



YOUR FREE DIGITAL HEALTH REPORT

N & Sons Roofing

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

Prepared for	Nick Chipperfield
Business	N & Sons Roofing
Location	Ramsgate, Kent
Date	18 May 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.

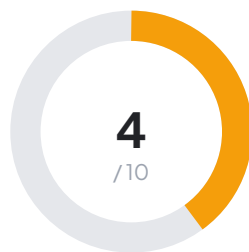
We have audited N & Sons Roofing's entire online presence — your website, SEO, social media, local search, AI readiness, and website performance. This report is yours to keep regardless of whether you ever work with us. Every recommendation is actionable, and the quick wins section has steps you can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

buildmyservice.co.uk

Your Scores at a Glance



SEO Health



Online Presence



Website Quality



Review Presence

What this means: Nick Chipperfield runs N & Sons Roofing from Kent, covering emergency and standard roofing work across the county. He has something most roofers would trade their van for: a perfect 5.0 Google rating with 45 reviews. Forty-five. All five stars. That is exceptional. But almost everything around those reviews is working against him. His website is a basic 4-page PHP site with no meta descriptions, no schema, no contact form, and no individual service pages. He has three different landline numbers scattered across his website, logo, and directory listings — Google does not know which one is real. His website says he is based in Medway, his Facebook says Ramsgate, his directory listing says Faversham, and his landline area codes point to both Sittingbourne and Thanet. This location confusion is actively hurting his local search visibility. He has zero directory listings, no sitemap, no robots.txt, and his site takes over 12 seconds to load on mobile. The 45 five-star reviews are doing the heavy lifting — but they are carrying a broken foundation.

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 Reviews	95 / 100	5.0 stars with 45 reviews — outstanding. This alone puts Nick ahead of most Kent roofers
Google Business Profile	50 / 100	GBP exists and is verified — but no hours set, no business description optimised, categories need expanding
Website SEO	5 / 100	No meta descriptions, no schema markup, no sitemap, no robots.txt, .php URLs exposed
Service Pages	5 / 100	All 5 services crammed onto one page — cannot rank for any individual service keyword
Local Pages	0 / 100	Zero area pages — invisible in Chatham, Rochester, Gillingham, Canterbury, and every other Kent town

Category	Score	Status
Directory Listings	2 / 100	Only 1 listing found (Noticed.uk) — not on Checkatrade, Yell, MyBuilder, Bark, or any major platform
Technical SEO	5 / 100	No robots.txt, no sitemap, PHP 7.4 end-of-life, 12.2s mobile LCP, CLS 0.65 — site is technically broken for SEO

Problem: Three different phone numbers are confusing Google about who you are

1. Your website header shows 07736 037933 and 01795 501590. Your logo (which appears on every page) shows 07736 037933 and 01843 791559. The Central Index directory has 01843 498882. That is three different landline numbers across your own materials.
2. Google uses phone numbers to match your business across the internet. When it finds three different landlines, it cannot confidently link your website, your GBP, your Facebook, and your directory listings as the same business.
3. Your mobile number (07736 037933) is consistent everywhere — GBP, Facebook, website, directories. That is good. But the landline chaos needs fixing.
4. Pick ONE landline number. Update your website header, your logo image, every directory listing, and your Facebook page to show the same number. Then remove the others.
5. This is not cosmetic — it directly affects whether Google shows you in local search results. NAP (Name, Address, Phone) consistency is a fundamental ranking signal.

Problem: Google does not know where you are — Medway, Ramsgate, or Faversham?

1. Your website says 'based in Medway' on every page. Your Facebook page lists your address as '2 Camden Square, Ramsgate, CT11 8HS'. The Noticed.uk directory says 'trusted roofers based in Faversham'. Your GBP map pin sits near Faversham/Isle of Sheppey.
2. These are three different places in Kent, 20–30 miles apart. When someone in Chatham searches 'roofer near me', Google has to guess which location is correct — and it may guess wrong.
3. Your website landline (01795) is a Sittingbourne/Faversham area code. Your logo landline (01843) is a Thanet/Ramsgate area code. Even your phone numbers tell different location stories.
4. Decide where your primary service area is. If it is Medway (where the demand is highest for roofers), then your GBP, website, Facebook, and every directory listing should all say Medway. If your physical address is in Ramsgate, that is fine — set Ramsgate as your address but Medway as your primary service area in GBP.
5. This single fix — consistent location across all platforms — will immediately improve your local pack visibility.

Problem: Five services crammed onto one page — you cannot rank for anything specific

1. Right now, Flat Roofing, Roof Repairs, New Roofs, Lead Work, and Fascia & Guttering all live on a single services.php page. Google sees this as ONE page trying to rank for five different topics — and ranks it for none of them.
2. Your competitor LPS Roofing has 8+ individual service pages. When someone searches 'flat roofing Medway', LPS has a dedicated page that matches that exact search. You have a general page that mentions flat roofing alongside four other services.

3. Each service needs its own dedicated page with 500–800 words of unique content: what the service involves, what materials you use, why clients choose you for this service, frequently asked questions, and a clear call to action.
4. Five dedicated service pages would multiply your keyword reach by 5x overnight. Add location pages and you could be targeting 50+ keyword combinations instead of the 3 you currently have.
5. This is the single biggest ROI change you can make. One page per service. No exceptions.

Problem: Your site takes 12.2 seconds to load on mobile — visitors leave after 3

1. Google's PageSpeed test shows your mobile Largest Contentful Paint (LCP) is 12.2 seconds. Google considers anything over 2.5 seconds 'poor'. Your Speed Index is 14.5 seconds. The mobile performance score is 48 out of 100.
2. 53% of mobile visitors leave a site that takes longer than 3 seconds to load. Your site takes four times that. Every second of delay costs you leads.
3. The desktop version is better (72/100, 1.4s LCP) — but 65% of local searches happen on mobile. If your mobile experience is broken, most of your potential customers are bouncing before they see your work.
4. Your Cumulative Layout Shift (CLS) is 0.65 on desktop — anything above 0.1 means the page jumps around while loading. Elements are shifting position, which is frustrating for users and penalised by Google.
5. A modern, properly built website would score 90+ on both mobile and desktop. The current site's PHP template and unoptimised images are the root cause.

Problem: No meta descriptions on any page — Google is writing your search snippets for you

1. None of your pages have a meta description. This means Google auto-generates the text snippet shown in search results by pulling random sentences from your page.
2. The auto-generated snippet for your homepage is: 'At N & Sons Roofing, we are proud to be a well-established roofing company based in Medway, known for our commitment to quality and customer satisfaction.' That is generic and gives nobody a reason to click.
3. A good meta description for your homepage would be something like: 'N & Sons Roofing — 45 five-star Google reviews. Flat roofing, repairs, new roofs & fascia across Kent. Free no-obligation quotes. Call Nick: 07736 037933.'
4. Every page needs a unique meta description (under 155 characters) that includes: what you do, where you do it, and why someone should choose you.
5. This takes 10 minutes per page and directly improves your click-through rate from search results.

Quick Fix: Add meta descriptions to all 4 pages and set your business hours in Google Business Profile. Both are free, take under 30 minutes total, and immediately improve how you appear in search results. Your GBP currently shows 'Add hours' — setting Monday–Friday 8am–6pm (or whatever your actual hours are) signals to Google that this is an active, maintained business profile.

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
roofing contractor kent	70	Not ranking	Low
roofer sittingbourne	50	Not ranking	Medium
roof repairs medway	40	Not ranking	High
roofer medway	30	Not ranking	High
roofer rochester	20	Not ranking	High
new roof medway	10	Not ranking	Medium
roofer chatham	10	Not ranking	High
roofer faversham	10	Not ranking	Medium
roofing company medway	10	Not ranking	High
flat roofing medway	Under 10	Not ranking	Medium
roofer ramsgate	Under 10	Not ranking	Medium
fascia and guttering medway	Under 10	Not ranking	Low
roofer gillingham kent	Under 10	Not ranking	Medium
emergency roofer medway	Under 10	Not ranking	Medium
lead work roofing kent	Under 10	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 (Page)	N & Sons roofing	3 / 10	44 followers, 2 reviews. Active in community groups (Herne Bay, Folkestone, Deal) but page itself has low engagement. Last page post April 12.
Instagram	@nandsonsroofing	2 / 10	Account exists (found via Google index), last indexed post Feb 2026. Not linked from website. Follower count unknown — not accessible.
TikTok	None	0 / 10	No TikTok presence found. Massive opportunity for roofing content — before/after reveals, repair time-lapses.

Platform	Handle	Score	Status
LinkedIn	None	0 / 10	No LinkedIn presence. Not critical for residential roofing but useful for commercial contracts.
YouTube	None	0 / 10	No YouTube presence. Roofing repair videos perform extremely well on YouTube for local trust building.

Problem: Your website has zero social links — nobody can find your Facebook or Instagram

1. We checked every page of your website. There is not a single link to Facebook, Instagram, or any social platform. No icons in the header. No links in the footer. Nothing.
2. You are actively posting in Facebook community groups — Herne Bay Chatters, Folkestone Residents, Deal Noticeboard — promoting your roofing services and getting responses. But none of that activity connects back to your website.
3. Your Instagram (@nandsonsroofing) exists and has content. Your Facebook page has 44 followers and 2 reviews. These are starting points — but they are invisible to anyone who visits your website.
4. Add social media icons to your website footer and header. Link to your Facebook page and Instagram profile. This takes 15 minutes and creates a two-way traffic loop.
5. Bonus: Google uses social signals as entity confirmation. Linking your website to your socials and vice versa helps Google understand that N & Sons Roofing is a real, active business.

Problem: 44 Facebook followers after years of trading — your page is invisible

1. You have 44 likes and 44 followers on Facebook. For a business that has been trading long enough to earn 45 Google reviews, this is extremely low. It means almost none of your past clients are following you on Facebook.
2. The irony is you are ACTIVE on Facebook — posting in community groups like Herne Bay Chatters (2 days ago), Folkestone Residents (4 months ago), and Deal Noticeboard. You are doing the work. But the traffic goes to a page with 44 followers and 2 reviews.
3. After every completed job, ask the client to follow your Facebook page and leave a recommendation. You have 45 Google reviewers — those same people would likely follow you on Facebook if asked.
4. Post every completed job to your Facebook page — not just community groups. Before/after photos, a sentence about the work, tag the location. Make the page worth following.
5. Your community group strategy is smart — that is where homeowners ask for roofer recommendations. Keep doing it. But also build the page so it looks credible when people click through.

Problem: No TikTok — the fastest-growing platform for tradespeople

1. Roofing content performs exceptionally well on TikTok. Satisfying power-washing of moss-covered roofs, before/after re-roofing reveals, drone shots of completed work — these videos regularly get hundreds of thousands of views.
2. You already have the raw material. Every job site is content. Film a 15-second clip of old tiles being stripped, felt being laid, or a gutter clearance. No editing needed. Just point and shoot.
3. Local roofers who post consistently on TikTok are getting direct enquiries from the platform. People see quality work, check the bio, and call.
4. Start with 2-3 posts per week. Use location tags (Medway, Kent, Chatham, Rochester) and roofing hashtags (#roofer #roofing #roofrepair). Your 45 five-star reviews prove you do quality work — TikTok shows people the evidence.

5. Your competitor base in Kent is not on TikTok either. First mover advantage is real here.

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 roofing near Ramsgate, Kent?', 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
Schema Markup	None	Zero structured data — AI systems cannot parse your services, location, or credentials
AI Crawler Access	Blocked by default	No robots.txt means no explicit permissions — and no llms.txt file for AI-specific access
Content Depth	Very thin	Only 4 pages with generic content — nothing detailed enough for AI to cite as authoritative
Review Signals	Excellent	45 five-star Google reviews — the strongest AI signal you have. AI can read and cite these.
Directory Citations	Near zero	Only 1 directory listing — AI needs multiple consistent citations to confirm entity identity
Social Signals	Weak	44 Facebook followers, Instagram exists but minimal indexed content — low entity confirmation

Problem: When someone asks ChatGPT or Google AI 'who is the best roofer in Medway?', the AI looks for businesses with websites full of detailed service content, structured data, reviews, directory listings, and consistent location signals. You have 45 five-star Google reviews — which is an outstanding signal. But your website has no schema markup, no detailed service pages, no FAQ content, and no consistent address. The AI will recommend competitors who tick more boxes, even if their actual work quality is worse than yours.

1. Add LocalBusiness schema markup to your website — this is the language AI systems understand natively. Include your business name, address, phone, services, and opening hours in structured JSON-LD format.
2. Create detailed service pages with FAQ sections — AI systems love Q&A; format content and frequently cite it in responses. 'How much does a flat roof cost in Medway?' is exactly the kind of question AI answers.
3. Create a robots.txt file that explicitly allows AI crawlers (GPTBot, ClaudeBot, Bingbot) — right now you have no robots.txt at all.
4. Consider adding an llms.txt file — a plain-text summary of your business that AI systems can read directly. Almost no roofer in Kent has one. This is a genuine first-mover advantage.
5. Get listed on 10+ directories with identical NAP — each listing reinforces your entity identity for AI matching. Right now you have 1 listing. Your competitors have 5-10+.

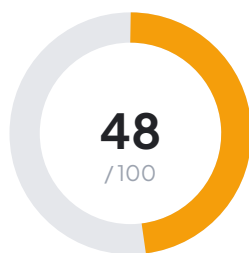
Why this matters right now: AI search is already happening. When a homeowner asks Siri 'find me a roofer near Chatham' or asks ChatGPT 'best roofing company in Kent', that is AI search. Right now, your 45 Google reviews are a powerful signal — but without schema markup, without detailed content, without consistent directory listings, AI has very little else to work with. Your competitors with more structured data will be recommended instead, even if they have fewer reviews and lower ratings.

“Here is the good news: almost no roofer in Kent is doing AI optimisation. Not LPS Roofing, not Medway Roofers, not anyone in the local pack. If you set up a website with proper schema markup, FAQ content, and an llms.txt file, you can leapfrog businesses that have been around for decades — because AI does not care about how long you have been trading. It cares about data quality. And that is something you can fix in weeks. — Jonny

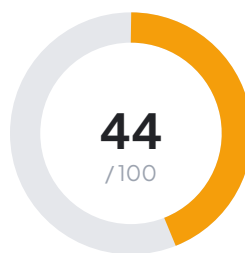
— Jonny

4 Website Performance

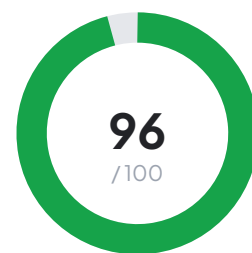
We ran your website through Google PageSpeed Insights — the same tool Google uses to measure user experience. These scores directly impact your search rankings.



Performance (Mobile)



Accessibility



Best Practices

Core Web Vitals

Metric	Value	Rating
Mobile Performance	48 / 100	Poor — site loads too slowly on mobile devices
Desktop Performance	72 / 100	Needs improvement — acceptable but not competitive
Largest Contentful Paint (Mobile)	12.2 seconds	Critical failure — should be under 2.5 seconds. Main content takes 12 seconds to appear on mobile
Speed Index (Mobile)	14.5 seconds	Critical failure — should be under 3.4 seconds
Cumulative Layout Shift (Desktop)	0.65	Poor — should be under 0.1. Page elements jump around while loading

Metric	Value	Rating
Accessibility	44 / 100	Poor — missing alt text, contrast issues, form labelling problems
Best Practices	96 / 100	Good — HTTPS working, no deprecated APIs

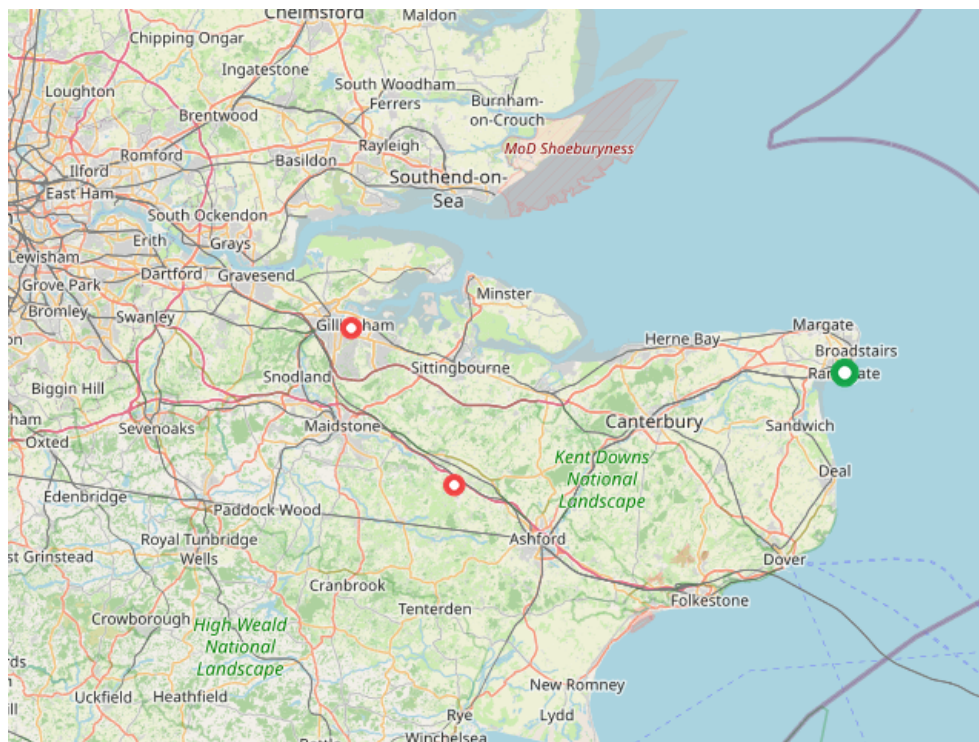
What this means: Your website takes over 12 seconds to fully load on a mobile phone. To put that in perspective: 53% of mobile visitors leave a site that takes more than 3 seconds. Your site takes four times that. The desktop version is better but still below the standard Google expects for a good user experience. The high Cumulative Layout Shift (0.65 vs the 0.1 target) means elements on your page jump around while loading — buttons move, images shift, text reflows. This frustrates visitors and Google penalises it. Accessibility at 44/100 means the site has barriers for users with disabilities — missing image alt text, poor colour contrast, and unlabelled form elements. A properly built modern website would score 90+ across all categories.

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 HAVE one — and the 5.0 rating with 45 reviews is your strongest asset. But hours are not set, categories may need expanding, and the business description needs optimising.
2	Proximity to searcher	Your GBP pin is near Faversham/Isle of Sheppey, but you advertise as Medway-based. Searchers in Chatham, Rochester, or Gillingham may not see you as 'nearby' if the pin is 20 miles east.
3	Keywords in business title	N & Sons Roofing is clean and descriptive. Does not violate Google's naming rules. Keep it exactly as is.
4	Google rating 4.5+	You have a perfect 5.0 — this is a massive advantage. Most roofers in Medway have lower ratings. Protect this at all costs.
5	Review recency and velocity	45 reviews with likely recent activity (per Google's review snippet showing a recent quote about professionalism). Keep asking — target 60 within 6 months.
6	NAP consistency	Currently broken — three different landlines, three different locations. This needs fixing before anything else.
7	Website linked to GBP	Your GBP links to nandsonsroofing.co.uk — good. But the website itself has no schema, no sitemap, and no meta descriptions to reinforce the link.
8	Directory citations	Only 1 listing found (Noticed.uk). Competitors have 5-10+. Each consistent citation strengthens your local authority.

What Does NOT Matter (Myth-Busts)

- **NAP consistency DOES matter for local ranking** — normally it is overblown, but in your case three different phone numbers and three different locations is genuinely confusing Google. Fix this.
- **Keywords in GBP description do NOT impact ranking** — write it for humans, not for Google. Focus on trust signals and services.
- **Google Posts do NOT impact ranking** — useful for engagement but not a ranking signal. Do not waste time on elaborate posts.
- **Geotagging photos manually is useless** — Google strips EXIF data on upload. Do not pay anyone to do this.
- **More categories does NOT always help** — only add categories that genuinely describe what your business IS, not what it HAS.

Your Local SEO Game Plan

- **Fix NAP consistency FIRST (1 hour):** Choose ONE landline number. Update your website header, logo, Facebook page, GBP, and every directory listing to show the same mobile + landline combination. Remove conflicting numbers.
- **Set GBP hours and expand categories:** Add your actual working hours. Consider adding: Roofing Contractor, Flat Roof Contractor, Gutter Cleaning Service if they accurately describe what you do.
- **Build dedicated service pages (5 pages):** Flat Roofing, Roof Repairs, New Roofs, Lead Work, Fascia & Guttering. Each with 500-800 words, unique content, and a clear call to action.
- **Build location pages (5-8 pages):** Chatham, Rochester, Gillingham, Strood, Rainham, Sittingbourne, Faversham, Canterbury. Each targeting '[service] in [town]' keywords.

- **Directory blitz (10+ listings in 30 days):** Yell, Checkatrade, TrustATrader, Bark, FreeIndex, MyBuilder, Thomson, Rated People — all with identical NAP.

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.

Three phone numbers and three locations — Google thinks you are three businesses

Your website, logo, Facebook, and directory listings show three different landline numbers and three different locations (Medway, Ramsgate, Faversham). Google's local algorithm relies on consistent business information to rank you. When it finds conflicting data, it either picks the wrong one or ranks you lower because it is not confident you are a real business. This is actively suppressing your local search visibility right now — and it is free to fix.

All services on one page — invisible for 80% of roofing searches

When someone searches 'flat roofing Medway', Google wants to show a page specifically about flat roofing in Medway. You have a single services.php page that briefly mentions five different services. Your competitor LPS Roofing has individual pages for each service — and they rank for each one. Every service without its own page is a keyword you cannot compete for. Five dedicated service pages would multiply your search visibility by 5x.

Zero area pages — invisible in every town you serve

You cover the whole of Kent. But Google does not know that because you have no pages targeting Chatham, Rochester, Gillingham, Canterbury, or any specific town. When someone in Rochester searches 'roofer near me', Google shows roofers who have pages mentioning Rochester. You do not. Every Kent town without its own page is a geographic market you are invisible in.

12-second mobile load time — 53% of visitors leave before seeing your work

Your website takes 12.2 seconds to show its main content on mobile. Google's own research shows 53% of mobile visitors abandon sites that take longer than 3 seconds. At 12 seconds, you are losing more than half of everyone who clicks through from Google. These are people actively looking for a roofer — and they leave before seeing a single photo of your work.

45 five-star reviews with no review strategy — you are leaving momentum on the table

45 reviews at 5.0 stars is exceptional. But without a systematic review request process, you are relying on motivated clients to find your GBP and leave a review unprompted. Most satisfied clients will leave a review if asked — they just need a direct link texted to them after the job. A review request system could take you from 45 to 80+ reviews within 6 months. That volume plus the perfect rating would make you the most-reviewed roofer in Medway.

Projected Impact Timeline

Timeframe	What Changes	Expected Outcome
30 days	NAP consistency fixed across all platforms. GBP hours set, categories expanded, description optimised. Meta descriptions added to all pages. Social links added to website. 5+ directory listings submitted.	Appearing correctly in local searches. Google has consistent signals about who and where you are. Click-through rate improves from better search snippets.
90 days	Professional website live with dedicated service pages and area pages. 10+ directory listings live and indexed. Review request system generating 3-5 new reviews/month. TikTok started. Facebook page growing through systematic post-job follows.	Ranking for low-competition service + location keywords. 10-15 online enquiries per month. Social media building local awareness. Directory presence generating direct leads.
6 months	Ranking for medium-competition terms. 60+ Google reviews. Full schema markup generating rich results. Blog content targeting long-tail searches. Local backlinks building authority.	Dominating local search for roofers in Medway and surrounding Kent towns. Online enquiries becoming a reliable lead channel. AI search systems recommending you by name.

The bottom line: You have the hardest thing to earn already: a perfect 5.0 rating with 45 Google reviews. That took years of excellent work. Most roofers in Kent would trade their best van for your review profile. What is missing is the infrastructure to turn that reputation into more leads: a proper website with individual service and area pages, consistent contact information, directory presence, and a systematic review request process. These are fixable in weeks, not months. Your reviews are already doing the selling — the website and local SEO just need to put them in front of more people.

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	Fix phone number consistency	Choose ONE landline. Update website header, logo, Facebook, GBP, and all directory listings to show the same mobile + landline.	1 hr
2	Set GBP business hours	Log into business.google.com. Set your actual working hours. A profile without hours looks abandoned.	5 min

#	Action	How	Time
3	Add meta descriptions to all pages	Write unique, keyword-rich descriptions for Home, Services, Gallery, and Contact. Under 155 characters each.	20 min
4	Add social links to website	Add Facebook and Instagram icons to website footer and header. Link to your actual profiles.	15 min
5	Ask 5 recent clients for Google reviews	Text them a direct review link. You are at 45 — push towards 50. Every review reinforces your dominance.	15 min

Do This Month (Some Technical)

#	Action	How	Time
1	Get a professional website built	Minimum 15 pages: home, about, 5 services, 5-8 areas, gallery, contact. With schema markup, proper SEO, and mobile-first design.	Professional build
2	Fix location consistency	Decide on primary location. Update GBP, Facebook, website, and all directories to match. Resolve the Medway/Ramsgate/Faversham confusion.	1 hr
3	Directory blitz — 10+ listings	Yell, Checkatrade, TrustATrader, Bark, FreeIndex, MyBuilder, Thomson, Rated People. All with identical NAP.	3 hrs
4	Start TikTok account	Film 15-30 second clips on every job. Before/after, satisfying moss removal, gutter clearing. Post 2-3x per week.	30 min/week
5	Set up automated review requests	After every completed job, text the client a direct Google review link. Target 3-5 new reviews per month.	30 min setup

Longer Term (Professional Help Recommended)

1. Build full 15-20 page website with individual service pages, area pages, project gallery with descriptions, and FAQ section.
2. Grow to 80+ Google reviews within 6 months — systematic post-job text requests.
3. Expand Facebook page to 500+ followers through post-job follows and community group activity.
4. Launch TikTok with consistent roofing content — time-lapses, before/after, satisfying repairs.
5. Build local backlinks through Kent business directories, supplier partnerships, and community sponsorships.
6. Publish blog content targeting long-tail keywords: 'how much does a new roof cost in Medway', 'signs you need roof repair', 'flat roof vs pitched roof pros and cons'.

“I know — that is a lot of steps. But here is the thing: you have already done the hardest part. 45 five-star reviews. A reputation that speaks for itself. Clients actively posting about your professionalism and quality. Most roofers I audit have none of this. You just need to put the right infrastructure around it so more people can find you. Every step on this list directly puts more money in your pocket. — Jonny

— 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:

Perfect 5.0 Google rating with 45 reviews: This is your superpower. Forty-five reviews at a perfect five stars — with detailed feedback about quality, reliability, and professionalism. This is worth more than any marketing spend. Most roofers in Medway have 5–15 reviews at 4.5–4.8 stars. You are in a league of your own on reviews.

Active community engagement: You are posting in Facebook community groups across Kent — Herne Bay Chatters (2 days ago), Folkestone Residents, Deal Noticeboard. This is exactly how local tradespeople get work. You are already doing the outreach — you just need the infrastructure to convert it.

Real work photography: Your Facebook page and website gallery show genuine roofing work — not stock photos. Before and after shots, job-site photos, completed projects. This is authentic social proof that builds trust instantly.

Family-run business covering all of Kent: Your Facebook bio says 'family run company we cover whole of kent area' — this is a trust signal and a market differentiator. Family businesses are perceived as more trustworthy and accountable than faceless contractors.

24-hour emergency call outs: Your Facebook posts mention 24-hour emergency availability. This is a premium service that most roofers do not offer. It should be front and centre on your website and GBP.

Domain name is excellent: nandsonsroofing.co.uk is clean, brandable, and immediately tells Google and customers what you do. Many roofers have generic or hard-to-remember domains.

Competitor Comparison

Factor	N & Sons Roofing	Typical Local Competitor
Google Reviews	45 (5.0★)	Typically 5-20 reviews at 4.5-4.8 stars — you have 3-9x more reviews AND a higher rating
Website Pages	4	Competitors have 8-20+ pages with individual service and area pages
Service Pages	1 (combined)	LPS Roofing has 8+ individual service pages
Area Pages	0	LPS Roofing has 8+ location pages targeting specific Kent towns
Directory Listings	1	Competitors appear on 5-10+ directories
Facebook Followers	44	Larger competitors have 200-500+ followers
Schema Markup	None	Most competitors also lack schema — level playing field here

The market is beatable. The Medway/Kent roofing market is competitive on Google but most competitors have basic websites with mediocre SEO. Your 45 five-star reviews are genuinely exceptional — you have the best review profile of any roofer we could find in the area. What you lack is the digital infrastructure: a proper multi-page website, consistent business information, directory listings, and service-specific pages. Your competitors win on infrastructure, but you win on reputation. Close the infrastructure gap and your reviews will do the rest. You are not starting from zero — you are starting from the strongest possible foundation with a missing roof of your own.

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, which means you are getting the best deal I will ever offer. I am not going to be this cheap forever — and I say that as someone currently charging £197/month for work that most agencies bill thousands for. I am basically scamming myself. But I would rather have 5 brilliant case studies than 50 average ones.

— Jonny

“

For our first 5 clients, the full SEO setup — Google Business Profile optimisation, schema markup, directory submissions, area pages — is included free. Normally this is something agencies charge £1,000–3,000 per month for. I am including it because the results speak louder than any testimonial I could write.

— 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