



YOUR FREE DIGITAL HEALTH REPORT

Kreative Construction Cornwall Ltd

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

Prepared for	Luke Fenton and David Lloyd
Business	Kreative Construction Cornwall Ltd
Location	Illogan / Redruth, Cornwall
Date	06 May 2026
Prepared by	Jonny Shapland — Build My Service

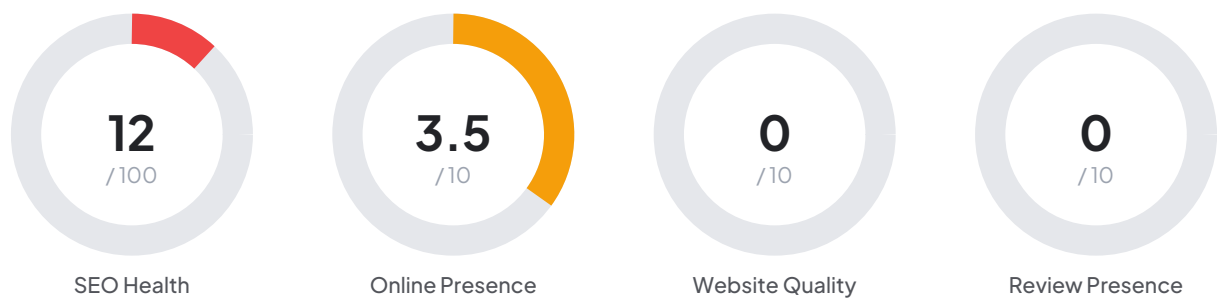
Why is this free?

[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 Kreative Construction Cornwall 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



What this means: Kreative Construction Cornwall Ltd looks like a real local building company: active on Companies House, incorporated in July 2024, with two builder-directors and a domestic-building SIC code. Browser verification found a Facebook page, an Instagram profile, public contact details and service wording, so the business is not invisible. The gap is different and more specific: there is still no confirmed owned website, no confirmed Google Business Profile for the brand, no confirmed Google review surface, and Google Maps returned another construction company when searching the exact brand. That means referrals can find some social proof, but homeowners searching Google or Maps still do not get a clean, controlled route to understand the work, check projects, read reviews and enquire.

1 SEO Health Check

Your SEO score is **12/100**. 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
Owned Website	0 / 100	No confirmed website found. Google has no owned Kreative Construction pages to index, rank, or send enquiries to.
Google Business Profile	0 / 100	Direct Google Maps verification for the brand search returned Cornwall Construction and Developments Ltd, not Kreative Construction Cornwall. That means the Kreative profile is either not set up, not visible, or not strong enough for Google to return it for the exact business name.
Service Pages	0 / 100	No owned website/service pages found. Facebook and Instagram explain the work, but Google has no controlled Kreative website pages to rank for those services.
Area Pages	0 / 100	No pages target Redruth, Camborne, Illogan, Truro, Falmouth or wider Cornwall searches.

Category	Score	Status
Reviews and Trust Signals	0 / 100	Facebook and Instagram provide early proof, but no confirmed Google review profile, owned testimonials page, accreditation page or structured project gallery was found.
Entity Signals	20 / 100	Companies House, Facebook and Instagram confirm the business exists and show basic activity, but the entity is still fragmented because there is no owned website or visible GBP connecting everything together.

Problem: You have social proof, but Google still does not give people the full picture

1. When someone searches your name, they can find Companies House and your Facebook/Instagram presence. That is a useful start, but it still does not give Google one controlled source of truth for services, areas, reviews, projects and enquiries.
2. The fix is a simple owned website. Start with five core pages: Home, Services, Projects, About and Contact. Those five pages give Google and customers a proper source of truth instead of leaving your reputation to company-register listings.
3. Every page should clearly say 'Kreative Construction Cornwall Ltd' and anchor the business to Redruth, Illogan and Cornwall. That helps Google connect the legal entity to the local building service.
4. Reuse the proof already starting on social media. A clean website gallery of extensions, refurbishments, kitchens, bathrooms, tiling, plastering and carpentry work will do more for trust than clever wording.
5. Make the contact route obvious: click-to-call, quote form, service area, and a short note about the kinds of jobs you take on.

Problem: No visible Google Business Profile means you miss the map results

1. For searches like 'builder Redruth', 'house extensions Cornwall' or 'builders near me', Google often shows a map pack above normal websites. In the direct Maps check for your exact brand name, Google returned a different construction company instead of Kreative.
2. Go to business.google.com and create or claim the profile for Kreative Construction Cornwall Ltd. Use the exact business name, service-area setup, and a Cornwall-based service radius rather than trying to show a residential registered office as a shopfront.
3. Choose the closest available category, likely 'Builder' or 'General contractor' depending on Google's current UK category list. Add secondary services only after confirming the exact work you want to win.
4. Upload 10-20 real project photos. Photos are not decoration; they are proof. They also help the profile look alive when someone compares you against builders with years of reviews.
5. Once verified, ask the first five happy customers for reviews. Five genuine local reviews is enough to make a new profile feel real.

Problem: There is no service-area content for Cornwall searches

1. Right now Google cannot match you to searches in Redruth, Camborne, Illogan, Pool, Truro, Falmouth or Helston because there are no pages explaining where you work.
2. Build one strong location section first: 'Builders in Redruth and across Cornwall'. Do not create thin pages for every town until the core site is live and believable.

3. After the foundation is built, add a handful of service-area pages: Builders Redruth, Builders Camborne, House Extensions Cornwall, Renovations Cornwall, General Building Cornwall.
4. Each page should include real local proof: project photos, nearby towns covered, common job types, and practical FAQs. Avoid generic AI filler. Homeowners can smell it.
5. The goal is not to blanket Cornwall overnight. The goal is to make Google confident that Kreative is a real Cornwall builder with a real service area.

Problem: The public listings do not give people a route to enquire

1. Endole and NewBusinessMonitor do not report a phone number, email or website. 192.com lists the business at the postcode, but it is still a directory listing rather than a lead path.
2. That means a motivated homeowner can find contact details on social media, but there is still no single controlled enquiry route on a website or visible GBP.
3. Use the same enquiry route everywhere: website, GBP, Facebook, Instagram, directories and email signature.
4. A basic quote form should ask for name, phone, postcode, job type, photos, ideal timeframe and budget range. That is enough to qualify most building enquiries without a long phone call.
5. Set up automatic text/email confirmation so every enquiry gets a fast response even if you are on site.

Quick Fix: This week, fix the Google Maps/GBP visibility issue, secure a domain, and connect the existing Facebook/Instagram proof into one controlled public identity.

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
builders Redruth	100-1K est.	Not ranking	Medium
builders Cornwall	100-1K est.	Not ranking	High
house extensions Cornwall	10-100 est.	Not ranking	High
house extensions Redruth	10-100 est.	Not ranking	Medium
renovations Cornwall	10-100 est.	Not ranking	Medium
general builder Redruth	10-100 est.	Not ranking	Medium
loft conversions Cornwall	10-100 est.	Not ranking	Medium
domestic builder Cornwall	Low-volume est.	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
Google Business Profile	Brand search returned another company	0 / 10	Direct Maps verification for the exact brand returned Cornwall Construction and Developments Ltd, not Kreative. That is the key local visibility issue to fix.
Website	No confirmed website found	0 / 10	No owned site found for services, projects, enquiry forms or local SEO.
Facebook	Kreative Construction Cornwall Redruth	3 / 10	Facebook page found with 67 likes / 60+ followers, Redruth location, service description and public email. Useful proof, but it should be connected to GBP and a website.
Instagram	Found profile	2 / 10	Instagram result found for @kreative_construction with 17 followers, 2 posts, matching email and Dave/Luke phone numbers. Early proof exists, but it is still very thin.
LinkedIn	No confirmed company page found	0 / 10	Not critical for residential work, but still a missed credibility signal.
TikTok / YouTube	No confirmed profiles found	0 / 10	Video is optional, but building transformations perform well and could support trust.
Company databases	Companies House, Endole, CompaniesInTheUK, 192.com	2 / 10	These prove the legal entity exists. Facebook and Instagram add early marketing proof, but there is still no owned conversion asset.

Problem: Project proof exists, but it is too thin and scattered

1. Construction is a visual trust business. People want to see before-and-after photos, finished work, neat details, and evidence that you have handled jobs like theirs.
2. Facebook and Instagram give the business a starting point, but the proof is scattered across social platforms rather than organised into a proper project gallery.
3. Start with the photos already on your phone. Pick 15 strong examples, sort them by job type, and write one plain-English caption for each: what the client needed, what was done, and where in Cornwall it was.
4. Use those photos across the website, GBP, Facebook and Instagram. The same asset can work in four places. Do not overcomplicate the content machine.
5. Once the proof layer is live, ask every new customer for one photo permission and one review. That turns each job into a future sales asset.

Problem: The social proof trail exists, but it needs to look more established

1. A referral does not usually call blindly. They search the name first. Finding Facebook and Instagram helps, but thin profiles can still feel early-stage.
2. Keep the existing Facebook page active because local homeowners and community groups still use Facebook heavily for trade recommendations.
3. Keep using Instagram because building work is visual. The feed does not need to be polished; it needs to be real.

4. Post once per week: one project photo, one short caption and one location. That is enough to make the business look active.
5. Pin one post explaining who you are, where you work, and what kind of building jobs you want.

Problem: No reviews means every enquiry starts colder than it should

1. No public reviews were found during the audit. If you already have happy customers, that proof is trapped offline.
2. Once the Google Business Profile is live, send a direct review link to previous customers who would genuinely vouch for you.
3. Do not ask for vague reviews. Ask them to mention the type of work and town, for example 'extension in Redruth' or 'renovation near Camborne'.
4. Aim for five reviews first. That is the minimum threshold where the profile starts to feel real.
5. Then build a simple habit: every completed job gets a review request the same day the customer is happiest.

3 AI Readiness Check

AI Readiness Score: **2/10**. AI-powered search (ChatGPT, Gemini, Perplexity, Copilot) is growing rapidly. When someone asks an AI 'who is the best domestic builder near Illogan / Redruth, 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
AI Crawler Access	No owned website	AI tools have no controlled Kreative Construction website to crawl.
Schema Markup	None found	No LocalBusiness, GeneralContractor, Service or FAQ schema found.
llms.txt	None found	No website means no AI-facing summary file.
Review Signals	None found	AI tools lean on reviews and trusted citations when recommending local businesses.
Entity Consistency	Company-register and social signals	Companies House confirms the entity and social profiles describe services, but there is no owned website/schema layer for AI tools to trust.

Problem: AI tools can confirm you exist, but not why anyone should hire you

1. The public web can confirm Kreative Construction Cornwall Ltd exists as a registered company, and social profiles give some service/contact context. That is useful, but it is not enough for AI search.
2. AI assistants need service pages, local content, reviews, FAQs, project proof and structured data before they can confidently recommend a business.
3. When the website is built, include schema markup from day one: Organization, LocalBusiness or GeneralContractor, Service pages, FAQPage and sameAs links to GBP/social profiles.
4. Add a short llms.txt file that summarises who you are, what you do, where you work, and how to contact you.
5. This is not about chasing a trend. It is about making the business legible to the tools customers increasingly use before they call.

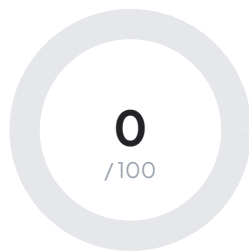
Why this matters right now: People are already asking Google AI Overviews, ChatGPT, Gemini and Perplexity for recommendations. A local builder with reviews, schema, useful FAQs and project proof is much easier for those systems to understand and recommend than a company with only a Companies House listing.

“If you are thinking 'nobody is using AI to find a builder yet', fair. But people said the same thing about Google reviews years ago. The sensible move is not to panic — it is to put the right foundations in now while most local competitors are still ignoring it.

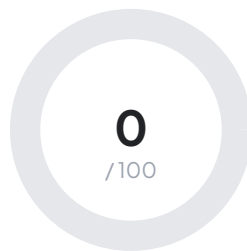
— Jonny

4 Website Performance

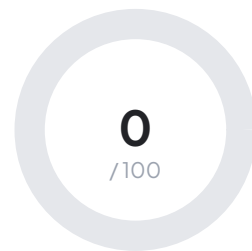
We ran your website through Google PageSpeed Insights — the same tool Google uses to measure user experience. These scores directly impact your search rankings.



Performance (Mobile)



Accessibility



Best Practices

Core Web Vitals

Metric	Value	Rating
First Contentful Paint	N/A — no website found	No page available to test.
Largest Contentful Paint	N/A — no website found	No page available to test.
Total Blocking Time	N/A — no website found	No page available to test.
Cumulative Layout Shift	N/A — no website found	No page available to test.

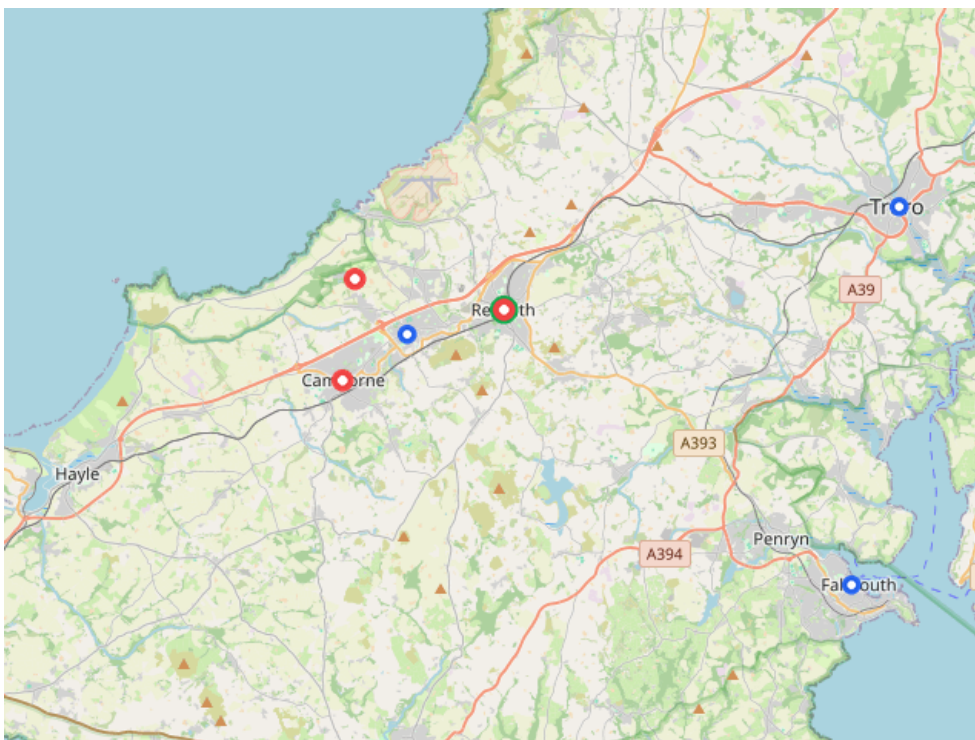
What this means: There is no confirmed website, so there is nothing to speed-test yet. That is actually an advantage if you build properly from scratch. The first site can be lightweight, mobile-first, image-compressed and built around fast quote enquiries instead of being another slow builder brochure site.

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	For a local builder, GBP is the first serious visibility asset. It controls Maps presence, reviews, calls, directions and local trust.
2	Reviews	Five real reviews makes a new builder look legitimate. Twenty-plus reviews starts to change buying behaviour.
3	Service Pages	Google needs pages for the work you want: extensions, renovations, general building, structural alterations, kitchens, bathrooms or whichever services are confirmed.
4	Area Relevance	Redruth, Camborne, Illogan, Pool and wider Cornwall need to appear naturally across the site and GBP.
5	Consistent NAP	The same name, address, phone and website need to appear across GBP, website, directories and social profiles.

What Does NOT Matter (Myth-Busts)

- Myth: 'A Companies House page and social profiles are enough.' Reality: they help prove you exist, but they do not give Google one strong source of truth.
- Myth: 'A website can wait until we are bigger.' Reality: the website is what makes you look bigger and easier to trust.
- Myth: 'Social media is only for big brands.' Reality: for builders, simple job photos and local proof are often enough.

Your Local SEO Game Plan

- Week 1: Fix GBP visibility, secure a domain, standardise the existing phone/email route, and gather 15 project photos.
- Month 1: Launch a simple website with Home, Services, Projects, About and Contact. Add schema and quote form.
- Month 2: Strengthen Facebook and Instagram, request the first five Google reviews, and build the first service pages.
- Month 3: Add location/service-area content for Redruth, Camborne, Illogan and wider Cornwall.
- Month 4 onwards: Keep adding project proof, FAQs and reviews so the business compounds instead of restarting from zero every enquiry.

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.

Warm referrals hit a dead end

If someone hears your name and searches it, they can find some social proof, but not a strong website/GBP proof layer. That is not enough to reassure a homeowner before a building project.

Map searches go to competitors

Without a visible GBP, searches like 'builder near me' and 'builder Redruth' are likely to show competitors with reviews, photos and click-to-call buttons.

Social photos are not yet an owned project gallery

Building work is high-trust and high-value. Photos, reviews and case studies reduce the risk in a customer's mind before they call, especially when they are organised on a website and GBP.

Every missing review makes the next enquiry harder

Reviews compound. If you do not start collecting them now, six months from now you will still look like a new business online even if you are busy offline.

Projected Impact Timeline

Timeframe	What Changes	Expected Outcome
Week 1	GBP visibility, domain, contact consistency and photo collection	Business becomes easier to verify and prepare for launch.
Month 1	Website, quote form, service pages and schema	Google and customers get a controlled source of truth.
Month 2-3	Reviews, stronger social profiles, project gallery and location pages	Trust and local visibility begin compounding.
Month 4-6	More case studies, FAQs and ongoing review capture	More searches can turn into calls instead of silent lost enquiries.

The bottom line: The issue is not that Kreative Construction looks bad online. It is that the proof is split between company registers and thin social profiles, while Google Maps and the open web still lack a strong hireable-builder presence.

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 or claim GBP	Go to business.google.com, add the business, services, service area, hours and photos.	30 min
2	Secure the domain	Buy a simple domain matching the business name or a Cornwall-builder variation.	10 min
3	Standardise public phone/email	Use the existing public email and Dave/Luke mobile numbers consistently everywhere, or confirm the preferred single main number.	10 min
4	Gather project photos	Choose 15-25 real examples and sort by job type.	45 min

Do This Month (Some Technical)

#	Action	How	Time
1	Launch the core site	Home, Services, Projects, About, Contact, quote form and click-to-call.	1-2 weeks
2	Add service pages	Start with the confirmed work you most want: extensions, renovations, general building, etc.	1 week

#	Action	How	Time
3	Request first reviews	Ask previous happy customers using the direct GBP review link.	Ongoing
4	Strengthen Facebook and Instagram	Keep the existing profiles active with real project proof weekly, not generic content.	1 hour cleanup

Longer Term (Professional Help Recommended)

1. Build service-area pages for Redruth, Camborne, Illogan, Pool, Truro, Falmouth and Helston once the core site is live.
2. Add case studies for the best completed jobs with photos, location and customer problem solved.
3. Create a review system so every finished job automatically triggers a review request.
4. Use schema, FAQs and llms.txt so Google and AI assistants understand what Kreative does.

“The good news is that you are not trying to repair a messy old website. You are starting clean. That means you can build the right foundation once and avoid the expensive patchwork most local businesses end up with.

— 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:

The company is active and properly registered, which gives the brand a real legal foundation.

Two directors are listed as builders, so the company has trade credibility rather than looking like a generic lead-gen shell.

The business is young, but already has Facebook and Instagram proof to build from.

The Cornwall construction market is full of small firms with weak websites, thin content and inconsistent proof. A tidy SmartSite can stand out quickly.

There is no obvious bad reputation to clean up. The main issue is absence, which is much easier to fix than negative reviews.

Competitor Comparison

Factor	Kreative Construction Cornwall Ltd	Typical Local Competitor
Website	No confirmed website	Many local builders have at least a basic brochure site
Google profile	No confirmed visible GBP	Established builders usually have GBP, reviews and photos
Reviews	No confirmed public reviews	Competitors with 10–50 reviews look safer to homeowners
Project proof	Early social proof only	Competitors often show finished work, even if poorly presented
Company status	Active limited company	Comparable to legitimate local firms

The market is beatable. The market is beatable because the gap is basic infrastructure, not years of entrenched SEO authority. A clean website, visible GBP, stronger use of the existing social proof, real photos and a review habit would put Kreative in a much stronger position than it has today.

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 with local trade businesses, so the offer is intentionally lopsided: proper website, local SEO foundations, quote system and review setup without the ridiculous agency pricing. It will not stay this cheap forever, but for early clients it makes sense.

— Jonny

“

For the first few clients, the SEO foundation work is included because the website only works if people can actually find it. That means GBP setup, service pages, schema, local structure and the review system are part of the build rather than expensive extras.

— 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

buildmyservice.co.uk