each	2-3 hrs
3	Get listed on 10+ directories	Yell (update from JB Andrew), Checkatrade, MyBuilder, Bark, FreeIndex, TrustATrader, Thomson, construction.co.uk	3 hrs
4	Redirect jbandrew.com to croftyconstructionltd.com	Consolidate brand authority — one name, one domain, one phone number everywhere	1 hr
5	Add LocalBusiness schema markup	Via Squarespace code injection — tells Google and AI exactly what your business is	1 hr

Longer Term (Professional Help Recommended)

1. Build full 20-page website with individual service pages, area pages, project portfolio, and FAQ section.
2. Set up LinkedIn company page and target commercial contracts — developers, architects, project managers in Cornwall.
3. Implement automated review request system — every completed job triggers a review request via SMS.
4. Publish 2-4 blog posts per month targeting long-tail keywords: 'how much do groundworks cost in Cornwall', 'do I need a retaining wall', 'foundations for house extension Cornwall'.
5. Build local backlinks — sponsor local events, partner with Cornwall-based suppliers, contribute to local press.

“I know that looks like a big list. But here is the thing — you have been running a successful construction company for 20+ years with zero online presence. Imagine what happens when people can actually find you. The biggest win on this list is creating your Google Business Profile. That one 30-minute task puts you on Google Maps, lets you collect reviews, and makes you visible to every 'near me' search in Cornwall. Everything else builds on that foundation. — 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:

20+ years of experience with strong accreditations: Gold ConstructionLine, WIAPS, SMAS — this is a trust package most competitors cannot match. A Nevitt may have history, but you have accreditations that prove quality at an institutional level. Once these are visible, they become a serious differentiator.

10-20 jobs per month on word of mouth alone: This proves your work quality is exceptional. Clients refer you without you spending a penny on marketing. That is the hardest thing to build in construction — and you already have it.

Broad service range: Groundworks, building, drainage, concrete, retaining walls, waterproofing, civil engineering — you are not a one-trick operation. Most competitors specialise. You can serve any construction need, which means every service page is a new door into the business.

Cornwall-wide coverage from a Hayle base: You serve Penzance, St Ives, Truro, Camborne, Redruth, Falmouth and beyond. That is a massive addressable market. When each area has its own page, you multiply your ranking opportunities by 6-10x.

Revenue already at £20k/month with zero marketing: Most businesses we work with are spending thousands on ads to reach this level. You are doing it on reputation alone. Even modest online visibility should produce measurable growth — because the business already converts. It just needs more leads.

Competitor Comparison

Factor	Crofty Construction Ltd	Typical Local Competitor
Google Reviews	0	A Nevitt and Morcom have established reputations — you have zero visible reviews
Service Pages	4	Competitors have 10-20+ individual service pages targeting specific keywords
Area Pages	0	Dingle Construction has pages for every town they serve across Cornwall and Devon
Google Business Profile	None	All competitors have GBP listings with reviews and map presence
Accreditations	Text only (not visible)	Your accreditations are STRONGER — but competitors display theirs with badges
Social Media	23 Instagram posts, dormant Facebook	Competitors are inconsistent too — opportunity to dominate
Schema Markup	None	None doing it well — this is your equaliser

The market is beatable. Your Cornwall competitors have a head start on Google presence — A Nevitt has 30+ years, Morcom has 90+ employees, Dingle has area pages for every town. But here is what none of them are doing well: schema markup, AI optimisation, or modern content strategy. You have accreditations (Gold ConstructionLine, WIAPS, SMAS) that most of them lack. A professional setup with proper SEO foundations would put you on the same results page within 90 days. And unlike competitors resting on their history, you have the hunger of a business ready to grow.

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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