



YOUR FREE DIGITAL HEALTH REPORT

Stone & Leaf Landscaping

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

Prepared for	Ford Clark
Business	Stone & Leaf Landscaping
Location	Penzance, Cornwall
Date	25 March 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 Stone & Leaf Landscaping'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

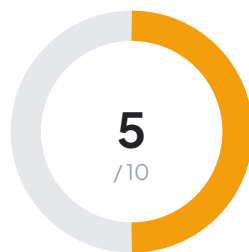
Your Scores at a Glance



SEO Health



Online Presence



Website Quality



Review Presence

What this means: Stone & Leaf Landscaping has a professional GHL website with 15 active pages — including 8 individual service pages and 4 area pages. That is a much stronger foundation than most businesses at this stage. You also have a Google Business Profile with a perfect 5.0 star rating, an active Facebook page (97 followers, posting every few days), and an Instagram account (114 followers, 6 posts). But three things are holding you back: your GBP has no website linked, your phone number on the website (07380307721) does not match the one on your GBP and Facebook (07557 485355), and you have only 1 Google review. Meanwhile, 'landscaper cornwall' gets 500+ searches per month and 'lime mortar repointing' gets 5,000. Nobody in West Cornwall is dominating these searches. Fix the phone number, link your website to GBP, and build reviews — and you will start capturing those customers.

1 SEO Health Check

Your SEO score is **18/100**. 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	20 /100	Site IS indexed for brand name, service-area page ranking too
Google Business Profile	25 /100	GBP exists with 5.0 stars and 1 review — but no website linked and wrong phone number
Service Pages	60 /100	8 individual service pages built — strong foundation, needs content depth
Area Pages	40 /100	4 area pages (Penzance, Hayle, Helston, St Ives) but room for more
Schema Markup	0 /100	Zero schema markup — no LocalBusiness, Service, or FAQ structured data
Reviews	5 /100	1 Google review, 0 Facebook reviews — far behind competitors

Problem: Your Google Business Profile is half-finished

1. You HAVE a GBP — that is ahead of many trades businesses. 5.0 stars with 1 review from Chris Clark. Good start.
2. But your GBP has NO WEBSITE linked. When someone finds you on Google Maps, there is no link to your actual site. That is like having a shop with the door locked.
3. Go to business.google.com and add stoneandleaflandscaping.uk as your website immediately.
4. Your GBP category is 'Masonry contractor'. Consider adding: Landscaper, Stone Cutter, Garden Buildings Supplier.
5. The phone number on your GBP is 07557 485355 — but your website shows 07380307721. Pick ONE and update everything to match.
6. Your GBP hours show closing at 4:30pm, but your website says 5:00pm. Small inconsistency but Google notices.

Problem: Two different phone numbers are confusing Google and your customers

1. Your website shows 07380307721. Your Google Business Profile and Facebook both show 07557 485355.
2. If someone finds you on Google Maps, calls 07557 485355, and then visits your website showing a different number — that looks like two different businesses.
3. Google cross-references your phone number across platforms. Mismatches reduce trust and hurt local rankings.
4. Pick ONE number. Update your website, GBP, Facebook, Instagram, and any directory listings to all show the same number.
5. If you want to track where calls come from, use the main number everywhere and track via a CRM — never use different numbers on different platforms.

Problem: One Google review will not cut it

1. You have 1 Google review — from Chris Clark, 3 weeks ago, 5 stars. Great that you responded to it.
2. But 1 review does not build trust. When a homeowner compares you to a competitor with 20+ reviews, they will pick the one with more social proof.
3. After every job, text the customer a direct Google review link. You can find this in your GBP dashboard under 'Ask for reviews'.
4. Target: 10 Google reviews in your first month. Text your last 10-15 happy customers today.
5. Review recency matters more than total count. 2-3 new reviews per week beats 100 reviews from 2 years ago.

Problem: Zero schema markup means Google treats you like a generic website

1. Schema markup is invisible code that tells Google exactly what your business does, where you operate, and what services you offer.
2. Your site has ZERO schema. No LocalBusiness, no Service, no FAQ, no Organization markup.
3. Adding LocalBusiness schema with your name, address, phone, service areas, and opening hours helps Google understand and rank you.
4. Service schema for each of your 8 services tells Google precisely what you offer in each area.
5. FAQ schema lets your answers appear directly in Google search results — massive visibility boost.

Quick Fix: The single most impactful thing you can do this week is link your website to your Google Business Profile and fix the phone number mismatch. Takes 10 minutes and immediately connects your GBP traffic to your actual site.

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
lime mortar repointing	5,000	Not ranking	High
landscaper cornwall	500	Not ranking	Medium
dry stone wall builder	50	Not ranking	Low
dry stone walling cornwall	50	Not ranking	Low
landscaping penzance	50	Not ranking	Low
landscaping st ives	50	Not ranking	Medium
stonemason cornwall	50	Not ranking	Low
lime pointing cornwall	50	Not ranking	Low
landscaper penzance	10-50	Not ranking	Low
landscaping hayle	10-50	Not ranking	Low
landscaping helston	10-50	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	Stone & Leaf Landscaping	3.5 / 10	97 followers, 0 reviews, posting actively (4 days ago), Cornish flag cover photo
Instagram	@stone_andleaflandscaping	2.5 / 10	114 followers, 6 posts, brand assets + job photos, Ford Clark as display name
LinkedIn	None	0 / 10	No company page — a different US-based 'Stone and Leaf Landscaping' shows up instead
TikTok	None	0 / 10	No presence — massive missed opportunity for stonework/landscaping content

Platform	Handle	Score	Status
YouTube	None	0 / 10	No presence

Problem: You are posting but your audience is tiny

1. 97 Facebook followers and 114 Instagram followers is a start — but at this size, Facebook shows your posts to roughly 5-10 people.
2. Your content is actually good — the workwear post in Gwithian, the before/after transformation shots. This is the kind of real, authentic content people engage with.
3. Post 3-5 times per week. Stone wall time-lapses, before/after garden transformations, and close-ups of your lime pointing work would be incredibly engaging.
4. Use location tags on every single post — Penzance, Hayle, St Ives, Cornwall. This is how local people discover you.
5. Your Instagram handle is @stone_andleaflandscaping — good. But your display name shows 'Ford Clark' not the business name. Change it to 'Stone & Leaf Landscaping | Penzance' for better searchability.
6. Short 30-second Reels of dry stone walling would perform extremely well. Tradesman content is one of the fastest-growing categories on Instagram and TikTok.

Problem: Brand confusion is a real problem in search results

1. When someone Googles 'Stone and Leaf Landscaping', the results also show: 'Stone & Leaf' on Facebook (a DIFFERENT landscaping company run by 'Dimitri and James'), 'Stone & Leaf Ltd' on London Stone (a multi-award winning contractor), 'Leaf & Stone Landscaping Ltd' on Companies House (a London-based company), and 'Leaf and Stone Garden Design' in another county.
2. You need to own your brand name in search results. The more platforms you are on with consistent branding, the more Google associates 'Stone & Leaf Landscaping Penzance' with YOU.
3. Add 'Penzance' or 'Cornwall' to your social media bios and profiles everywhere to differentiate.
4. Claim your business on Google, Facebook, and directories with consistent name, address, and phone number.
5. Consider registering at Companies House as 'Stone and Leaf Landscaping Ltd' or similar to lock down the brand officially.

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 landscaping / stonework 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
Structured Data (Schema)	None	Zero schema markup detected — no LocalBusiness, Service, FAQ, or Organization
AI Crawler Access	All allowed	Robots.txt exists but is empty. GPTBot, ClaudeBot, Google-Extended all permitted by default

AI Ranking Factor	Your Status	Impact
Content Citability	Low	Service pages exist but may lack the depth AI needs to extract and cite answers
Review Signals	Minimal	1 Google review, 0 Facebook reviews — AI weights review volume and sentiment heavily
Brand Mentions	Low	Facebook and Instagram present, but zero directory citations for third-party verification
llms.txt	Not present	No llms.txt file to guide AI crawlers on business information

Problem: When someone asks an AI 'who does dry stone walling in Cornwall?', the AI looks for businesses with Google reviews, structured data, directory listings, and detailed service descriptions. You have 1 review, zero schema, and zero directory listings. The AI will recommend businesses it can verify are established and trusted — right now, that is not you.

1. Add LocalBusiness schema markup to your website — this is the language AI models understand to identify local businesses.
2. Your robots.txt is empty (0 bytes) — while AI crawlers are allowed by default, adding explicit rules and creating an llms.txt file would give AI models clear instructions about your business.
3. Create FAQ content on your service pages — AI loves pulling answers from Q&A; format. Questions like 'How much does dry stone walling cost in Cornwall?' are exactly what AI assistants answer.
4. Build your Google review presence to 10+ reviews — AI references star ratings and review sentiment heavily when recommending local businesses.
5. Get listed on directories (Yell, Checkatrade, Bark, FreeIndex, Cornish Traders) — third-party mentions are how AI verifies a business is legitimate.
6. Create detailed, specific service descriptions — AI needs specifics like 'dry stone walling using local Cornish granite' not just 'we do stonework'.

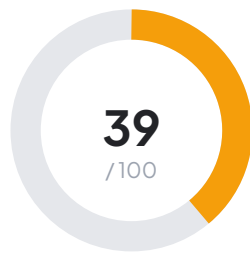
Why this matters right now: AI search is growing fast. When someone asks Siri, ChatGPT, or Google AI to find a stonemason in Cornwall, it recommends businesses it can verify through reviews, structured data, and consistent online presence. Right now, AI barely knows Stone & Leaf exists.

“If you are thinking 'nobody is searching for a stonemason using AI' — you are probably right today. But 12 months from now? The businesses that set up their online presence properly now will be the ones AI recommends. And once AI starts recommending your competitors, catching up gets much harder.

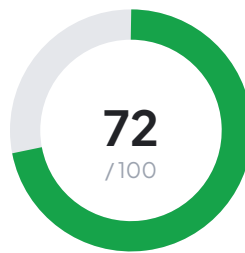
— Jonny

4 Website Performance

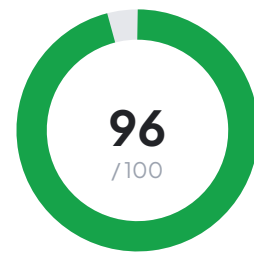
We ran your website through Google PageSpeed Insights — the same tool Google uses to measure user experience. These scores directly impact your search rankings.



Performance (Mobile)



Accessibility



Best Practices

Core Web Vitals

Metric	Value	Rating
First Contentful Paint (FCP)	4.4 seconds (mobile)	Poor — should be under 1.8s
Largest Contentful Paint (LCP)	19.3 seconds (mobile)	Critical — should be under 2.5s. Your hero image is taking far too long to load
Total Blocking Time (TBT)	960ms (mobile)	Poor — should be under 200ms. JavaScript is blocking the page
Cumulative Layout Shift (CLS)	0.062 (mobile)	Good — under the 0.1 threshold
Desktop Performance	39/100	Poor — LCP of 3.8s and TBT of 1,350ms are the main issues

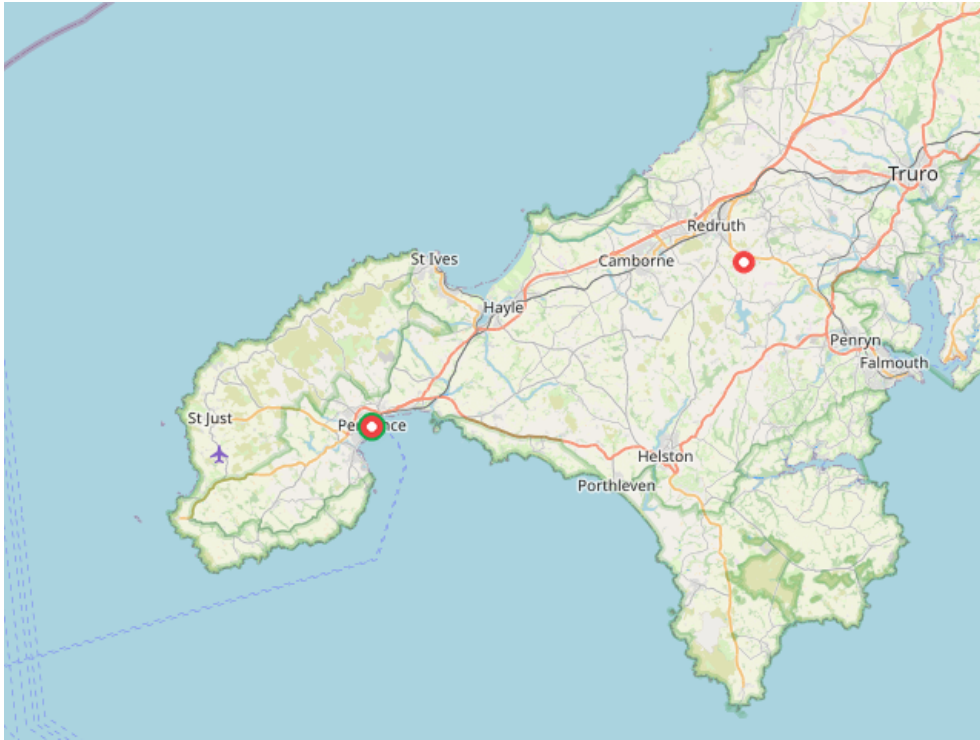
What this means: Your website takes over 19 seconds to fully load on a mobile phone. Google considers anything over 2.5 seconds 'poor'. Most people searching for a landscaper in Penzance are on their phone — scrolling through Google on the sofa after seeing their garden needs work. If your site takes 19 seconds to load, they will hit the back button and call whoever loads next. The fix is compressing your images (especially the hero section) and reducing JavaScript — your GHl site likely has large unoptimised photos.

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	Your current category is 'Masonry contractor'. Consider 'Landscaper' as primary — it matches more search terms. Add Masonry as secondary.
2	Proximity to searcher	Your GBP pin is in the Penzance area — correct for your primary service zone. Cannot control proximity but being in the right town helps.
3	Keywords in business title	Your trading name 'Stone & Leaf Landscaping' naturally contains 'landscaping' — that is a genuine advantage. Never add fake keywords.
4	Extended business hours	Your GBP says 9am–4:30pm, website says 9am–5pm. Extend to match the longest truthful hours. Being 'open' during a search boosts ranking.
5	Google rating 4.5+	You have 5.0 stars — perfect. Maintain this as you collect more reviews. Reply to every review within 24 hours.
6	All 9 GBP category slots filled	You likely have 1 category. Add: Landscaper, Stone Cutter, Paving Contractor, Garden Buildings Supplier, Retaining Wall Supplier.
7	Review recency	Your 1 review is only 3 weeks old — good recency. But you need consistent flow: 2–3 new reviews per week beats 100 old reviews.
8	Website linked to GBP	Your GBP has NO website linked. This is the single easiest fix. Add your URL today.

What Does NOT Matter (Myth-Busts)

- **Keywords in your GBP description do NOT impact ranking** — write it for humans and AI, not the algorithm. Your current description is good.

- **Google Posts do NOT directly impact ranking** — useful for engagement, but not a ranking signal. Do them for customers, not SEO.
- **Setting service areas has ZERO ranking impact** — it only affects where your profile is visible, not how it ranks.
- **Geotagging photos manually is useless** — Google strips location data on upload. Take photos on-site with your phone instead.
- **Review bursts hurt you** — do NOT email your entire customer list once every 6 months. Ask after every job, consistently.

Your Local SEO Game Plan

- **You already have the page structure:** 8 service pages and 4 area pages is a strong foundation. Most competitors have zero. Now you need to fill them with content that ranks.
- **'Lime mortar repointing' is your golden keyword:** 5,000 monthly searches nationally, up 900% in 3 months. You offer this service and nobody in Cornwall is targeting it with dedicated content. A well-optimised page could rank within months.
- **Review velocity over volume:** Getting 2-3 new Google reviews per week will build authority faster than any SEO tactic. You already respond to reviews — now you need more of them.
- **Directory blitz:** Submit to Yell, FreeIndex, Bark, Checkatrade, Cornish Traders, Thomson Local, TrustATrader, Yelp, Apple Maps, and Bing Places. Focus on consistent NAP (Name, Address, Phone) everywhere.
- **Heritage stonework is your niche:** 'Dry stone walling cornwall' gets 50 searches/month with LOW competition. Nobody is owning this term. Your City & Guilds L3 in Craft Masonry is a trust signal most competitors cannot match.

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.

GBP without a website link

Your Google Business Profile exists but has no website linked. Every time someone finds you on Google Maps and wants to learn more, there is nowhere to click. They see a phone number (which does not match your website) and move on. This is like having a van with no phone number on it.

Phone number mismatch

Your website shows 07380307721, but your Google Business Profile and Facebook both show 07557 485355. If someone finds you on Google Maps, calls 07557 485355, then visits your website and sees a different number — that looks like two different businesses. Google also cross-references phone numbers across platforms. Mismatches reduce trust and hurt local rankings.

Only 1 Google review

You have a perfect 5.0 stars, but from only 1 review. When a homeowner compares 'Stone & Leaf (1 review)' to a competitor with 20+ reviews, the trust gap is enormous. Every week without new

reviews is a week where customers pick the competitor who looks more established.

Invisible to AI assistants

Zero schema markup, zero directory listings, and minimal review signals mean AI assistants like Siri, ChatGPT, and Google AI have almost nothing to work with. When someone asks 'who does dry stone walling in Cornwall?', AI recommends businesses it can verify. Right now, it cannot verify Stone & Leaf.

19-second mobile load time

Your website takes 19.3 seconds to fully load on mobile. Google considers anything over 2.5 seconds 'poor'. A homeowner scrolling through landscapers on their phone will not wait 19 seconds — they will tap the back button and call whoever loads next. Every slow page load is a potential customer lost.

Projected Impact Timeline

Timeframe	What Changes	Expected Outcome
30 days	GBP completed (website linked, phone fixed, categories added), 10+ Google reviews, 10+ directory listings, phone number standardised everywhere	Appearing properly on Google Maps, capturing local searchers, building credibility
90 days	Service and area page content deepened, 25+ reviews, blog content publishing, schema markup live, page speed optimised	Ranking for 'dry stone walling cornwall', 'landscaping penzance', and similar terms. 5-10 enquiries per month from organic search
6 months	Dominant local presence, 50+ reviews, area+service combo pages, review automation active, AI-optimised content	Consistent organic lead flow. Position as the go-to heritage stonework specialist in West Cornwall

The bottom line: You have already built a real business doing quality heritage stonework. Your website is more developed than most trades businesses at this stage. The gaps are all fixable — and most of them take less than an hour. Fix the GBP, standardise the phone number, and start collecting reviews. The leads will follow.

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	Link website to Google Business Profile	Go to business.google.com ≡ Info ≡ Add website URL: stoneandleaflandscaping.uk	10 min
2	Fix phone number mismatch	Choose ONE number, update website + GBP + Facebook + Instagram to match	20 min
3	Fix GBP hours mismatch	GBP says 4:30pm, website says 5pm — update both to match	5 min
4	Text 10 past customers for Google reviews	Use the review link from your GBP dashboard — send via WhatsApp or SMS	15 min
5	Add secondary GBP categories	Add: Landscaper, Stone Cutter, Paving Contractor, Garden Buildings Supplier	10 min

Do This Month (Some Technical)

#	Action	How	Time
1	Submit to 10+ business directories	Yell, FreeIndex, Bark, Checkatrade, Cornish Traders, TrustATrader, Thomson Local	2 hrs
2	Fix the broken email link in the footer	Footer mailto link says 'Mail' instead of linking to info@stoneandleaflandscaping.uk	5 min
3	Deepen service page content	Each of your 8 service pages needs 500+ words of unique content describing the service, process, and materials	4 hrs
4	Add schema markup to all pages	LocalBusiness on homepage, Service schema on each service page, FAQ on key pages	2 hrs
5	Start posting 3-5 times per week	Before/after stonework shots, time-lapses of walling, close-ups of lime pointing. Use location tags always	2 hrs/wk

Longer Term (Professional Help Recommended)

1. Create area+service combination pages targeting high-value searches like 'dry stone walling penzance' and 'landscaper hayle'.
2. Build a FAQ page answering common questions about stonework costs, timelines, and materials — this feeds both SEO and AI.
3. Start a TikTok/Reels strategy — 30-second time-lapses of dry stone walling are exactly the kind of content that goes viral in the trades space.
4. Publish monthly blog content targeting long-tail keywords like 'lime mortar vs portland cement cornwall' and 'heritage stonework regulations'.
5. Register at Companies House to protect the 'Stone & Leaf Landscaping' brand name in the UK.

“I know — that is a lot of steps. But every single one directly puts more money in your pocket. The difference between a business that gets found on Google and one that does not is thousands of pounds per month. And the good news? You have already done the hardest part — you built the website and set up the GBP. Now it is about finishing what you started.

— 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:

You already have a professional website with 15 pages: 8 service pages and 4 area pages is more than most trades businesses ever build. You have done the structural work — now it needs content and optimisation.

City & Guilds Level 3 Craft Mason is a powerful trust signal: Most landscapers cannot claim formal stonemasonry qualifications. This should be front and centre on every page, your GBP, and every directory listing.

Heritage stonework is a high-value niche: Dry stone walling, lime mortar pointing, and heritage restoration are specialist services that command premium pricing. A single retaining wall project can be worth thousands.

Your GBP already has a perfect 5.0 star rating: You have responded to your review promptly and professionally. That is exactly the behaviour Google rewards. Now you just need volume.

You are the only specialist heritage stonemason in West Cornwall targeting online: No competitor is specifically targeting 'dry stone walling penzance' or 'heritage lime work cornwall'. This is wide-open territory.

The Cornish flag cover photo on Facebook is brilliant branding: Cornwall customers want to hire Cornish tradesmen. That St Piran's flag says more about your values than a paragraph of marketing copy ever could.

Competitor Comparison

Factor	Stone & Leaf Landscaping	Typical Local Competitor
Google Reviews	1 (5.0 stars)	Varies — most local landscapers have 5–30
Facebook	97 followers, 0 reviews	Varies — 100–500 followers typical
Instagram	114 followers, 6 posts	Varies — most don't have IG
Service Pages	8 individual pages	Most have 0–3 service pages
Area Pages	4 (Penzance, Hayle, Helston, St Ives)	None — no competitor has area pages
Schema Markup	None	None — opportunity for first mover
Qualifications	City & Guilds L3 Craft Mason	Most have no formal qualifications listed

The market is beatable. The West Cornwall landscaping market has established competitors, but none are dominating online for specialist stonework. No competitor has dedicated area pages for towns like Penzance, Hayle, or St Ives. Most have basic websites with no schema markup. Your 8 service pages already put you ahead structurally — now the content and local signals need to match. The search demand is real: 'landscaper cornwall' gets 500+ searches per month and is growing 900%. 'Lime mortar repointing' gets 5,000 nationally. Whoever builds the content first wins.

What Happens Next

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

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

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

“Right now I am building my reputation, which means you are getting the best deal I will ever offer. £197/month for work that most agencies bill thousands for. I am basically scamming myself. But I would rather have 5 brilliant case studies than 50 average ones — and turning a new Cornish stonemason into the go-to landscaper in West Cornwall is exactly the kind of case study I want.

— Jonny

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

— Jonny

Book a Free Strategy Call

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

start.buildmyservice.co.uk/call

Or message Jonny directly — he does not bite

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

— Alex Hormozi

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