



YOUR FREE DIGITAL HEALTH REPORT

Eco Light Electrical

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	Eco Light Electrical
Location	Greater Manchester
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.

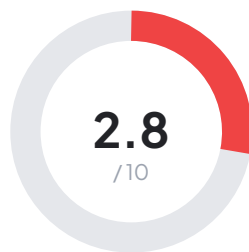
We have audited Eco Light Electrical's entire online presence — your website, SEO, social media, local search, AI readiness, and website performance. This report is yours to keep regardless of whether you ever work with us. Every recommendation is actionable, and the quick wins section has steps you 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: Eco Light Electrical is doing 40+ jobs a month in Greater Manchester — but averaging just £25 per job. Your website is invisible on Google, you have no Google reviews, and your competitors are charging 10–50x more per job because they get found for high-value work like rewires, EV chargers, and commercial contracts. The work quality is clearly there (your TrustATrader reviews prove it) — but right now only Checkatrade and Bark customers can find you.

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	Not found or unverified
Website Title Tags	25 / 100	Homepage decent, inner pages generic
Service Pages	10 / 100	All services on one page — no individual pages
Local SEO	5 / 100	No area pages despite serving multiple Greater Manchester areas
Schema Markup	0 / 100	None detected
Reviews	5 / 100	TrustATrader reviews only, zero Google reviews

Problem: You are invisible on Google Maps

1. Claim and verify your Google Business Profile (search 'Google Business Profile' and follow setup).
2. Use your registered address or set up a service area covering Manchester, Salford, Stockport, Trafford.
3. Choose 'Electrician' as your primary category — this is the #1 ranking factor.
4. Upload 20+ photos of your work — completed installations, switchboards, EV chargers.
5. Ask your next 5 customers to leave a Google Review this week.

Problem: Two websites are fighting each other

1. You have two websites: ecolightelectrical.com (domestic) and commercialelectriciancentrallondon.co.uk (commercial).
2. Running two separate sites splits your authority with Google — neither gets the full benefit.
3. Consolidate to ONE website with separate service sections for domestic and commercial.
4. Redirect the second domain to your main site (this passes its authority to your primary domain).
5. One strong site will always outrank two weak ones.

Problem: All your services are on one page

1. Create individual pages for each service: EV Charger Installation, Rewiring, Lighting Design, Emergency Electrician, CCTV Installation, Fire Alarms, PAT Testing, Fuse Board Upgrades, Commercial Electrical.
2. Each page needs 500+ words describing the service, your approach, and pricing indicators.
3. Include project photos specific to that service.
4. These pages are what rank for 'EV charger installer Manchester' and 'emergency electrician Salford'.
5. Your competitors have 10–30+ individual service pages. You have 1.

Problem: You are missing from every Manchester area search

1. Create pages for each area you serve: Manchester, Salford, Stockport, Trafford, Bolton, Bury, Oldham, Rochdale.
2. Your competitors have pages for EVERY Greater Manchester borough — that is why they rank.
3. Each area page should reference the specific area, services available, and any jobs you have done there.
4. Manchester is hyper-local — someone in Salford searching 'electrician near me' will not find you without a Salford page.

Quick Fix: If your website has any placeholder pages, test pages, or pages with no content — delete them. Also: your second website (commercialelectriciancentrallondon.co.uk) is splitting your Google authority. Until you consolidate, at minimum add a link from it back to your main site.

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 manchester	720	Not ranking	High
emergency electrician manchester	320	Not ranking	Medium
ev charger installer manchester	260	Not ranking	Medium
electrician salford	210	Not ranking	Low
rewiring specialist manchester	170	Not ranking	Medium
commercial electrician manchester	140	Not ranking	Low
electrician near me manchester	480	Not ranking	High

2 Social Media Health Check

Social media is not just about posting — it is about proving you are active, professional, and trustworthy. Here is how each platform scores:

Platform	Handle	Score	Status
Instagram	@ecolightelectrical	0 / 10	58 followers, ~10 posts
Facebook	ECO LIGHT Electrical	1 / 10	43 likes, minimal activity
LinkedIn	None	0 / 10	No company page
TikTok	None	0 / 10	No presence
YouTube	None	0 / 10	No presence

Problem: 58 followers and 43 likes is invisible

1. Post 3-5 times per week — before/after shots of installations, switchboard upgrades, EV charger fits.
2. Film 30-second time-lapses of installations — electrical work is visual and satisfying to watch.
3. Use location tags on every post (Manchester, Salford, Stockport).
4. Share your TrustATrader reviews as social posts — screenshot them.
5. Electrical work is one of the most shareable trades on social media — people love seeing neat wiring.

Problem: No LinkedIn = invisible to commercial clients

1. Create an Eco Light Electrical LinkedIn company page (free, 15 minutes).
2. Add commercial services, accreditations, and project photos.
3. Connect with property managers, building managers, and facilities companies in Greater Manchester.

4. Commercial electrical contracts are worth 10-100x more than domestic jobs — LinkedIn is where they search.

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 electrical near Greater Manchester?', the AI needs structured data, citations, and brand signals to recommend you. Right now, it has almost nothing to work with.

AI Ranking Factor	Your Status	Impact
Structured Data (Schema)	Unknown type only	AI cannot parse your services or location
AI Crawler Access	All allowed	Not blocked — good baseline
Content Citability	Low	Thin pages with minimal detail
Review Signals	Minimal	TrustATrader only — AI weights Google reviews heavily
Brand Mentions	Low	Two domains confusing AI further

Problem: When someone asks an AI 'who is the best electrician in Manchester?', the AI looks for businesses with structured data, reviews, directory listings, and detailed service descriptions. You have scattered assets across two domains, one review platform, and thin content. The result: AI recommends your competitors instead.

1. Add LocalBusiness schema markup to your website — this is the language AI understands.
2. Check your robots.txt to ensure AI crawlers (GPTBot, Google-Extended) are not blocked.
3. Create FAQ content on service pages — AI loves pulling from Q&A; format.
4. Build your review presence — AI references star ratings and review sentiment.
5. Get mentioned on local directories and industry sites — third-party mentions build AI trust.
6. Create a clear, factual 'About' page — AI uses this to understand who you are.

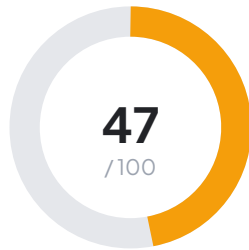
Why this matters right now: AI search is not replacing Google — it is adding a new channel. Early movers who set up structured data and build citeable content now will dominate AI recommendations the same way early SEO adopters dominated Google. The businesses that wait will be playing catch-up for years.

“If you are thinking 'nobody is searching for an electrician using AI' — you might be right today. But when someone asks Siri to find an emergency electrician at 11pm on a Saturday, that is AI search. And it is happening right now. I would rather set you up for it now when it is easy than try to catch up later when everyone else has figured it out.

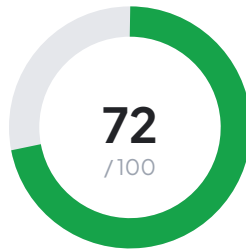
— Jonny

4 Website Performance

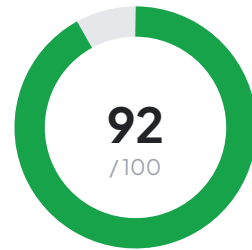
We ran your website through Google PageSpeed Insights — the same tool Google uses to measure user experience. These scores directly impact your search rankings.



Performance (Mobile)



Accessibility



Best Practices

Core Web Vitals

Metric	Value	Rating
First Contentful Paint (FCP)	5.0 seconds	Poor — should be under 1.8s
Largest Contentful Paint (LCP)	9.0 seconds	Poor — should be under 2.5s
Desktop Performance	80/100	Acceptable but room for improvement

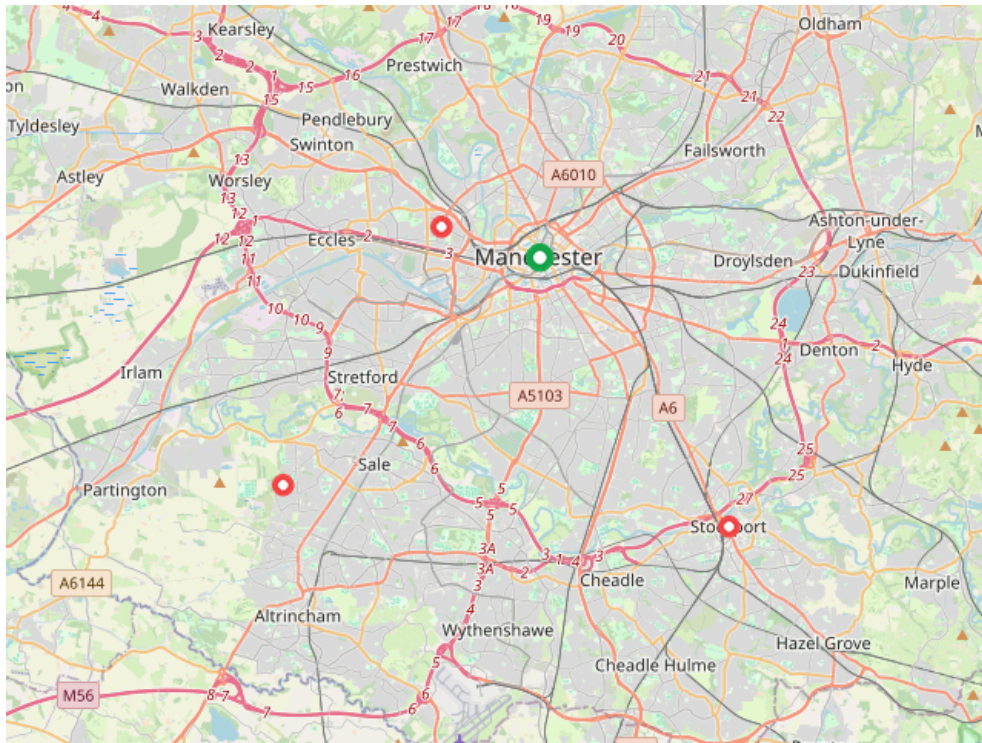
What this means: Your website takes over 9 seconds to show content on mobile. Google considers anything over 2.5 seconds 'poor'. Most visitors on mobile — which is the majority of local searches — are leaving before the page finishes loading.

5 Local SEO Intelligence

This section goes beyond the standard audit. These are the ranking factors that most agencies either do not know about or get wrong.

Your Service Area Map

■ Your business ■ Service areas ■ Competitors



What Actually Matters for Local Ranking (2026)

#	Ranking Factor	Why It Matters
1	Primary GBP category	Most specific option is the #1 ranking factor. 'Electrician' beats 'Electrical Contractor'.
2	Proximity to searcher	Cannot control, but having your address in target city helps significantly.
3	Keywords in business title	Must be your registered name — no keyword stuffing. Google penalises fake names.
4	Extended business hours	Being 'open' during a search significantly boosts visibility in local results.
5	Google rating 4.5+	Appears to be a behavioural/click signal — high-rated businesses get more clicks.
6	All 9 GBP category slots filled	Most businesses use 1-2. Filling all 9 with relevant categories expands where you show up.
7	Review recency	7 new reviews per week beats 5,000 total with no recent ones. Consistency wins.
8	Correct map pin	Competitors CAN drag your pin to a wrong location. Check yours regularly.

What Does NOT Matter (Myth-Busts)

- **NAP consistency is NOT important for ranking** — Google handles partial name matching. Do not waste money on NAP audit tools.
- **Keywords in GBP description do NOT impact ranking** — write it for humans, not for Google.
- **Google Posts do NOT impact ranking** — useful for engagement, but not a ranking signal.
- **Setting service areas has ZERO ranking impact** — it only affects where your profile shows, not how it ranks.

- **Geotagging photos manually is useless** — Google strips EXIF data on upload. Do not pay anyone to do this.

Your Local SEO Game Plan

- **'Core 30 pages' strategy:** homepage + 4 category pages (domestic, commercial, emergency, EV/renewables) + 20-25 individual service + area pages.
- **Topical before geographic:** build out service pages first, THEN area pages.
- **Chamber of Commerce links:** join the Greater Manchester Chamber of Commerce.
- **Content silos:** blog posts about electrical safety, EV charger regulations, smart home guides link back to service pages.
- **Review recency beats review quantity:** aim for 2-3 new Google reviews per week from your 40+ monthly jobs.

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.

Missed calls

You answer calls on-site. As an electrician working in ceiling voids and consumer units, you cannot answer every call. Every missed call from a potential customer is a lost job — and those jobs could be worth £500-£5,000+.

Invisible to search

There are people in Manchester right now searching 'electrician near me'. They will find your competitors. They will never find you.

No social proof on Google

You have excellent TrustATrader reviews, but zero Google reviews. When someone Googles your name to check you out after a referral, they find... nothing. Some will call anyway. Others will pick the competitor with 200 Google reviews.

Brand confusion

You have two websites and two Companies House registrations (ECO LIGHT ELECTRICAL LTD and ECOLIGHT ELECTRICAL SOLUTIONS LTD). Google and potential customers see confusion. Neither brand builds full authority.

Job value problem

At £1,000/month from 40+ jobs, you are averaging ~£25 per job. Manchester electricians typically charge £150-400 for standard jobs and £3,000-8,000 for rewires and EV installations. Your current lead sources (Bark, Checkatrade) attract price-sensitive customers looking for the cheapest option. Google search attracts customers with urgent problems who pay for quality.

Projected Impact Timeline

Timeframe	What Changes	Expected Outcome
30 days	GBP optimised, title tags fixed, review collection started, 2 domains consolidated	Appearing in Google Maps, first Google reviews coming in
90 days	Service pages and area pages ranking, lead capture forms working, social media active	Ranking for low-competition Manchester terms, 10-20 enquiries/month from Google
6 months	Full 30-page site, 50+ reviews, content silos, AI readiness	Dominating local search for Greater Manchester electrician. Job values increasing from £25 to £200+ average. Revenue from £1k to £5-10k/month

The bottom line: You are a Manchester electrician doing 40+ jobs a month — but you are earning what a part-time tradesman in a rural area would earn. The issue is not your skills or your work ethic. It is that your online presence attracts the cheapest jobs instead of the most valuable ones. Fix your online presence and you fix your revenue.

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	Claim Google Business Profile	Search 'Google Business Profile' and follow setup	30 min
2	Ask 5 recent customers for Google Reviews	Send them a direct link via text/WhatsApp	15 min
3	Fix homepage title tag	Add 'Manchester' and key services	10 min
4	Set extended business hours on GBP	Show you are available 24/7 for emergencies	5 min
5	Add link from commercial site to main site	Until consolidation is done	10 min

Do This Month (Some Technical)

#	Action	How	Time
1	Create individual service pages	One page per service (EV, rewiring, emergency, etc.)	2-3 hrs
2	Set up Instagram posting schedule	3 photos per week of completed jobs	1 hr/wk

#	Action	How	Time
3	Create LinkedIn company page	Target commercial contracts	1 hr
4	Submit to 10 local directories	Yell, Thomson, Checkatrade, FreeIndex, etc.	2 hrs
5	Add 20+ project photos to Google Business Profile	Installations, switchboards, EV chargers	1 hr

Longer Term (Professional Help Recommended)

1. Build full 30-page website with service pages, area pages, and content silos.
2. Consolidate two domains and two Companies House registrations into one brand.
3. Implement automated review request system (every job = review request).
4. Set up a multi-step quote form so leads are captured when you cannot answer.
5. Build local authority links — Greater Manchester Chamber of Commerce, local press, supplier partnerships.

“I know — that is a lot of steps. And honestly? Most of it is not fun. But every single one directly puts more money in your pocket. The difference between a £25 socket swap from Bark and a £5,000 rewire from Google is literally just whether the right customer can find you. That is the trade-off.

— Jonny

8 What You Have Going For You

This report has been heavy on what needs fixing. But let us be clear — you have serious advantages that most competitors do not:

40+ jobs per month on word of mouth alone: This proves your work quality is excellent. When customers use you, they come back and refer others. That is the hardest thing to build — and you already have it.

Excellent TrustATrader reviews: Peter Kohn's review reads like a sales letter. Multiple customers praise your professionalism, tidiness, and fair pricing. These reviews need to be on Google where 10x more people will see them.

10+ years of experience: Experience is what Google and AI both look for when ranking local businesses. You have it — it just needs to be visible.

24/7 emergency service: Emergency electrician searches are high-value, high-intent. Someone searching at 11pm needs help NOW and will pay premium rates. Your 24/7 availability is a competitive advantage most electricians cannot offer.

Manchester location: Greater Manchester has over 2.8 million people and a booming construction/renovation market. Electricians in Manchester charge £150-400 for standard jobs and much more for commercial and EV work. The demand is there — you just need to be found.

Competitor Comparison

Factor	Eco Light Electrical	Typical Local Competitor
Google Reviews	0	50-800+
Service Pages	1 (all services combined)	10-30+ individual pages
Area Pages	None	10-20+ (every neighbourhood)
Local SEO	None	Basic GBP + some directories
Social Media	58 IG / 43 FB	Sporadic, inconsistent
Accreditations	TrustATrader only	NICEIC/NAPIT displayed
Schema Markup	Unknown type	None (opportunity for both)

The market is beatable. Your Manchester competitors are not doing SEO well — most have basic Google Business Profiles and outdated websites. Nobody in your area is doing schema markup, content silos, or AI optimisation. A professional setup would put you ahead of 90% of local competition within 90 days.

What Happens Next

This report is yours. No strings attached. The action steps are real, the quick wins are free, and everything in here is based on actual data — not guesswork.

If you want help implementing any of this, that is what we do. We build the website, set up the SEO, create the content, and manage the ongoing optimisation. One monthly fee, no long contracts, and you own everything we build.

No pressure. No hard sell. If you do nothing with this report, you are still better informed than 95% of your competitors. But if you want to move fast, we are ready to start.

“Right now I am building my reputation, which means you are getting the best deal I will ever offer. I am not going to be this cheap forever — and I say that as someone currently charging £197/month for work that most agencies bill thousands for. I am basically scamming myself. But I would rather have 5 brilliant case studies than 50 average ones.

— Jonny

“For our first 5 clients, the full SEO setup — Google Business Profile optimisation, schema markup, directory submissions, area pages — is included free. Normally this is something agencies charge £1,000–3,000 per month for. I am including it because the results speak louder than any testimonial I could write.

— Jonny

Book a Free Strategy Call

15 minutes. No obligation. We will walk through this report together and answer any questions you have.

start.buildmyservice.co.uk/call

Or message Jonny directly — he does not bite

“Give away your best stuff for free. The people who can do it themselves were never going to pay you anyway. The ones who cannot will.”

— Alex Hormozi

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