



YOUR FREE DIGITAL HEALTH REPORT

Jamie Hudson

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

Prepared for	Jamie Hudson
Business	Jamie Hudson
Location	Cornwall (assumed)
Date	27 March 2026
Prepared by	Jonny Shapland — Build My Service

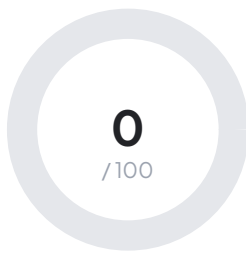
Why is this free?

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 Jamie Hudson'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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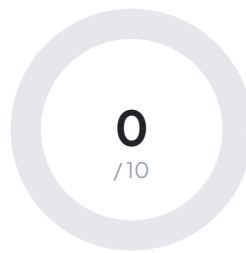
Your Scores at a Glance



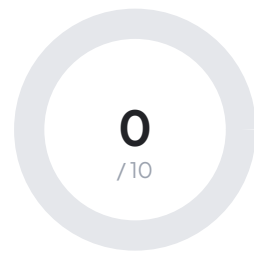
SEO Health



Online Presence



Website Quality



Review Presence

What this means: We tried to research your business online. We searched Google for your name, your phone number, your email, and every combination of 'Jamie Hudson electrician' and 'J Paints Cornwall' we could think of. We found nothing. Zero. You are a complete digital ghost — no website, no Google Business Profile, no business Facebook page, no directory listings, no reviews. The good news: you are already doing £8,000 a month from 5-10 jobs purely on word of mouth. That proves the demand is there and you do good work. The bad news: people who have not already heard of you through word of mouth have absolutely no way to find you. 'Electrician Cornwall' gets 260 searches a month. 'Painter decorator near me' gets 9,900 searches a month. Right now, every single one of those people is going to your competitors. This report covers both your trades — electrical and painting/decorating — because the opportunity exists in both.

1 SEO Health Check

Your SEO score is **0/100**. 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. Google has nothing to index. You are invisible in organic search results.
Google Business Profile	0 / 100	No GBP exists. You do not appear in Google Maps or the Local Pack — the 3-business box that captures 44-61% of all clicks for local searches.
Service Pages	0 / 100	No website means no service pages. Competitors have 5-15 pages targeting individual services.
Area Pages	0 / 100	No area pages targeting the towns you serve. Every competitor with area pages will outrank you by default.
Schema Markup	0 / 100	No website means no structured data for Google or AI search engines to understand your business.

Category	Score	Status
Directory Listings	0 / 100	Not listed on Checkatrade, MyBuilder, Rated People, TrustATrader, Bark, Yell, NICEIC, or any trade directory.

Problem: You do not exist on Google

1. We searched Google for 'Jamie Hudson electrician Cornwall', 'J Paints Cornwall', your phone number, and your email address. Every single search returned zero results.
2. This means if someone hears your name at a dinner party and Googles you to find your number — they cannot. If someone gets a recommendation from a friend and searches for you — nothing.
3. Meanwhile, 'electrician cornwall' gets 260 searches per month and 'electrician near me' gets 40,500 searches per month in the UK. Those are real people looking for exactly what you do, right now.
4. The fix starts with two things: a website and a Google Business Profile. These are the absolute foundation — without them, nothing else matters.
5. A basic website with service pages and a verified GBP would make you visible within 2–4 weeks for branded searches and within 2–3 months for local searches.

Problem: No Google Business Profile means no map visibility

1. When someone searches 'electrician near me' or 'painter decorator cornwall', Google shows a map with 3 businesses (the Local Pack). This captures 44–61% of all clicks.
2. You are not in this map. You cannot be in this map without a Google Business Profile. This is the single biggest missed opportunity for a local tradesman.
3. Your competitors in Cornwall are already there: DT Electrical (135 reviews, 5.0 stars), NSN Electrical (128 reviews, 4.9 stars), TM Decorating (28 reviews, 5.0 stars).
4. Setting up a GBP is free and takes about 30 minutes. Verification takes 5–7 days. Once verified, you start appearing in local search results immediately.
5. For a dual-trade business, you can list both 'Electrician' and 'Painter' as categories — covering both sides of your work in one profile.

Problem: Zero reviews while competitors have 100+

1. Google reviews are the #1 trust signal for local tradespeople. When a homeowner sees two electricians — one with 135 five-star reviews and one with zero — they call the one with reviews every time.
2. You told us you do 5–10 jobs per month. That is 60–120 happy customers per year. If even half of them left a Google review, you would have 30–60 reviews within 12 months.
3. Your top electrician competitors have 128–135 reviews. Your top painter/decorator competitors have 15–28 reviews. The painter market is easier to crack — fewer reviews needed to compete.
4. Start collecting reviews from day one. After every job, send a text with a direct link to your Google review page. Make it as easy as one tap.
5. Target: 5 reviews in your first month, 20 by month 3, 50 by month 6. This alone will transform your visibility.

Problem: Not listed on any trade directory

1. Checkatrade, MyBuilder, Rated People, TrustATrader, Bark, Yell — you are not listed on any of them. These directories appear on the first page of Google for almost every trade search.
2. When someone searches 'electrician cornwall', Checkatrade appears in the top results with '13 Trusted Electricians in Cornwall'. You are not one of them.

3. Some directories are free to join (Yell, FreeIndex, Bark basic). Others charge but generate direct leads (Checkatrade, MyBuilder).
4. Even the free listings help your SEO — each listing is a citation (a mention of your business name, address, and phone number) which tells Google you are a real, legitimate business.
5. Aim for 10–15 directory listings within your first month. This builds a web of trust signals that accelerates your Google rankings.

Quick Fix: The single most impactful thing you can do this week is set up a Google Business Profile. It is free, takes 30 minutes, and makes you visible on Google Maps within a week. Go to business.google.com, verify your business, add your services, opening hours, and a few photos of your work. This one step will generate more visibility than anything else in this report.

Keyword Opportunities

These are real search terms people in your area are using. Your current position for all of them is not ranking.

Search Term	Monthly Searches	Your Position	Competition
electrician near me	40,500	Not ranking	High
painter decorator near me	9,900	Not ranking	High
painter near me	8,100	Not ranking	High
decorator near me	1,900	Not ranking	Medium
electrician cornwall	260	Not ranking	Medium
electrician newquay	210	Not ranking	Medium
electrician redruth	210	Not ranking	Medium
electrician falmouth	170	Not ranking	Medium
electrician truro	140	Not ranking	Medium
electrician penzance	110	Not ranking	Medium
PAT testing cornwall	90	Not ranking	Low
electrician helston	90	Not ranking	Low
electrician st austell	90	Not ranking	Low
emergency electrician cornwall	50	Not ranking	Medium
electrician camborne	40	Not ranking	Low
electrical services cornwall	30	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	Personal profile only	0 / 10	'J Paints' listed as company on personal profile. No dedicated business page. Zero discoverability.
Instagram	None	0 / 10	No business account found
Google Business	None	0 / 10	No GBP exists. Invisible in Google Maps and local search.
LinkedIn	None	0 / 10	No company page
TikTok	None	0 / 10	No presence — trade transformation content performs extremely well on TikTok
YouTube	None	0 / 10	No presence

Problem: Complete social media invisibility

1. You have zero business social media presence. The only trace we found was 'J Paints' listed as your company on your personal Facebook profile — but that is not a business page.
2. A personal profile with a company name is not searchable, cannot collect reviews, cannot run ads, and does not appear in Facebook's business directory.
3. Your competitors are active: DT Electrical Contractors has a Facebook page with reviews. TM Decorating has an established social presence with portfolio photos.
4. The minimum you need: a Facebook Business Page and an Instagram business account. Both are free and take 15 minutes each to set up.
5. Post one photo per week of completed work — before/after shots of electrical installations or painting jobs. This builds a portfolio that sells for you 24/7.

Problem: No review presence anywhere

1. You have zero reviews on any platform — no Google reviews, no Facebook reviews, no Checkatrade reviews, nothing.
2. Reviews are the modern word of mouth. 93% of consumers read online reviews before choosing a local business. Without reviews, you are asking people to trust you on nothing.
3. You do 5-10 jobs a month. Every one of those customers is a potential review. You just need a system to ask them.
4. The simplest approach: after every job, send a text message saying 'Thanks for choosing me — would you mind leaving a quick Google review? [link]'. That is it.
5. Even 10 reviews with a 5-star rating would put you ahead of many local competitors who have profiles but few reviews.

Problem: The 'J Paints' branding only covers half your business

1. 'J Paints' suggests painting and decorating — but you also do electrical work. Anyone who finds 'J Paints' would not know you are an electrician.

2. For a dual-trade business, you need a brand name that covers both services. Options: 'Jamie Hudson Services', 'Hudson Property Services', 'Hudson Electrical & Decorating'.
3. A neutral brand name lets you build one website, one GBP, one Facebook page, and one set of reviews that covers everything you do.
4. The cross-sell angle is powerful: 'Need rewiring AND redecorating after? One call, both done.' Very few tradespeople can offer this.
5. Decide on the brand name before building anything — it affects your domain name, GBP listing, directory profiles, and all marketing materials.

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 electrician + painter/decorator near Cornwall (assumed)?', 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 to read
Schema Markup	None	No structured data anywhere on the web about your business
llms.txt File	N/A	No website means no llms.txt — AI models have zero information about you
Content Depth	None	No web content exists. AI search engines have nothing to reference.
Brand Mentions	None	Zero mentions across the web. AI models cannot recommend a business they have never encountered.

Problem: AI search engines do not know you exist

1. AI search tools like ChatGPT, Perplexity, and Google AI Overviews are already answering questions like 'best electrician in Cornwall' and 'painter decorator near me'.
2. We tested this: asking AI assistants for electrician recommendations in Cornwall returns your competitors — NSN Electrical, Wave Electrical, AC Electrical. You do not appear.
3. With zero web presence, AI models have literally nothing to work with. No website, no reviews, no directory listings, no social media — there is no data for AI to learn from.
4. The fix is the same as fixing your Google visibility: build a website with structured content, get listed on directories, collect reviews. AI models learn from the same sources Google uses.
5. Businesses that build their online presence now will be the ones AI recommends in 12 months. Those that do not will become even more invisible as AI search grows.

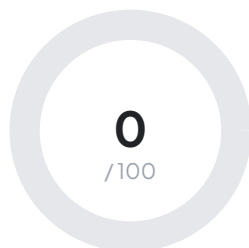
Why this matters right now: AI-powered search is growing fast. Google AI Overviews now appear in 60%+ of searches. ChatGPT search has over 200 million users. When someone asks an AI 'who is a good electrician in Cornwall?', you want to be the answer. Right now, AI does not even know your name.

“If you are thinking 'nobody uses AI to find a tradesman' — you are probably right today. But 12 months from now? The tradespeople who build their online presence now will be the ones AI recommends. Those who do not will wonder why the phone stopped ringing.

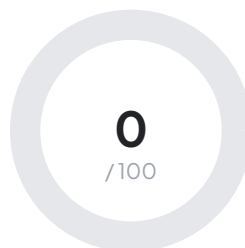
— Jonny

4 Website Performance

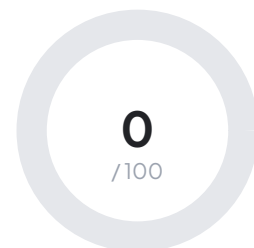
We ran your website through Google PageSpeed Insights — the same tool Google uses to measure user experience. These scores directly impact your search rankings.



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.
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.

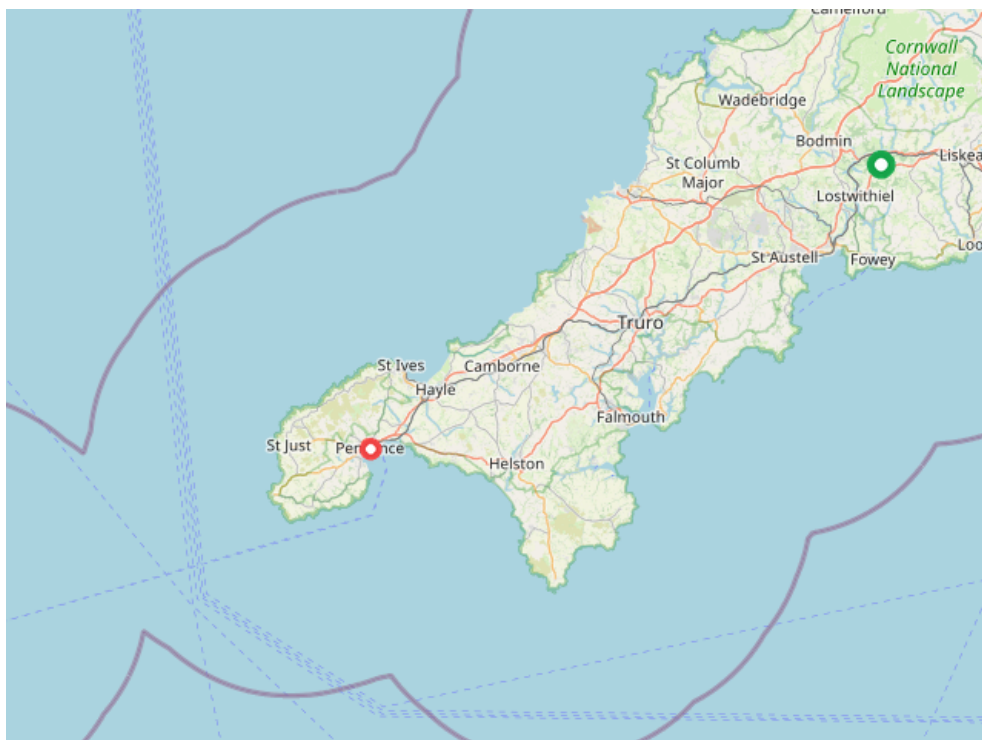
What this means: You do not have a website, so there are no page speed scores to report. When your website is built, it needs to load in under 2.5 seconds on mobile and score 90+ on Google PageSpeed Insights. Many tradesman websites fail this because they use unoptimised photos — make sure your site uses compressed images from day one. A fast-loading site is not just better for visitors, Google uses speed as a ranking factor.

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 — You Need 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 makes you visible on Google Maps. Your electrician competitors have GBPs with 100+ reviews. Your painter competitors have GBPs with 15-28 reviews. You need to be in this game.
2	Reviews — Start From Zero	You have zero reviews anywhere. Your top electrician competitor (DT Electrical) has 135 reviews at 5.0 stars. Your top painter competitor (TM Decorating) has 28 reviews at 5.0 stars. Start collecting reviews from every job. Target: 5 per month minimum.
3	Website With Service + Area Pages	You need a website with individual pages for each service (electrical installation, rewiring, PAT testing, interior painting, exterior painting, etc.) AND each area you serve (Penzance, Truro, Falmouth, etc.). Your competitors who do this rank for dozens of search terms.
4	NAP Consistency Across The Web	NAP = Name, Address, Phone number. Once you have a GBP, website, and directory listings, your business details must be identical everywhere. Inconsistent details confuse Google and hurt rankings.
5	Citation Building — Get Listed Everywhere	You need 15-20+ directory listings. Start with free ones: Yell, FreeIndex, Bark, Thomson Local, NiceLocal. Then consider paid ones: Checkatrade, MyBuilder, Rated People. Each listing is a trust signal to Google.

What Does NOT Matter (Myth-Busts)

- Myth: 'I get all my work from word of mouth so I do not need to be online.' Reality: The people being recommended to you are Googling your name to find your number. If they find nothing, they might call someone they can actually find instead.
- Myth: 'I do not need a website, I just need Facebook.' Reality: Facebook is important, but Google handles 8.5 billion searches per day. When someone urgently needs an electrician, they Google it — they do not search Facebook. You need both.
- Myth: 'I am too small to compete with the big companies online.' Reality: Local SEO is designed for small businesses. Your competitors are not big companies — they are other one-man-band tradesmen who simply set up a website and GBP before you did. You can catch up.

Your Local SEO Game Plan

- Week 1: Set up Google Business Profile (free, 30 minutes). Choose a brand name that covers both trades. Register a domain name. Set up Facebook Business Page.
- Month 1: Build a website with at least 10 pages — homepage, about, contact, 4 electrical service pages, 3 painting service pages. Add LocalBusiness schema. Claim 10 directory listings.
- Month 2: Build 5-8 area pages (Penzance, Truro, Falmouth, Newquay, St Austell, etc.). Start weekly GBP posts with job photos. Continue review collection. Target: 10+ Google reviews.
- Month 3-6: Add remaining area pages and specialist service pages (EV charger installation, consumer unit replacement, kitchen painting, etc.). Build to 20+ directory listings. Target: 30+ reviews. Start appearing in Google's Local Pack.

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 in 40,500+ Monthly Searches

'Electrician near me' gets 40,500 searches per month in the UK. 'Painter decorator near me' gets 9,900. 'Electrician Cornwall' gets 260. Right now, you appear in none of them. Even capturing 1% of the local searches could mean 5-10 new enquiries per month.

Missing 3-5 Calls Per Week

You told us you miss 3-5 calls per week because you are on-site. At your current job value, that is roughly £1,600-4,000 per month walking out the door. A missed call text-back system catches these automatically — 'Sorry I missed your call, I am on a job. I will ring you back within the hour.'

Zero Google Reviews = Zero Trust

When a potential customer finds your competitors with 135 five-star reviews and finds nothing for you, who do they call? Reviews are the digital version of word of mouth. Without them, you are asking strangers to take a blind leap of faith.

No Directory Leads

Checkatrade, MyBuilder, Bark, and Rated People generate thousands of leads for tradespeople every month. You are not listed on any of them. Even basic free listings on Yell and FreeIndex would start generating enquiries.

Projected Impact Timeline

Timeframe	What Changes	Expected Outcome
Now	Zero online presence. No website, GBP, reviews, or directory listings.	£8,000/month purely from word of mouth
3 Months	Website live, GBP active, 10+ reviews, 10+ directory listings	Estimated additional £1,500–3,000/month from online leads
6 Months	15+ pages indexed, 30+ reviews, area page coverage, local pack appearances	Estimated additional £3,000–5,000/month from both trades combined
12 Months	Full SEO foundation, 50+ reviews, dual-trade area dominance, AI visibility	Estimated additional £5,000–8,000/month — potentially doubling your revenue

The bottom line: You are making £8,000 a month with zero online presence. That is impressive — it proves the demand is there and you do good work. But you are running a business in 2026 that is invisible to the internet. Every month without a website, GBP, and reviews is another month where thousands of people searching for exactly what you do are finding your competitors instead.

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	Set up Google Business Profile	Go to business.google.com. Create a profile for your business. Add both 'Electrician' and 'Painter' as categories. Add your phone number, service areas, opening hours, and 5+ photos of your work.	30 minutes
2	Choose your brand name	Decide on a business name that covers both trades. 'J Paints' only covers painting. Consider 'Jamie Hudson Services', 'Hudson Property Services', or similar. This affects everything else.	15 minutes

#	Action	How	Time
3	Set up Facebook Business Page	Create a proper Facebook Business Page (not just a personal profile). Add your services, contact details, and a few portfolio photos.	20 minutes
4	Start asking for reviews	Text your last 5-10 happy customers and ask them to leave a Google review. Send them a direct link. Even 5 reviews this week transforms your profile.	30 minutes

Do This Month (Some Technical)

#	Action	How	Time
1	Build your website	A 10-page site covering: Home, About, Contact, plus 4 electrical services and 3 painting services. Each page needs 500+ words, photos, and a clear call to action.	Professional build or 4-6 hours DIY
2	Claim 10 directory listings	Register on Yell, FreeIndex, Bark, Thomson Local, NiceLocal (free). Consider Checkatrade and MyBuilder (paid but high-value). Same business details everywhere.	2 hours
3	Build 5 area pages	Create pages for Penzance, Truro, Falmouth, Newquay, and St Austell. Each page describes your services in that specific area with local details.	2-3 hours
4	Add schema markup	Add LocalBusiness JSON-LD schema to every page. This tells Google exactly what you do, where you do it, and how to contact you.	1 hour
5	Set up missed call text-back	Install an automated system that texts callers when you miss their call. You miss 3-5 calls per week — this alone could recover £1,600-4,000/month.	30 minutes

Longer Term (Professional Help Recommended)

1. Build remaining area pages for every town you serve (Camborne, Redruth, Helston, Hayle, etc.)
2. Add specialist service pages: EV charger installation, consumer unit replacement, PAT testing, kitchen painting, exterior painting
3. Reach 50+ Google reviews within 12 months — ask every customer
4. Start posting weekly on social media — before/after photos of jobs sell better than any ad
5. Consider Google Ads once your website is ranking — £5/day can test demand in specific areas
6. Explore the cross-sell advantage: 'rewire AND redecorate' as a unique selling point that no pure electrician or pure decorator can match

“I know — starting from zero feels overwhelming. But here is the thing: your competitors are not doing anything special. They just showed up online. They have a website. They have a GBP. They asked customers for reviews. None of that is complicated. The only difference between you and the electrician with 135 reviews is that he started earlier. Start now and you close that gap faster than you think.

— 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:

£8,000/month from word of mouth alone — this proves real demand and a strong reputation. Most tradespeople with zero online presence struggle to reach this level.

Dual-trade capability — very few tradespeople offer both electrical and painting/decorating. This is a genuine competitive advantage for full-property renovations.

Growing revenue — you reported your business is growing, meaning demand is increasing even without any marketing. Imagine what happens when people can actually find you.

Ready to invest — you said you are ready to invest in growing your business. That puts you ahead of most tradespeople who know they need to be online but keep putting it off.

5-10 jobs per month is a solid base — you are not starting from scratch, you are adding fuel to an existing fire.

Missing 3-5 calls per week means demand already exceeds your capacity to answer — fixing this alone could significantly increase revenue.

Competitor Comparison

Factor	Jamie Hudson	Typical Local Competitor
Google Reviews	0	Top electrician: 135 (DT Electrical). Top painter: 28 (TM Decorating)

Factor	Jamie Hudson	Typical Local Competitor
Website	None	All top competitors have professional websites
Google Business Profile	None	All top competitors have verified GBPs
Facebook Page	None (personal only)	Most competitors have dedicated business pages
Directory Listings	0	Top competitors listed on 5-10+ directories
Service Pages	0	Top competitors have 5-15 dedicated service pages
Area Pages	0	Best competitor (Wave Electrical) has 8+ area pages

The market is beatable. The electrician market in Cornwall is moderately competitive — the top players have 100+ reviews and professional websites with area pages. The painter/decorator market is less competitive — fewer reviews needed, fewer established online players. Your dual-trade capability is unique and valuable. The biggest gap is not skill or reputation — it is purely digital visibility. You are doing the hard part (good work, growing revenue). The easy part is showing up online.

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

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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