



YOUR FREE DIGITAL HEALTH REPORT

RAGS Waste Removals

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	RAGS Waste Removals
Location	Penzance, Cornwall
Date	26 March 2026
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Why is this free?

Alex Hormozi said that to build a great business, you have to give some of your best stuff away for free. So that is what we are doing.

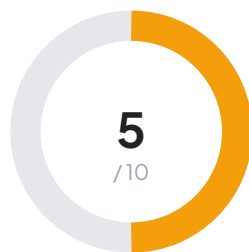
We have audited RAGS Waste Removals's entire online presence — your website, SEO, social media, local search, AI readiness, and website performance. This report is yours to keep regardless of whether you ever work with us. Every recommendation is actionable, and the quick wins section has steps you can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

buildmyservice.co.uk

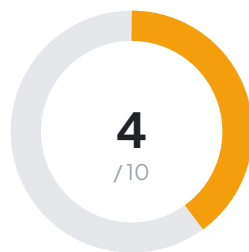
Your Scores at a Glance



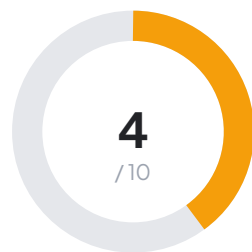
SEO Health



Online Presence



Website Quality



Review Presence

What this means: RAGS Waste Removals has been in business for over 30 years and does 40+ jobs a month — but your online presence is not keeping up with the work you are doing on the ground. Your website is a 4-page WordPress site with no individual service pages, no area pages, and catastrophic mobile loading speed (15.3 seconds). The good news: you have a Google Business Profile with a perfect 5.0 rating from 11 reviews, a Facebook page with 718 followers posting daily, and an active Instagram with 436 followers. Those are real foundations to build on. But right now you are invisible for searches like 'waste removal penzance' (500+ monthly searches) and 'house clearance cornwall' (500+ monthly searches) because you have no pages targeting those terms. Your competitors in Cornwall are not doing area pages either — which means whoever builds them first wins. With 40+ jobs a month already, even capturing 5-10 extra leads monthly through SEO could add £1,000-2,000/month to your revenue.

1 SEO Health Check

Your SEO score is **25/100**. 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	10 / 100	Only 1 page indexed — homepage. Services and contact pages not showing in Google
Google Business Profile	40 / 100	GBP exists with 5.0 stars and 11 reviews, but needs optimisation — no products, limited categories, sparse description
Service Pages	10 / 100	Only 2 service pages for 10+ services. Each service needs its own page
Area Pages	0 / 100	Zero area pages despite serving Penzance, Newlyn, Heamoor, Truro, St Ives, Hayle, Helston
Schema Markup	5 / 100	Only basic WordPress schema — no LocalBusiness, Service, FAQ, or Breadcrumb markup

Category	Score	Status
Directory Listings	15 / 100	Found on Yell and Nextdoor only. Missing from Checkatrade, Bark, FreeIndex, Thomson, TrustATrader

Problem: Google can only see 1 of your 4 pages

1. A site:ragswasteremovals.com search returns only your homepage. Your Services and Contact pages are invisible to Google.
2. This means 75% of your website does not exist as far as Google is concerned.
3. The likely cause: no XML sitemap submitted to Google Search Console, and possibly thin content on inner pages.
4. Fix: Set up Google Search Console, submit an XML sitemap, and ensure each page has 500+ words of unique content.
5. Without this, no amount of SEO work on individual pages will matter — Google literally cannot find them.

Problem: 10+ services crammed into 2 pages

1. You offer waste removal, garden clearance, house clearance, commercial waste, builders rubble, asbestos removal, aggregate deliveries, greenwaste, and shop clearances.
2. But you only have 2 service pages trying to cover everything. Someone searching 'house clearance penzance' (500+ searches/month) will never find a page that just says 'we also do house clearance' in a bullet list.
3. Create dedicated pages for: House Clearance, Garden Waste Removal, Commercial Waste, Asbestos Removal, Aggregate Deliveries, Builders Waste, Shop Clearances.
4. Each page needs a unique title tag, 500+ words describing that specific service, photos of that type of job, and a clear call to action.
5. This alone could triple the number of search terms you rank for.

Problem: Zero area pages — and your competitors are not building them either

1. You serve Penzance, Newlyn, Heamoor, Truro, St Ives, Hayle, Helston, Marazion, and all of Penwith. But your website only mentions Penzance and Heamoor.
2. Someone in Truro searching 'waste removal truro' will never find you. Someone in St Ives searching 'rubbish clearance st ives' will never find you.
3. Create location pages for each town you serve: 'Waste Removal in Truro', 'House Clearance in St Ives', 'Garden Waste Removal in Hayle', etc.
4. Here is the opportunity: most waste removal competitors in Cornwall are NOT doing area pages. Whoever builds them first dominates those searches.
5. Skip hire penzance has 10-100 searches/month and is growing +900%. Waste removal cornwall has 500 searches/month and is also growing +900%. These are real customers looking for exactly what you do.

Problem: Your website loads in 15 seconds on mobile

1. Your homepage takes 15.3 seconds to fully load on mobile. Google considers anything over 2.5 seconds as poor.
2. 53% of mobile users abandon a site that takes more than 3 seconds to load. You are losing visitors before they even see your content.

3. The main culprit is likely unoptimised hero images — those truck photos on the homepage look great but are probably multi-megabyte files.
4. Fix: Compress all images to WebP format, lazy-load images below the fold, and enable browser caching.
5. Google also uses page speed as a ranking factor. Faster site = higher rankings = more leads.

Quick Fix: The single most impactful thing you can do this week is set up Google Search Console and submit a sitemap. Your inner pages are not indexed — Google literally cannot find 75% of your website. This takes 20 minutes and is completely free.

Keyword Opportunities

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

Search Term	Monthly Searches	Your Position	Competition
waste removal near me	5,000	Not ranking	High
house clearance near me	5,000	Not ranking	Medium
garden waste removal near me	5,000	Not ranking	High
waste removal cornwall	500	Not ranking	Medium
house clearance cornwall	500	Not ranking	Medium
house clearance penzance	500	Not ranking	Medium
skip hire cornwall	500	Not ranking	Medium
skip hire truro	500	Not ranking	Medium
asbestos removal cornwall	500	Not ranking	Medium
skip hire penzance	50	Not ranking	Medium
house clearance truro	50	Not ranking	Medium
junk removal cornwall	50	Not ranking	Medium
rubbish removal penzance	50	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	@RAGScornwall	6 / 10	718 followers, 7 reviews (100% recommend), posting daily, video content

Platform	Handle	Score	Status
Instagram	@rags_removals	5 / 10	436 followers, 62 posts, real job photos, highlights by year, active
Google Business	GBP Active	4 / 10	5.0 stars, 11 reviews, responds to reviews, posts updates
LinkedIn	None	0 / 10	No company page
TikTok	None	0 / 10	No presence — waste removal before/after do well on TikTok
YouTube	None	0 / 10	No presence

Problem: Strong social presence but no strategy to convert followers into leads

1. You have 718 Facebook followers and 436 Instagram followers — that is genuinely impressive for a local waste removal company. You are posting daily which is more than most tradespeople.
2. But followers alone do not pay the bills. Your Facebook and Instagram posts get 3–7 likes each. That means maybe 50 people see each post.
3. The fix is not posting more — it is posting smarter. Before/after shots of waste clearances consistently get the most engagement. Show the mess, then show it cleared.
4. Add a clear call to action to every post: 'Need a clearance? Call 07896 290246 or DM us for a free quote.'
5. Pin a post with your services list and phone number to the top of your Facebook page.

Problem: Only 11 Google reviews after 30+ years in business

1. You do 40+ jobs a month. That is 480+ customers a year. But you only have 11 Google reviews total.
2. Your 5.0 perfect rating is brilliant — but 11 reviews looks thin. Competitors with 50+ reviews will outrank you on Google Maps every time.
3. Start asking every happy customer for a Google review. Send them a direct link to your GBP review page via text after each job.
4. Target: 5 new reviews per month. Within 6 months you will have 40+ reviews and significantly better Google Maps visibility.
5. Your Facebook has 7 reviews (100% recommend) — those customers clearly like you. They just need a nudge to also leave a Google review.

Problem: Two different email addresses across platforms

1. Your Facebook cover photo and website show ragsremoval@gmail.com. But your survey response used ragsdiary@hotmail.com.
2. Using a gmail/hotmail address instead of a professional domain email (e.g. info@ragswasterremovals.com) reduces trust with potential customers.
3. Set up an email on your own domain: info@ragswasterremovals.com or enquiries@ragswasterremovals.com. Most hosting providers include this free.
4. Use this professional email consistently across all platforms — website, Facebook, GBP, directories, business cards.

3 AI Readiness Check

AI Readiness Score: **4/10**. AI-powered search (ChatGPT, Gemini, Perplexity, Copilot) is growing rapidly. When someone asks an AI 'who is the best waste removal near Penzance, 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	Allowed	All AI crawlers (ChatGPT, Claude, Perplexity, Gemini) can read your site — this is good
Schema Markup	Minimal	Only basic WordPress headers/footers. No LocalBusiness, Service, FAQ, or Review schema
llms.txt File	Missing	No llms.txt file — AI models have no structured guide to your business
Content Depth	Thin	Only 4 pages with limited content. AI needs detailed, structured information to cite your business
Brand Mentions	Low	Few mentions across the web outside of social media. AI models prioritise businesses with broader citations

Problem: AI search engines cannot properly describe your business

1. AI search tools like ChatGPT, Perplexity, and Google AI Overviews are already answering questions like 'best waste removal company in Penzance'.
2. With only 4 thin pages and no schema markup, AI models have almost nothing to work with when someone asks about waste removal in your area.
3. Add LocalBusiness schema markup with your name, address, phone, services, opening hours, and service area. This is the structured data AI models look for.
4. Create detailed service pages with 500+ words each. The more specific, helpful content you have, the more likely AI will cite you in responses.
5. Add an llms.txt file to your website root — this is a new standard specifically designed to help AI models understand your business.

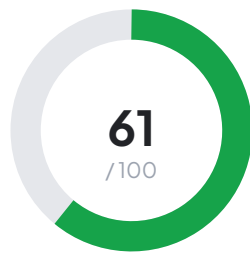
Why this matters right now: AI-powered search is growing fast. Google AI Overviews now appear in 60%+ of searches. ChatGPT search has over 200 million users. When someone asks an AI 'who does waste removal in Penzance?', you want to be the answer. Right now, you will not be.

“If you are thinking 'nobody is searching using AI' — you are probably right today. But 12 months from now? The businesses that prepare now will be the ones AI recommends.

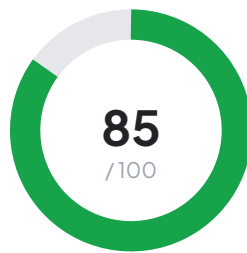
— Jonny

4 Website Performance

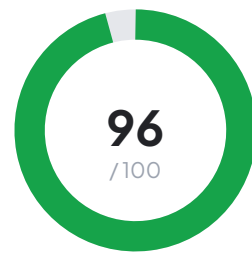
We ran your website through Google PageSpeed Insights — the same tool Google uses to measure user experience. These scores directly impact your search rankings.



Performance (Mobile)



Accessibility



Best Practices

Core Web Vitals

Metric	Value	Rating
First Contentful Paint (FCP)	3.2s mobile / 0.7s desktop	How quickly the first content appears. Mobile is slow, desktop is good.
Largest Contentful Paint (LCP)	15.3s mobile / 3.2s desktop	How quickly the main content loads. Mobile is extremely slow — Google wants under 2.5s.
Total Blocking Time (TBT)	100ms mobile / 40ms desktop	How responsive the page is. Both are good.
Cumulative Layout Shift (CLS)	0.005 mobile / 0.005 desktop	How much the page jumps around while loading. Excellent — very stable.

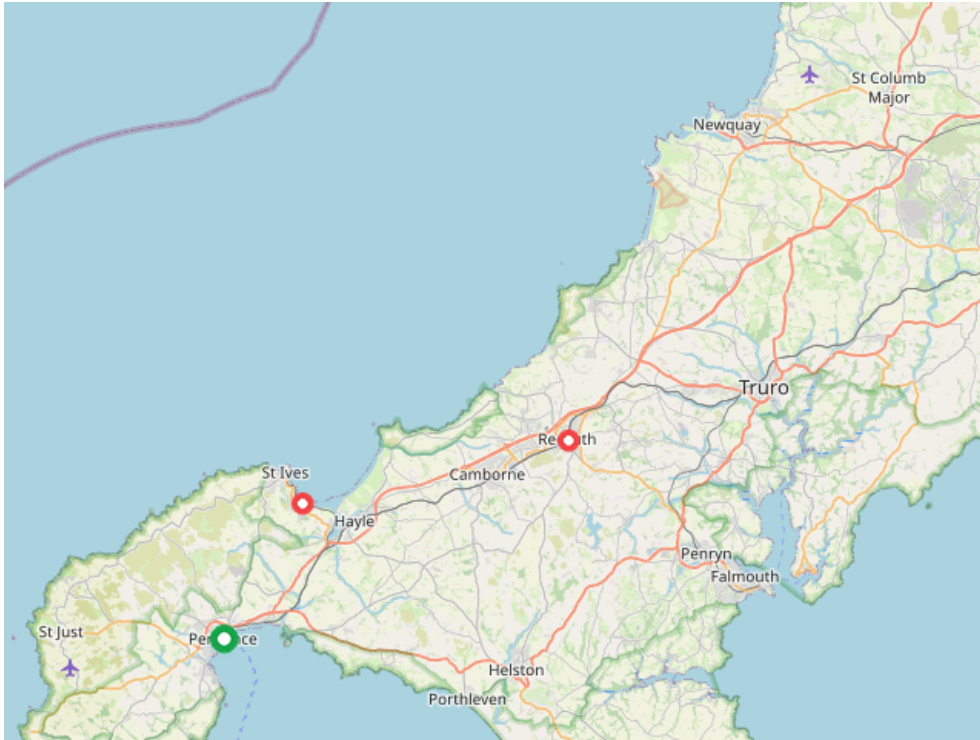
What this means: Your website has a serious mobile speed problem. The main content takes 15.3 seconds to load on mobile — that is 6x slower than Google's recommended maximum. The culprit is almost certainly unoptimised images. Your hero section has large truck photos that need to be compressed and served in modern formats (WebP). Desktop is better at 3.2 seconds but still needs improvement. The good news: your page stability (CLS) is excellent and interactivity (TBT) is good. Fix the images and your speed scores will jump dramatically.

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 Optimisation	Your GBP exists and has a perfect 5.0 rating — that is a great start. But it needs more reviews (11 is thin for 30 years in business), more photos, more posts, and product/service listings. A fully optimised GBP is the #1 local ranking factor.
2	Reviews — Quantity and Velocity	11 Google reviews and 7 Facebook reviews. Your perfect 5.0 rating is excellent, but you need volume. Competitors with 50+ reviews get clicked first in the Maps pack. Target 5 new Google reviews per month.
3	On-Page SEO — Service and Area Pages	With only 4 pages, you are leaving thousands of monthly searches on the table. Every service and every town you serve should have its own page. This is the biggest growth lever for your organic traffic.
4	NAP Consistency	Your Name, Address, and Phone are consistent across your website, Facebook, GBP, and Yell. This is positive. Make sure every new directory listing matches exactly.
5	Citation Building	You are only listed on Yell and Nextdoor. You need 15-20+ directory listings (Checkatrade, Bark, FreeIndex, Thomson, TrustATrader, LocalPX, NiceLocal) to build local authority.

What Does NOT Matter (Myth-Busts)

- Myth: 'I get all my work from word of mouth so I do not need SEO.' Reality: Word of mouth is great — but the people being referred to you are Googling your name to find your number. If your GBP and website look thin, they might call a competitor instead.
- Myth: 'I have been in business 30 years so Google knows about me.' Reality: Google does not care how long you have been trading. It cares about your online presence — pages, reviews, schema, citations. A new

company with better SEO will outrank you.

- Myth: 'Nobody uses Google for waste removal.' Reality: 'Waste removal near me' gets 5,000+ searches per month. 'House clearance penzance' gets 500+ searches per month. These are real people looking for exactly what you do.

Your Local SEO Game Plan

- Month 1: Submit sitemap to Google Search Console. Build 6 dedicated service pages. Claim 10 directory listings. Start asking every customer for a Google review.
- Month 2: Build 5–8 area pages (Penzance, Truro, Newlyn, Heamoor, St Ives, Hayle, Helston). Add LocalBusiness and Service schema markup to every page.
- Month 3: Optimise GBP with weekly posts, products, Q&A, and photos. Build remaining directory listings. Continue review collection (target: 20 total Google reviews).
- Month 4–6: Add blog content (recycling tips, clearance guides, before/after case studies). Monitor rankings and adjust. Target: ranking on page 1 for 10+ local search terms.

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.

Missed Website Leads

With only 1 indexed page and 15-second mobile load time, your website is turning away potential customers. Even a modest estimate of 10 lost enquiries per month at your £200 average job value means £2,000/month in missed revenue.

Missed Google Maps Leads

Your GBP has only 11 reviews. Competitors with 50+ reviews get clicked first in the Maps pack. An optimised GBP with 30+ reviews could generate 5–10 extra enquiries per month — another £1,000–2,000/month.

Missing 3–5 Calls Per Week

You told us you miss 3–5 calls per week. At your £200 average job value, that is £2,400–4,000 per month walking out the door. A missed call text-back system catches these automatically.

Zero Area Page Traffic

With no pages targeting towns like Truro, St Ives, Hayle, and Helston, you are invisible in those areas. Skip hire penzance alone is growing at +900% — that demand is going to someone else.

Projected Impact Timeline

Timeframe	What Changes	Expected Outcome
Now	4-page website, 1 indexed page, 11 Google reviews	£8,000/month from word of mouth and referrals
3 Months	15+ pages indexed, 25+ Google reviews, 15+ directory listings	Estimated additional £1,500-3,000/month from organic leads
6 Months	25+ pages indexed, 40+ Google reviews, ranking for 10+ local terms	Estimated additional £3,000-5,000/month from organic leads
12 Months	Full SEO foundation, 60+ reviews, area page dominance	Estimated additional £5,000-8,000/month — effectively doubling your current revenue

The bottom line: You are a £8,000/month business doing £8,000/month because your online presence is holding you back. With 30 years of experience, 40+ jobs a month, and a perfect 5-star rating, you have all the ingredients. The missing piece is digital infrastructure — more pages, more reviews, better speed, and proper local SEO.

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 Search Console	Go to search.google.com/search-console , add your site, and submit your XML sitemap. This tells Google to crawl all your pages.	20 minutes
2	Compress hero images	Use tinypng.com to compress your truck photos. This alone could halve your mobile load time.	30 minutes
3	Start asking for Google reviews	After every job this week, text the customer: 'Thanks for choosing RAGS! Would you mind leaving us a quick Google review? [link]'	5 minutes per job
4	Claim 5 directory listings	Register on Checkatrade, Bark, FreeIndex, Thomson, and TrustATrader. Use your consistent NAP everywhere.	1 hour

Do This Month (Some Technical)

#	Action	How	Time
1	Build 6 dedicated service pages	House Clearance, Garden Waste, Commercial Waste, Asbestos Removal, Aggregate Deliveries, Builders Rubble. 500+ words each.	3-4 hours

#	Action	How	Time
2	Build 5 area pages	Penzance, Truro, Newlyn, Heamoor, and St Ives. Each with unique content about serving that area.	2-3 hours
3	Add schema markup	Add LocalBusiness and Service JSON-LD schema to every page. This helps Google understand your business.	1 hour
4	Set up professional email	Create info@ragswasteremovals.com and use it across all platforms instead of Gmail/Hotmail.	30 minutes
5	Optimise GBP	Add products, weekly posts, Q&A, 20+ job photos, and ensure all services are listed.	2 hours

Longer Term (Professional Help Recommended)

1. Build remaining area pages for Hayle, Helston, Marazion, St Just, Camborne, Redruth
2. Start a blog with recycling tips, clearance guides, and before/after case studies
3. Set up a missed call text-back system to capture those 3-5 missed calls per week
4. Consider TikTok — waste removal before/afters get massive views. You already have the content.
5. Reach 50+ Google reviews within 12 months

“I know — that is a lot of steps. But every single one directly puts more money in your pocket. And the best part? None of your local competitors are doing this properly. You do not need to be perfect. You just need to be better than them.

— 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 — every single one of your 11 reviews is 5 stars. That is rare and valuable.

30+ years in business and second-generation family company. That level of trust and experience is impossible to fake.

718 Facebook followers and 436 Instagram followers with daily posting. You are already doing more social media than most tradespeople.

Owner responds to Google reviews — this builds trust and Google rewards it.

Professional branding — you have a strong logo, branded workwear, and professional cover photos. This puts you ahead of competitors with van photos and clip art.

40+ jobs per month shows strong existing demand. The business works — you just need more people to find you online.

Asbestos removal specialism — this is a high-value, licence-required service that most competitors cannot offer.

WhatsApp contact option on your website — most tradespeople do not offer this. It is a strong conversion tool.

Competitor Comparison

Factor	RAGS Waste Removals	Typical Local Competitor
Google Reviews	11 (5.0 stars)	Competitors average 20–50 reviews
Website Pages	4 pages	Strong competitors have 15–25+ pages
Facebook Followers	718	Most local competitors have 200–500
Instagram Followers	436	Most local competitors have 0–100
Directory Listings	2 (Yell, Nextdoor)	Strong competitors listed on 10–15+ directories
Service Pages	2 combined pages	Strong competitors have 5–8 individual pages
Area Pages	0	Most competitors also have 0 — this is your opportunity

The market is beatable. The waste removal market in West Cornwall is moderate competition. There are several established players, but none are doing comprehensive local SEO with area pages. Your 30-year track record, perfect 5-star rating, and active social media give you a significant head start. The gap is purely digital infrastructure — more pages, more reviews, more listings.

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 service pages, the area pages, the schema markup, the Search Console setup, and the Google Business Profile optimisation — 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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