



YOUR FREE DIGITAL HEALTH REPORT

RW Groundworks

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

Prepared for	Reuben Williams
Business	RW Groundworks
Location	Helston, Cornwall
Date	30 March 2026
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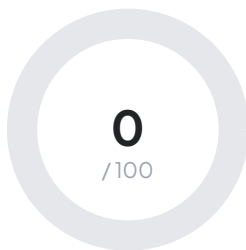
Why is this free?

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

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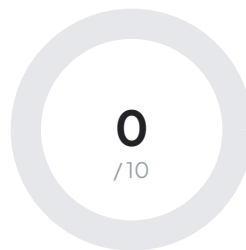
Your Scores at a Glance



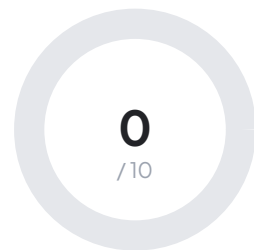
SEO Health



Online Presence



Website Quality



Review Presence

What this means: RW Groundworks has something most tradespeople spend years trying to build — a growing social media following, branded vehicles, a registered Ltd company, and a clear professional identity. You have 499 Facebook followers with posts getting 37–39 shares each. You have 722 Instagram followers and 60 posts of quality project work. You even have Reels with up to 3,300 views. That is seriously impressive for a company less than a year old. But here is the problem: none of that matters if people cannot find you when they actually need groundworks done. You have no website. You have no Google Business Profile. When someone in Cornwall searches 'groundworks near me', you do not exist. Your competitors — M H Groundwork (4.8 stars, 11 reviews), R B S Groundworks (4.7 stars, 13 reviews) — are the ones getting those calls. You are building a brand on social media but leaving the front door locked. This report shows you exactly how to unlock it.

1 SEO Health Check

Your SEO score is **0/100**. This is based on a comprehensive audit of your Google Business Profile, website structure, local SEO signals, schema markup, and review presence. Here is how each area scored:

Category	Score	Status
Google Indexed Pages	0 / 100	You have no website. Google has nothing to index. You are completely invisible in organic search results.
Google Business Profile	0 / 100	No GBP exists for RW Groundworks. Interestingly, 'RW Waste Removal' appears on Google Maps with your same phone number (07385 250920) — 5.0 stars, 2 reviews. But nothing for groundworks.
Service Pages	0 / 100	No website means no service pages. Your competitors have 5–10+ pages targeting individual services like foundations, drainage, and driveways.
Area Pages	0 / 100	Despite serving 14+ towns across Cornwall, you have zero area pages. Every competitor with area pages outranks you by default.

Category	Score	Status
Schema Markup	0 / 100	No website means no structured data. Google and AI search engines have no way to understand what you do or where you do it.
Directory Listings	0 / 100	Not listed on Checkatrade, MyBuilder, TrustATrader, Bark, Yell, FreeIndex, or any construction directory.

Problem: You are invisible on Google despite having a strong social presence

1. We searched Google for 'RW Groundworks Cornwall'. Your Facebook page appears as the #1 result — that is good. But there is no website, no Google Business Profile, and no map listing.
2. When someone searches 'groundworks near me' or 'groundworks cornwall', Google shows a Local Pack (map with 3 businesses). You are not in it. MH Groundwork, JWM Groundworks, and R B S Groundworks are.
3. Your Facebook and Instagram following proves people are interested in your work. But social media followers do not convert to Google visibility. You need a website and GBP to bridge that gap.
4. The fix: Build a website with service pages and area pages. Set up a Google Business Profile. This will unlock all the search traffic that is currently going to your competitors.
5. With your existing social content, you already have all the photos, project descriptions, and testimonial material you need for a website. It is just sitting on Instagram instead of Google.

Problem: No Google Business Profile — your biggest single gap

1. This is the #1 most important thing in this entire report. A Google Business Profile is free, takes 30 minutes, and makes you visible on Google Maps.
2. When someone searches 'groundworks helston' or 'groundworks cornwall', Google shows 3 businesses on a map. Right now, your competitors fill those spots. You are not even in the running.
3. Your competitors' GBP stats: MH Groundwork has 11 reviews at 4.8 stars. R B S Groundworks has 13 reviews at 4.7 stars. Hunt Landscaping has 4 reviews at 5.0. These are beatable numbers.
4. Interesting finding: 'RW Waste Removal' already appears on Google Maps with your phone number (07385 250920) with 5.0 stars and 2 reviews. If that is yours, you already know how to set up a GBP — now do it for your groundworks business.
5. Go to business.google.com, verify your business, add all your services, your Cornwall service areas, your opening hours, and photos from your project portfolio. Verification takes 5-7 days.

Problem: Zero Google reviews while competitors have 11-13

1. You have zero Google reviews for your groundworks business. Zero. That is a direct trust deficit when a potential customer is comparing you to MH Groundwork (11 reviews) or R B S Groundworks (13 reviews).
2. The good news: your Facebook posts consistently get 37-39 shares and decent engagement. That means people know and like your work. They just have nowhere to leave a formal review.
3. Once your GBP is live, start asking every client for a Google review. Send them a direct link via WhatsApp (you already use WhatsApp — the CTA is on your Facebook page).
4. Target: 5 reviews in month 1, 15 by month 3, 30 by month 6. At that point, you overtake every groundworks competitor in the Helston area.
5. Reviews compound — the more you have, the more Google trusts you, the higher you rank, the more people find you, the more reviews you get. But you have to start the flywheel.

Problem: Brand confusion — a second 'R.W Groundworks' exists

1. When we searched for your business, a second Facebook page called 'R.W Groundworks' appeared in Google results. It has 519 followers and lists 'Block paving, Patios, Fencing, Landscaping, Brickwork' — different services to yours.
2. This is a different business (based in Bradford, run by Robert Wynn). But Google does not know that. When someone searches 'RW Groundworks', both pages appear, creating confusion about which is which.
3. The fix: own your brand in search. A website at rwgroundworks.co.uk (matching your Facebook URL), a verified GBP with your Cornwall address, and consistent directory listings will make it crystal clear which RW Groundworks is the Cornwall one.
4. Your Companies House registration as 'RW Groundworks & Civil Engineering Limited' gives you a strong legal brand identity. Use it consistently everywhere.
5. This is another reason a website is critical — it anchors your brand in Google and resolves any confusion between you and similarly named businesses.

Quick Fix: Set up a Google Business Profile this week. It is free and takes 30 minutes. Go to business.google.com, create a profile for 'RW Groundworks', add your services, Cornwall service areas, phone number (07385 250920), and upload 10–15 of your best project photos from Instagram. Verification takes 5–7 days. This single step will make you visible on Google Maps — where most people searching for groundworks will find you.

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
groundworks near me	1,300	Not ranking	High
building contractors cornwall	260	Not ranking	Medium
groundworks cornwall	170	Not ranking	Medium
landscaping cornwall	170	Not ranking	Medium
drainage survey cornwall	140	Not ranking	Medium
construction companies cornwall	110	Not ranking	Medium
drainage companies cornwall	110	Not ranking	Medium
drainage solutions cornwall	70	Not ranking	Low
drainage cornwall	50	Not ranking	Low
carpentry cornwall	40	Not ranking	Low
civil engineers in cornwall	40	Not ranking	Low
groundworks truro	30	Not ranking	Low
site clearance cornwall	30	Not ranking	Low
driveway installations cornwall	30	Not ranking	Low
construction company cornwall	30	Not ranking	Low
block paving cornwall	20	Not ranking	Low
groundworks helston	20	Not ranking	Low
civil engineering cornwall	20	Not ranking	Low
groundworks penzance	10	Not ranking	Low
excavation cornwall	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	@rwgroundworks.co.uk	5 / 10	499 followers. Active posting with good engagement (37-39 shares per post). 4 Reels (up to 3.3K views). WhatsApp CTA. No reviews or recommendations. Category: Construction Company.

Platform	Handle	Score	Status
Instagram	@rwgroundworks	5 / 10	722 followers, 60 posts, 803 following. Good quality project content — drone footage, carousel posts, progress shots. 3 pinned posts. Heavy hashtag usage targeting Cornwall locations. Phone number in every post.
Google Business	None	0 / 10	No GBP for groundworks. 'RW Waste Removal' exists on Maps with same phone — 5.0 stars, 2 reviews.
TikTok	None	0 / 10	No TikTok account found. Construction content performs extremely well on TikTok — drone shots, machine work, before/after.
LinkedIn	None	0 / 10	No company page for the Cornwall business. A different 'RW Groundworks' in Bradford has a LinkedIn presence — another reason to claim your digital space.
YouTube	None	0 / 10	No presence. Your drone footage and project timelapses would perform well here.

Problem: Strong social presence but zero conversion infrastructure

1. Your social media game is genuinely good. 499 Facebook followers, 722 Instagram followers, posts getting 37-39 shares, Reels hitting 3,300 views — for a company less than a year old, that is impressive.
2. The problem: all that engagement has nowhere to go. Your Facebook CTA links to WhatsApp. There is no website to drive traffic to. No booking system. No contact form. No portfolio page. No reviews.
3. Social media builds awareness. A website converts awareness into leads. Right now you have step 1 but not step 2. You are generating interest but losing it at the conversion point.
4. Your Instagram content is essentially a ready-made website portfolio. Those 60 posts of project work, drone shots, and progress photos — that is the content a website needs. It just needs to live somewhere Google can find it.
5. The fix: build a website and link it from every social platform. Add a booking form or enquiry form. Every piece of social content should drive people to your website where they can actually hire you.

Problem: No Facebook reviews despite 499 followers

1. Your Facebook page has 499 followers but zero reviews or recommendations. Facebook reviews are visible on your page and appear in Google search results — they are a powerful trust signal.
2. You have a WhatsApp CTA on your Facebook page, which is smart for direct communication. But you are missing the review prompt. After completing a job, message the client your Facebook page link and ask for a recommendation.
3. Your posts get decent engagement — likes, shares, comments. But recommendations carry more weight for someone deciding whether to hire you. A post with 39 shares is great, but 20 five-star recommendations would convert browsers into callers.
4. Set a target: 5 Facebook recommendations this month. Send each recent client a WhatsApp message with your page link and ask them to leave an honest review.
5. Combine this with Google reviews once your GBP is live — building reviews on both platforms simultaneously gives you maximum coverage.

Problem: Missing TikTok — the biggest growth opportunity for trades

- 1. Groundworks is one of the most engaging trades on TikTok. Excavator work, foundation pours, drainage installations, before-and-after transformations — this content gets millions of views.
- 2. You already create this content for Instagram — your Reels hit 3,300 views. TikTok’s algorithm favours this type of raw, satisfying content even more aggressively.
- 3. Your competitors in Cornwall are NOT on TikTok. This is wide open territory. Being first in your area gives you a massive advantage as the platform continues to grow.
- 4. Start by reposting your Instagram Reels to TikTok. Same content, zero extra work. Use hashtags like #groundworks #construction #cornwall #excavator #satisfying.
- 5. TikTok does not directly generate leads like Google, but it builds brand awareness and trust at scale. When someone sees your drone footage and then searches 'groundworks cornwall', they will recognise your brand.

3 AI Readiness Check

AI Readiness Score: **0/10**. AI-powered search (ChatGPT, Gemini, Perplexity, Copilot) is growing rapidly. When someone asks an AI 'who is the best groundworks & civil engineering near Helston, 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	N/A	No website exists for AI crawlers to read
Schema Markup	None	No structured data anywhere on the web about your groundworks business
llms.txt File	N/A	No website means no llms.txt — AI models have zero structured information about you
Content Depth	Social only	Your Instagram and Facebook have content, but AI models primarily crawl websites, not social posts
Brand Mentions	Minimal	Companies House listing and Facebook page exist, but no web mentions from directories, review sites, or industry sources

Problem: AI search engines cannot recommend you

- 1. AI search tools like ChatGPT, Perplexity, and Google AI Overviews are already answering questions like 'best groundworks company in Cornwall' and 'who does foundations in Helston'.
- 2. We tested this: AI assistants return other Cornwall groundworks companies — not you. Without a website, AI models have almost nothing to work with.
- 3. Your social media presence helps slightly — AI can sometimes see public Facebook and Instagram content. But it is not enough to generate a recommendation over competitors who have websites, reviews, and directory listings.
- 4. The fix is the same as the Google fix: build a website with structured content, get listed in directories, collect reviews. AI models learn from the same sources Google uses.
- 5. Businesses that build their web presence now will be the ones AI recommends in 12 months. The groundworks market is not crowded online — you can claim that space before anyone else.

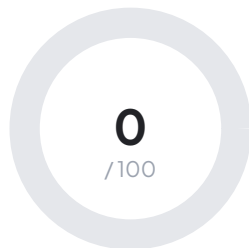
Why this matters right now: AI-powered search is growing fast. Google AI Overviews now appear in 60%+ of searches. ChatGPT search has over 200 million users. When a developer or homeowner asks AI 'who does groundworks in Cornwall?', you want to be the answer. Right now, AI does not know enough about you to recommend you.

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

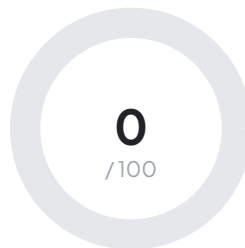
— Jonny

4 Website Performance

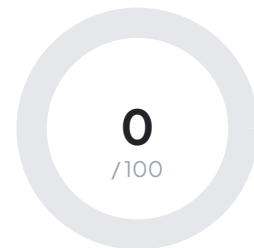
We ran your website through Google PageSpeed Insights — the same tool Google uses to measure user experience. These scores directly impact your search rankings.



Performance (Mobile)



Accessibility



Best Practices

Core Web Vitals

Metric	Value	Rating
First Contentful Paint (FCP)	N/A — no website	Cannot measure page speed without a website.
Largest Contentful Paint (LCP)	N/A — no website	Cannot measure loading speed without a website.
Total Blocking Time (TBT)	N/A — no website	Cannot measure responsiveness without a website.
Cumulative Layout Shift (CLS)	N/A — no website	Cannot measure visual stability without a website.

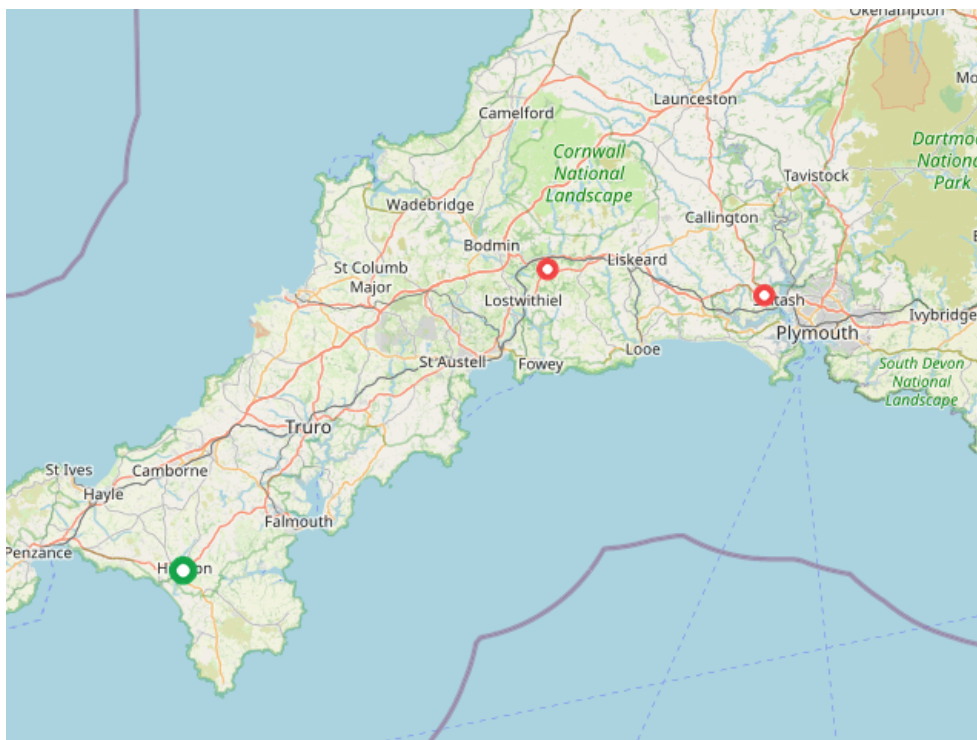
What this means: You do not have a website, so there are no page speed scores to report. When your website is built, it needs to load in under 2.5 seconds on mobile and score 90+ on Google PageSpeed Insights. Your Instagram photos are high quality — when they go on a website, make sure they are compressed properly so they load fast. A slow site kills conversions — 53% of mobile users leave a page that takes more than 3 seconds to load.

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 — The #1 Priority	This is the single most important thing in this report. A GBP is free and makes you visible on Google Maps. Your groundworks competitors have GBPs with 1-13 reviews. You have nothing. Interestingly, 'RW Waste Removal' already exists on Maps with your phone number — if that is yours, you already understand the process. Now create one for groundworks.
2	Reviews — Start the Flywheel	You have zero Google reviews for groundworks. M H Groundwork has 11 reviews. R B S Groundworks has 13. These are not huge numbers — they are very catchable. With your active project pipeline, you could overtake them within 3-4 months of consistent review collection.
3	Website With Service + Area Pages	You serve 14+ towns across Cornwall. Each town needs its own page: 'Groundworks Penzance', 'Drainage Helston', 'Foundations Newquay'. Your competitors who have these pages rank for dozens of local search terms. You need a minimum 15-page website.
4	NAP Consistency	NAP = Name, Address, Phone. Your Facebook says '71 Meneage Street, Helston, TR13 8RB'. Companies House says the same. Your email is info@rwgroundworks.com. Keep these details identical on your website, GBP, and every directory listing.

#	Ranking Factor	Why It Matters
5	Citation Building	You need 15–20+ directory listings. Start free: Yell, FreeIndex, Bark, Thomson Local. Then consider trade-specific: Checkatrade, MyBuilder, TrustATrader, Construction Index. Each listing tells Google you are a real, legitimate business.

What Does NOT Matter (Myth–Busts)

- Myth: 'My Facebook and Instagram are enough — I do not need a website.' Reality: Social media is great for brand building, but Google handles 8.5 billion searches per day. When someone urgently needs groundworks, they Google it. Facebook has 0% of that search traffic.
- Myth: 'Groundworks is all about word of mouth and developer relationships.' Reality: Word of mouth is powerful, but it does not scale. Developers increasingly search online for subcontractors. Homeowners searching for drainage or foundation work always start with Google. You need both channels.
- Myth: 'My competitors are not online either so it does not matter.' Reality: We checked. M H Groundwork, R B S Groundworks, and Hunt Landscaping all have Google Business Profiles with reviews. They are showing up when people search. You are not.

Your Local SEO Game Plan

- Week 1: Set up Google Business Profile. Add all services (groundworks, foundations, drainage, landscaping, driveways, civil engineering). Add all 14 service areas across Cornwall. Upload 15+ project photos from your Instagram portfolio.
- Month 1: Build a 15–page website — homepage, about, contact, 6 service pages (groundworks, foundations, drainage, landscaping, driveways, civil engineering), 6 area pages (Helston, Penzance, Newquay, Camborne, St Ives, Truro). Add LocalBusiness schema. Claim 10 directory listings.
- Month 2–3: Build remaining area pages for all 14 towns you serve. Start weekly GBP posts with project photos. Continue review collection. Build to 15+ Google reviews. Claim TikTok handle and start reposting Reels.
- Month 3–6: Add specialist pages (site clearance, retaining walls, soakaways, kerbing). Build to 20+ directory listings. Target 30+ reviews. Start appearing in Google Local Pack for 'groundworks cornwall' and town-specific searches.

6 The Real Cost

Being invisible online is not free — it has a real cost measured in jobs you never hear about, calls you never receive, and contracts that go to competitors with better online presence.

Invisible in 2,500+ Monthly Searches

'Groundworks near me' gets 1,300 searches per month in the UK. 'Building contractors cornwall' gets 260. 'Groundworks cornwall' and 'landscaping cornwall' each get 170. 'Drainage survey cornwall' gets 140. 'Construction companies cornwall' gets 110. Right now, you appear in none of them. Your social media followers cannot find you here — only a website and GBP can fix this.

Losing to Competitors With Fewer Followers

You have 499 Facebook followers and 722 Instagram followers. M H Groundwork has 11 Google reviews and a basic GBP — and they are getting the search traffic. R B S Groundworks has 13 reviews. These competitors may have weaker social media than you, but they appear where it counts: Google search and Maps.

Your Social Content is Not Working Hard Enough

You have 60 Instagram posts, 4 Reels (3.3K views on the best one), and Facebook posts getting 37–39 shares. That content is impressive — but it only reaches people who already follow you. On a website, the same content works 24/7, is indexed by Google, and reaches people actively searching for what you do.

No Reviews = No Trust Signal for New Customers

Your existing network knows you do good work — the social engagement proves that. But a developer or homeowner who has never heard of you needs proof. Zero Google reviews, zero Facebook recommendations. They see M H Groundwork with 11 reviews and call them instead.

Projected Impact Timeline

Timeframe	What Changes	Expected Outcome
Now	Strong social presence but zero search visibility. No website, GBP, or reviews.	Enquiries from social media and word of mouth only
3 Months	Website live, GBP active, 15+ reviews, 10+ directory listings, social linked to website	Estimated 5–10 additional enquiries/month from search
6 Months	20+ pages indexed, 30+ reviews, area page coverage, Local Pack appearances	Estimated 10–20 additional enquiries/month from search and directories
12 Months	Full SEO foundation, 50+ reviews, Cornwall-wide area dominance, AI visibility, TikTok presence	Search and social working together — significantly more enquiries than social alone

The bottom line: You have already done the hard work — building a brand, creating content, growing a following. Most tradespeople struggle to get 100 followers. You have over 1,220 combined. But right now, all of that effort stops at the edge of social media. It does not reach Google. It does not reach Maps. It does not reach the people actively searching for groundworks right now. Bridging that gap is the single highest-ROI move you can make.

7 Your Action Plan

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

Do This Week (Free, High Impact)

#	Action	How	Time
1	Set up Google Business Profile	Go to business.google.com. Create a profile for 'RW Groundworks'. Add services: Groundworks, Foundations, Drainage, Landscaping, Driveways, Civil Engineering. Add all 14 Cornwall service areas. Upload 15+ project photos from Instagram. Add phone (07385 250920) and email (info@rwgroundworks.com).	30 minutes
2	Register domain rwgroundworks.co.uk	Your Facebook URL already uses this — own the domain before someone else does. This becomes your website address and anchors your brand in search.	10 minutes
3	Start collecting reviews	WhatsApp your last 10 clients the link to your new GBP and ask for an honest review. You already use WhatsApp for enquiries — use it for reviews too. Target: 5 reviews this week.	30 minutes
4	Claim TikTok handle @rwgroundworks	Even if you do not post immediately, claim the handle. Then start reposting your Instagram Reels — zero extra effort, new audience.	5 minutes

Do This Month (Some Technical)

#	Action	How	Time
1	Build a 15-page website	Homepage, About, Contact, plus 6 service pages (groundworks, foundations, drainage, landscaping, driveways, civil engineering) and 6 area pages (Helston, Penzance, Newquay, Camborne, St Ives, Truro). Use your Instagram photos and project descriptions as content.	Professional build or 6–8 hours DIY
2	Claim 10+ directory listings	Yell, FreeIndex, Bark, Thomson Local, NiceLocal (free). Checkatrade, MyBuilder, TrustATrader (paid but high-value for construction). Same NAP details everywhere: RW Groundworks, 71 Meneage Street, Helston, TR13 8RB, 07385 250920.	2 hours
3	Add schema markup to website	Add LocalBusiness, Service, and Organization JSON-LD schema to every page. This tells Google exactly what you do, where, and how to contact you.	1 hour
4	Link all social to website	Update Facebook, Instagram, and future TikTok profiles to link to your new website. Every social post should drive traffic to the site.	15 minutes
5	Weekly GBP posts	Post one project update per week on your Google Business Profile — similar to what you do on Instagram. GBP posts boost your local ranking.	15 minutes /week

Longer Term (Professional Help Recommended)

1. Build remaining area pages for all 14 towns (Mousehole, Bude, Marazion, Porthleven, St Just, Sennen, Newlyn, The Lizard)

2. Add specialist service pages: retaining walls, soakaways, kerbing, site clearance, septic tanks, concrete bases
3. Reach 50+ Google reviews within 12 months — ask every client
4. Grow TikTok with construction content — drone shots, machine work, concrete pours, before/after transformations
5. Consider Google Ads once website is ranking — £10/day targeting 'groundworks cornwall' could generate immediate leads
6. Explore developer and contractor partnerships — your website becomes your digital CV when tendering for subcontract work

“I know — you have already put serious effort into your social media, and it is working. This is not about starting over. It is about connecting what you have already built to the place where people actually search for groundworks. Your Instagram portfolio is the content. A website is just giving it a permanent address that Google can find. You are closer to dominating local search than you think — you just need to show up where it counts.

— 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:

Strong social media presence — 499 Facebook followers and 722 Instagram followers is exceptional for a company incorporated less than a year ago. Most groundworks companies never reach these numbers.

High-quality content — your project photos, drone footage, and Reels (up to 3.3K views) show a level of marketing awareness that most tradespeople do not have. This content is ready to populate a website.

Consistent branding — branded vehicles, professional logo ('RW Groundworks'), consistent messaging across platforms. This is a business that looks established and trustworthy.

Good engagement — Facebook posts getting 37-39 shares and 10-15 reactions. People are actively sharing your work with their networks. That is organic marketing gold.

Registered Ltd company — RW Groundworks & Civil Engineering Limited shows you are serious and legitimate. This matters for developer contracts and commercial work.

Broad service range — from footings and drainage to carpentry and landscaping, you offer a full-spectrum groundworks service. This means more keyword opportunities and more potential clients.

Cornwall-wide coverage — serving 14+ towns gives you massive geographic reach. Each town is a separate keyword opportunity on a website.

Competitor Comparison

Factor	RW Groundworks	Typical Local Competitor
Google Reviews	0	M H Groundwork: 11 (4.8 $\overline{3}$). R B S Groundworks: 13 (4.7 $\overline{3}$). Hunt Landscaping: 4 (5.0 $\overline{3}$).
Website	None	R B S Groundworks: has website. M H Groundwork: has website.
Google Business Profile	None	All 3 competitors have verified GBPs on Google Maps
Facebook Followers	499	Most competitors have fewer followers — your social is stronger
Instagram Followers	716	Most local groundworks companies have no Instagram presence
Directory Listings	0	Competitors listed on 3–5 directories
Service Pages	0	Top competitors have 5–10 dedicated service pages on their websites

The market is beatable. The groundworks market in Cornwall is not heavily competitive online. Your top competitor (R B S Groundworks) has just 13 Google reviews. M H Groundwork has 11. These are very achievable numbers to beat within 3–6 months. Where you lag behind is website and GBP presence — but where you lead is social media engagement and content quality. The gap between your current position and market leadership is smaller than you think. A website plus GBP plus reviews is the bridge.

What Happens Next

This report is yours. No strings attached. The action steps are real, the quick wins are free, and everything in here is based on actual data — not guesswork.

If you want help implementing any of this, that is what we do. We build the website, set up the SEO, create the content, and manage the ongoing optimisation. One monthly fee, no long contracts, and you own everything we build.

No pressure. No hard sell. If you do nothing with this report, you are still better informed than 95% of your competitors. But if you want to move fast, we are ready to start.

“Right now I am building my reputation — I need case studies and proof of results. That is why I am offering everything at a price that, honestly, makes no business sense for me: £197/month for work that most agencies bill thousands for. I am basically scamming myself. But I would rather have 10 tradesmen getting real results than 2 paying me top rates.

— Jonny

“For our first 5 clients, the full SEO setup is included free. This means the website build, the service pages, the area pages, the schema markup, the Google Business Profile setup, and the directory submissions — all included. Normally, agencies charge £1,000–3,000 per month for this. We are including it because we want results we can shout about.

— Jonny

Book a Free Strategy Call

15 minutes. No obligation. We will walk through this report together and answer any questions you have.

start.buildmyservice.co.uk/call

Or message Jonny directly — he does not bite

“Give away your best stuff for free. The people who can do it themselves were never going to pay you anyway. The ones who cannot will.”

— Alex Hormozi

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