



YOUR FREE DIGITAL HEALTH REPORT

JJ Cornwall Scaffolding Ltd

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

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Business	JJ Cornwall Scaffolding Ltd
Location	Penzance, West Cornwall
Date	15 July 2026
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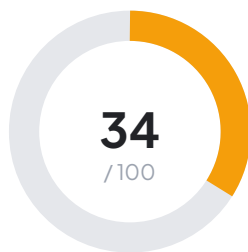
Why is this free?

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.

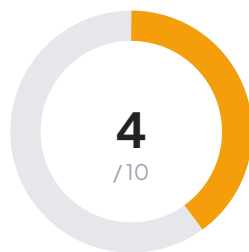
We have audited JJ Cornwall Scaffolding Ltd's entire online presence — your website, SEO, social media, local search, AI readiness, and website performance. This report is yours to keep regardless of whether you ever work with us. Every recommendation is actionable, and the quick wins section has steps you can take this week for free.

buildmyservice.co.uk

Your Scores at a Glance



SEO Health



Online Presence



Website Quality



Review Presence

What this means: JJ Cornwall Scaffolding is a genuinely strong business, 10 years in, TG20 and SG4 qualified, landmark projects like the Dawlish rail reconstruction, South Crofty, Hayle Viaduct and Lloyds Bank in Bristol, turning over around £20,000 a month. But that quality is not showing up online, and it is quietly costing you leads. Your Google Business Profile shows 2.6 stars and looks unclaimed. Your website is a Yell template whose pages are still dated 2020, with everything on one services page and no individual service or town pages. And you are already paying for Facebook and Google ads that push people to a single callback form, while you are up scaffolding and cannot answer the phone. You do not have a traffic problem. You have a bucket with holes in it. This report shows you exactly where they are, and the exact fix for each one, including the ones you can sort yourself this week for free.

1 SEO Health Check

Your SEO score is **34/100**. This is based on a comprehensive audit of your Google Business Profile, website structure, local SEO signals, schema markup, and review presence. Here is how each area scored:

Category	Score	Status
Google Business Profile	20 / 100	Exists but shows 2.6 stars and appears unclaimed
Website Platform	25 / 100	Yell template, sitemap dated 2020, very limited SEO control
Service Pages	15 / 100	All services on one page, no individual pages
Area Pages	0 / 100	None, despite serving 10+ Cornwall towns
Schema Markup	0 / 100	Zero structured data on any page
Reviews	35 / 100	Good on Facebook and Yell, but Google shows 2.6 stars

Problem: Your Google listing shows 2.6 stars and looks unclaimed

1. Go to business.google.com and claim JJ Cornwall Scaffolding Ltd (Google is currently showing an 'Own this business?' prompt, which means it is not verified by you).
2. Verify it so you control what customers see, right now anyone can suggest edits to your listing.
3. Your Google rating is 2.6 stars from 5 reviews. This is the first thing a customer sees when they search you, and it is costing you jobs before the phone even rings.
4. Reply to every existing review professionally, a calm, fair reply to a bad review reassures the next customer more than the review itself worries them.
5. Then ask your next 10 happy customers to leave a Google review. You have 5.0 on Facebook and 4.6 on Yell, so the happy customers are clearly there, they are just leaving reviews in the wrong place.

Problem: Your website is a frozen Yell template from 2020

1. Your site is built on Yell's website builder (the legal links at the bottom point to business.yell.com). That means Yell owns and controls the platform, template and hosting, not you.
2. Your sitemap still reports every page as last updated on 3 September 2020, close to six years ago.
3. It has zero structured data (schema), so Google cannot cleanly read who you are, where you work, or what you do.
4. It is four pages with everything crammed onto them. There is no room to rank for individual services or towns.
5. This is not a tweak-it problem. A modern, owned website is the single biggest lever you have.

Problem: All your services are on one page

1. Create individual pages for each service: Domestic Scaffolding, Commercial Scaffolding, Specialist Scaffolding, and Temporary Roofs.
2. Each page needs 500+ words describing the service, your approach, TG20/SG4 compliance, and the kind of jobs you take on.
3. Include real photos from that type of job, you have landmark work (Dawlish, South Crofty, Hayle Viaduct) that most scaffolders cannot touch.
4. These pages are what rank for 'temporary roof scaffolding' and 'commercial scaffolding cornwall'. Right now you have one page trying to do all of it.

Problem: You are missing from every town search except your own

1. Create a page for each town you serve: Penzance, Newlyn, St Just, Marazion, Hayle, St Ives, Camborne, Redruth, Helston, Truro.
2. Someone in Truro searching 'scaffolding truro' will not find a Penzance business without a Truro page.
3. Each area page should reference the specific town, the services you offer there, and any jobs you have done nearby.
4. This is how you turn 'throughout Cornwall' from a line on your homepage into actual rankings in each town.

Quick Fix: The single highest-value thing you can do this week costs nothing: claim your Google Business Profile at business.google.com and reply to your reviews. That 2.6-star, unclaimed listing is the first thing every customer sees, and fixing who controls it is a 30-minute job that immediately stops the bleeding.

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
scaffolding near me	6,600	Map pack only (UK-wide term)	Medium
temporary roof scaffolding	480	No dedicated page	Medium
scaffolding cornwall	210	Not top 3	Medium
scaffolding penzance	70	Map pack: 2.6 stars	Low
scaffolding truro	40	No area page	Low
scaffolding redruth	20	No area page	Low
scaffolding st ives / hayle / helston / camborne	Under 10 each	No area page	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	JJ Cornwall Scaffolding Ltd.	6 / 10	830+ followers, 5.0 from 6 reviews, your strongest asset
Instagram	@jordanjj123	2 / 10	670+ followers but a PRIVATE personal account, invisible to new customers
Google Business Profile	Reviews	2 / 10	2.6 stars, 5 reviews, appears unclaimed
LinkedIn	None	0 / 10	No presence, matters for commercial contracts
TikTok	None	0 / 10	No presence

Problem: Your Instagram is private and under a personal name

1. Your Instagram (@jordanjj123) is a private, personal account. A potential customer who finds it cannot see a single photo of your work without requesting to follow you.
2. Set up a public JJ Cornwall Scaffolding business account (or switch this one to a public Business profile).
3. Scaffolding is visual, clean lifts, temporary roofs, tricky access jobs. Post them.
4. Add your website link, phone, and service area to the bio so it actually feeds you work.

Problem: Your reviews are scattered across three platforms

1. You have 5.0 on Facebook (6), 4.6 on Yell (11), but only 2.6 on Google (5), and Google is the one everyone sees first.
2. The happy customers clearly exist. The problem is they are leaving reviews everywhere except the place that matters most for getting found.
3. Point every review request at Google from now on: a one-tap link, sent by text the day the job finishes.
4. Within a couple of months of steady Google reviews, that 2.6 becomes a 4-point-something, and the whole picture flips.

3 AI Readiness Check

AI Readiness Score: **3/10**. AI-powered search (ChatGPT, Gemini, Perplexity, Copilot) is growing rapidly. When someone asks an AI 'who is the best scaffolding near Penzance, West Cornwall?', the AI needs structured data, citations, and brand signals to recommend you. Right now, it has almost nothing to work with.

AI Ranking Factor	Your Status	Impact
Structured Data (Schema)	None found	AI cannot parse your services, location, or qualifications
AI Crawler Access	All allowed	Not blocked, good baseline
Content Citability	Low	Four thin template pages, frozen since 2020
Review Signals	Weak on Google	AI weights Google reviews heavily, yours reads 2.6
Brand Consistency	Mixed	Address differs across Google, Companies House and directories

Problem: When someone asks an AI 'who is the best scaffolder near Penzance?', the AI looks for businesses with structured data, strong Google reviews, consistent listings, and detailed service content. You have no schema, a 2.6-star Google rating, an inconsistent address, and four frozen template pages. The result: AI recommends a competitor with a cleaner online footprint, even though your actual work is better.

1. Add LocalBusiness and Service schema to a modern website, this is the language AI reads.
2. Fix your Google reviews, AI leans heavily on star ratings and recent sentiment.
3. Make your name, address and phone identical everywhere (right now Companies House, Google and directories disagree).
4. Write clear, factual service and FAQ content, AI loves pulling from Q&A; format.
5. Get listed consistently on trade directories, third-party mentions build AI trust.

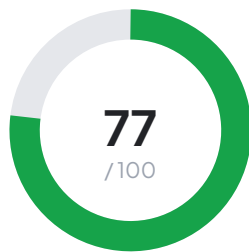
Why this matters right now: AI search is not replacing Google, it is adding a new front door. The businesses that set up clean structured data and strong reviews now will be the ones AI recommends, the same way early SEO adopters dominated Google. The ones that wait spend years catching up.

“If you are thinking 'nobody is asking AI to find a scaffolder', you are probably right today. But when a builder asks their phone to find a scaffolder for a job next week, that is AI search, and it is already happening. I would rather set you up for it now while it is easy than try to catch up later when every scaffolder in Cornwall has figured it out.

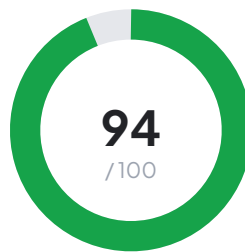
— Jonny

4 Website Performance

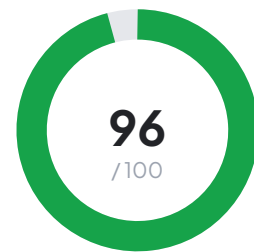
We ran your website through Google PageSpeed Insights — the same tool Google uses to measure user experience. These scores directly impact your search rankings.



Performance (Mobile)



Accessibility



Best Practices

Core Web Vitals

Metric	Value	Rating
First Contentful Paint (FCP)	0.9 seconds	Good, first text shows quickly
Largest Contentful Paint (LCP)	6.3 seconds	Poor, your main image takes 6.3s on mobile (should be under 2.5s)
Mobile Performance	77 / 100	Fair, but the slow main image is dragging it down
Desktop Performance	88 / 100	Good on desktop, but most local searches are on mobile

What this means: On a phone, the main image at the top of your site takes 6.3 seconds to appear. Google treats anything over 2.5 seconds as poor. Since most people searching for a scaffolder are on their phone, a chunk of them are staring at a half-loaded page and some will bounce before they ever see your number.

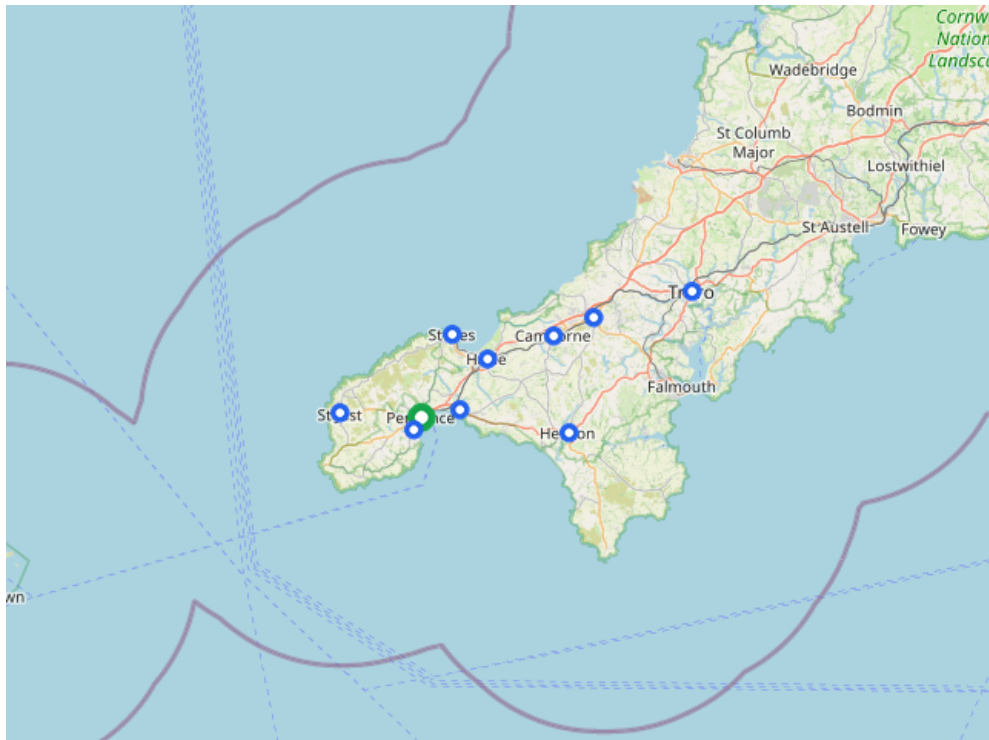
5 Local SEO Intelligence

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 ≡ Towns you serve

The big green marker is your business. The blue markers are the towns you cover across your service area.



What Actually Matters for Local Ranking (2026)

#	Ranking Factor	Why It Matters
1	Claimed & verified GBP	You cannot rank a listing you do not control. Claiming it is step one.
2	Primary GBP category	Most specific option is the #1 ranking factor. 'Scaffolder' beats a vague category.
3	Google rating 4.5+	High-rated businesses get more clicks. 2.6 stars actively suppresses you.
4	Proximity to searcher	Cannot control, but a correct address in Penzance helps significantly.
5	Consistent name, address, phone	Yours currently disagrees across Google, Companies House and directories.
6	Review recency	A steady trickle of new Google reviews beats a pile of old ones.
7	Service & area pages	Dedicated pages are how you rank in Truro, Hayle, St Ives, not just Penzance.
8	Correct map pin	Competitors can suggest edits to an unclaimed listing. Claim it and lock it down.

What Does NOT Matter (Myth-Busts)

- **You do NOT need to pay Google Ads on your own business name**, you already rank #1 organically for 'JJ Cornwall Scaffolding'. Paying to appear above your own free listing is usually money you are handing back to

Google.

- **More directories is NOT better**, five consistent listings beat twenty conflicting ones. Consistency is what counts.
- **Keywords stuffed in your business name do NOT help**, Google penalises fake names. Use your real registered name.
- **A pile of old reviews is NOT enough**, a steady trickle of recent Google reviews beats a big number that stopped two years ago. Recency is what Google and customers both trust.
- **A Yell website is NOT 'good enough because it exists'**, a frozen template with no schema is a ceiling on everything else you do.

Your Local SEO Game Plan

- **Claim and fix Google first**: it is free, it is fast, and it is the single biggest lever you have.
- **Own your website**: move off the rented Yell template to a modern site you control, with service and area pages.
- **Topical before geographic**: build the four service pages first, then the town pages.
- **Point all reviews at Google**: a one-tap request sent the day each job finishes.
- **Fix your NAP**: make your name, address and phone identical on Google, Companies House and every directory.

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.

A 2.6-star first impression

When someone searches your name after a recommendation, the first thing they see is 2.6 stars on Google. You know your work is 5.0 quality, your Facebook and Yell prove it, but the customer does not get that far. Some call anyway. Others quietly pick the scaffolder with 4.8 stars. That gap is invisible, and it is expensive.

Missed calls while you are up scaffolding

You answer the phone yourself, and by your own account you miss 1-3 calls a week. You are up a scaffold, of course you do. But a scaffolding job is worth hundreds to thousands of pounds, and a missed call usually just rings the next scaffolder on the list. Three missed calls a week is potentially over 150 lost enquiries a year.

Paying for ads that leak

You are already paying for Facebook and Google ads. That traffic lands on a single 'request a callback' form on a frozen template, then waits for you to call back while you are on site. You are paying to fill a bucket that has holes in it. Fix the bucket and the same ad spend works far harder.

A Yell website you do not control, dated 2020

Your site runs on Yell's platform, so Yell controls the template and hosting, not you. Its sitemap still reports a September 2020 update, and it has no structured data, no individual service pages, and no town pages. It is a business card that happens to be online, not a machine that brings you work.

Landmark work that nobody can see

Dawlish rail reconstruction. South Crofty. Hayle Viaduct. Lloyds Bank in Bristol. That is the kind of portfolio most scaffolders would build their whole brand around. Right now it is one line on a homepage. Presented properly, it is the reason a commercial client picks you over a cheaper quote.

Projected Impact Timeline

Timeframe	What Changes	Expected Outcome
30 days	Google Business Profile claimed and verified, reviews replied to, review requests pointed at Google, NAP fixed across listings	You control your listing, the 2.6 starts climbing, first new Google reviews arrive
90 days	New owned website live with service and area pages, lead form with instant follow-up, missed-call text-back, Instagram public	Ranking for low-competition Cornwall terms, ads landing on a site that converts, no more silently lost calls
6 months	Full service + area page coverage, steady Google reviews, schema and AI readiness in place	Found across West Cornwall not just Penzance, a Google rating that matches your Facebook, your ad spend working two to three times harder

The bottom line: You are not short of skill, work, or reputation, £20,000 a month and a landmark portfolio prove that. You are short of leads because the online version of your business is worse than the real one. A 2.6-star unclaimed Google listing, a frozen rented website, and paid ads pointing at a leaky form are all fixable. Fix them and the same business, doing the same quality work, simply gets found more.

7 Your Action Plan

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

Do This Week (Free, High Impact)

#	Action	How	Time
1	Claim your Google Business Profile	business.google.com, it is currently showing 'Own this business?'	30 min
2	Reply to your Google reviews	Calm, fair replies, especially to the negative one	20 min

#	Action	How	Time
3	Ask 10 recent happy customers for a Google review	Send a direct link by text the day the job finishes	15 min
4	Make your Instagram public	Switch @jordanjj123 to a public business profile, or start a business one	15 min
5	Check your address is the same everywhere	Google, Companies House and directories currently disagree	20 min

Do This Month (Some Technical)

#	Action	How	Time
1	Move off the rented Yell website	A modern site you own, with room to grow	Build project
2	Create individual service pages	Domestic, Commercial, Specialist, Temporary Roofs	2-3 hrs content
3	Create area pages for each town	Penzance, Truro, Hayle, St Ives, Camborne, Redruth, Helston, Marazion, St Just, Newlyn	2-3 hrs content
4	Set up instant lead follow-up + missed-call text-back	So a missed call texts the customer back automatically	Setup
5	Showcase your landmark projects properly	Dawlish, South Crofty, Hayle Viaduct, Lloyds Bristol with photos	1 hr

Longer Term (Professional Help Recommended)

1. Build out full service and area page coverage so you rank across West Cornwall, not just Penzance.
2. Run an automated review request after every job so Google reviews arrive steadily.
3. Point your existing Facebook and Google ad spend at a site that actually converts.
4. Add schema and AI readiness so both Google and AI assistants can read and recommend you.
5. Keep your name, address and phone identical everywhere so nothing splits your local authority.

“I know, that is a fair list. And most of it is not the fun part of running a scaffolding firm. But every single item puts more of the right calls through to you. The difference between a missed call and a booked job is often just whether the customer could find you and trust what they saw. That is the whole game.

— 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:

£20,000 a month and 20–40 jobs, largely on reputation: that is the hard part already done. Customers use you, come back, and refer you. Most businesses would kill for that base.

A landmark portfolio: Dawlish rail reconstruction, South Crofty, Hayle Viaduct, Lloyds Bank in Bristol. That is serious, credibility-building work that most local scaffolders simply cannot claim.

Properly qualified: 10 years in, TG20 and SG4 compliant. Experience and compliance are exactly what Google, AI, and commercial clients look for, it just needs to be visible.

Genuinely liked by customers: 5.0 on Facebook and 4.6 on Yell. The happy customers exist in numbers, they are just leaving reviews in the wrong place for getting found.

830+ Facebook followers: a real, engaged local audience already built. That is a channel most competitors do not have and cannot buy quickly.

Competitor Comparison

Factor	JJ Cornwall Scaffolding Ltd	Typical Local Competitor
Google rating	2.6 stars (5 reviews)	D Law 5.0, Tide 5.0, Sedgeman 3.5
Shows in Google's Map Pack	No, you pay for ads to appear	Yes, they rank there for free
Website	Rented Yell template, dated 2020	Owned sites, some with schema
Service pages	1 combined page	Individual pages per service
Town / area pages	None	Yes, town by town
Facebook	830+ followers, 5.0 (your edge)	Pz Scaffolding ~470, others smaller

The market is beatable. Here is the real picture, checked live on Google. Search 'scaffolding penzance' and the three businesses in the Map Pack, the box at the top that gets almost all the clicks, are D Law Scaffolding (5.0 stars), Tide Scaffolding (5.0 stars) and Chris Sedgeman Scaffolding (3.5 stars). Your listing sits at 2.6 stars and does not make that pack at all, which is exactly why you are having to pay for ads just to show up. The good news: none of them are miles ahead on the things that actually win the pack, they just have better reviews and a proper website. Fix those two things and, with your reputation and landmark portfolio, you can be sitting in that top three within a few months.

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.

“ I keep things deliberately small. I only take on one new trade business a month across Cornwall, so every single one gets my full attention and turns into a proper result, not a logo on a list. My first clients are already getting leads, and I am still building my name down here, which is why the pricing is this keen: £197 a month for work most agencies bill thousands for. I would rather a handful of Cornish trades genuinely smashing it than a hundred average ones, and a scaffolder with a landmark portfolio is exactly the kind of business I want to prove this on.

— Jonny

“ Everything in this report, claiming and fixing your Google Business Profile, the reviews, the schema, the service and town pages, is included in your setup and your £197 a month. There is no separate SEO retainer bolted on top. Agencies routinely charge £1,000 to £3,000 a month for the SEO alone. It is bundled because I want you ranking and getting leads, that is what earns me the next Cornish case study.

— Jonny

Why we only work with Cornish trades

I'll be straight with you. Your business was built on word of mouth, on doing a good job and getting recommended. Ours is being built the exact same way. I am not trying to sign up half the country. I do not want to help a builder in Leeds or a plumber in London. I want to help trade and service businesses here in Cornwall, because too many of my mates have been stung by marketing agencies that overpromised, took the money, and delivered nothing.

That is the whole reason BuildMyService exists. My reputation is everything to me, and the only way I build it is by actually getting local trades more work. So do not just take my word for it. Ask the people I already work with. Call MC Fire & Security, LW Construction, RW Groundworks, or West Cornwall Roofing & Leadwork and ask them straight what it has been like. They will tell you we are getting them leads and looking after them properly.

I plan to do this for the next 30 years, right here in Cornwall. I would love for you to be one of the businesses I do it for.

— 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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