



YOUR FREE DIGITAL HEALTH REPORT

# Denty's Small Removals & Waste Management

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

|              |                                           |
|--------------|-------------------------------------------|
| Prepared for | Mark Dent                                 |
| Business     | Denty's Small Removals & Waste Management |
| Location     | Scunthorpe, Lincolnshire                  |
| Date         | 10 June 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.](#)

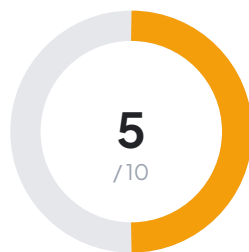
We have audited Denty's Small Removals & Waste Management's entire online presence — your website, SEO, social media, local search, AI readiness, and website performance. This report is yours to keep regardless of whether you ever work with us. Every recommendation is actionable, and the quick wins section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

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

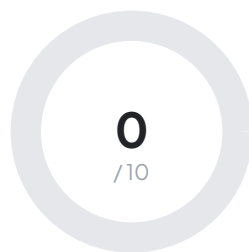
## Your Scores at a Glance



SEO Health



Online Presence



Website Quality



Review Presence

**What this means:** Mark Dent launched Denty's Small Removals & Waste Management in Scunthorpe this year — small removals, house clearances and rubbish & waste clearance across Scunthorpe, Barton-upon-Humber, Bawtry and Keadby. For a brand-new business he has built genuine early traction: a 4.6-star rating from 9 Facebook reviews, an active Facebook page, a Google Business Profile with real photos of his vans and jobs, and listings on Checkatrade and MyBuilder. But there are three holes letting the work leak away. First, he has no real website — the 'website' on his Google profile points to a free shared portfolio page (Here Is My Work), not a site he owns or that can ever rank. Second, he has ZERO Google reviews. His profile literally says 'Be the first to review', while every competitor who shows up for 'rubbish removal Scunthorpe' has between 20 and 534 Google reviews. Third, because of those two gaps he is invisible in the Google Maps local pack for the searches that actually bring jobs. That early traction is real and rare for a business this new — the infrastructure to turn it into a steady stream of leads simply is not there yet, and every one of these gaps is fixable.

### 1 SEO Health Check

Your SEO score is **4/100**. 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 real website. The 'website' linked on Google is a free shared-platform portfolio page that cannot rank or be customised |
| Google Business Profile | 45 / 100 | GBP exists with photos and set hours — a good start — but has 0 reviews and no real website linked                         |
| Service Pages           | 0 / 100  | No website means no service pages — invisible for every 'house clearance', 'rubbish removal' or 'man and van' search       |
| Local SEO               | 10 / 100 | Listed on Checkatrade and MyBuilder, but no website, no area pages and not appearing in the Maps local pack                |

| Category           | Score    | Status                                                                                                                          |
|--------------------|----------|---------------------------------------------------------------------------------------------------------------------------------|
| Schema Markup      | 0 / 100  | No website means no structured data — search engines and AI have nothing machine-readable to read about you                     |
| Directory Listings | 40 / 100 | Present on Checkatrade and MyBuilder — a solid base — but missing Yell, Bark, FreeIndex, TrustATrader and others                |
| Reviews            | 30 / 100 | 0 Google reviews (the one that matters most for local ranking). 4.6 stars from 9 Facebook reviews is a real but underused asset |

### **Problem: You have no real website — just a free portfolio page that can never rank**

1. The 'Website' button on your Google Business Profile points to hereismywork.com — a free shared platform that builds a basic portfolio page. It is better than nothing, but it is not a website you own, it cannot rank in Google, and you cannot build service or area pages on it.
2. That means: no service pages explaining house clearance vs rubbish removal vs office clearance, no area pages for the towns you cover, no contact form to capture enquiries 24/7, and no SEO foundations to attract new searches.
3. Every competitor who appears for 'rubbish removal Scunthorpe' — Smooth Move Removals, Clearance Experts, Lincs Eco Group, Skip Hire Scunthorpe — has a real website with multiple pages. They are catching the leads you cannot.
4. A proper website (homepage, about, individual service pages, area pages, gallery, contact) on a custom domain would transform your presence. Combined with your Google profile and Facebook reputation, it would start generating enquiries within weeks.
5. For a removals and waste business in 2026, a website is the foundation everything else builds on. It is the destination every other channel points to. — Jonny

### **Problem: Zero Google reviews — while your competitors have 20 to 534**

1. Your Google Business Profile says 'Be the first to review'. You are brand new and already have happy customers, so this is a big early opportunity, because Google reviews are the single biggest driver of local-pack ranking AND the first thing a customer checks before they call.
2. Here is what you are up against in Scunthorpe right now: Smooth Move Removals has 534 reviews at 5.0 stars, Clearance Experts has 25 at 5.0, Lincs Eco Group has 24 at 5.0, and Skip Hire Scunthorpe has 20 at 5.0. When someone searches, those names appear with a wall of stars. Yours does not appear at all.
3. The good news: you already have a 4.6-star rating from 9 reviews on Facebook. That proves customers are happy to leave feedback — they have just been pointed at the wrong place. Those same people would leave a Google review if asked.
4. Fix: text every past and future customer a direct Google review link the moment a job is done. A simple, automated 'thanks, mind leaving us a quick Google review?' message after each job is the highest-return thing you can do.
5. Getting from 0 to even 15 Google reviews would put you on the map (literally) for the searches that matter.

### **Problem: You are invisible in the Google Maps 'local pack' — where the jobs are**

1. When someone searches 'rubbish removal Scunthorpe' or 'house clearance near me', Google shows a map with the top 3 businesses (the 'local pack'). That box gets the overwhelming majority of the clicks.

2. We ran that exact search. The pack is filled by businesses with websites and lots of Google reviews. Denty's is not in it, because you have neither the reviews nor a linked website that Google trusts.
3. The two transactional 'near me' searches alone — 'house clearance near me' (5,400/month) and 'rubbish removal near me' (4,400/month) — are localised by Google to whoever has the strongest local presence in the area. That is who Google shows.
4. The path into the pack is clear and proven: a real website linked to your GBP + a steady flow of Google reviews + complete, optimised profile information. Do those and you start appearing for thousands of local searches a month.
5. Right now that demand is going entirely to your competitors.

### **Problem: No service or area pages — missing every Scunthorpe search**

1. Someone searching 'house clearance scunthorpe' (110/month), 'man with a van scunthorpe' (170/month), 'removals scunthorpe' (210/month) or 'waste disposal scunthorpe' (50/month) will not find you. You have no pages for Google to show.
2. Each service you offer needs its own page: small removals, house clearance, rubbish & waste clearance, garage clearance, office clearance, demolition/warehouse clearance. Each targets a different search.
3. Each town you cover needs its own page: Scunthorpe, Barton-upon-Humber, Bawtry, Keadby, Brigg. Area pages are how a local business shows up for 'in [town]' searches.
4. A focused website of around 15 pages (home + about + contact + your core services + your main areas + gallery) would make you visible for dozens of local keywords. Today you are visible for none of them organically.
5. These are not high-competition national terms. They are local, low-difficulty searches by people in your area who need a job done now.

**Quick Fix:** Start collecting Google reviews today — this is free and it is the single highest-impact thing you can do. Open your Google Business Profile, find your 'review link' (Google gives you a short shareable link), and text it to every customer from the last few months with a quick 'thanks again — would you mind leaving us a 30-second Google review?'. You already have 9 happy reviewers on Facebook, so you know your customers will do it. Going from 0 to 10-15 Google reviews will start moving you up the Maps local pack within weeks. Then get a real website built and link it to your profile to complete the loop.

## 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 |
|----------------------------|------------------|---------------|-------------|
| house clearance near me    | 5,400            | Not ranking   | High        |
| rubbish removal near me    | 4,400            | Not ranking   | Medium      |
| removals scunthorpe        | 210              | Not ranking   | Medium      |
| man with a van scunthorpe  | 170              | Not ranking   | Low         |
| house clearance scunthorpe | 110              | Not ranking   | Medium      |
| man and van scunthorpe     | 110              | Not ranking   | Low         |
| waste disposal scunthorpe  | 50               | Not ranking   | Low         |
| rubbish removal scunthorpe | 20               | 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 (Page) | Denty's Small Removals | 5 / 10 | 60+ followers, 4.6 from 9 reviews, active (last post ~2 months ago) and posting in local community groups. Phone matches your Google profile — good consistency |
| Instagram       | None                   | 0 / 10 | No presence. Before-and-after clearance content performs strongly on Instagram — a clear opportunity                                                            |
| TikTok          | None                   | 0 / 10 | No presence. 'Satisfying' clearance and load-up clips do very well on TikTok and drive direct local enquiries                                                   |
| LinkedIn        | None                   | 0 / 10 | No presence — minor for this type of business, useful only for commercial/office clearance clients                                                              |

### Problem: A 4.6-star Facebook reputation with nowhere to send people

1. Your Facebook page is a genuine asset — 60+ followers, 4.6 stars from 9 reviews, and regular activity including posts in local community groups like Keadby. People in your area know the name.
2. But when one of those people decides to hire you, there is no website to send them to. No service list, no gallery of completed clearances, no contact form. They have to message the page or call.
3. Cross-post every job to Facebook with a photo (before and after a clearance is perfect), and once you have a website, put the link in your Facebook 'About' section and every post.

4. Also point your Facebook reviewers towards Google. You have 9 people who rated you on Facebook — a quick message asking them to copy that onto Google would instantly start fixing your biggest gap.
5. Your Facebook presence proves the demand and the goodwill are there. It just is not connected to anything that captures leads.

### Problem: No Instagram or TikTok — the cheapest lead source you are not using

1. Clearance and removals content is some of the best-performing local-business content there is. A 15-second clip of a packed-out garage being emptied, or a fly-tipped pile being cleared, gets views and DMs.
2. You already create the raw material on every job. No editing needed — film a quick before, a quick after, and post it.
3. Start with Facebook (you already have it) and add Instagram. Post 2-3 times a week, tag the location (Scunthorpe, Barton-upon-Humber), and use simple hashtags.
4. Local removals and clearance firms that post consistently get inbound enquiries straight from the platform — people see the work and message.
5. Consistency beats polish. A real phone clip of a real job beats a fancy edit of nothing.

## 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 removals & waste clearance near Scunthorpe, Lincolnshire?', 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 real website, AI assistants have almost no content to index or cite about your business          |
| Structured Data (Schema) | None        | No website means no schema markup — AI cannot reliably parse your services, area or hours                  |
| AI Crawler Access        | N/A         | No website to crawl. The free portfolio page is not a substitute                                           |
| Content Citability       | Very low    | No service pages, no FAQ content, no detailed descriptions for AI to reference                             |
| Review Signals           | Weak        | 0 Google reviews. The 9 Facebook reviews are a positive but are not the structured signal AI leans on most |
| Business Listings        | Partial     | Checkatrade + MyBuilder + a Google profile give some entity signal — but it is thin and inconsistent       |

**Problem: When someone asks ChatGPT, Google AI or Siri 'who does house clearance in Scunthorpe?', the AI looks for businesses with websites, structured data, Google reviews, detailed service pages and consistent listings. You have a Google profile and a Facebook page — but no website, no schema, no Google reviews and thin content. The AI will recommend competitors who have all of**

## those signals, even where your service is just as good.

1. Build a website with detailed service and area pages — AI pulls heavily from well-structured content about what you do and where.
2. Add LocalBusiness and Service schema markup — this is the machine-readable language AI systems understand natively.
3. Add FAQ content to each service page — AI systems love Q&A; format and frequently quote it.
4. Build up Google reviews — they are currently zero, and they are one of the strongest signals AI uses for local recommendations.
5. Keep your name, phone and address identical across Google, Facebook, Checkatrade and MyBuilder so AI can match you to one clear entity.

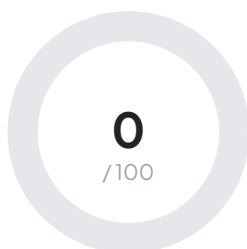
**Why this matters right now:** AI search is already here. When someone asks Siri 'find me a man and van near Scunthorpe' or asks ChatGPT 'best house clearance company in Scunthorpe', that is AI search. Right now AI has very little to work with for Denty's — no website, no reviews on Google, no structured content. Competitors with websites, reviews and listings get recommended instead. The businesses that put these signals in place now will own AI search for years.

“The upside: almost no removals or clearance firm in Scunthorpe is doing AI optimisation. Get a website with proper schema and structured content in place and you can jump ahead of businesses that have been around far longer — AI does not care about history, it cares about clean, structured data it can trust.

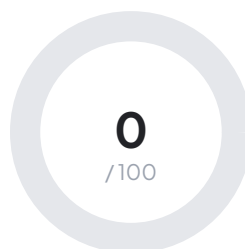
— Jonny

## 4 Website Performance

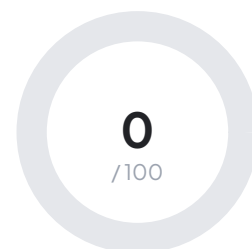
We ran your website through Google PageSpeed Insights — the same tool Google uses to measure user experience. These scores directly impact your search rankings.



Performance (Mobile)



Accessibility



Best Practices

### Core Web Vitals

| Metric              | Value      | Rating                                                                                            |
|---------------------|------------|---------------------------------------------------------------------------------------------------|
| Website Status      | No website | There is no real site to measure — the linked page is a free shared portfolio, not a site you own |
| Mobile Performance  | N/A        | No website                                                                                        |
| Desktop Performance | N/A        | No website                                                                                        |
| Accessibility       | N/A        | No website                                                                                        |
| Best Practices      | N/A        | No website                                                                                        |

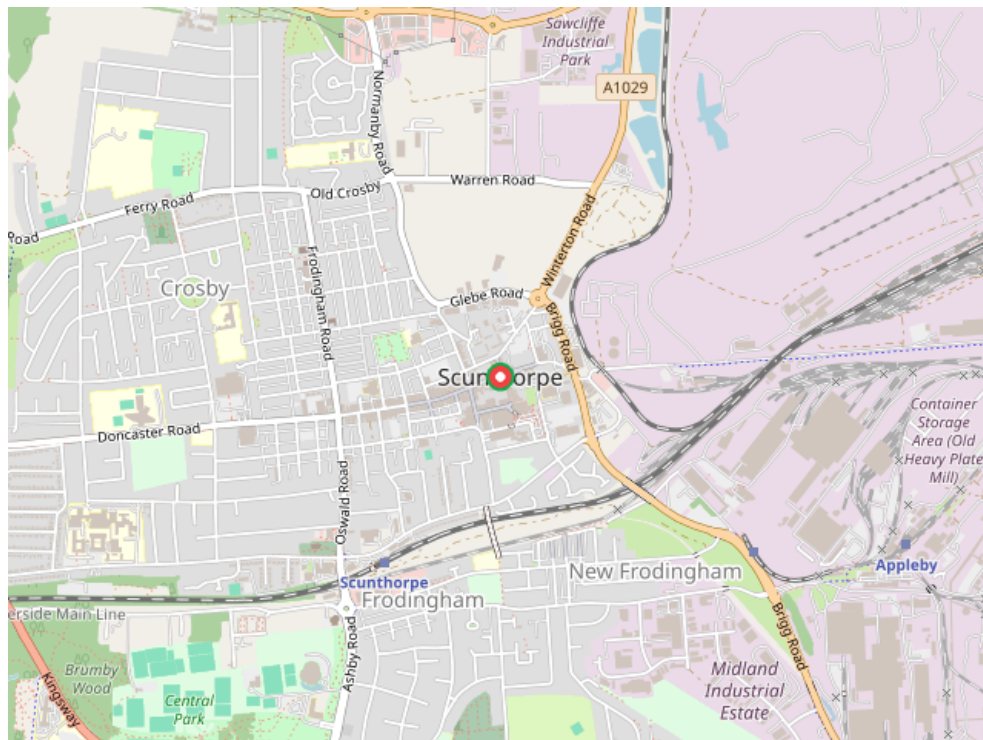
**What this means:** You do not have a real website, so there is nothing to measure here. For most businesses this is one of the most detailed sections in the report — but for you the conversation is simpler: you need a proper website first. When you do, it needs to load in under 2.5 seconds on mobile (where almost all 'near me' searches happen), be easy to use on a phone, and pass Google's Core Web Vitals. A modern website built on the right platform hits those targets out of the box — a free portfolio page or a DIY template typically does not.

## 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 HAVE one, with photos and set hours — a real head start. But it has 0 reviews and no proper website linked, which caps how high it can rank.            |
| 2 | Google reviews (quantity + rating) | This is the big one. You have 0. Competitors in the pack have 20 to 534. This single factor is why you are not showing up.                                  |
| 3 | Proximity to searcher              | You are in Scunthorpe (DN15). To show up for Barton-upon-Humber, Bawtry, Keadby and Brigg searches, you need area pages on a website.                       |
| 4 | Website linked to GBP              | Your profile links to a free portfolio page. A real website linked to your GBP completes the loop between Maps and search and lifts ranking.                |
| 5 | Complete, optimised profile        | Add every relevant category (e.g. Rubbish Dump, House Clearance Service, Garbage Collection Service), a full services list and a 750-character description. |
| 6 | Review recency                     | With 0 Google reviews there is nothing recent. Getting a steady drip of new reviews — even 1-2 a week — is a strong, ongoing ranking signal.                |
| 7 | Photos on the profile              | You already have photos of your vans and jobs — good. Keep adding fresh ones; active profiles rank better.                                                  |
| 8 | Consistent NAP across the web      | Your phone (07300 538448) is consistent across Google and Facebook — keep it identical everywhere as you add listings.                                      |

## What Does NOT Matter (Myth-Busts)

- **You need to pay for lots of citations to rank** — not true. A clean Google profile, reviews and a linked website matter far more than dozens of cheap directory citations.
- **Keywords stuffed in your GBP description boost ranking** — they do not. Write it for humans; Google does not rank you on the description text.
- **Google Posts boost ranking** — useful for engagement, but not a ranking signal.
- **Setting service areas changes your ranking** — it only affects where your profile can show, not how high it ranks.
- **Renaming your business to 'Scunthorpe Rubbish Removal' will rank you higher** — it breaks Google's naming rules and risks suspension. Use your real name.

## Your Local SEO Game Plan

- **Start a Google review engine TODAY (free):** text your review link to every recent customer. Target 15+ reviews in the first 90 days. This alone will start moving you up the local pack.
- **Optimise the Google profile you already have:** add all relevant categories, a full services list, a 750-character description, and keep uploading job photos.
- **Build a real website with a 'Core 15' structure:** home + about + contact + service pages (small removals, house clearance, rubbish & waste clearance, garage/office/commercial clearance) + area pages (Scunthorpe, Barton-upon-Humber, Bawtry, Keadby, Brigg) + gallery.

- **Link the new website to your Google profile** — this completes the circuit between Maps and your site.
- **Round out your directories:** you are on Checkatrade and MyBuilder — add Yell, Bark, FreeIndex and TrustATrader, all under the exact same name, phone and address.

## 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.

### Zero Google reviews — the most expensive gap

Reviews are both a ranking signal and a trust signal. With 0 Google reviews, you are filtered out of the Maps local pack AND skipped over by customers who choose the business with the most stars. Your competitors have 20 to 534 reviews each. You have a 4.6 rating from 9 reviews sitting on Facebook — the demand and goodwill are proven, they are just pointed at the wrong platform. Redirecting that into Google would cost you nothing but a few text messages and would change your visibility fast.

### No real website

Every lead channel ends at a website — Google Maps, social media, directory listings, word of mouth. Right now those all dead-end at a phone number or a free portfolio page. A proper website with service pages, area pages, a gallery and a contact form is a 24/7 salesperson that works while you are on a job. Without one, you are capturing a fraction of the enquiries available to you.

### Invisible in the Maps local pack

The top-3 'local pack' on Google captures the majority of clicks for searches like 'rubbish removal Scunthorpe' and 'house clearance near me' (4,400–5,400 searches a month between the two 'near me' terms alone). You do not appear, so that demand flows straight to Smooth Move, Clearance Experts, Lincs Eco and Skip Hire Scunthorpe instead.

### No service or area pages

You cover Scunthorpe, Barton-upon-Humber, Bawtry, Keadby and more, and you offer everything from small removals to garage and office clearance. But Google cannot show you for any of those specific searches because there are no pages for it. Competitors with service and area pages soak up those searches.

### An engaged Facebook audience with no path to a sale

60+ followers and a 4.6-star reputation on Facebook is real local goodwill. But there is no website link to turn a follower into an enquiry, and the reviews are not feeding your Google ranking. Every follower who would have hired you but could not find an easy next step is a lost job.

## Projected Impact Timeline

| Timeframe | What Changes                                                                                                                                                                                                                                           | Expected Outcome                                                                                                                         |
|-----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|
| 30 days   | Google review engine running (review link going out after every job), Google profile fully optimised (categories, services, description, photos), website live with a Core 15 of pages, website linked to GBP, Yell/Bark/FreelIndex listings submitted | First Google reviews landing, profile appearing more often, website starting to capture enquiries                                        |
| 90 days   | 15+ Google reviews, full website indexed by Google, 6+ directory listings live, Instagram started (2-3 posts/week), review requests automated                                                                                                          | Appearing in the local pack for low-competition Scunthorpe searches, a steady stream of online enquiries, social driving direct messages |
| 6 months  | 40+ Google reviews, ranking for the main Scunthorpe service and area terms, content targeting 'near me' searches, listings consistent everywhere                                                                                                       | Competing head-to-head in the local pack, online enquiries becoming a reliable channel alongside word of mouth                           |

**The bottom line:** You have the hard part already: for a business you only started this year, a 4.6-star reputation, real photos of real work and an active local following is genuinely rare. Most new businesses have none of it. What is missing is the infrastructure to turn it into leads — a steady flow of Google reviews, a real website, a properly optimised Google profile, and area pages. The reviews start this week, the website goes live in weeks. Get the foundation right now and your early reputation does the heavy lifting.

## 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 | Get your Google review link and send it out | Open business.google.com, copy your review link, and text it to every customer from the last few months with a short, friendly request.   | 20 min |
| 2 | Optimise your Google Business Profile       | Add every relevant category (House Clearance Service, Garbage Collection Service, Rubbish Dump), a full services list, and confirm hours. | 20 min |
| 3 | Write your GBP business description         | 750 characters max. Cover what you do, the areas you serve, and what makes you reliable.                                                  | 15 min |

| # | Action                                          | How                                                                                                        | Time   |
|---|-------------------------------------------------|------------------------------------------------------------------------------------------------------------|--------|
| 4 | Upload fresh job photos to GBP                  | Add 10-15 clear before/after and van photos directly to your Google profile — active profiles rank better. | 20 min |
| 5 | Ask your 9 Facebook reviewers to post on Google | Message the people who already reviewed you on Facebook and ask if they would copy it onto Google.         | 15 min |

## Do This Month (Some Technical)

| # | Action                                  | How                                                                                                                                                 | Time               |
|---|-----------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| 1 | Get a real website built                | A Core 15: home, about, contact, your core service pages, your main area pages, and a gallery — on your own domain, with SEO built in from day one. | Professional build |
| 2 | Link the website to your Google profile | Replace the free portfolio link with your real website URL — completes the Maps ⇄ website ⇄ enquiry loop.                                           | 5 min              |
| 3 | Round out your directory listings       | Add Yell, Bark, FreeIndex and TrustATrader to your existing Checkatrade and MyBuilder — same name, phone and address everywhere.                    | 2 hrs              |
| 4 | Automate review requests                | Set up an automatic text after every completed job asking for a Google review — this keeps reviews flowing without you remembering.                 | Setup              |
| 5 | Start posting clearance content         | Film a quick before/after on each job and post to Facebook and a new Instagram 2-3 times a week.                                                    | 30 min/week        |

## Longer Term (Professional Help Recommended)

1. Grow to 40+ Google reviews — from a standing start of 0, a review engine gets you there inside six months.
2. Build out the website with more service and area pages as you confirm exactly which towns and jobs you want more of.
3. Add FAQ content to each service page (cost questions, 'do you take fridges/sofas', same-day availability) — great for SEO and AI search.
4. Keep Facebook and Instagram active with real job content — it compounds local recognition.
5. Consider a small, targeted Google Ads budget for 'house clearance scunthorpe' and 'man and van scunthorpe' once the website is live, to win jobs while the SEO builds.

“I know the 'no website, no reviews' message lands hard in this report. But here is the honest truth: for a business you only started this year, you are further ahead than most I audit. You already have a real reputation, a Google profile with photos, and customers who vouch for you on Facebook. The reviews and the website are the two missing pieces — and one of them (reviews) is free and starts this week. Everything else is fine-tuning. — 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:

**Strong early traction for a brand-new business:** You only started this year, yet you already have a 4.6 Facebook rating, a Google profile with real photos, and listings on Checkatrade and MyBuilder. Most new businesses have none of that — you are building momentum fast.

**4.6 stars from 9 Facebook reviews:** Real customers have taken the time to rate you well. That proves the service is good and that your customers are willing to leave feedback — the foundation of a review engine once you point it at Google.

**A Google Business Profile with real photos:** You already have the asset most businesses have to be talked into setting up — a GBP with photos of your vans and jobs and set opening hours. It just needs reviews and a real website behind it.

**Listed on Checkatrade and MyBuilder:** You are already on two of the trade directories homeowners trust. That is a solid base to build the rest of your listings on.

**Active on Facebook and in local groups:** Posting in community groups like Keadby keeps you visible to exactly the local audience that hires removals and clearance. Many competitors set up a page and abandon it — you are present.

**Consistent contact details:** Your phone number (07300 538448) is the same across Google and Facebook. Clean, consistent contact details make it easy for both customers and Google to trust you.

## Competitor Comparison

| Factor         | Denty's Small Removals & Waste Management | Typical Local Competitor                                                               |
|----------------|-------------------------------------------|----------------------------------------------------------------------------------------|
| Google Reviews | 0                                         | Smooth Move 534, Clearance Experts 25, Lincs Eco 24, Skip Hire Scunthorpe 20 — all 5.0 |

| Factor                | Denty's Small Removals & Waste Management | Typical Local Competitor                                                  |
|-----------------------|-------------------------------------------|---------------------------------------------------------------------------|
| Website               | None (free portfolio)                     | Every competitor in the local pack has a real website with multiple pages |
| Facebook Reputation   | 4.6 (9 reviews)                           | Genuine and underused — your strength is on Facebook, theirs is on Google |
| Local Pack Visibility | Not shown                                 | Competitors fill the top-3 for 'rubbish removal Scunthorpe'               |
| Directory Listings    | Checkatrade + MyBuilder                   | Competitors appear across more platforms                                  |
| Business Age          | Started this year                         | Brand new, yet already has reviews and listings most newcomers lack       |

**The market is beatable.** Scunthorpe removals and waste clearance is competitive on Google but beatable. The businesses ranking ahead of you win on two things: Google reviews and a real website. They are not necessarily better at the actual job — you already have a 4.6 reputation from a standing start this year. The gap is purely infrastructure: reviews, a website, an optimised profile and area pages. Close that gap and your early reputation and local following do the rest. You are not starting from zero — you are starting from real early traction with two clear pieces missing.

## 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 agencies charge £1,000-3,000 per month for this. 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)