



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	Adversane, West Sussex
Date	28 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.

buildmyservice.co.uk

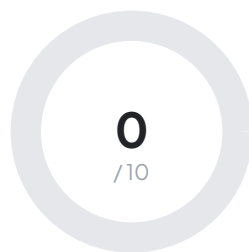
Your Scores at a Glance



SEO Health



Online Presence



Website Quality



Review Presence

What this means: Four Seasons Tree & Landscaping is a 6-person team generating £10,000 a month from print adverts, Checkatrade leads, and word of mouth — with zero digital presence. No website. No Google Business Profile. No Instagram, TikTok, or LinkedIn. A Facebook page with 8 followers and the last post nearly a year old. One directory listing on BookaBuilder with no reviews. John is literally invisible online. Meanwhile, competitors like Bronzeleaf, Horsham Landscapes, and SGS Surfacing are hoovering up 2,000+ monthly searches across tree surgery, landscaping, and driveway terms in West Sussex. There are 140 people searching 'tree surgeon Horsham' every month, 390 searching 'horsham fencing', and 90 searching 'landscaping Horsham'. Right now, every single one of those searches goes to someone else. The opportunity is enormous: a properly built website with service pages, area pages, a Google Business Profile, and a review collection system could realistically double John's revenue within 12 months.

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
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, no NAP consistency
Schema Markup	0 / 100	No website means no structured data for search engines
Reviews	0 / 100	Zero Google reviews. Zero Facebook reviews. One directory listing with zero reviews.

Problem: You do not exist on Google

1. When someone in Horsham searches 'tree surgeon near me' — a term searched 18,100 times a month nationally — your business does not appear. Not on page 1, not on page 10, not anywhere.
2. Without a website, Google has nothing to index. Without a Google Business Profile, you cannot appear on Google Maps. Right now, those 140 people searching 'tree surgeon Horsham' every month are all going to Bronzeleaf, Foremans, and other competitors.
3. The fix: Build a website with individual service pages (tree surgery, landscaping, driveways) and area pages (Horsham, Billingshurst, Arundel). Each page is a new opportunity to rank.
4. Then set up and verify your Google Business Profile at business.google.com. This gets you on Google Maps immediately.

Problem: Your competitors have websites — you do not

1. Bronzeleaf Tree Surgery has 15+ pages, area pages for Horsham and Sussex, and £10M public liability insurance displayed prominently.
2. Dominic Richards Landscaping has 20+ pages, project galleries organised by location, and area-specific pages for Horsham, Pulborough, and more.
3. SGS Surfacing has 139 reviews across platforms (4.81 average), WSCC Approved status, and service-specific pages for every driveway type.
4. You offer MORE services than any single competitor (tree surgery + landscaping + driveways). But nobody online knows that.
5. A 30-page website covering your services, your areas, and your work would immediately put you in competition with businesses who have had years to build their online presence.

Problem: Zero reviews anywhere online

1. When a homeowner is choosing between a tree surgeon with 32 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 a month. That is 5-10 happy customers every month who could be leaving reviews.
4. Set up your Google Business Profile, 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 compete with established businesses.

Problem: You are paying for leads you could be generating for free

1. Checkatrade and Bark charge £10-40+ per lead. You have no exclusivity — every competitor sees the same lead.
2. A website with good SEO generates leads at near-zero marginal cost. The 140 people searching 'tree surgeon Horsham' every month are free — you just need to show up.
3. Right now your lead sources (print, Checkatrade, Bark) are capped. You cannot scale word of mouth. But you can scale organic search traffic.
4. We estimate 2,000-3,100 monthly searches across your service and area combinations in West Sussex. Even capturing 5% of that traffic would generate 100-155 website visitors per month — enough for 3-5 new enquiries per month from organic search alone.

Quick Fix: Step 1: Go to business.google.com and create your Google Business Profile today. Add your phone number, address, services, and business hours. Upload 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 horsham	140	Not ranked	Low-medium
horsham fencing	390	Not ranked	Medium
horsham fencing contractors	260	Not ranked	Low
landscaping horsham	90	Not ranked	Low
gardeners horsham	90	Not ranked	Low
tree surgeons worthing west sussex	90	Not ranked	Low
fencing horsham	70	Not ranked	Low
tree surgeon near me	18,100	Not ranked	High
landscaping 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
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. The good news: you already have a business card flyer as your profile picture, a nice cover photo of landscaped gardens, and WhatsApp integration set up.
3. The bad news: 8 followers means nobody sees your posts. And not posting for a year tells potential customers the business might not be active.
4. Quick fix: Post 2–3 times per week. Every job is content — take a before photo, an after photo, and a quick description. Before/after content gets shared. Tree felling videos get views.
5. Share posts in local Facebook groups like the Pulborough Village Group (you posted there recently — keep doing that but link back to your page).

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. You do not need all of them. Start with Instagram — it is the most relevant platform for trades businesses showing their work.
3. Set up an Instagram account. Post every job with before/after photos. Use local hashtags (#horshamlife, #westsussex, #treesurgeon). Tag your location.
4. Later, consider TikTok for short video clips of tree work — these can go viral and generate significant local awareness.

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 Adversane, West Sussex?', 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 Horsham?' — your business will never appear. AI assistants can only recommend businesses with websites, reviews, and content to reference.
2. 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.

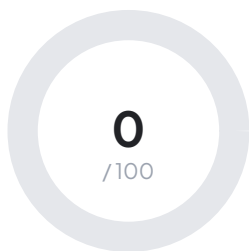
Why this matters right now: AI-powered search (ChatGPT, Perplexity, Google AI Overviews) is changing how people find local services. Right now, roughly 10-15% of searches involve AI. Within 2 years, that number will be much higher. Having a well-structured website with reviews and detailed content is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

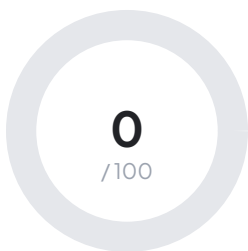
— Jonny

4 Website Performance

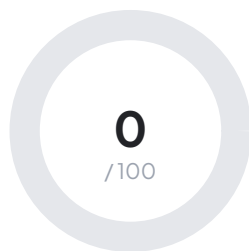
We ran your website through Google PageSpeed Insights — the same tool Google uses to measure user experience. These scores directly impact your search rankings.



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

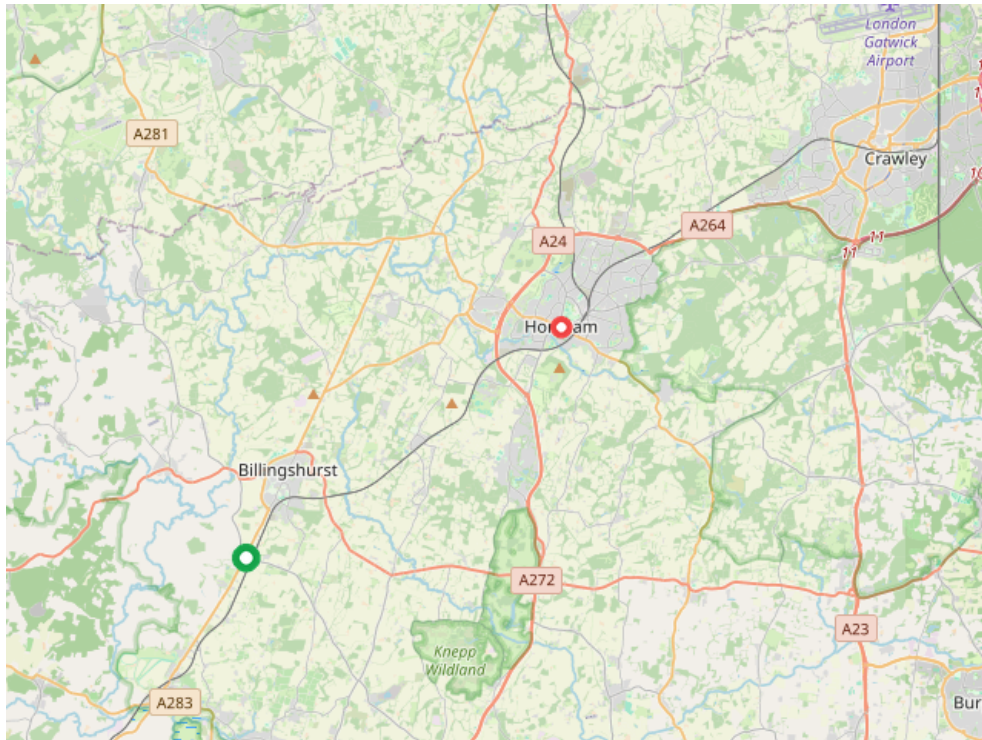
What this means: Since you do not have a website yet, there are no PageSpeed scores to report. When we build your site, it will be optimised from day one for fast loading, mobile-friendliness, and accessibility. Your competitors' sites score between 50-80 on mobile performance — we will aim for 90+.

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. You need to create and verify yours at business.google.com — add your phone, address, service areas, business hours, and at least 10 photos of completed work.
2	Google Reviews	Quantity, quality, and recency of Google reviews directly impact your local rankings. You need to start collecting reviews from every customer. A simple text message after each job with a direct review link is all it takes.
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 Horsham', 'landscaping Billingshurst', etc.
4	NAP Consistency	Your Name, Address, and Phone number must be identical everywhere online. Right now you have inconsistencies: your Facebook says '9 Stain Street' (typo of Stane Street), BookaBuilder says '3 Adversane Caravan Park'. Pick one correct address and use it everywhere.

#	Ranking Factor	Why It Matters
5	Directory Listings	Being listed on Yell, Checkatrade, MyBuilder, FreeIndex, Bark, and industry directories creates 'citations' that tell Google your business is real and legitimate. You currently have 1 listing. Competitors have 10+.

What Does NOT Matter (Myth-Busts)

- 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: 'A website is too expensive.' Reality: A professionally built website pays for itself within months through free organic leads that replace expensive Checkatrade fees.
- Myth: 'I just need to be on social media.' Reality: Social media helps, but Google is where 90%+ of people search for local tradespeople. Without a website and GBP, social media alone will not fill your diary.

Your Local SEO Game Plan

- Week 1: Create and verify your Google Business Profile. Upload 10+ photos. This costs nothing and gets you on the map.
- Week 2-4: Build a professional website with service pages for each trade (tree surgery, landscaping, driveways, garden design, fencing, hedge trimming) and area pages for each town you serve.
- Month 1-2: Submit your business to 10 key directories — Yell, Checkatrade, MyBuilder, Bark, FreeIndex, TrustATrader, Thomson Local, Houzz, Rated People, TrustPilot.
- Ongoing: Collect Google reviews after every job. Post on Facebook 2-3 times per week. Share before/after photos on Instagram.
- 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

140 people search 'tree surgeon Horsham' every month. Another 90 search 'landscaping Horsham'. Another 390 search 'horsham fencing'. That is 620+ potential customers every month who cannot find you. At a conservative 5% conversion rate and £2,500 average job value, that is £77,500+ in missed revenue per month going to competitors.

Paying for leads you could get for free

Checkatrade and Bark charge £10-40+ per lead. If you are spending £500-£1,000/month on paid leads, a website generating 5-10 organic leads per month would save you that cost entirely — while also generating better-quality enquiries (people who searched for you specifically, not a list of 5

competitors).

Missed calls = missed revenue

You told us 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.

No Google reviews means lost trust

82% of consumers read online reviews before choosing a local business. With zero reviews anywhere online, potential customers cannot verify your quality. They will choose the competitor with 30+ reviews — even if your work is better.

Projected Impact Timeline

Timeframe	What Changes	Expected Outcome
Now	No website, no GBP, 1 directory listing	£10,000/month — capped by offline lead sources
Month 3	Website live + GBP active + 5-10 reviews	Starting to appear in local searches. First organic enquiries arriving.
Month 6	Ranking for 10-15 local terms + 15-20 reviews	£13,750-£16,250/month — website generating 3-5 leads/month
Month 12	Dominant local 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 2,000+ local searches go directly to your competitors. The cost of inaction is not zero — it is the revenue your competitors are collecting 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	Create Google Business Profile	Go to business.google.com. Set up your profile with correct name, address, phone, business hours, service areas, and categories (Tree Surgeon, Landscaper, Driveway Contractor). Upload at least 10 photos of completed work.	1 hour
2	Fix Facebook page	Update your Facebook page — post 3 recent before/after photos this week. Update the address to correct 'Stain Street' to 'Stane Street'. Change business hours if needed.	30 mins

#	Action	How	Time
3	Start collecting reviews	After your next 3 jobs, send each customer a text: 'Hi [name], thanks for choosing Four Seasons. Would you mind leaving us a quick Google review? [direct link]'. Aim for 3-5 reviews this month.	5 mins per job
4	Audit your phone numbers	You have 4 numbers in circulation (mobile, freephone, West Sussex landline, Surrey number). Decide which one is primary and use it consistently everywhere.	15 mins

Do This Month (Some Technical)

#	Action	How	Time
1	Build professional website	A 30-page website: homepage, 8 service pages (tree surgery, landscaping, driveways, garden design, fencing, hedge trimming, stump removal, garden maintenance), 10 area pages (Horsham, Billingshurst, Arundel, Pulborough, Storrington, Steyning, Henfield, Petworth, Southwater, Crawley), about, contact, portfolio, testimonials, blog.	2-3 weeks
2	Submit to 10+ directories	Create profiles on: Yell, Checktrade, MyBuilder, Bark, FreeIndex, TrustATrader, Thomson Local, Houzz, Rated People, TrustPilot. Use consistent NAP (name, address, phone) on every listing.	2-3 hours total
3	Set up Instagram	Create @fourseasonstreeandlandscape or similar. Post 2-3 times per week. Before/after photos, job-site content, team photos. Use local hashtags.	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.' This alone could recover 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 West Sussex', 'spring garden landscaping Horsham').
2. Month 6-12: As organic traffic grows, test Google Ads for high-value services (driveways at £5,000-£11,000 per job). Even 1 extra driveway job per month from Google Ads is worth the investment.
3. Month 12+: With 30+ reviews, a ranking website, and active social media, you can start reducing Checktrade/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. Start with the Google Business Profile (free, 1 hour) and the website build. Everything else builds on those two foundations.

— 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 people can actually find you online.

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.

Your coverage area (Horsham, Billingshurst, Arundel, and West Sussex) has strong search demand across all your services.

You have multiple phone numbers including a freephone number — this signals professionalism and makes it easy for customers to reach you.

You already post in local Facebook groups like Pulborough Village Group — this community marketing instinct just needs to be channelled into a proper digital strategy.

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)
Area Coverage	10+ towns across West Sussex	2-5 towns per competitor
Website Pages	0	10-20+ pages
Google Reviews	0	5-46 reviews
Directory Listings	1 (BookaBuilder)	5-10+ per competitor

The market is beatable. You have the services, the team, and the area coverage to dominate local search in West Sussex. What you are missing is purely digital infrastructure — a website, a Google Business Profile, reviews, and directory listings. These are all fixable. Once fixed, your wider service range and team size become genuine competitive advantages.

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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