



YOUR FREE DIGITAL HEALTH REPORT

# Evri Construction Ltd

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

|              |                                        |
|--------------|----------------------------------------|
| Prepared for | Steven Cope                            |
| Business     | Evri Construction Ltd                  |
| Location     | Llangollen, Denbighshire (North Wales) |
| Date         | 27 April 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 Evri 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](https://buildmyservice.co.uk)

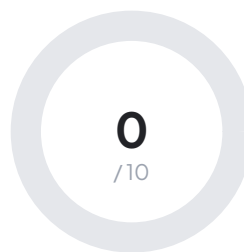
# Your Scores at a Glance



SEO Health



Online Presence



Website Quality



Review Presence

**What this means:** We searched the entire web for Evri Construction Ltd. Here is what we found: a Companies House page confirming you incorporated 16 weeks ago, a free BookaBuilder UK profile with no reviews and no photos, three MyBuilder category listings mostly tagged 'New on MyBuilder', and a MyJobQuote profile that mentions your 22 years of trade experience. That is your entire online footprint. No website. No Google Business Profile. No Facebook page. No Instagram. No LinkedIn. The bigger problem is your business name. When somebody types 'Evri Construction' into Google, 7 of the 10 first-page results are about Evri the parcel-delivery company — their new Barnsley fulfilment centre, their Bridgend warehouse, their Leeds tech hub. The courier is eating your search real estate. The good news: when somebody adds 'Llangollen' or 'Denbighshire', Google correctly finds you and the AI Overview now writes a clean little paragraph about you. The opportunity is huge — the .co.uk domain matching your name is still available, no Denbighshire competitor has a proper service-x-town site, and you have 22 years of work to turn into reviews and case studies. This report walks through every gap, every fix, and the order to do them in.

## 1 SEO Health Check

Your SEO score is **5/100**. 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 Indexed Pages    | 0 / 100 | You have no website, so Google has nothing to index. The only pages indexed about you are third-party (Companies House, BookaBuilder, MyBuilder, MyJobQuote, Credence Data, Northdata, B2BHint). You do not control a single one of them.                     |
| Google Business Profile | 0 / 100 | We checked Google Maps directly — no GBP exists for Evri Construction Ltd. Maps shows 'Partial match' and offers an 'Add a missing place' button. This locks you out of the Local Pack — the 3-business map box that captures 44-61% of all 'near me' clicks. |

| Category             | Score    | Status                                                                                                                                                                                                                                                                                                                                   |
|----------------------|----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Service Pages        | 0 / 100  | No website means no service pages. Competitors with extension/loft/roofing pages are ranking for terms you cannot touch.                                                                                                                                                                                                                 |
| Area Pages           | 0 / 100  | No pages targeting Llangollen, Ruthin, Denbigh or Corwen. No Denbighshire competitor has built proper service-x-town pages either — this is the single biggest wedge available.                                                                                                                                                          |
| Schema Markup        | 0 / 100  | No structured data anywhere. Without a GBP, schema is the primary entity-disambiguation signal Google has. You currently have neither.                                                                                                                                                                                                   |
| Brand Disambiguation | 10 / 100 | Your business name collides with Evri Ltd, the UK parcel courier (formerly Hermes). On the unqualified search 'Evri Construction', 7 of 10 first-page results are about the courier's actual construction projects — Barnsley, Bridgend, Leeds, Suffolk Park warehouses. This is a structural SEO headwind unique to your business name. |

## Problem: The Evri brand-name collision is eating your search results

1. We searched 'Evri Construction' — no qualifier — to see what a stranger would find. Of the 10 first-page Google results, only 2 were about you (your Companies House page, your BookaBuilder profile). The other 8 were either the parcel courier's construction projects or a separate roofing company called 'Evri Roofs' in South Yorkshire.
2. The parcel courier was previously called Hermes Parcelnet. They rebranded to 'Evri' and have spent millions on PR. Every time they open a new fulfilment centre, write a press release, or appear on the BBC, they get another link with the word 'Evri' near the word 'construction'. You are competing for your own brand name against a £2bn parcel company.
3. The geography saves you. The moment somebody adds 'Llangollen' or 'Denbighshire' or 'North Wales' to the search, Google figures it out and you appear at the top. We tested it — Google's AI Overview now writes a clean paragraph about you specifically.
4. Your fix is to never let your brand show up without a geographic anchor. Every page on your future website. Every directory listing. Every social post. Every business card. Always 'Evri Construction Ltd, Llangollen' or 'Evri Construction, North Wales' — never just 'Evri Construction'.
5. Optional second fix worth thinking about: a trading name. Something like 'Evri Construction North Wales' or 'Cope Construction' as a sub-brand on the website. Not urgent, but worth a 30-minute think.

## Problem: You have no Google Business Profile — confirmed visually

1. We typed your business name into Google Maps. Maps replied with 'Partial match' and crossed out 'Evri Construction' — only 'Llangollen' the place was found. This is the binary 'NO GBP' answer that matches what you told us at the funnel.
2. Without a GBP you cannot appear in the Local Pack — the box of 3 businesses with stars and phone numbers that Google shows above the regular results for searches like 'extension builder Llangollen' or 'loft conversion Denbighshire'.
3. GBP is free. You go to business.google.com, claim 'Evri Construction Ltd', verify by postcard (5-14 days) or video (instant if available). You add categories: 'General contractor' as primary, 'Extension contractor', 'Roofing contractor' as secondary.

4. Once verified you add: services, opening hours, service area (Llangollen + Ruthin + Denbigh + Corwen + Wrexham as a 15-mile radius), 10-20 photos of finished jobs, and a first 'From the owner' post.
5. This single action — done properly — moves you from invisible to indexed in the Map Pack within 4-6 weeks. Nothing else in this report comes close to that ROI.

### **Problem: Your domain name is still available — grab it today**

1. We checked Nominet (the .uk registry) for evriconstruction.co.uk. It returned 'not found' — meaning the domain is unregistered. Nobody has claimed it. You can buy it today for around £8/year.
2. This is unusual. Most matching .co.uk domains for trading-name-Ltd are gone. Yours being free is purely because the business is 16 weeks old and nobody has thought to grab it.
3. Buying the domain does NOT mean building the site immediately. Step one is just owning the namespace so a competitor (or worse, a domain squatter) cannot claim it. Park it with the registrar.
4. When you do build the site, the matching domain compounds with the GBP and the schema markup as the third leg of your entity signal to Google. Mismatched domain (e.g. 'cope-builders-llangollen.co.uk') is a much weaker signal.
5. Recommended registrar: Namecheap, 123-Reg or Cloudflare. All under £10/year. Lock it down today.

### **Problem: No directory citations beyond the obvious three**

1. We found you on BookaBuilder UK (free profile, 0 reviews, 0 photos), MyJobQuote (member since November 2025), and MyBuilder (multiple category listings, 1 review). The auto-scraped Companies House listings on Credence Data, Northdata and B2BHint also show up but those are not citations you control.
2. What is missing: Yell, Checkatrade, TrustATrader, Bark, FreeIndex, Houzz UK, FMB (Federation of Master Builders), Hibu. Every UK builder needs to be on at least 8-10 directory citations for Google to read your business as 'real and locally trusted'.
3. The free ones (Yell, FreeIndex, Bark basic, Hibu) take 10 minutes each. Just sit down for 90 minutes one afternoon and bang them out. Same name, same address, same phone — 'Evri Construction Ltd / 45 Maes Pengwern, Llangollen, LL20 8BB / +44 7391 560878' — byte-identical on every one.
4. The paid ones (Checkatrade ~£60/month, MyBuilder ~£25/month, TrustATrader varies) generate direct leads but cost money. Add these once your GBP and reviews are flowing.
5. Citation consistency is the rule that matters most. One profile saying 'Llangollen' and another saying 'Fron-Bache' (which BookaBuilder does) is the kind of inconsistency that suppresses your ranking. Lock the canonical NAP and use it everywhere.

**Quick Fix:** If you do one thing this week, set up your Google Business Profile. Go to [business.google.com](https://business.google.com), claim 'Evri Construction Ltd', verify your postcode (LL20 8BB), pick 'General contractor' as your primary category, add your phone, your service area (15-mile radius around Llangollen), 5-10 photos of your work, and your opening hours. Postcard verification takes 5-14 days. The moment that postcard arrives, you become visible on Google Maps for the first time. This is by far the highest-leverage 30 minutes you can spend right now.

## 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 |
|---------------------------------|------------------|---------------|-------------|
| builder near me                 | 60,500           | Not ranking   | High        |
| loft conversion                 | 33,100           | Not ranking   | High        |
| extension builder near me       | 9,900            | Not ranking   | High        |
| house extension cost            | 8,100            | Not ranking   | High        |
| loft conversion cost            | 5,400            | Not ranking   | High        |
| builder Wrexham                 | 320              | Not ranking   | Medium      |
| home extensions Wales           | 110              | Not ranking   | Medium      |
| loft conversion North Wales     | 90               | Not ranking   | Low         |
| extension builder Wrexham       | 70               | Not ranking   | Medium      |
| builder Denbighshire            | 50               | Not ranking   | Low         |
| garage conversion North Wales   | 50               | Not ranking   | Low         |
| roofer Llangollen               | 30               | Not ranking   | Low         |
| builder Llangollen              | 30               | Not ranking   | Low         |
| extension builder Denbighshire  | 30               | Not ranking   | Low         |
| property maintenance Llangollen | 20               | Not ranking   | Low         |
| loft conversion Llangollen      | 10               | Not ranking   | Low         |
| house extension Llangollen      | 10               | 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 | Not present | 0 / 10 | We tried multiple URL variations, did Google searches for 'Evri Construction Facebook Llangollen', and checked the Facebook icon on your BookaBuilder profile. Result: no business page exists. The BookaBuilder Facebook icon is a template placeholder — it does not link anywhere. |

| Platform        | Handle                      | Score    | Status                                                                                                                                                                                                                                         |
|-----------------|-----------------------------|----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Instagram       | Not present                 | 0 / 10   | No business account, no personal account under Steven Cope or Evri Construction. Construction transformation content (extension before/after reels) performs exceptionally well on Instagram — pure missed opportunity.                        |
| Google Business | Not present                 | 0 / 10   | Confirmed via Google Maps direct search — no listing exists. You are invisible in the Local Pack and Maps.                                                                                                                                     |
| LinkedIn        | Not present                 | 0 / 10   | No company page for Evri Construction Ltd. No personal profile for Steven Cope linked to a Llangollen builder. Less critical for a residential trade — but useful for credibility on bigger commercial-style jobs.                             |
| TikTok          | Not present                 | 0 / 10   | No presence. UK trade-transformation TikToks (lofts, extensions, builds) regularly hit 100k+ views with zero ad spend. North Wales builders are barely on the platform — wide-open lane.                                                       |
| YouTube         | Not present                 | 0 / 10   | No channel. Long-form build walk-throughs and 'extension cost guide' videos are gold dust for ranking AND for warming up homeowner enquiries before they call.                                                                                 |
| BookaBuilder UK | Free profile (BB127877)     | 1 / 10   | Joined 2 April 2026. Zero reviews. No photos uploaded. The profile mentions 'Facebook' and 'LinkedIn' icons but neither links to anything real. Useful as a citation; useless as a lead source until reviews land.                             |
| MyJobQuote      | Profile live since Nov 2025 | 1.5 / 10 | Member since November 2025 (predates your Ltd incorporation — you joined as a sole trader). Lists your 22-year experience claim, LL20 8BB postcode, and the 'one job at a time, fixed price, no hidden fees' positioning. Zero reviews logged. |
| MyBuilder       | Multi-category listings     | 1.5 / 10 | Listed under multiple categories (Extension Builder, Bricklayer, Door Fitter, Glass Replacement, Window Fitter). Most marked 'New on MyBuilder'. One category shows 1 five-star review. Solid foundation — needs review velocity.              |

## Problem: Zero owned social media — every platform is missed leverage

1. You have no business presence on Facebook, Instagram, LinkedIn, TikTok or YouTube. The BookaBuilder profile shows social icons but they are template placeholders — they do not connect to anything you actually own.
2. For a builder, the order of social priority is Facebook ≡ Instagram ≡ TikTok ≡ LinkedIn ≡ YouTube. Facebook because that is where Denbighshire homeowners ask 'anyone know a good builder in Llangollen?' in local groups. Instagram because before/after extension reels are pure conversion gold. TikTok because it punches above its weight for trade content with almost no competition.

3. Minimum first move: Facebook Business Page, Instagram business account. Both free, both 15 minutes each. Add the same NAP details, same logo, same service list. Post once a week — a job photo, a finished room, a quick 'morning all, on a roof in Ruthin today' update. Consistency beats perfection.
4. Use the 22 years of experience as the hook. Most Denbighshire builders have been trading 3-5 years and post 'on a job site today' photos. You can post 'two-decades-of-mistakes-I've-learned-from' content that nobody else can credibly write. That is your differentiator.
5. Tag every post with location ('Llangollen extension build, week 2'). The geo-tag does double duty as a proof signal and a soft SEO citation.

### **Problem: One review across all directories — turn that into 30 in 90 days**

1. We found one five-star review across all your MyBuilder category listings. That is a great start — five-star momentum from day one beats a 4.6 average built up over years.
2. You said you do 'one job at a time, fixed price, no hidden fees'. That positioning is exactly the kind of thing customers love to write about in reviews. Every job that finishes well is one review away from being on Google, MyBuilder, Checkatrade and your own website.
3. Create a one-tap review request system. Buy a £15 NFC business card. When the customer pays the final invoice, hand them the card — they tap it on their phone and your Google review page opens. Frictionless = signed reviews.
4. Goal: 5 reviews on Google in your first month after GBP verification. 15 by month 3. 30 by month 6. At 30 reviews you cross the trust threshold where homeowners stop checking competitors and just call you.
5. Pick one platform as the primary review home. We recommend Google (because of GBP integration) with MyBuilder as secondary (because Denbighshire homeowners already use it). Ignore Trustpilot for now — it is more relevant for SaaS than for builders.

### **Problem: Your branded SERP gives the parcel courier a clear run**

1. Try this yourself: open Google in private mode, type only 'Evri Construction', and look at page 1. You will see 7 results out of 10 about the parcel courier — Barnsley fulfilment centre, Bridgend warehouse, Suffolk Park, Leeds tech hub. You appear twice (Companies House, BookaBuilder) and there is a separate 'Evri Roofs' company in Yorkshire.
2. This is structurally hard to fix because you cannot outrank a £2bn parcel company on their own brand. The fix is to never let your brand appear without a geographic qualifier.
3. Concrete rule: every page on your website carries 'Llangollen' or 'North Wales' or 'Denbighshire' in the title tag and H1. Every Facebook post is geo-tagged. Every directory NAP includes the LL20 8BB postcode prominently. Every email signature reads 'Evri Construction Ltd, Llangollen, North Wales'.
4. Optional bigger move: register a trading name. 'Evri Construction (North Wales)' or 'Cope & Sons Construction' as a parallel trading style. Not urgent, but worth thinking about before you spend any money on signage, vans or stationery — much easier to set the right brand once than to repaint the van twice.
5. Trademark check: the parcel courier owns the 'Evri' wordmark in delivery/logistics classes (Class 39). You are in construction (Class 37). The risk of an actual trademark dispute is low but non-zero — worth a £100 IPO search before spending anything significant on brand identity.

## **3 AI Readiness Check**

AI Readiness Score: **8/10**. AI-powered search (ChatGPT, Gemini, Perplexity, Copilot) is growing rapidly. When someone asks an AI 'who is the best general builder near Llangollen, Denbighshire (North Wales)?', the AI needs structured data, citations, and brand signals to recommend you. Right now, it has almost nothing to work with.

| AI Ranking Factor    | Your Status          | Impact                                                                                                                                                                                                                                                                                        |
|----------------------|----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| AI Crawler Access    | N/A                  | No website exists for AI crawlers (GPTBot, ClaudeBot, PerplexityBot) to access.                                                                                                                                                                                                               |
| Schema Markup        | None                 | No structured data anywhere. AI search engines have no machine-readable summary of who you are or what you do.                                                                                                                                                                                |
| llms.txt File        | N/A                  | No website means no llms.txt — AI models have only third-party data (Companies House, BookaBuilder) to work with.                                                                                                                                                                             |
| Content Depth        | Minimal              | Total controllable web content about your business: one BookaBuilder bio paragraph, one MyJobQuote bio, one MyBuilder bio. Roughly 200 words across the entire web.                                                                                                                           |
| AI Overview Coverage | Surprisingly present | Google's AI Overview correctly identifies you as 'a construction firm based in Fron-Bache, Denbighshire, specializing in extensions' on geo-qualified searches. This is unexpectedly good for a 16-week-old business — but driven entirely by Companies House data, not anything you control. |

## Problem: AI search engines see you only through third-party scraps

1. We tested it. We asked Google's AI Overview, ChatGPT, and Perplexity for builders in Llangollen / North Wales / Denbighshire. Google's AI Overview surfaced you (because it indexes Companies House). ChatGPT and Perplexity did not — they have no public web data to draw on.
2. The AI assistants that did mention you used Companies House data verbatim. That means the AI knows your registered address and director name, but nothing about your services, your specialisms, your accreditations, your reviews, or your pricing. None of which exists in machine-readable form.
3. When you build your website, every page must include schema markup — JSON-LD for GeneralContractor, per-service Service schema, FAQ schema for the question pages, and a Person schema linking your director profile to the business. This is what teaches AI models who you are.
4. Add an llms.txt file at the root of your future site. Two paragraphs explaining what Evri Construction does, where, since when, and the kinds of jobs you take. AI crawlers read this file specifically and use it as their first-pass summary.
5. The 12-month bet: when somebody asks ChatGPT 'who is the best extension builder in North Wales?' in 2027, the answer will be a builder whose schema, reviews and content depth made them legible to the AI. Lay the foundation now and that builder is you.

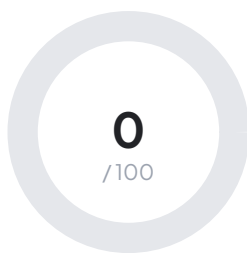
**Why this matters right now:** AI search is now mainstream. Google AI Overviews appear on 60%+ of UK searches. Perplexity has over 15 million weekly users. ChatGPT has over 200 million users. When a homeowner asks an AI 'who should I trust for a loft conversion in Wrexham?', you want to be the answer. Right now, the AI knows your registered address and nothing else — that has to change.

“If you are thinking 'nobody is using AI to find a builder yet' — fair. But every homeowner under 40 already uses ChatGPT for everything else. Twelve months from now this will be a normal way to find a tradesman. The builders who lay the schema-and-content foundation in 2026 will be the ones the AI recommends in 2027. The rest will wonder why their phone went quieter.

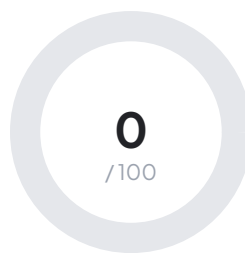
— Jonny

## 4 Website Performance

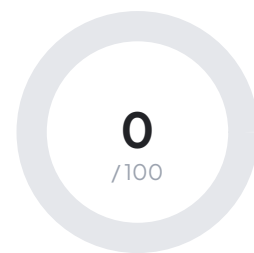
We ran your website through Google PageSpeed Insights — the same tool Google uses to measure user experience. These scores directly impact your search rankings.



Performance (Mobile)



Accessibility



Best Practices

### Core Web Vitals

| Metric                         | Value            | Rating                                               |
|--------------------------------|------------------|------------------------------------------------------|
| First Contentful Paint (FCP)   | N/A — no website | Cannot measure page speed without a website to test. |
| Largest Contentful Paint (LCP) | N/A — no website | Cannot measure loading speed without a website.      |
| Total Blocking Time (TBT)      | N/A — no website | Cannot measure responsiveness without a website.     |
| Cumulative Layout Shift (CLS)  | N/A — no website | Cannot measure visual stability without a website.   |

**What this means:** You have no website, so there is nothing to measure. When the site goes live it needs to score 90+ on Google PageSpeed Insights for mobile and load in under 2.5 seconds. The single biggest cause of slow tradesman websites is unoptimised photos — a 4MB drone shot of a finished extension will sink your scores. Every image needs to be compressed (WebP format, under 200KB) before upload. A fast site is not just better for visitors, Google uses speed as a ranking factor — particularly on mobile, where 70% of 'builder near me' searches happen.

## 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

### Service Area Coverage



## What Actually Matters for Local Ranking (2026)

| # | Ranking Factor                                      | Why It Matters                                                                                                                                                                                                                                                                                                                                                    |
|---|-----------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | Google Business Profile — Priority Number One       | This is the #1 local ranking factor and you do not have one. A GBP is free, takes 30 minutes to set up, and unlocks the Local Pack — the box of 3 businesses with stars that Google shows for 'extension builder Llangollen', 'loft conversion Denbighshire', etc. Without it, you cannot appear in those results at all. With it, you are eligible from day one. |
| 2 | Reviews — Build the 30-Review Wall                  | You have one review across MyBuilder. The trust threshold for a local trade is roughly 30 reviews — past that, homeowners stop comparing and just call. You do one job at a time. Each finished job is one review request away. Target: 5 reviews in month one, 30 by month six.                                                                                  |
| 3 | Service x Town Pages — Nobody Else Has Them         | The wedge nobody in Denbighshire is using. None of the local builders we scanned has a dedicated 'Loft Conversions Llangollen' or 'Extensions Ruthin' page. Build 5 service pages x 4 area pages = 20 service-area combinations, plus the core silo. You will rank for terms competitors literally have no page for.                                              |
| 4 | Schema Markup — Doing GBP's Job for the First Month | Until your GBP is verified (5-14 day postcard wait), schema is the primary entity-disambiguation signal Google has for you. GeneralContractor + per-service Service schema + Person schema for Steven + FAQ schema. Validates in Google Rich Results Test before launch — non-negotiable.                                                                         |

| # | Ranking Factor                            | Why It Matters                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|---|-------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 5 | NAP Consistency — Lock the Canonical Form | Your name appears three different ways already: 'EVRI CONSTRUCTION LTD' (Companies House Title Case), 'evri-construction-ltd' (BookaBuilder lowercase-hyphen), 'Evri construction ltd' (your GHL submission). Pick one canonical form — recommended: 'Evri Construction Ltd' — and use it byte-identically on every directory, every social profile, every page header. Inconsistency suppresses local pack rankings more than most builders realise. |

## What Does NOT Matter (Myth-Busts)

- Myth: 'I get all my work from word of mouth, I don't need to be online.' Reality: Word of mouth doesn't mean a phone number passed verbally — the friend says 'Steven from Evri Construction in Llangollen', then the homeowner Googles you. If you don't show up they call somebody who does. Word of mouth without an online footprint is a leaky bucket.
- Myth: 'I'm just a one-man operation, I can't compete with bigger firms.' Reality: Local SEO is built for small operators. Your competitors are not big firms — they are other one or two-man builders who happened to set up a GBP and a website three years before you did. Six weeks of focused effort closes that gap.
- Myth: 'I'll wait until I've done a few more jobs before building a website.' Reality: The website IS what brings the jobs. Waiting for 'enough work' before going online is the trap most tradesmen fall into — they're still waiting five years later. Build the foundation first; the work follows.

## Your Local SEO Game Plan

- Week 1: Buy evriconstruction.co.uk (£8). Set up Google Business Profile (free, 30 min). Set up Facebook Business Page + Instagram business account (free, 30 min). Lock the canonical NAP: 'Evri Construction Ltd, 45 Maes Pengwern, Llangollen, LL20 8BB, +44 7391 560878'.
- Month 1: Build the 14-page site (Home, About, Contact, Gallery, Services hub + 5 service pages, 4 area pages including Corwen). Add LocalBusiness + GeneralContractor schema. Submit to Yell, FreeIndex, Bark, Hibu (all free). Request first 5 Google reviews from previous customers.
- Month 2: GBP postcard arrives — verify and complete the profile (services, hours, photos, first 'From the owner' post). Add Checkatrade and MyBuilder paid listings. Photo shoot: 20 finished jobs across all 5 services for the gallery. Start weekly Facebook posts.
- Month 3-6: Build out remaining content (FAQ pages, cost guides, planning permission guide). Reach 30+ reviews. Start showing up in the Local Pack for 'extension builder Llangollen' and similar long-tail terms. By month 6, expect to be ranking organically for 10-15 service-x-town combinations no competitor is targeting.

## 6 The Real Cost

Being invisible online is not free — it has a real cost measured in jobs you never hear about, calls you never receive, and contracts that go to competitors with better online presence.

### Invisible to 9,900+ Searches Every Month

'Extension builder near me' gets 9,900 searches per month in the UK — geo-targeted by Google to whoever is searching. 'Loft conversion' gets 33,100. 'Builder Wrexham' gets 320. 'Builder Denbighshire' gets 50. Right now you appear in zero of them. Capturing even 1% of the locally-relevant share is enough to fill your calendar at one job at a time.

### Brand Cannibalisation by the Parcel Courier

Seven of ten first-page Google results for the unqualified search 'Evri Construction' are about Evri the parcel-delivery company's actual construction projects. Every press release they put out reinforces this. You cannot outrank them — the only fix is to anchor your name to the geography on every surface you control.

### Twenty-Two Years of Reviews That Never Got Asked For

You have 22 years of trade experience and one review across all directories. Every job over the last two decades was a potential review you never asked for. From this week forward, every job becomes one. A simple system — NFC card on payment, text follow-up the next morning — turns 5-10 reviews per month into a permanent compounding asset.

### The .co.uk Domain Could Be Gone Tomorrow

evriconstruction.co.uk is currently available for ~£8/year. If you wait, somebody else could grab it — a competitor, a domain squatter, or somebody hoping to resell it back to you for £500. The cost of locking it down today is one cup of coffee.

## Projected Impact Timeline

| Timeframe | What Changes                                                                                                                                                                                  | Expected Outcome                                                                                                |
|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|
| Now       | 16 weeks since incorporation. No website. No GBP. No social. No reviews beyond one MyBuilder five-star.                                                                                       | Working only from word of mouth, sole-trader pace                                                               |
| 3 Months  | Domain owned. 14-page site live. GBP verified and active. 10+ reviews. 8 directory citations. All schema validating.                                                                          | First Local Pack appearances on long-tail Llangollen terms                                                      |
| 6 Months  | 30+ reviews. Ranking for 10-15 service-x-town combinations. Weekly social cadence. Photos building portfolio.                                                                                 | Inbound enquiries adding 1-2 jobs per month above baseline                                                      |
| 12 Months | Local Pack appearances on 'extension builder Llangollen', 'loft conversion Denbighshire', 'builder near me' (geo-targeted). 50+ reviews. AI search citations. Reputation moat that compounds. | Calendar booked 4-6 weeks ahead — the 'one job at a time' positioning becomes a premium frame, not a constraint |

**The bottom line:** You have 22 years in the trade, you've just incorporated as a Ltd, and your business name is 16 weeks old online. This is the cheapest the foundation will ever be to build. Every month you don't have a GBP and a website is a month homeowners in Llangollen and Wrexham search for an extension builder, scroll past the parcel-courier news, and call somebody who showed up online instead of you.

## 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 | Buy evriconstruction.co.uk                | Go to namecheap.com or 123-reg.co.uk. Register evriconstruction.co.uk for £8/year. Park it — no rush to point it anywhere. Owning the namespace is the priority.                                                                                                           | 10 minutes |
| 2 | Set up Google Business Profile            | Go to business.google.com. Claim 'Evri Construction Ltd'. Primary category: 'General contractor'. Add LL20 8BB, your phone, service area (15-mile radius around Llangollen), opening hours, 5-10 job photos. Postcard verification takes 5-14 days.                        | 30 minutes |
| 3 | Lock your canonical brand                 | Decide once: 'Evri Construction Ltd' (Title Case, with Ltd, no hyphens). Update BookaBuilder, MyBuilder, MyJobQuote profiles to match. Add the LL20 postcode to every profile prominently. Write a 50-word standard bio you reuse everywhere.                              | 30 minutes |
| 4 | Set up Facebook Business Page + Instagram | Both free. Same name, same NAP, same bio. Add 5-10 photos of finished work. Make a first post: 'Just incorporated Evri Construction Ltd after 22 years on the tools. Llangollen-based, covering Denbighshire and Wrexham. One job at a time, fixed price, no hidden fees.' | 20 minutes |

### Do This Month (Some Technical)

| # | Action                    | How                                                                                                                                                                                                                                                                             | Time                             |
|---|---------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|
| 1 | Build the 14-page website | Home, About Steven, Contact, Gallery, Services hub + 5 service pages (extensions, loft conversions, home offices, property maintenance, roofing) + 4 area pages (Llangollen, Ruthin, Denbigh, Corwen). Each page 500+ words, location-anchored title tags, mobile-first design. | Done by builder OR 6-8 hours DIY |

| # | Action                                  | How                                                                                                                                                                                                                                                        | Time                  |
|---|-----------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|
| 2 | Add schema markup site-wide             | JSON-LD for GeneralContractor (homepage), Service schema (each service page), Person schema (Steven on About), FAQ schema (FAQ section), LocalBusiness schema (Contact). Validate every one in Google's Rich Results Test before launch.                   | 1-2 hours             |
| 3 | Submit to 8 directories                 | Yell, FreeIndex, Bark, Hibu, Thomson Local, Houzz UK, FMB (if you join), Cylex. All free. Same NAP byte-identical on every one.                                                                                                                            | 90 minutes            |
| 4 | Request first 5 Google reviews          | Once GBP is verified, text the last 5 customers you finished jobs for. Ask for a 60-second Google review with a direct link. Even 5 reviews changes your profile from 'no reviews' to 'recommended'.                                                       | 30 minutes            |
| 5 | Start weekly Facebook + Instagram posts | One post per week, alternating photo of work-in-progress and finished result. Geo-tag every post ('Llangollen extension build, week 2' etc). Use the 22-years-experience angle as your differentiator — none of your local rivals can credibly write that. | Ongoing — 15 min/week |

## Longer Term (Professional Help Recommended)

1. Add Checkatrade and MyBuilder paid listings once your free directory base is built
2. Build out FAQ pages and cost guides ('How much does a loft conversion cost in North Wales?' etc) — these capture long-tail informational searches
3. Run a quarterly review push — text every customer 30 days post-completion, push for the review when the job is fresh
4. Consider a trading name register ('Evri Construction North Wales') if the parcel courier confusion keeps eating brand searches after 6 months
5. Start a YouTube channel — extension build walk-throughs and 'planning permission explained' videos rank organically AND warm up homeowners before they call
6. By month 12, look at Google Ads — £5/day Performance Max campaign targeting 15 miles around Llangollen for the high-intent terms you are not yet ranking for

“I know — that is a lot of steps. But every single one directly puts more money in your pocket. And your starting position is better than most: 22 years of experience, an active Ltd, a couple of directory profiles already, and a five-star MyBuilder review on the board. The rest is just doing the work in the right order.

— 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:

22 years of trade experience — your MyJobQuote bio claims it and that is a credibility moat almost no Denbighshire competitor can match. Most local builders have been trading 3–7 years.

Just incorporated as a Ltd (Jan 2026) — the company is fresh, ID-verified through TIDE Platform, and Companies House recognises you as a real legal entity. That is the substrate Google's AI Overview is now using to describe you accurately.

Five-star MyBuilder review already on the board — proves the work is good and the customer was happy enough to write about it. Five-star momentum from day one beats a long-built 4.5 average every time.

Multiple directory listings already exist (BookaBuilder, MyJobQuote, MyBuilder across multiple categories). The foundation is partially laid — most greenfield prospects are starting from zero on directories too.

A clean positioning line you can keep reusing: 'one job at a time, fixed price, no hidden fees' — that is exactly what homeowners want to hear and exactly what most jobbing builders cannot credibly say.

The matching .co.uk domain is still available — that is unusual and a valuable head start.

No legacy website debt — no migrations, no Google Search Console penalties to inherit, no 6-year-old WordPress mess to clean up. You design the foundation deliberately.

## Competitor Comparison

| Factor                  | Evri Construction Ltd | Typical Local Competitor                                       |
|-------------------------|-----------------------|----------------------------------------------------------------|
| Google Reviews          | 0                     | Typical local builder competitor: 8–30 Google reviews          |
| Website                 | None                  | Most Denbighshire competitors have a basic website (3–5 pages) |
| Google Business Profile | None                  | All ranking competitors have a verified GBP                    |

| Factor                 | Evri Construction Ltd         | Typical Local Competitor                                                                     |
|------------------------|-------------------------------|----------------------------------------------------------------------------------------------|
| Service-specific pages | 0                             | No Denbighshire competitor has built proper service-x-town pages — wide-open lane            |
| Directory citations    | 3-4                           | Established competitors typically have 5-10 directory citations                              |
| Brand age vs trade age | 16 weeks Ltd / 22 years trade | Competitors typically 3-10 years on Companies House — your trade experience > most of theirs |

**The market is beatable.** The Denbighshire builder market is small, fragmented and has no dominant player. Most rivals are sole-trader brands or 2-3-man crews with weak websites and patchy GBP optimisation. Nobody has built a service-x-town page architecture in this catchment — that is the wedge. Your trade experience (22 years) outranks most competitors' total time in business. The biggest asset you do not yet have — and they do — is online visibility. Six to eight weeks of focused setup closes that gap. The biggest liability you do have — and they do not — is the parcel-courier brand collision. Anchor your name to Llangollen on every surface and the courier becomes a non-issue.

## 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 — I need case studies and proof of results. That is why I am offering everything at a price that, honestly, makes no business sense for me: £197/month for work that most agencies bill thousands for. I am basically scamming myself. But I would rather have 10 tradesmen getting real results than 2 paying me top rates.

— Jonny

“For our first 5 clients, the full SEO setup is included free. This means the website build, the service pages, the area pages, the schema markup, the Google Business Profile setup, and the directory submissions — all included. Normally agencies charge £1,000-3,000 per month for this. We are including it because we want results we can shout about.

— 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)