



YOUR FREE DIGITAL HEALTH REPORT

Four Seasons Tree & Landscaping

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

Prepared for	John Beal
Business	Four Seasons Tree & Landscaping
Location	Blackpool, Lancashire
Date	30 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 Four Seasons Tree & Landscaping'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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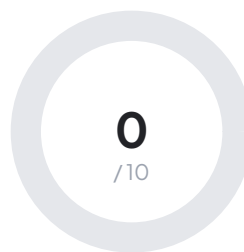
Your Scores at a Glance



SEO Health



Online Presence



Website Quality



Review Presence

What this means: Four Seasons Tree & Landscaping is relocating to Blackpool — and the keyword data shows this is a massive opportunity. The Blackpool and Preston combined catchment area has over 1,080 identified monthly searches across tree surgery, landscaping, and gardening — nearly double the 620 monthly searches in the Horsham/West Sussex area. 'Tree surgeon Preston' alone gets 390 searches per month with a keyword difficulty of just 26. 'Gardeners Blackpool' gets 140 monthly searches with a difficulty of only 13. Right now, John has no website, no Google Business Profile, and no online presence. That means zero of these 1,080+ monthly searches are finding him. Every single one goes to a competitor. The opportunity: a properly built website targeting Blackpool, Preston, and the surrounding Fylde Coast towns, combined with a Google Business Profile and review collection system, could realistically take John from £10,000 per month to £20,000-£25,000 within 12 months. The competition in Lancashire is lower than West Sussex, the search volume is higher, and John already has the team and skills to deliver.

1 SEO Health Check

Your SEO score is **2/100**. 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 Indexing	0 / 100	No website exists — zero pages indexed by Google
Google Business Profile	0 / 100	No GBP found — completely invisible on Google Maps in Blackpool
Website Structure	0 / 100	No website to structure
Service Pages	0 / 100	No pages for any of the 8+ services offered
Local SEO	0 / 100	No area pages, no local targeting for Blackpool or Preston
Schema Markup	0 / 100	No website means no structured data for search engines

Category	Score	Status
Reviews	0 / 100	Zero Google reviews. Zero Facebook reviews. One directory listing with zero reviews.

Problem: 1,080+ people search for your services in Blackpool and Preston every month — and none of them can find you

1. 390 people search 'tree surgeon Preston' every month. 90 search 'tree surgeon Blackpool'. 170 search 'tree surgeon Preston Lancashire'. That is 650+ searches for tree surgery alone — and you are invisible to all of them.
2. Another 140 people search 'gardeners Blackpool', 110 search 'landscapers Preston', and 90 search 'garden maintenance Blackpool'. That is 430+ searches for gardening and landscaping.
3. Without a website, Google has nothing to index. Without a Google Business Profile, you cannot appear on Google Maps. Right now, every one of these searches goes directly to your competitors.
4. The fix: Build a website with individual service pages (tree surgery, landscaping, garden maintenance) and area pages (Blackpool, Preston, Lytham St Annes, Fleetwood). Each page is a new opportunity to rank.
5. Then set up and verify your Google Business Profile at business.google.com. This gets you on Google Maps within 1-2 weeks — completely free.

Problem: The Blackpool market is EASIER to rank in than West Sussex

1. Keyword difficulty for 'tree surgeon Blackpool' is just 8 out of 100. For comparison, similar terms in larger cities score 30-50+. This is about as easy as it gets.
2. 'Gardeners Blackpool' has a difficulty of 13. 'Landscapers Preston' is 22. 'Tree surgeon Preston' is 26. All of these are very achievable within 3-6 months of launching a website.
3. Lower competition means faster results. A well-optimised website with service pages and area pages could be ranking on page 1 for multiple terms within the first 6 months.
4. This is because Blackpool is a smaller market than major cities — but the demand is still strong. Fewer competitors are investing in SEO, which creates a wide open gap for you.

Problem: Preston is 18 miles away and adds massive search volume

1. 'Tree surgeon Preston' alone gets 390 searches per month — that is nearly 3 times the volume of 'tree surgeon Blackpool'. Preston is the real SEO goldmine in your catchment area.
2. 'Landscapers Preston' adds another 110 monthly searches. 'Gardener Preston' adds 90 more.
3. With area pages targeting both Blackpool AND Preston (plus Lytham, Fleetwood, Thornton-Cleveleys), you can capture search traffic across the entire Fylde Coast and Central Lancashire.
4. Most tree surgeons in Blackpool are NOT targeting Preston with dedicated area pages. This is your competitive advantage — build area-specific pages before they do.

Problem: Zero reviews anywhere online

1. When a homeowner is choosing between a tree surgeon with 30+ Google reviews at 5.0 stars and one with zero reviews, who do they call?
2. Your Facebook page shows 'Not yet rated (0 Reviews)'. Your BookaBuilder listing has zero reviews. You have no Google reviews because you have no Google Business Profile.
3. You have a 6-person team doing 5-10 jobs per month. That is 5-10 happy customers every month who could be leaving reviews.

4. Set up your Google Business Profile in Blackpool, then after every job, send a text message with a direct link to leave a Google review. Aim for 5 reviews in the first month, then 3-5 per month ongoing.
5. Within 6 months you could have 20-30 genuine reviews — enough to dominate the local map pack in Blackpool.

Quick Fix: Step 1: Go to business.google.com and create your Google Business Profile with your new Blackpool address today. Add your phone number, services, business hours, and at least 10 photos of your work. This alone gets you on Google Maps within 1-2 weeks — and it is completely free.

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
tree surgeon preston	390	Not ranked	Medium
tree surgeon preston lancashire	170	Not ranked	Medium
gardeners blackpool	140	Not ranked	Low
landscapers preston	110	Not ranked	Low
tree surgeon blackpool	90	Not ranked	Very low
garden maintenance blackpool	90	Not ranked	Low
gardener preston	90	Not ranked	Low
tree surgeon near me	18,100	Not ranked	High
tree surgeons near me	9,900	Not ranked	High
tree removal near me	2,400	Not ranked	Medium

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	Four Seasons Tree & Landscape services	1 / 10	8 followers, 0 reviews, last post April 2025 — essentially dormant
Instagram	None	0 / 10	No account found
TikTok	None	0 / 10	No account found
LinkedIn	None	0 / 10	No account found

Platform	Handle	Score	Status
YouTube	None	0 / 10	No account found

Problem: Your Facebook page has 8 followers and has not posted in nearly a year

1. Your Facebook page exists — 'Four Seasons Tree & Landscape services' — but it has 8 followers and zero reviews. The last post was April 2025, nearly 12 months ago.
2. When you move to Blackpool, update the page location immediately. Then start posting 2–3 times per week — every job is content.
3. Before/after content gets shared. Tree felling videos get views. Join Blackpool and Fylde Coast local Facebook groups and share your work there.
4. Quick win: Post 3 recent before/after photos this week. Update the page name to include 'Blackpool' if possible. Start building local visibility before you even arrive.

Problem: You have zero presence on Instagram, TikTok, LinkedIn, or YouTube

1. Tree surgery and landscaping are incredibly visual trades. Before/after transformations, time-lapse tree felling, satisfying hedge trimming — this content performs brilliantly on Instagram and TikTok.
2. Start with Instagram — set up an account now. Post every job with before/after photos. Use local hashtags (#blackpool, #fyldecoast, #lancashire, #treesurgeon). Tag your location.
3. The move to Blackpool is a fresh start — perfect time to build your social presence from scratch alongside the website.

3 AI Readiness Check

AI Readiness Score: **0/10**. AI-powered search (ChatGPT, Gemini, Perplexity, Copilot) is growing rapidly. When someone asks an AI 'who is the best tree surgery & landscaping near Blackpool, Lancashire?', the AI needs structured data, citations, and brand signals to recommend you. Right now, it has almost nothing to work with.

AI Ranking Factor	Your Status	Impact
Website Exists	FAIL	No website — AI assistants have nothing to reference
Structured Data / Schema	FAIL	No schema markup possible without a website
robots.txt Crawler Access	FAIL	No website to crawl
llms.txt File	FAIL	No AI-specific guidance file
Brand Mentions Online	MINIMAL	BookaBuilder listing and dormant Facebook page only
Content Depth	FAIL	Zero authoritative content about services or expertise

Problem: AI search assistants cannot recommend a business that does not exist online

- 1. When someone asks ChatGPT, Google Gemini, or Perplexity 'who is the best tree surgeon in Blackpool?' — your business will never appear.
- 2. AI assistants can only recommend businesses with websites, reviews, and content to reference. Your competitors with websites and Google reviews will be recommended. You will not.
- 3. The fix is the same as SEO: build a website with detailed service pages, collect reviews, and create content that AI systems can reference.
- 4. This is not urgent today — but it will matter increasingly over the next 12 months as more people use AI to find local services.

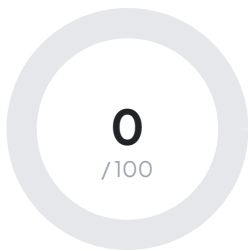
Why this matters right now: AI-powered search (ChatGPT, Perplexity, Google AI Overviews) is changing how people find local services. Right now, roughly 10-15% of searches involve AI. Within 2 years, that number will be much higher. Having a well-structured website with reviews and detailed content is what gets your business recommended by AI assistants.

“If you are thinking 'nobody is searching using AI' — you are probably right today. But 12 months from now? The businesses that are already visible online will be the ones AI recommends. Getting your website built now means you are ready when this shift happens.

— Jonny

4 Website Performance

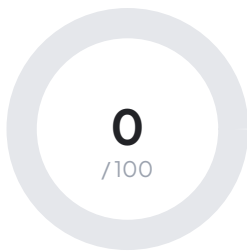
We ran your website through Google PageSpeed Insights — the same tool Google uses to measure user experience. These scores directly impact your search rankings.



Performance (Mobile)



Accessibility



Best Practices

Core Web Vitals

Metric	Value	Rating
Mobile Performance	N/A	No website to test
Desktop Performance	N/A	No website to test
Accessibility	N/A	No website to test
Best Practices	N/A	No website to test

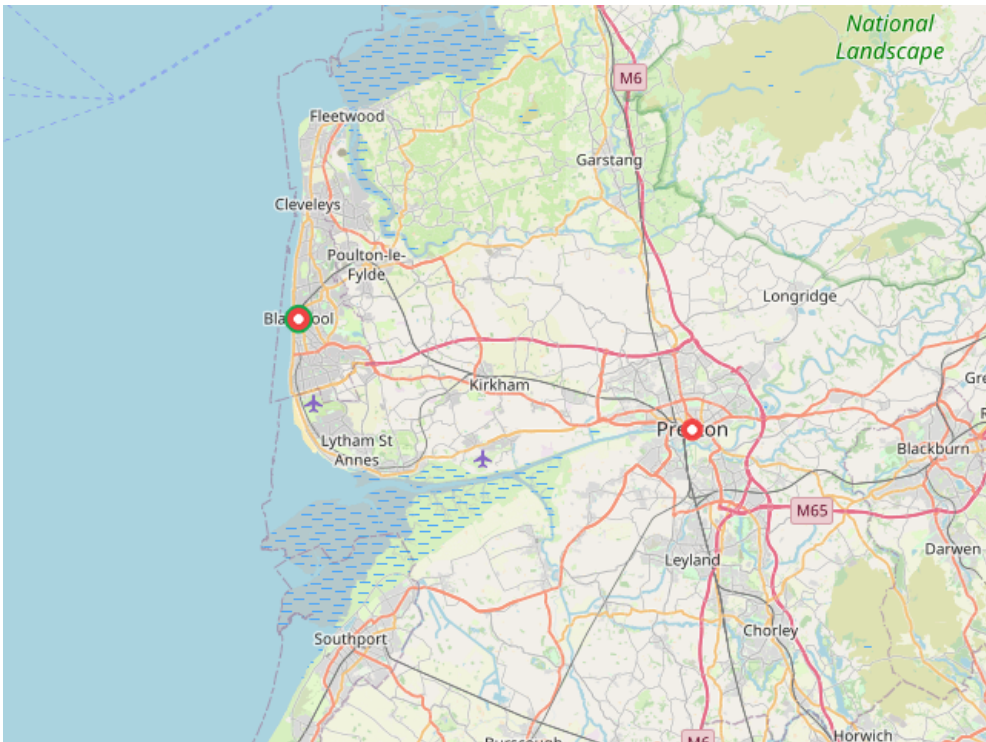
What this means: Since you do not have a website yet, there are no PageSpeed scores to report. When we build your site, it will be optimised from day one for fast loading, mobile-friendliness, and accessibility. We will target 90+ performance scores across all metrics.

5 Local SEO Intelligence

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

Your Service Area Map

Your business
 Service areas
 Competitors



What Actually Matters for Local Ranking (2026)

#	Ranking Factor	Why It Matters
1	Google Business Profile	The foundation of local search visibility. Create and verify your GBP with your new Blackpool address at business.google.com — add your phone, services, business hours, and at least 10 photos of completed work. This is free and gets you on Google Maps.
2	Google Reviews	Quantity, quality, and recency of Google reviews directly impact your local rankings. Start collecting reviews from every customer. A simple text message after each job with a direct review link is all it takes. Aim for 5 in month 1, then 3-5 per month.

#	Ranking Factor	Why It Matters
3	Website with Local Content	Google needs pages to rank. A homepage, 8 service pages, and 10 area pages give Google 19+ chances to show your business. Each area page targets a specific town — 'tree surgeon Blackpool', 'landscaping Preston', 'gardeners Lytham St Annes', etc.
4	NAP Consistency	Your Name, Address, and Phone number must be identical everywhere online. When you move to Blackpool, update your Facebook page, BookaBuilder listing, and Bark profile with the new address immediately. Consistent NAP across all platforms tells Google your business is legitimate.
5	Directory Listings	Being listed on Yell, Checkatrade, MyBuilder, FreeIndex, Bark, and industry directories creates 'citations' that tell Google your business is real. You currently have 1 listing. Competitors have 10+. Submit to at least 10 directories with your Blackpool address.

What Does NOT Matter (Myth-Busts)

- Myth: 'Blackpool is too small a market.' Reality: Blackpool + Preston combined have 1,080+ monthly searches for your services — nearly double what Horsham had. And the competition is lower.
- Myth: 'I get enough work from Checkatrade and word of mouth.' Reality: You are getting £10k/month now. Competitors with websites are getting £20-40k+. You are leaving money on the table.
- Myth: 'Moving will hurt my business.' Reality: Moving with a website already built means you arrive visible from day one. Most businesses take months to build online presence after arriving — you can have yours ready before you even unpack.

Your Local SEO Game Plan

- Before the move: Build your website targeting Blackpool, Preston, and the Fylde Coast. Have it live before you arrive so Google starts indexing immediately.
- Week 1 in Blackpool: Create and verify your Google Business Profile with your new address. Upload 10+ photos of your work from West Sussex — the quality speaks for itself regardless of location.
- Month 1: Submit your business to 10 key directories with your Blackpool address — Yell, Checkatrade, MyBuilder, Bark, FreeIndex, TrustATrader, Thomson Local, Houzz, Rated People, TrustPilot.
- Month 1-3: Collect Google reviews after every job. Post on Facebook 2-3 times per week. Share before/after photos on Instagram. Join Blackpool and Lancashire Facebook groups.
- Month 6+: As your Google rankings grow, organic leads will start replacing paid Checkatrade/Bark leads — reducing your cost per lead to near zero.

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.

Lost Google search traffic — Blackpool + Preston

390 people search 'tree surgeon Preston' every month. 90 search 'tree surgeon Blackpool'. 140 search 'gardeners Blackpool'. 110 search 'landscapers Preston'. That is 1,080+ potential customers every month who cannot find you. At a conservative 3% conversion rate and £2,500 average job value, that is over £80,000 in missed revenue per month going to competitors.

Paying for leads you could be generating for free

Checkatrade and Bark charge £10–40+ per lead with no exclusivity. A website generating 5–10 organic leads per month would save you that cost entirely — while generating better-quality enquiries from people who searched for you specifically.

Missed calls = missed revenue

You miss 1–3 calls per week because you are on-site doing tree work. At an average job value of £2,500, even 1 missed call that would have converted is costing you up to £2,500. A website with an online enquiry form captures those leads even when you cannot answer the phone.

The relocation advantage you are about to waste

Moving to a new area is a rare opportunity to launch with a website and GBP from day one. Most tradespeople move and then spend 6–12 months building word of mouth from scratch. With a website ready before you arrive, you skip that painful period entirely.

Projected Impact Timeline

Timeframe	What Changes	Expected Outcome
Now	No website, no GBP, relocating to Blackpool	£10,000/month — capped by offline lead sources
Month 1	Website live + GBP active in Blackpool	Starting to appear in local searches. First organic enquiries arriving.
Month 6	Ranking for 10–15 local terms + 15–20 reviews	£15,000–£18,000/month — website generating 3–5 leads/month
Month 12	Dominant Blackpool + Preston presence + 30–50 reviews	£20,000–£25,000/month — doubled revenue from organic traffic

The bottom line: Every month without a website is a month where 1,080+ local searches in Blackpool and Preston go directly to your competitors. The move is the perfect trigger — arrive with your website live, your GBP active, and your reviews strategy running.

7 Your Action Plan

Everything above can feel overwhelming. So here it is broken down into what to do first, what to do this month, and what needs professional help.

Do This Week (Free, High Impact)

#	Action	How	Time
1	Create Google Business Profile	Go to business.google.com. Set up your profile with your Blackpool address, phone, business hours, service areas, and categories (Tree Surgeon, Landscaper, Gardener). Upload at least 10 photos of completed work.	1 hour
2	Update Facebook page for Blackpool	Change your Facebook page location to Blackpool. Post 3 recent before/after photos. Update contact details. Start joining Blackpool and Fylde Coast local Facebook groups.	30 mins
3	Start collecting reviews NOW	Before you move, text your last 5-10 happy customers in West Sussex: 'Hi [name], thanks for choosing Four Seasons. Would you mind leaving us a quick Google review? [link]'. These reviews travel with you.	5 mins per customer
4	Consolidate phone numbers	You have 4 numbers in circulation (mobile, freephone, West Sussex landline, Surrey number). Decide which one to use going forward in Blackpool and use it consistently everywhere.	15 mins

Do This Month (Some Technical)

#	Action	How	Time
1	Build professional website (before the move)	A 30-page website: homepage, 8 service pages, 10 area pages (Blackpool, Preston, Lytham St Annes, Fleetwood, Thornton-Cleveleys, Poulton-le-Fylde, Cleveleys, Kirkham, Garstang, Chorley), about, contact, portfolio, testimonials, blog. Have this LIVE before you arrive.	2-3 weeks
2	Submit to 10+ directories	Create profiles on Yell, Checkatrade, MyBuilder, Bark, FreeIndex, TrustATrader, Thomson Local, Houzz, Rated People, TrustPilot — all with your Blackpool address and consistent NAP.	2-3 hours total
3	Set up Instagram	Create @fourseasonstreeandlandscape or similar. Post 2-3 times per week. Before/after photos, job-site content. Use #blackpool #fyldecoast #lancashire #treesurgeon.	30 mins/week
4	Implement missed call solution	Set up a callback request system — when you miss a call, an automatic text goes to the caller: 'Sorry we missed you. Leave your details and we will call you back within 2 hours.' Recovers 1-3 leads per week.	1 hour setup

Longer Term (Professional Help Recommended)

1. Month 3-6: Continue collecting Google reviews (aim for 20-30). Publish 2 blog posts per month targeting seasonal keywords ('autumn tree pruning Lancashire', 'spring garden landscaping Blackpool').
2. Month 6-12: As organic traffic grows, test Google Ads for high-value services (driveways, full landscaping projects). Even 1 extra job per month from Google Ads is worth the investment.
3. Month 12+: With 30+ reviews, a ranking website, and active social media, start reducing Checkatrade/Bark spend. Organic leads are free, better quality, and yours exclusively.

“I know — that is a lot of steps. But every single one directly puts more money in your pocket. And you do not have to do them all at once. The smartest move: get the website built BEFORE you move to Blackpool. Arrive visible. That is the unfair advantage.

— 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:

6-person team generating £10k/month with ZERO online presence — this proves the demand for your services is real. Imagine what happens when 1,080+ monthly searchers can actually find you.

You cover three high-demand trades (tree surgery, landscaping, driveways) while most competitors specialise in just one. This gives you more keyword opportunities than any single competitor.

The Blackpool + Preston catchment has 1,080+ identified monthly searches — nearly double the Horsham area. Bigger market, lower competition.

Keyword difficulty in Blackpool is incredibly low (KD 8 for tree surgeon). You can realistically rank on page 1 within 3-6 months.

The relocation is a fresh start — the perfect time to launch a proper digital presence from day one rather than playing catch-up.

Competitor Comparison

Factor	Four Seasons Tree & Landscaping	Typical Local Competitor
Services Covered	8+ (tree, landscaping, driveways, fencing, garden design, hedges, stump removal, maintenance)	1-4 per competitor
Team Size	6	1-5 (most smaller operators)

Factor	Four Seasons Tree & Landscaping	Typical Local Competitor
Combined Search Volume	1,080+/mo (Blackpool + Preston)	Targeting 1 town only
Website Pages	0 (building 30)	10-20+ pages
Google Reviews	0 (starting collection)	5-40 reviews
Directory Listings	1 (BookaBuilder)	5-10+ per competitor

The market is beatable. The Blackpool and Preston market is wide open. Lower competition than West Sussex, higher combined search volume, and you have the multi-trade advantage that no single competitor can match. The move is not just a relocation — it is a growth opportunity. Build the website before you arrive and you hit the ground running.

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. That means I am offering website builds at £197 per month — for work that most agencies bill thousands for. I am basically scamming myself. But I would rather build 10 incredible case studies than charge full price to people who have never heard of me.

— Jonny

“For our first 5 clients, the full SEO setup is included free. That means your service pages, area pages, schema markup, Google Business Profile optimisation, and directory submissions are all part of the package. Normally agencies charge £1,000-3,000 per month for this. You get it included.

— 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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