



YOUR FREE DIGITAL HEALTH REPORT

SC 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	Shaun Cash
Business	SC Roofing
Location	Long Lawford, Rugby, Warwickshire
Date	06 April 2026
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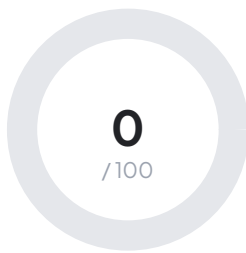
Why is this free?

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 SC 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.

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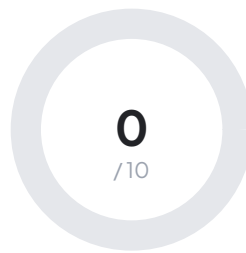
Your Scores at a Glance



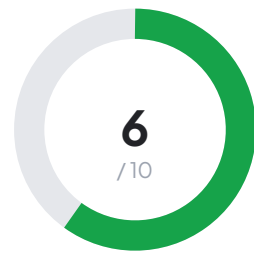
SEO Health



Online Presence



Website Quality



Review Presence

What this means: Shaun, you have been roofing for 16 years and your customers clearly love your work — 5 out of 5 stars on MyBuilder, people recommending you in local Facebook groups, and a history on Checkatrade. But right now, you are completely invisible to the 8,650+ people searching for a roofer in your area every single month. You have no website, no Google Business Profile, no social media pages, and no way for anyone to find you online. The only thing keeping your business alive is word of mouth — which means you are leaving thousands of pounds on the table every month. The good news? Your competitors are not that strong, your reviews are excellent, and 16 years of experience is a huge selling point. You just need someone to actually put you on the map.

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
Website	0 / 100	No website exists — completely invisible to Google
Google Business Profile	0 / 100	No GBP — invisible on Google Maps and local search
Service Pages	0 / 100	No website means no service pages for Google to rank
Local SEO	0 / 100	Not appearing for any local searches in Rugby, Coventry, or Warwickshire
Schema Markup	0 / 100	No website means no structured data for search engines
Reviews	60 / 100	5/5 on MyBuilder (7 reviews) + 4.6/5 (43 reviews as Landscaper) + Checkatrade history — but zero Google reviews

Problem: 8,650+ people search for a roofer in your area every month — and none of them can find you

1. Google Keyword Planner data shows 'roofer coventry' gets up to 5,000 searches per month. 'Roofer rugby' gets up to 500. 'Roof repair coventry' gets up to 500. 'Roofer leamington spa' gets up to 500.
2. Right now, every single one of those searches goes to your competitors. You do not appear anywhere.
3. A website with properly optimised service pages and area pages would start capturing these searches within 3–6 months.
4. Even capturing just 2% of these searches would mean 170+ new enquiries per month — more than enough to fill your calendar.
5. At an average roofing job value of £500–£2,000, that is potentially £85,000–£340,000 in annual revenue you are currently missing.

Problem: You do not exist on Google Maps

1. When someone searches 'roofer near me' in Rugby or Coventry, Google shows a map with 3 local businesses. You are not one of them.
2. Your competitors appear here with their phone number, reviews, and a link to their website. You are nowhere.
3. Setting up a Google Business Profile is FREE and takes about 30 minutes. It is literally the single most impactful thing you can do today.
4. Go to business.google.com, create your profile with your business name, address (or service area), phone number, and business hours.
5. Ask your existing happy customers to leave Google reviews — you already have 50+ reviews across MyBuilder, this proves people WILL review you.

Problem: A confusingly similar business is stealing your branded searches

1. When someone Googles 'SC Roofing Rugby', the Knowledge Panel on the right shows 'S.c.Roofing' from Penzance, Cornwall — a completely different company.
2. This means anyone searching for YOU by name sees someone else's business, with someone else's phone number (07747 718373).
3. The only way to fix this is to create your own Google Business Profile so Google knows YOU exist in Rugby.
4. Until you do, every branded search for your business sends potential customers to the wrong company.
5. This is costing you business right now — anyone who heard about you through word of mouth and Googled your name found the wrong business.

Problem: Your Checkatrade profile is inactive — you are paying for nothing

1. Your Checkatrade listing at [checkatrade.com](https://www.checkatrade.com) shows 'You cannot request a job with this trade through Checkatrade' — meaning customers cannot contact you through it.
2. It has not received any new reviews in over 12 months.
3. If you are still paying for Checkatrade, you are wasting money on a listing that cannot generate leads.
4. Either reactivate it and start getting fresh reviews, or cancel it and redirect that budget to Google Ads or SEO.
5. Your MyBuilder profile with 50+ combined reviews is currently your strongest online asset — lean into that instead.

Quick Fix: Set up a Google Business Profile TODAY. Go to business.google.com, enter 'SC Roofing' as your business name, add Long Lawford/Rugby as your location, list your services, add your phone number, and upload some photos of your work. This single action will make you visible on Google Maps for the first time — for free. Then text 5 of your happiest past customers and ask them to leave you a Google review. You could have a 5-star Google profile within a week.

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
roofer coventry	5,000	Not ranking	High
roofer rugby	500	Not ranking	High
roof repair coventry	500	Not ranking	High
roofing company coventry	500	Not ranking	Medium
roofer hinckley	500	Not ranking	High
roofer leamington spa	500	Not ranking	High
roofer nuneaton	500	Not ranking	Medium
conservatory roof rugby	50	Not ranking	Low
flat roofing coventry	50	Not ranking	Medium
roof cleaning rugby	50	Not ranking	Medium

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
MyBuilder	mybuilder.com/profile/sc-roofing-4	7 / 10	5/5 stars (7 reviews as Roofer) + 4.6/5 (43 reviews as Landscaper) — strongest asset
Facebook	No business page	1 / 10	Recommended in local groups (Spotted Rugby Town, pzbusiness) but no owned page
Instagram	Not found	0 / 10	No profile found
Checkatrade	checkatrade.com/trades/scroofing5925226	2 / 10	Listed but INACTIVE — cannot receive enquiries, no new reviews in 12 months

Platform	Handle	Score	Status
Nextdoor	SC Roofing - Rugby	3 / 10	Listed but limited engagement
TikTok	Not found	0 / 10	No presence
LinkedIn	Not found	0 / 10	No presence

Problem: People are already recommending you online — but you have nowhere to send them

1. We found people in local Facebook groups (Spotted Rugby Town, pzbusiness) recommending 'S.c.roofing' to others looking for roofers.
2. But when someone sees that recommendation and searches for you, they find... nothing. No website, no Facebook page, no Google listing.
3. You are generating word of mouth but have no digital presence to convert it into actual enquiries.
4. Create a Facebook business page (free, 20 minutes). Post 10 before/after photos of recent jobs. Share it in local community groups.
5. Every recommendation that currently dies on the vine could become a paying job.

Problem: 50+ reviews across platforms — but zero on Google where it matters most

1. You have 7 reviews on MyBuilder (5/5) and 43 reviews as a landscaper (4.6/5). Plus Checkatrade history. That is 50+ positive reviews.
2. But Google has ZERO reviews for your business — because you do not have a Google Business Profile.
3. Google reviews are the #1 factor for appearing in local search results. More reviews = higher ranking = more calls.
4. The reviews you already have prove your customers WILL leave reviews when asked. You just need to point them to Google.
5. Set up GBP, then message 10 past customers: 'Hi, it is Shaun from SC Roofing. Really appreciate the work we did for you. Would you mind leaving us a quick Google review? [link]'

Problem: No Instagram means no visual proof of your work

1. Roofing is a visual trade. Before/after photos of roof repairs, new installations, and clean guttering SELL.
2. Your competitors post job photos on Instagram and Facebook to build trust and attract new customers.
3. You have 16 years of work with zero photos online. That is 16 years of social proof going to waste.
4. Start an Instagram account (@scroofing.rugby or similar). Post one photo per completed job — takes 30 seconds.
5. Within 3 months, you will have a visual portfolio that builds instant trust with potential customers.

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 roofing / landscaping near Long Lawford, Rugby, Warwickshire?', 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
Website presence	Missing	No website for AI to index or reference
Schema markup	Missing	No structured data for AI systems to parse
Google Business Profile	Missing	No GBP data for AI assistants to find
Online reviews	Partial	MyBuilder reviews exist but not on Google (primary AI data source)
robots.txt / llms.txt	Missing	No website means no crawler access configuration
Content depth	Missing	No service descriptions, FAQs, or educational content

Problem: AI assistants cannot recommend a business they cannot find

1. When someone asks ChatGPT, Google Gemini, or Siri 'find me a roofer in Rugby', your business does not come up.
2. AI assistants pull data from Google Business Profiles, websites, and review platforms. You have almost none of these.
3. Your MyBuilder profile is your only indexed presence — but AI systems prioritise Google data over third-party platforms.
4. A website with proper schema markup (LocalBusiness, Service, FAQ) would make you findable by every AI assistant.
5. This matters more every month as more people use AI to find local services instead of traditional Google searches.

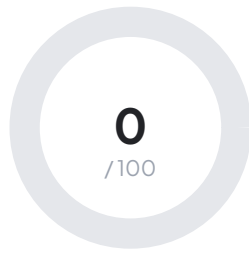
Why this matters right now: AI-powered search is growing fast. Google's AI Overviews, ChatGPT, and voice assistants are changing how people find local tradespeople. Right now, you are invisible to all of them. A properly structured website would put you ahead of 90% of local roofers who have not prepared for this shift.

“If you are thinking 'nobody is searching using AI' — you are probably right today. But 12 months from now? The businesses that set up now will own those results.

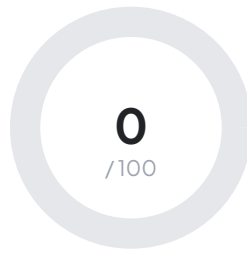
— Jonny

4 Website Performance

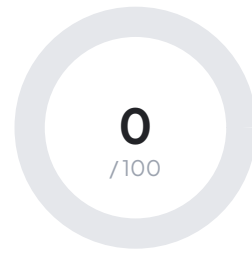
We ran your website through Google PageSpeed Insights — the same tool Google uses to measure user experience. These scores directly impact your search rankings.



Performance (Mobile)



Accessibility



Best Practices

Core Web Vitals

Metric	Value	Rating
Performance (Mobile)	N/A	No website exists
Performance (Desktop)	N/A	No website exists
Accessibility	N/A	No website exists
Best Practices	N/A	No website exists

What this means: You do not have a website, so there are no PageSpeed scores to report. When we build your site, it will be designed from day one for fast loading, mobile-first design, and accessibility — giving you an immediate advantage over competitors whose older sites score poorly. A fresh, properly built website typically scores 90+ on all metrics.

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

Service Area Coverage



What Actually Matters for Local Ranking (2026)

#	Ranking Factor	Why It Matters
1	Google Business Profile	The #1 factor for appearing in local search. You do not have one. This is your biggest quick win — set it up today.
2	Google Reviews	More 5-star reviews = higher ranking. You have 50+ reviews on other platforms proving customers love you. You just need them on Google.
3	Website with Local Content	Google needs service pages and area pages to know what you do and where. Without a website, Google has nothing to work with.
4	NAP Consistency	Your Name, Address, and Phone must be identical across every platform. Right now you only appear on MyBuilder and Checkatrade (inactive) — no conflicts, but no visibility either.
5	Directory Citations	Being listed on Yell, Bark, FreeIndex, Thomson, and trade-specific directories builds authority. You are listed on very few.
6	Backlinks from Local Sources	Links from local businesses, community sites, and trade associations boost your ranking. Currently zero.
7	Content Freshness	Google rewards businesses that regularly update their website with new content, blog posts, and project case studies.

What Does NOT Matter (Myth-Busts)

- You do NOT need to spend thousands on SEO to rank locally. A well-built website with proper structure will outrank 80% of competitors.
- You do NOT need to pay for Google Ads to appear on Google Maps. That is free with a Google Business Profile.

- You do NOT need 100 reviews to rank. Even 10 genuine 5-star reviews puts you ahead of most local roofers.
- You do NOT need to blog every week. A handful of well-written service and area pages does more than 50 blog posts.

Your Local SEO Game Plan

- Week 1: Set up Google Business Profile with accurate details and 10+ photos of completed work
- Week 2: Ask 10 past customers to leave Google reviews (aim for 5-star average)
- Week 3-4: Launch a professional website with service pages for every type of roofing you offer
- Month 2: Add area pages for Rugby, Coventry, Leamington Spa, Nuneaton, Hinckley, Daventry
- Month 3: Submit citations to 15+ local directories (Yell, Bark, FreeIndex, Thomson, TrustATrader, Checkatrade)
- Month 4-6: Build authority with regular photo posts, customer testimonials, and FAQs

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.

Lost revenue from 8,650 monthly searches

At a 2% conversion rate, that is 170+ potential enquiries per month you are missing. At £500-£2,000 per roofing job, even converting 5% of those enquiries means £4,250-£17,000 per month in revenue you are currently leaving to competitors.

Google Ads would cost £2.43-£9.65 per click for 'roofer rugby'

To BUY the traffic you could get for free with good SEO, you would need to spend £1,215-£4,825 per month on Google Ads alone. Proper SEO eliminates or dramatically reduces this cost.

Branded search confusion sending customers elsewhere

When people Google 'SC Roofing Rugby', they see a different SC Roofing in Penzance. Anyone who heard about you through word of mouth and searched online found the wrong business with the wrong phone number.

Inactive Checkatrade profile generating zero leads

If you are still paying for Checkatrade membership, that money is being wasted — your profile clearly states customers cannot request a job through it.

Projected Impact Timeline

Timeframe	What Changes	Expected Outcome
Month 1-2	GBP setup + website launch + first reviews	Visible on Google Maps, first organic impressions, 10-20 new enquiries

Timeframe	What Changes	Expected Outcome
Month 3-4	Area pages + directory citations + review growth	Ranking for local terms, 30-50 new enquiries/month
Month 6+	Content growth + authority building + review momentum	Dominating local search, 80-150+ enquiries/month

The bottom line: You are currently running a 16-year-old business entirely on word of mouth. That means every customer you get is despite having zero online presence, not because of it. The moment you go online properly, your enquiry volume will multiply — the demand already exists, you just need to be visible to capture it.

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 profile with business name, service area, phone, hours, and 10+ photos	30 minutes
2	Ask 10 customers for Google reviews	Text your happiest recent customers with a direct link to leave a Google review	15 minutes
3	Create Facebook business page	Set up a page, add logo/cover photo, post 5 before/after photos of recent work	30 minutes
4	Reactivate or cancel Checkatrade	Either start paying for active membership or cancel to stop wasting money	10 minutes

Do This Month (Some Technical)

#	Action	How	Time
1	Launch professional website	Service pages for every roofing type + area pages for Rugby, Coventry, and surrounding towns	We handle this
2	Submit directory citations	List on Yell, Bark, FreeIndex, Thomson, TrustATrader, and 10+ other directories	We handle this
3	Start Instagram	Post one photo per completed job — build visual portfolio over time	30 seconds per post

#	Action	How	Time
4	Set up review automation	Automatic SMS/email to every customer asking for a Google review after job completion	We handle this

Longer Term (Professional Help Recommended)

1. Grow Google reviews to 25+ within 6 months (you have 50+ reviews elsewhere — your customers WILL review you)
2. Add blog content: 'How much does a new roof cost in Rugby?' style articles that rank for informational searches
3. Build local authority through community involvement, trade association memberships, and local partnerships
4. Consider Google Ads once organic foundation is solid — targeted ads for high-value keywords like 'new roof coventry' (£50+ per click)

“I know — that is a lot of steps. But every single one directly puts more money in your pocket. And the best part? Most of your competitors are NOT doing this properly either.

— 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:

16 years of experience — that is a trust signal most competitors cannot match

5/5 stars on MyBuilder with genuine customer reviews proving quality workmanship

50+ combined reviews across MyBuilder categories — proof your customers love your work

People actively recommending you in local Facebook community groups

Family-run business — this resonates strongly with homeowners looking for a reliable, personal service

Multi-skilled: roofing AND landscaping gives you a wider service offering than single-trade competitors

Based in Long Lawford — perfectly positioned to serve Rugby, Coventry, and the wider Warwickshire area

Competitor Comparison

Factor	SC Roofing	Typical Local Competitor
Reviews	50+ (MyBuilder/Checkatrade)	69 (SC Roofing & Paving Ltd, Google)
Google Business Profile	None	All competitors have active GBP
Website	None	All competitors have websites
Years in Business	16+ years	Varies — but experience is your advantage
Service Range	Roofing + Landscaping	Most competitors offer roofing only

The market is beatable. The Rugby/Coventry roofing market is competitive but not saturated. Your closest competitors have Google reviews and websites, but few have strong local SEO. With 16 years of experience, excellent reviews, and a multi-trade offering, you have every advantage — you just need the digital infrastructure to be found.

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 as the go-to digital partner for local trades. That means you get agency-level work at a fraction of the price. £197 per month for a website, SEO, review automation, and ongoing support. Most agencies charge £1,000-£3,000 per month for this. I am basically scamming myself.

— Jonny

“For our first 5 clients, the full SEO setup is included free. Normally agencies charge £1,000-3,000 per month for this. After these 5 spots are filled, it becomes a paid add-on.

— 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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