



YOUR FREE DIGITAL HEALTH REPORT

DT Electrical Contractors

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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Location	Penzance, West Cornwall
Date	21 April 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 DT Electrical Contractors'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: DT Electrical Contractors has spent 20 years building something genuinely rare in Cornwall: 136 five-star Google reviews, NICEIC approval, prestige projects at Jubilee Pool Penzance, Redruth Cinema and Truro Golf Club, and a real multi-trade team offering electrical, solar, EV charging and heating. The reputation is elite. The problem is that Google doesn't know about any of it — because the homepage literally has a title tag that reads 'HOME' (4 characters), 24 words of content, zero schema markup, and no canonical tag. Your Checkatrade profile is lapsed and is actively outputting 'rated 0/10' in its structured data. Three directories (Cylex, Firmania, Infobel) list the wrong phone numbers. You already rank #2 for 'electrician penzance' on a website that is essentially empty — imagine what happens when we actually build it properly. This is not a business that needs to start from scratch. It is a sleeping giant that needs its online presence to match its actual reputation.

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
Google Business Profile	9 / 10	136 reviews, 5.0 stars, verified, active — elite
Website Title Tags	1 / 10	Homepage title tag is literally 'HOME' (4 characters)
Service Pages	2 / 10	One /services page covering 11 distinct services — rewiring, solar, EV, heating, EICR all compressed into one URL
Area Pages	0 / 10	Zero area pages despite serving Penzance, St Ives, Hayle, Camborne, Helston, Redruth, Truro, Isles of Scilly
Schema Markup	0 / 10	Zero JSON-LD blocks — no LocalBusiness, no Service, no Review, no FAQ schema

Category	Score	Status
Canonical Tags	0 / 10	No canonical tag — Google indexes both / and /home as separate pages, splitting ranking authority
Reviews	10 / 10	136 Google reviews at 5.0 stars — dominant in the Penzance market

Problem: Your homepage title tag is the word 'HOME'

1. Right now, when Google crawls your homepage, the first thing it sees is a title tag that reads just 'HOME' — four characters, zero keywords, zero location.
2. Change it to: 'Electrician Penzance & Solar Installers Cornwall | DT Electrical Contractors' (aim for 50–70 characters).
3. Add a meta description that mentions Penzance, Cornwall, NICEIC, and your key services — Google shows this under the title in search results.
4. Do the same for every other page — your About, Services, Contact and Meet the Team pages also need proper titles.
5. This one fix alone will likely push 'electrician penzance' from #2 to #1 within 30 days — you are already ranking on basically no content, so fixing the title is pure upside.

Problem: All 11 of your services are on one page

1. You offer rewiring, consumer unit upgrades, solar installation, EV charger installation, Rointe heating, storage heaters, EICR, PAT testing, landlord certificates, 24/7 emergency callouts, and commercial work — all squeezed into a single /services page.
2. Create dedicated pages for: Solar Panel Installation Cornwall, EV Charger Installation Cornwall, EICR & Landlord Electrical Certificate Cornwall, Rewiring Penzance, Emergency Electrician Penzance, Rointe Heating Installation, Commercial Electrician Cornwall, Isles of Scilly Electrical Services.
3. Each page needs 600–1,000 words, real job photos, price guidance, the specific accreditation (NICEIC, OZEV, Rointe), and a phone CTA above the fold.
4. These individual pages are what rank for 'solar panel installer cornwall' or 'EV charger installer penzance' — high-intent, high-value searches.
5. Your competitors at nsnelectrical.co.uk, cornwall-electrical.co.uk and daveyandgilbert.co.uk have 200–2,000 ranking keywords because they do this. You have 25.

Problem: Zero area pages across 9 Cornwall towns you serve

1. You already get bookings from Penzance, St Ives, Hayle, Camborne, Helston, Redruth, Truro, Falmouth, and Isles of Scilly — the Yell listing and Checkatrade reviews prove it (TR19, TR27, TR18, TR11 all in the review history).
2. Create an area page for each town: 'Electrician Penzance', 'Electrician St Ives', 'Electrician Hayle', 'Electrician Camborne', 'Electrician Helston', 'Electrician Redruth', 'Electrician Truro', 'Electrician Isles of Scilly'.
3. Each page mentions the specific area, local landmarks, jobs you have completed there (use the job locations from your own Checkatrade history), and the services you offer.
4. The Isles of Scilly page is a potential outright winner — almost nobody is competing for 'electrician isles of scilly' and you actually service it.
5. Someone in St Ives searching 'electrician near me' will not find you without a St Ives page — Google heavily weights town-specific landing pages for local searches.

Problem: Zero schema markup — Google cannot read your business

1. Your website has NO structured data — no LocalBusiness schema, no Service schema, no Review schema, no FAQ schema.
2. Schema markup is the language Google (and AI assistants) use to understand what your business is, where it operates, what services it offers, and how well-reviewed it is.
3. Adding LocalBusiness schema alone would make you eligible for rich Google results — the little star-rating snippets, business hours boxes, and map cards.
4. Your 136 five-star Google reviews should be appearing as rich snippets in search results. Right now they are invisible because the site does not tell Google about them.
5. A proper BMS SmartSite build includes LocalBusiness, Service, FAQ, and Review schema on every page — so your reputation is finally visible to Google.

Quick Fix: The single fastest win: fix your homepage title tag. Right now it is the word 'HOME'. Change it to 'Electrician Penzance & Solar Installers Cornwall | DT Electrical Contractors' and add a canonical tag pointing to your root URL. That alone should lift 'electrician penzance' from #2 to #1 because you are already ranking on essentially no content — imagine what happens when we actually fix it.

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
electrician penzance	110	#2 (/home)	Low — already ranking
dt electrical	170	#3 (/home)	Brand — you own it
electrical contractor cornwall	110	#7	Medium
electrician cornwall	320	#14	High — big prize
electricians cornwall	170	#22	High
solar panel installation cornwall	~200	Not ranking	Medium
ev charger installation cornwall	~150	Not ranking	Medium
emergency electrician penzance	~100	Not ranking	Low
electrician st ives	~100	Not ranking	Low
electrician isles of scilly	~50	Not ranking	Very Low
eicr cornwall	~130	Not ranking	Low
niceic electrician cornwall	~80	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
Google Business Profile	DT Electrical Contractors	10 / 10	136 reviews, 5.0 stars, verified, active posts — elite in the Penzance market
Facebook	facebook.com/DTElectrical	7 / 10	1,243 followers, 11 reviews at 100% recommend, active (last post Feb 2026)
Instagram	@dtelectrical_and_solar	6 / 10	224 followers, 72 posts, active content — good but only half-leveraged
LinkedIn	Not found	0 / 10	No company page — invisible to commercial property managers, facilities, and developers
TikTok	Not found	0 / 10	No presence — missing the most visual-friendly platform for trades
Checkatrade	LAPSED	2 / 10	21 reviews (all 10/10), but subscription lapsed — profile outputs 'rated 0/10' in its code, potentially damaging Google's view of you

Problem: Your Checkatrade profile is actively damaging your reputation

1. Your Checkatrade profile has 21 historical reviews, almost all at 10/10 — that is a real asset.
2. But the profile is marked 'not a Checkatrade Tradesperson' — meaning your subscription has lapsed and new customers cannot contact you through the platform.
3. Worse: Checkatrade's structured data code literally outputs 'rated 0/10 from 21 reviews' on your profile page. That is the data Google reads when it crawls it.
4. Decide: either reinstate the Checkatrade subscription to make those 21 reviews work for you again, or ask Checkatrade to remove the profile entirely so the '0/10' schema stops being indexed.
5. Leaving it as-is is the worst option — you get none of the benefit and all of the reputational cost.

Problem: Google only knows about Facebook — Instagram is invisible

1. Your Google Business Profile 'Profiles' panel (bottom of the Knowledge Panel) only shows Facebook — your Instagram account with 224 followers and 72 posts is completely absent.
2. In your Google Business Profile dashboard, add your Instagram URL (instagram.com/dtelectrical_and_solar) to the social profiles section.
3. Google will then display an Instagram icon next to your Facebook one whenever anyone searches your business name — doubling the channels you are visible on.
4. Also add the link to your website footer and your email signature — every touchpoint should funnel people to your socials.

Problem: No LinkedIn = invisible to commercial and facilities clients

1. You have completed prestige commercial projects at Jubilee Pool Penzance, Redruth Cinema, and Truro Golf Club — those are exactly the jobs LinkedIn buyers are looking for.

2. Property managers, facilities companies, holiday let operators and commercial developers in Cornwall use LinkedIn to source tradespeople — not Google.
3. Create a DT Electrical Contractors LinkedIn Company Page (free, 15 minutes): add your NICEIC, OZEV, and Rointe accreditations, upload photos of the commercial projects, and list your commercial services.
4. Daniel, create your personal LinkedIn profile too and list yourself as Founder — personal profiles get 5x more reach than company pages.
5. Commercial electrical contracts are worth 10–100x more than domestic callouts. LinkedIn is where the decision-makers live.

Problem: Three directories are publishing wrong contact details

1. Cylex shows '24 Adelaide St TR18 2ER' with phone 07834 686814 — both are old and wrong.
2. Firmania shows 'Unit 5G Long Rock, TR20 8HT' with phone 07813 724735 — wrong unit number, wrong postcode, wrong phone.
3. Infobel shows '5 Longrock Industrial Estate' — missing the 'Unit' prefix.
4. Claim each of these listings (most directories let you 'claim this profile' for free) and correct the address and phone number.
5. Every wrong entry is a lost lead — a customer who Googles your business and lands on one of these will either call the wrong number or drive to the wrong address and give up.

3 AI Readiness Check

AI Readiness Score: **2/10**. AI-powered search (ChatGPT, Gemini, Perplexity, Copilot) is growing rapidly. When someone asks an AI 'who is the best electrical & solar near Penzance, West 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	Zero JSON-LD blocks — AI assistants cannot parse your services, reviews, or location
AI Crawler Access	All allowed	robots.txt does not block GPTBot, ClaudeBot, PerplexityBot, Google-Extended — good baseline
llms.txt	Missing	No llms.txt file — missing the new standard for telling AI crawlers what to prioritise
AI Overview citations	0	Zero pages cited in ChatGPT, Google AI Overview, Gemini, or AI Mode — you are invisible to AI search
Content Citability	Low	24 words on the homepage — AI has nothing meaningful to pull from
Review Signals	Strong (but hidden)	136 Google reviews at 5.0 is an elite signal — but AI can't see them without schema

Problem: When someone asks ChatGPT 'who is the best electrician in Penzance?', AI looks for businesses with structured data, review signals, and detailed content. You have elite review signals (136 at 5.0) but zero structured

data and 24 words of homepage content. The result: AI recommends cornwall-electrical.co.uk and cornwallelectrician.com even though their actual reputation is worse than yours.

1. Add LocalBusiness schema with your exact address, phone, hours, and priceRange — this is the single biggest AI visibility lever.
2. Add Service schema for each service (Rewiring, Solar, EV Chargers, EICR, Emergency) — tells AI exactly what you offer.
3. Add Review schema pulling in your Google reviews — makes your 136 reviews machine-readable.
4. Add FAQ schema with questions like 'Is DT Electrical NICEIC approved?', 'Do you install EV chargers in Penzance?', 'What areas do you cover?' — AI loves pulling FAQ content.
5. Create a /llms.txt file at the root of your site with a plain-text summary of your business, services, service area, and accreditations.
6. Write a proper About page with specific details — 20 years trading, Jubilee Pool project, NICEIC, OZEV, Roointe approvals. AI citations come from substance.

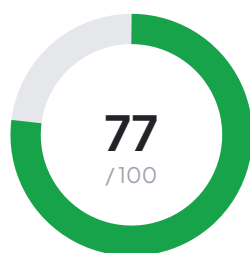
Why this matters right now: AI search is adding a new channel, not replacing Google. A business with 136 five-star reviews that AI cannot see is losing the same game twice — once in traditional search because of missing schema, and again in AI search because its reputation isn't structured. The businesses setting up structured data and citeable content now will dominate AI recommendations the same way early SEO adopters dominated Google.

“If you are thinking 'nobody is searching for a Cornwall electrician using AI' — you are probably right today. But when a holiday let owner asks Siri at 11pm on a Saturday to find an emergency electrician in Penzance, that is AI search, and it is already happening. The frustrating thing is you SHOULD be the obvious answer — 136 five-star reviews, NICEIC, 24/7 emergency — but AI doesn't know any of it because nothing on your site is structured. — Jonny

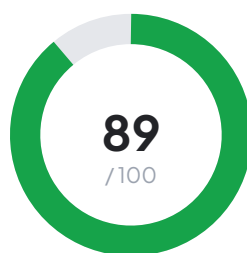
— Jonny

4 Website Performance

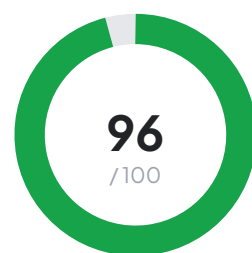
We ran your website through Google PageSpeed Insights — the same tool Google uses to measure user experience. These scores directly impact your search rankings.



Performance (Mobile)



Accessibility



Best Practices

Core Web Vitals

Metric	Value	Rating
First Contentful Paint (FCP) — mobile	2.2 seconds	Acceptable — target is under 1.8s
Largest Contentful Paint (LCP) — mobile	5.0 seconds	Poor — should be under 2.5s (hero image is loading too slowly on mobile)
Cumulative Layout Shift (CLS) — mobile	0	Excellent — page does not jump around while loading
Desktop Performance	93 /100	Very good — desktop users get a fast site
Mobile Performance	77 /100	Acceptable, held back by the slow LCP

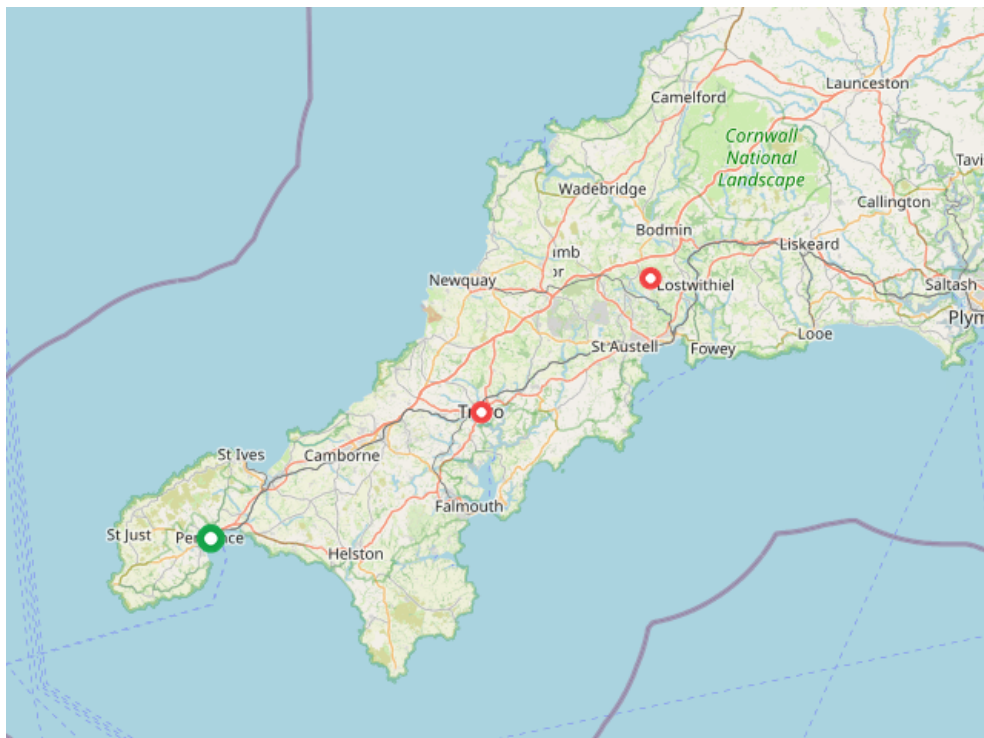
What this means: Your desktop site is fast, but mobile users are waiting 5 seconds to see your main hero image — and most local searches ('electrician near me') happen on mobile. Google considers anything over 2.5 seconds 'poor' for LCP, and some of those mobile visitors are giving up before the page finishes loading. On a modern BMS SmartSite build, LCP typically lands around 1–2 seconds because images are pre-optimised and served from a CDN.

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 is the #1 ranking factor. You already have 'Electrician' — good. Consider adding secondary categories for 'Solar energy company', 'Electrical installation service', and 'EV charging station'.
2	Proximity to searcher	Cannot control, but TR20 8HX places you perfectly for West Cornwall searches — use your geographic advantage.
3	Review quantity + recency	136 reviews is elite for Cornwall. But ranking rewards RECENT reviews — aim for 3–5 new Google reviews per week from completed jobs, not just a big historical total.
4	All 9 GBP category slots filled	Most businesses fill 1–2. Filling all 9 with relevant categories expands where Google shows your profile.
5	Keywords in business title	Must be your registered name — no keyword stuffing (Google penalises this). 'DT Electrical Contractors' is fine as-is.
6	Extended business hours	Your GBP says 'Open 24 hours' which is good for emergency searches — keep that.
7	GBP Posts weekly	Post 1–2 times per week with photos of completed jobs — builds engagement signals even though posts are not a direct ranking factor.
8	Correct map pin	Competitors CAN drag your pin to a wrong location. Check yours monthly.

What Does NOT Matter (Myth-Busts)

- **NAP consistency is NOT important for ranking** — Google handles partial name matching. But wrong phone numbers on Cylex and Firmania are still a problem because customers call them and don't reach you.
- **Keywords in GBP description do NOT impact ranking** — write it for humans, not for Google.
- **Google Posts do NOT impact ranking directly** — they build engagement signals, which indirectly help.
- **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 + 4 category hubs (Domestic / Commercial / Solar & EV / Emergency) + 8 service pages + 8–10 area pages + about + contact + blog.
- **Topical before geographic:** build out your Solar, EV Charger, EICR, and Rewiring service pages first — they are the high-value conversion pages — then roll out area pages.
- **Isles of Scilly angle:** almost nobody competes for 'electrician isles of scilly'. A dedicated page could own the entire term.
- **Reviews from completed jobs:** ask every customer on job completion. You have 136 but the rate matters — 2 new per week keeps you dominant.

- **NICEIC, OZEV, Rointe badges above the fold:** your accreditations are your trust moat. Currently they are buried — they should be the first thing a visitor sees.

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.

136 five-star reviews invisible in search results

Your Google reviews are elite — 136 at 5.0 stars. But because your website has no Review schema, they do not appear as rich snippets in Google search results. Someone searching 'electrician penzance' sees a plain blue link to a page titled 'HOME' instead of 'DT Electrical Contractors  5.0 (136)'. The click-through difference between those two results is roughly 3x. You are losing 2 out of every 3 potential clicks because your reputation is hidden from the SERP.

Checktrade profile schema is outputting '0/10'

Your lapsed Checktrade profile still ranks in Google search results for your brand name — but its structured data literally reads 'rated 0/10 from 21 reviews'. Google is crawling that. Anyone who sees the Checktrade result gets a confusing signal that contradicts your 5-star Google reputation. The 21 actual reviews are all 9.75 or 10 out of 10, but the aggregate being published is zero.

Invisible for service-specific searches

Someone in Cornwall searching 'solar panel installation cornwall', 'EV charger installer penzance', 'EICR landlord certificate cornwall', or 'commercial electrician truro' will not find you. Those are high-intent, high-value searches — a solar install is a £6,000–20,000 job. Your competitors at nsnelectrical.co.uk and daveyandgilbert.co.uk get those leads because they have dedicated service pages. You have one /services page covering everything.

Duplicate content splitting your ranking authority

Google is indexing both / and /home as separate pages, and you are literally ranking twice for the same keywords (position #2 and #9 for 'electrician penzance'). This happens because there is no canonical tag telling Google which is the real homepage. The authority that should be concentrated on one URL is split between two — meaning you are outranking yourself.

Zero area pages = zero town-level rankings

You serve Penzance, St Ives, Hayle, Camborne, Helston, Redruth, Truro and Isles of Scilly — and your Checktrade job history confirms you actually work in all of these places. But you have zero pages targeting any of those town names. Someone in St Ives searching 'electrician near me' will not find you, even though you are 10 minutes away and have better reviews than anyone else ranking.

Projected Impact Timeline

Timeframe	What Changes	Expected Outcome
30 days	Fix homepage title + canonical, add LocalBusiness + Review schema, resolve Checktrade status, fix Cylex and Firmania NAP, create LinkedIn page	'Electrician Penzance' moves from #2 to #1 — rich snippets start appearing with 5.0 star rating in search results
90 days	BMS SmartSite live with 4 service pages (Solar, EV, EICR, Rewiring) + 8 area pages, proper CTAs, photo gallery, testimonials widget pulling Google reviews live	Ranking for 'solar panel installation cornwall', 'EV charger installer penzance', 'electrician st ives', 'electrician isles of scilly' — 5-10x traffic increase from the current 47/month
6 months	Full 30-page site, 200+ Google reviews (up from 136), LinkedIn commercial pipeline active, FAQ schema + llms.txt for AI visibility, GBP posts weekly	Dominating local search for West Cornwall electrician — ranking top 3 for every major service + area combination, plus AI assistants citing you by name

The bottom line: You are sitting on one of the strongest trade reputations in West Cornwall — 136 five-star reviews, 20 years trading, NICEIC, OZEV, Rointe, and completed work at Jubilee Pool, Redruth Cinema and Truro Golf Club. Google has no idea any of that exists. Right now your website actively hides your strengths behind a title tag that reads 'HOME' and an empty homepage. Fixing that is not a rebuild — it is an unlock. The reputation is already there.

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 homepage title tag	Change from 'HOME' to 'Electrician Penzance & Solar Installers Cornwall DT Electrical Contractors'	10 min
2	Add canonical tag to homepage	Point canonical to https://dtelectricalcontractors.co.uk/ to fix the / vs /home duplicate	10 min
3	Resolve Checktrade status	Either reinstate the subscription or ask Checktrade to remove the profile — stop the '0/10' schema being indexed	30 min
4	Add Instagram link to Google Business Profile	Dashboard ≡ Info ≡ add instagram.com/dtelectrical_and_solar to social profiles	5 min
5	Ask 5 recent customers for Google Reviews	Send a direct link via text/WhatsApp — review recency matters more than total count	15 min

Do This Month (Some Technical)

#	Action	How	Time
1	Correct NAP on Cylex, Firmania, Infobel	Claim each listing and update the phone and address	1 hr
2	Create LinkedIn Company Page	Add NICEIC, OZEV, Rointe accreditations + photos of Jubilee Pool, Redruth Cinema, Truro Golf Club	1 hr
3	Fix broken /about-us link	The real page is /about-dt — either redirect /about-us to /about-dt or add a page at /about-us	20 min
4	Post 3x per week on Instagram + Facebook	Van shots, completed jobs, team photos, solar installs, before/after consumer unit upgrades	15 min/post
5	Add NICEIC + OZEV + Rointe badges above the fold on homepage	These are your trust moat — they should be the first thing a visitor sees	30 min

Longer Term (Professional Help Recommended)

1. Build a full BMS SmartSite: 4 category hubs (Domestic, Commercial, Solar & EV, Emergency) + 8 service pages + 8–10 area pages.
2. Add LocalBusiness, Service, Review, and FAQ schema to every page — so your 136 reviews finally appear as rich snippets.
3. Create an /lms.txt file and plain-text business summary so AI assistants can cite you by name.
4. Set up automated review requests after every completed job — aim for 2–3 new Google reviews per week.
5. Migrate off GoDaddy Website Builder 8.0 — it is a legacy platform with limited schema and performance control.
6. Build out a commercial property manager outreach on LinkedIn using the Jubilee Pool / Truro Golf Club projects as case studies.

“I know — that is a lot of steps. And honestly, most of it is not exciting. But here is the thing: you have already done the hard part. Earning 136 five-star reviews over 20 years is the thing nobody can shortcut — that is the moat. The rest of this list is purely about removing the barriers between that reputation and Google. Every fix above is a piece of your reputation becoming visible. — 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:

136 five-star Google reviews: This is elite for the Penzance market. Most of your direct competitors have 10–50 reviews. This is a moat — not something that can be copied quickly by a new entrant. Your reputation is already the best in West Cornwall electrical.

20 years trading (since 2005): Daniel founded DT Electrical before most of your competitors existed. Experience is exactly what Google and AI both prioritise when ranking local trades. You have it — it just needs to be displayed on the site.

NICEIC Approved Contractor + OZEV Approved Installer + Rointe Approved Installer: Three industry-recognised accreditations across electrical, EV charging, and heating. This is rare — most Cornwall electricians hold one, not three. Every accreditation should be badge-level prominent on every page.

Prestige project portfolio: Jubilee Pool Penzance, Redruth Cinema, Truro Golf Club. These are social proof goldmines that are currently buried on a /about-dt page. Turned into case studies with photos, they are how you close commercial contracts worth £10,000+.

Dual trade (Electrical + Solar): You can cross-sell a solar install to an electrical customer and an EV charger to a solar customer. Single-trade electricians cannot match this. The lifetime value of a DT customer should be 2–3x that of a single-trade competitor.

24/7 emergency service: Emergency electrician searches are high-value, high-intent. Someone searching at 11pm needs help NOW and will pay premium rates. Most Cornwall electricians are not genuinely 24/7. This is a competitive advantage.

Already ranking #2 for 'electrician penzance': You are outranking almost every local competitor on essentially no content. That is proof your brand signals are strong enough that Google wants to rank you — the website is the only thing holding you back from #1.

Competitor Comparison

Factor	DT Electrical Contractors	Typical Local Competitor
Google Reviews	136 (5.0★)	10–800 (mixed)
Years Trading	20+ (since 2005)	2–30 years
Accreditations	NICEIC + OZEV + Rointe	Usually 1

Factor	DT Electrical Contractors	Typical Local Competitor
Service Pages	1 (all services combined)	10–30+ individual pages
Area Pages	0	8–20 towns covered
Schema Markup	None	Basic LocalBusiness (most)
Prestige Projects Shown	0 (all buried)	Homepage case studies
Instagram	224 followers (active)	0–500 (mostly dormant)

The market is beatable. Your Cornwall competitors are not doing SEO well — most have basic Google Business Profiles, thin websites, and no schema markup. What they DO have that you lack is: individual service pages, area pages, and visible accreditations above the fold. Those are mechanical fixes, not reputation fixes. A professionally rebuilt website with your existing 136-review moat would put DT Electrical at the top of West Cornwall electrical search within 90 days, and dominant within 6 months.

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 cleanup, 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

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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