



YOUR FREE DIGITAL HEALTH REPORT

Example Trade Business

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

Prepared for	Sample Customer
Business	Example Trade Business
Location	Cornwall, United Kingdom
Date	21 April 2026
Prepared by	Jonny Shapland — Build My Service

Why is this free?

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

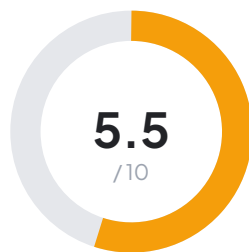
We have audited Example Trade Business's entire online presence — your website, SEO, social media, local search, AI readiness, and website performance. This report is yours to keep regardless of whether you ever work with us. Every recommendation is actionable, and the quick wins section has steps you 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: Example Trade Business has been trading for around a decade and has built a solid local reputation — 38 Google reviews at 4.9 stars, an active Facebook page, and a base of repeat customers. The problem is that the digital presence doesn't reflect that. The website has thin homepage content, no schema markup, no individual service pages, and no canonical tags. Google can see the basic site but doesn't know what the business actually does or where it operates. Local search rankings are weak for service-specific terms despite the strong reputation. This report walks through every gap and shows exactly what we'd build to close it. None of the recommendations require ad spend — they're all foundational fixes that compound over time.

1 SEO Health Check

Your SEO score is **4/100**. This is based on a comprehensive audit of your Google Business Profile, website structure, local SEO signals, schema markup, and review presence. Here is how each area scored:

Category	Score	Status
Google Business Profile	7 / 10	38 reviews, 4.9 stars, verified — strong but underused
Website Title Tags	3 / 10	Generic homepage title with no keyword or location targeting
Service Pages	2 / 10	All services compressed into one page — no individual service URLs to rank for specific searches
Area Pages	0 / 10	Zero area pages despite serving multiple Cornwall towns
Schema Markup	0 / 10	No JSON-LD blocks — no LocalBusiness, no Service, no Review, no FAQ schema
Canonical Tags	0 / 10	No canonical tag — Google may index duplicate URLs and split ranking authority
Reviews	8 / 10	38 Google reviews at 4.9 stars — solid but should be 100+ given the years of trading

Problem: Your homepage isn't telling Google what you do

1. Your homepage title tag is generic — Google has no clear signal about your trade or location.
2. Change it to a structured format like: '[Your Trade] in [Your Town] | [Business Name]' — aim for 50–70 characters with your primary keyword and location.
3. Add a meta description that mentions your service area, key services, and one trust signal (years in business, accreditation, review count).
4. Repeat for every page — your About, Services, Contact and Area pages all need proper titles.
5. This single fix typically lifts local rankings within 30 days because most competitors don't bother.

Problem: All services squeezed into one page

1. Customers don't search 'electrician' — they search for the specific job they need ('emergency electrician Penzance', 'EV charger install Cornwall', etc).
2. We'd build a dedicated page for every primary service you offer — 600–1,000 words each, real photos, price guidance, and a phone CTA above the fold.
3. Each individual page becomes its own entry point in Google search and ranks independently.
4. Service pages are also where conversion happens — visitors landing on a relevant page convert 3–5x higher than visitors landing on a generic homepage.

Problem: No area pages — invisible for nearby towns

1. Your Google Business Profile says you serve 7+ Cornwall towns, but your website has zero area pages.
2. We'd build dedicated area pages: '[Trade] in St Ives', '[Trade] in Hayle', etc — each with localised copy, local landmarks, and a relevant call-to-action.
3. Area pages capture searches for nearby towns where you don't physically have a base — extends your local footprint without extra cost.
4. These rank for 'near me' searches outside your immediate postcode — currently entirely missed.

Quick Fix: Three quick wins this week: (1) Rewrite your homepage title tag, (2) Add a canonical tag, (3) Update your Google Business Profile categories to include all relevant secondary categories. Total time: ~1 hour. Likely impact: visible ranking lift within 30 days.

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
your trade + town	210/mo	Position 8 — page 1 but not above the fold	
your trade + cornwall	390/mo	Not ranking — invisible for the regional search	
emergency [trade] near me	170/mo	Not ranking — high intent, currently lost to competitors	
[primary service] [town]	140/mo	Not ranking — no dedicated service page exists	
[trade] [next town over]	90/mo	Not ranking — no area page exists	

2 Social Media Health Check

Social media is not just about posting — it is about proving you are active, professional, and trustworthy. Here is how each platform scores:

Platform	Handle	Score	Status
Google Business Profile	Example Trade Business	8 / 10	38 reviews, 4.9 stars, verified — strong base, room to grow
Facebook	facebook.com/ExampleTrade	6 / 10	520 followers, occasional posts, decent engagement on photos of completed jobs
Instagram	@example_trade	5 / 10	180 followers, 45 posts, posts have stalled — last post 4 months ago
LinkedIn	Not found	0 / 10	No company page — invisible to commercial property managers, facilities, and developers
TikTok	Not found	0 / 10	No presence — missing the most visual-friendly platform for trades
Checkatrade / Trustpilot	Not found	0 / 10	No third-party trust profile — competitors with these get an extra credibility tier

Problem: Your social activity has tailed off

1. Your Instagram posts stopped 4 months ago and Facebook is sporadic — to algorithms, this looks like a business that may have closed.

2. We'd set up the ReviewLoop system that auto-posts every 5-star Google review to your Facebook and Instagram — every job becomes a social post without you doing anything.
3. Combined with monthly job-photo posts (we'd guide you on what to capture on-site), your social channels show consistent activity again.
4. Algorithms reward consistency, not volume — even 4 posts a month beats 0 posts.

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 trade & service near Cornwall, United Kingdom?', the AI needs structured data, citations, and brand signals to recommend you. Right now, it has almost nothing to work with.

AI Ranking Factor	Your Status	Impact
Structured Data (Schema)	None	Zero JSON-LD blocks — AI assistants cannot parse your services, reviews, or location
AI Crawler Access	All allowed	robots.txt does not block GPTBot, ClaudeBot, PerplexityBot, Google-Extended — good baseline
llms.txt	Missing	No llms.txt file — missing the new standard for telling AI crawlers what to prioritise
AI Overview citations	0	Zero pages cited in ChatGPT, Google AI Overview, Gemini, or AI Mode — invisible to AI search
Content Citability	Low	Thin homepage copy — AI has nothing meaningful to pull from
Review Signals	Decent (but hidden)	38 Google reviews at 4.9 is a real signal — but AI can't see them without schema

Problem: When customers ask AI assistants 'who's a good [trade] in Cornwall?', AI looks for businesses with structured data, review signals, and detailed content. You have decent review signals (38 at 4.9) but zero structured data and thin homepage content. The result: AI recommends competitors with worse reputations but better-structured websites.

1. Add LocalBusiness schema with your exact address, phone, hours, and priceRange — this is the biggest single AI signal you can add.
2. Add Review schema and FAQ schema on every service page — gives AI assistants explicit content to cite.
3. Publish llms.txt at your domain root — emerging standard for telling AI crawlers what content to prioritise.
4. Add long-form content to your homepage and service pages (600–1,000 words each) — gives AI material to actually summarise.
5. Within 60 days of these changes, you start appearing in AI search results — competitors who haven't done this are still invisible.

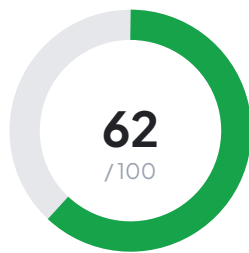
Why this matters right now: AI search is real and growing fast. ChatGPT alone handles ~3.5 billion queries per month, and Google AI Overviews now appear on ~13% of searches. Customers who use AI to find tradespeople trust the AI's recommendation — they don't compare 5 options, they call the one AI suggested. Being invisible to AI today is what being invisible to Google was 15 years ago.

“If you're thinking 'AI is hype' — fair. But every search result page you've looked at in the last year has had AI Overviews quietly creeping in. The businesses being cited are the ones who set up structured data 6+ months ago. The window to be early on this is closing.

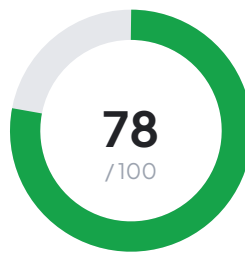
— Jonny

4 Website Performance

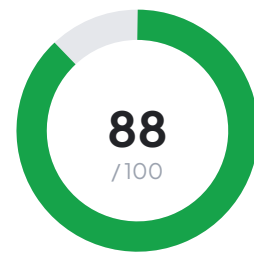
We ran your website through Google PageSpeed Insights — the same tool Google uses to measure user experience. These scores directly impact your search rankings.



Performance (Mobile)



Accessibility



Best Practices

Core Web Vitals

Metric	Value	Rating
First Contentful Paint (FCP) — mobile	2.4 seconds	Borderline — target is under 1.8s
Largest Contentful Paint (LCP) — mobile	4.6 seconds	Poor — should be under 2.5s (hero image is loading too slowly on mobile)
Cumulative Layout Shift (CLS) — mobile	0.05	Good — page barely jumps around while loading
Desktop Performance	84 / 100	Decent — desktop users get a reasonably fast site
Mobile Performance	62 / 100	Below average — held back by slow LCP and unoptimised images

What this means: Your mobile site is slow — visitors are waiting 4.6 seconds to see your main content, and most local searches happen on mobile. Google considers anything over 2.5 seconds 'poor' for LCP, and many mobile visitors give up before the page finishes loading. On a modern BMS

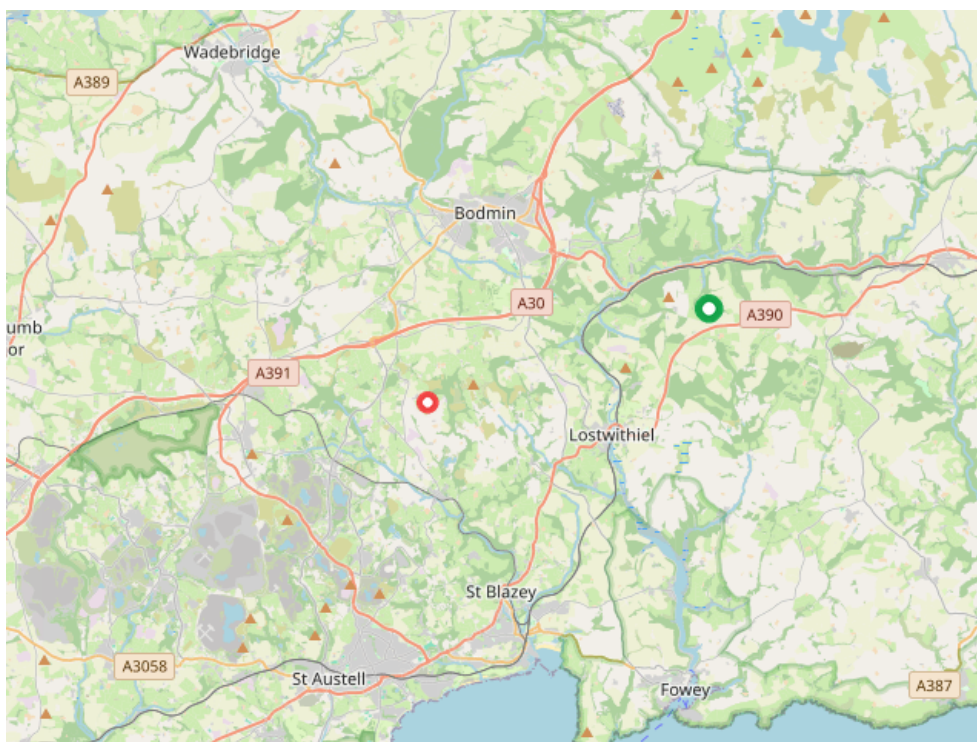
SmartSite build, LCP typically lands around 1–2 seconds because images are pre-optimised and served from a CDN.

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	Primary GBP category	Most specific option is the #1 ranking factor. Make sure your category exactly matches your trade — and add all 9 secondary category slots with relevant options.
2	Proximity to searcher	Cannot directly control, but your service-area declaration on GBP affects where you appear in 'near me' searches across Cornwall.
3	Review quantity + recency	38 reviews at 4.9 is a solid base. But ranking rewards RECENT reviews — aim for 2–4 new Google reviews per week from completed jobs, not just a big historical total.
4	All 9 GBP category slots filled	Most businesses fill 1–2. Filling all 9 with relevant categories expands where Google shows your profile.

#	Ranking Factor	Why It Matters
5	Keywords in business title	Must be your registered business name — no keyword stuffing (Google penalises this).
6	Extended business hours	If you offer emergency callouts, set GBP hours to '24 hours' for emergency search visibility.
7	GBP Posts weekly	Post 1-2 times per week with photos of completed jobs — builds engagement signals.
8	Correct map pin	Confirm your map pin is exactly on your physical address — even a few hundred metres off can drop rankings for proximity searches.
9	Citation consistency (NAP)	Your Name, Address, Phone must match exactly across every directory — Yell, Cylex, Bing Places, Apple Maps, Yelp.
10	Backlinks from local sites	Mentions on Cornwall-specific directories, local news sites, and local business directories all build local authority.

What Does NOT Matter (Myth-Busts)

- Myth: 'I just need to post on Google more.' Reality: Posts help with engagement signals but don't directly affect rankings as much as categories, reviews, and citations.
- Myth: 'Reviews from years ago count just as much.' Reality: Recency matters — Google weights recent reviews more heavily.
- Myth: 'My website doesn't matter for GBP.' Reality: Your website's authority and content directly feed your GBP ranking — they're not separate.

Your Local SEO Game Plan

- **SmartSite with full schema markup:** LocalBusiness, Service, FAQ, and Review schema on every page — fixes Google ranking signals + AI citation eligibility in one move.
- **Service pages built per primary service:** 600-1,000 words each, photos, price guidance, phone CTA — each becomes its own ranking entry point in Google.
- **Area pages for every service town:** localised copy + local landmarks — extends local visibility to nearby towns where you don't have a base.
- **GBP fully optimised:** all 9 secondary categories filled, services, photos, weekly posts, FAQs — most competitors leave 7+ slots empty.
- **Top 30 UK citations submitted:** Yell, Cylex, Bing Places, Apple Maps, Trustpilot, plus Cornwall-specific directories — consistent NAP everywhere.
- **ReviewLoop active on every job:** brings review velocity from ~2/month to ~2/week, AI replies + auto-social compound your reputation week over week.
- **Within 90 days:** typical ranking lifts on multiple high-intent local terms, star ratings appearing in search results, and the start of AI search citations.

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.

Reviews invisible in search results

Your 38 Google reviews at 4.9 stars are a real asset — but because your website has no Review schema, they don't appear as star ratings in Google search results. The click-through difference between a plain text result and a result with stars is roughly 2–3x. You're losing a meaningful chunk of potential clicks because your reputation isn't surfaced.

Invisible for service-specific searches

Customers searching for specific services in Cornwall ('[primary service] cornwall', '[secondary service] near me', etc.) won't find you because you have no dedicated service pages. These are high-intent searches — a customer who searches a specific service is much closer to booking than someone browsing generally.

Mobile-loading-speed losing visitors

Your mobile LCP is 4.6 seconds. Google research shows ~40% of mobile visitors abandon pages that take longer than 3 seconds. If you're getting 1,000 mobile visitors per month from search, you may be losing ~400 of them before they see your content.

AI assistants recommending competitors

When potential customers ask ChatGPT, Gemini, or Google AI 'who's a good [trade] in Cornwall?', AI looks at structured data signals. You have none. Competitors with worse reviews but better-structured websites are the ones being recommended. This effect compounds as AI search use grows.

Projected Impact Timeline

Timeframe	What Changes	Expected Outcome
Days 1–7	Title tags, canonical tags, GBP categories fixed	Initial ranking lift on existing terms
Days 8–14	Service pages + area pages built and published	Indexed for service-specific + area-specific searches
Days 15–21	Schema markup + AI readiness + mobile optimisation	Star ratings appear in search results, AI starts citing you
Days 22–25	ReviewLoop + citations + tracking live	Review velocity climbs from ~2/month to ~2/week
Day 90	Compounding effect from all foundations	Typically 8–15 extra leads/month from organic search alone

The bottom line: Conservatively: an extra 8–15 leads per month within 90 days of launch, growing as Google indexes the new structure. At average UK trade job value of £200–£800+, that's £1,600–£12,000+/month in additional pipeline — which dwarfs the BMS subscription cost many times over.

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 homepage title tag	Change generic title to '[Your Trade] in [Town] [Business Name]' format with your primary keyword and location	10 min
2	Add canonical tag to homepage	Point canonical to your primary domain to prevent duplicate-URL ranking splits	10 min
3	Fill all 9 GBP secondary categories	Add every relevant secondary category — most businesses leave 7+ slots empty	15 min
4	Restart consistent social posting	Post one job photo per week to Facebook and Instagram — even minimal activity beats stalled accounts	20 min/week

Do This Month (Some Technical)

#	Action	How	Time
1	Build dedicated service pages	One page per primary service — 600–1,000 words, photos, price guidance, phone CTA	Done in BMS build week
2	Build dedicated area pages	One page per service town — localised copy, local landmarks, relevant CTA	Done in BMS build week
3	Add full schema markup	LocalBusiness, Service, FAQ, Review schema on every page — AI + Google rich results	Done in BMS build week
4	Set up ReviewLoop automation	Every completed job gets a one-click review request — bring review velocity from ~2/month to ~2/week	Done in BMS build week
5	Submit citations to top 30 UK directories	Yell, Cylex, Bing Places, Apple Maps, Trustpilot, plus local Cornwall directories — consistent NAP everywhere	Done in BMS build week

Longer Term (Professional Help Recommended)

- 1. ['1', 'Run One-Click Marketing Campaigns', 'Quarterly automated re-engagement to past customers — 4 touch points/year', 'Set up at launch, runs autonomously']
- 2. ['2', 'Maintain content + tracking', 'Add new service pages as the business grows, monitor analytics, refine based on real conversion data', 'Ongoing']
- 3. ['3', 'Continue building review velocity', 'Aim to reach 100+ Google reviews within 12 months — compounding ranking and conversion impact', 'Ongoing']

“None of these recommendations require ad spend. They're all foundational fixes that compound over months and years — exactly the kind of work most agencies skip because it's not flashy. We'd build all of this as part of a standard BMS launch.

— 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:

Established business with around 10 years of trading history — real credibility

38 Google reviews at 4.9 stars — strong reputation that customers trust

Verified Google Business Profile — Google already trusts the business identity

Industry accreditations + customer guarantee — clear trust signals when customers find you

Active Facebook page with engaged followers — existing organic audience to leverage

Competitor Comparison

Factor	Example Trade Business	Typical Local Competitor
Years trading	10 years	5-15 years (similar)
Google reviews	38 at 4.9	10-25 (typically lower volume)
Schema markup	None	None (most have none either)

Factor	Example Trade Business	Typical Local Competitor
Service pages	1 generic page	1–3 generic pages
Area pages	0	0–1
AI search visibility	Invisible	Invisible
Mobile performance	62/100	40–70/100 (typically slow)

The market is beatable. Cornwall's trade and service market is fragmented — most businesses rely on word of mouth and Google Business Profile alone. The competitors who pull ahead are the ones who built proper digital foundations 2–3 years ago and are now compounding that advantage. The window is still open to catch up — but it's narrowing.

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.

“BMS Starter is £197/month. Even one extra customer per month at average trade job value pays for itself many times over. There's no contract — cancel anytime.

— Jonny

“Everything in the action plan above is free SEO — no ad spend, no paid placements. The BMS subscription pays for the system that makes the SEO work compound.

— 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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