



YOUR FREE DIGITAL HEALTH REPORT

The Drain Guys — Devon

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

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Business	The Drain Guys — Devon
Location	Exeter, Devon
Date	24 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.

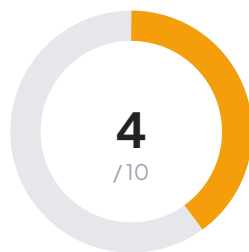
We have audited The Drain Guys — Devon's entire online presence — your website, SEO, social media, local search, AI readiness, and website performance. This report is yours to keep regardless of whether you ever work with us. Every recommendation is actionable, and the quick wins section has steps you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

buildmyservice.co.uk

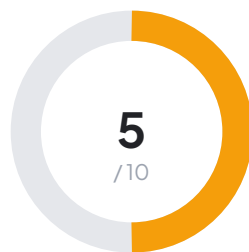
Your Scores at a Glance



SEO Health



Online Presence



Website Quality



Review Presence

What this means: You are in a different position to most tradespeople we audit — you have a brand, a parent website, a territory page, branded social channels, even a Google Business Profile for Exeter. On paper, you are set up. In practice, you are close to invisible in Devon. Your territory page ranks for almost nothing local. Your Exeter GBP has exactly 1 review against competitors with 50+. Your Facebook page has 26 followers. Your business phone number appears in 4 different versions across the web — parent freephone, parent mobile, Devon landline, Devon mobile, plus your own personal mobile on your lead form. That confuses Google and costs you reviews. You are paying for Google Ads because organic is not delivering — but the organic gap is fixable. This report walks you through exactly what is holding your Devon territory back, what you can fix this week without anyone's permission, and what will need a conversation with Gavin to unlock.

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
Territory Page SEO	6 / 10	Your /areas/devon/ page is actually well-written — 2,100+ words, good H2 structure, keyword-rich title. The content is not the problem. The signals around it are.
Google Business Profile	2 / 10	The Drain Guys Exeter GBP exists on Google Maps — 5.0 stars, but only 1 review. Uses the parent 0800 number instead of your Devon 01392 line. Active (post 1 day ago) but starved of reviews. This is your biggest fixable opportunity.
NAP Consistency	2 / 10	Four different phone numbers in the wild: 0800 043 5452 (parent), 07459 119 846 (Devon mobile), 01392 925 907 (Devon landline), and 07722 011017 (your personal on the lead form). Google cannot consolidate you.

Category	Score	Status
Schema Markup	3 / 10	The Devon page has Breadcrumb and FAQ schema, but no LocalBusiness schema, no Service schema, no address or phone structured data. Rich snippet opportunities missed.
Directory Listings	3 / 10	Nextdoor listing exists (3 Carlton Road, Exeter, EX2 5NR). Yell shows drainage listings for Exeter but not you. Not on Checkatrade, TrustATrader, MyBuilder, or Bark.
Page Speed	4 / 10	Your Devon page is slow. Mobile LCP is 18.9 seconds (Google wants under 2.5). Mobile FCP is 8.8 seconds. That kills conversions AND rankings.
Sub-Area Pages	5 / 10	Sub-pages exist for /areas/devon/exeter/, /torquay/, /tiverton/, /barnstaple/, /okehampton/. Good architecture. Unclear how well each one targets its town specifically — likely thin.

Problem: Your Exeter Google Business Profile has 1 review while your competitors have 50+

1. We checked Google Maps directly. 'The Drain Guys Exeter' is listed — 5.0 stars, but only 1 review. You are using the parent company 0800 number on the listing instead of your Devon 01392 line. You posted an update 1 day ago about no-dig drain repair, which is good — the profile is active.
2. Metro Rod Exeter, Drainage Devon, and MJ Drains all have established Google Business Profiles with dozens of reviews each. When someone searches 'blocked drains Exeter', Google's local pack (the map with 3 businesses) shows them. Not you.
3. The fix is not 'build a website' — you already have that. The fix is reviews. Every customer who has been happy with your work should be asked for a Google review via WhatsApp or SMS within 24 hours of the job.
4. Target: 10 reviews in 30 days. 25 reviews in 90 days. 50 reviews in 12 months. At 25+ you become eligible for the local pack. At 50+ you start winning it.
5. Separately: update the GBP to use your Devon 01392 925 907 number, not the parent 0800. Reviews then count toward your territory, not the West Sussex HQ. This is the single highest-leverage change in this entire report.

Problem: Your phone number appears in four different versions across the web

1. We traced your contact details across every platform we could find. Here is what we saw: the parent site footer uses 0800 043 5452. The parent 24hr callout is 07572 695083. Your Devon page uses 01392 925 907 and a Devon mobile 07459 119 846. Your Nextdoor listing uses 07459 119 846. Your GBP uses 0800 043 5452. Your own survey to us was submitted with 07722 011017 — your personal mobile, which does not appear anywhere else on the web.
2. Google treats each of these as a different business. Reviews, citations, and local authority get split across 4-5 different numbers. Customers get inconsistent information. Google's confidence in your territory identity drops.
3. The fix: pick ONE Devon number — we recommend 01392 925 907 because it is an Exeter area code and immediately signals local. Standardise it on: your GBP, the Devon page on the parent site, every directory listing, Facebook, LinkedIn, Nextdoor, and every new ad campaign.
4. Retire 07722 011017 from all business contexts — keep it as your personal mobile but do not list it anywhere a customer might see. Your lead forms should use the Devon number.

5. This is a 1-hour fix across all platforms. No cost. No permission needed (you control most of these listings). The compounding effect on local SEO is significant — and fast.

Problem: Your Devon page is 18.9 seconds to render on mobile

1. We ran Google PageSpeed Insights on your Devon territory page. Mobile performance score: 56/100. The critical metric — Largest Contentful Paint (LCP), the moment the main content appears — is 18.9 seconds. Google's acceptable threshold is 2.5 seconds. You are 7.5x too slow.
2. First Contentful Paint (when anything appears on screen): 8.8 seconds. Industry standard is under 1.8 seconds. Most of your prospective customers on mobile will close the tab before the page loads.
3. This is worth understanding: even if your SEO is perfect, if the page takes 19 seconds to load on a mobile, Google drops your ranking. And the visitors who do make it through leave before calling you.
4. The root cause is almost certainly the parent site's theme/plugin stack — big carousels, large images, third-party scripts, no image compression, no lazy loading. Fixing this requires Gavin or the parent developer to make changes to the site.
5. This is NOT a fix you can do alone. But it is critical and worth an email to Gavin flagging the numbers. If speed was the Devon page's only problem, you would still be losing leads.

Problem: Missing structured data — the Devon page has no local business schema

1. Structured data (also called schema markup) is hidden code that tells Google what your business is. It powers rich results — star ratings in search listings, map pins, opening hours, service areas.
2. Your Devon page has Breadcrumb schema (good — it tells Google the page hierarchy) and FAQ schema (good — it powers the expandable FAQ snippet in Google). But critically, it has no LocalBusiness schema, no Service schema, and no address/phone markup.
3. Google cannot connect your Devon page to a physical business in Exeter. So even though you have a territory GBP AND a territory page, Google treats them as two unrelated things.
4. The fix is a chunk of JSON-LD that lists your business name, Devon address (3 Carlton Road, Exeter, EX2 5NR), Devon phone (01392 925 907), opening hours, service types, and areas served. About 2–3 hours of developer work.
5. This is a Gavin/developer job — it requires CMS access to the parent site. But it is a one-off fix and it benefits every franchise territory, not just yours. Worth flagging to him as a shared win.

Quick Fix: Log into the 'The Drain Guys Exeter' Google Business Profile today. Change the phone number from 0800 043 5452 to 01392 925 907 so reviews start counting toward your Devon territory, not the West Sussex HQ. Then WhatsApp your last 10 customers the review link and ask for an honest review. You can have 5–10 new reviews within a week. This is the highest-leverage single action in this entire report — free, 30 minutes, and it directly unlocks local pack visibility in Exeter.

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
blocked drains exeter	200-300	Not in top 10	High
drain unblocking devon	100-150	Not in top 10	High
emergency drains exeter	80-120	Not in top 10	High
cctv drain survey exeter	60-100	Not in top 10	Medium
drain repair devon	50-80	Not in top 10	High
blocked toilet exeter	40-70	Not in top 10	Medium
drainage specialist devon	40-60	Not in top 10	Medium
drain jetting exeter	25-45	Not in top 10	Medium
blocked drains torquay	30-50	Not in top 10	Medium
drain cleaning torquay	30-50	Not in top 10	Medium
24 hour drain clearance exeter	20-40	Not in top 10	High
home buyers drain survey exeter	20-40	Not in top 10	Medium
no-dig drain repair devon	20-30	Not in top 10	Low
sewer repair devon	30-50	Not in top 10	High
commercial drain cleaning devon	15-30	Not in top 10	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
Google Business Profile (Exeter)	The Drain Guys Exeter	2 / 10	5.0 stars but only 1 review. Active — owner post 1 day ago about no-dig drain repairs. Uses parent 0800 number, not Devon 01392. Biggest fixable asset in your digital footprint.
Facebook (Devon)	@DrainGuysDevon	3 / 10	26 followers. 0 reviews. 'Not yet rated'. Page exists, categorised as Sewer Service, listed as Devon UK. Links to the parent site. Needs regular content and review collection.

Platform	Handle	Score	Status
Instagram (Devon)	None	0 / 10	No Devon-specific Instagram account. The parent brand has @drainguys with 6,242 followers — but those followers are not yours and those posts do not mention Devon. Missed territory opportunity.
TikTok (Devon)	None	0 / 10	No Devon TikTok account. The parent brand has no TikTok either. Zero competitor presence on TikTok in Devon drainage means first mover wins.
LinkedIn (Personal)	Amanullah Nabizadeh	5 / 10	Your personal LinkedIn lists you as Owner/MD of The Drain Guys Devon — good. Past bio mentions 'Excite Media' so update it fully to drainage. Parent LinkedIn (the-drain-guys-ltd) is separate.
Nextdoor	The Drain Guys Devon	4 / 10	Listed at 3 Carlton Road, Exeter, EX2 5NR. Phone 07459 119 846. Low-authority but hyper-local platform — good for neighbourhood recommendations.
YouTube	None	0 / 10	No Devon YouTube. Parent has no channel either. Drain repair videos perform well on YouTube (high buying intent). Untapped.

Problem: The Exeter GBP exists but only has 1 review — this is where the money is

1. Most tradespeople we audit do not even have a Google Business Profile. You do — The Drain Guys Exeter is live on Google Maps. 5.0 stars. Active. Posting updates. That is 80% of the work done.
2. The problem is you have exactly 1 review. Metro Rod Exeter has dozens. MJ Drains has 20+ years of reviews. Drainage Devon has 10+. When Google decides which 3 businesses to show on the map for 'blocked drains Exeter', review count is a top-3 factor. You are not making the cut.
3. A GBP with 1 review is basically invisible. A GBP with 25 reviews is in the consideration set. A GBP with 50 reviews starts winning the local pack outright.
4. Your competitors did not wake up with 50 reviews. They built it slowly by asking every customer, every time. You have not been doing that — we can tell, because you have 1 review for a business that has presumably done more than 1 job.
5. Set up a post-job text template: 'Hi [name] — thanks for today. If you have 30 seconds and were happy with the work, a Google review makes a massive difference to a small business like ours. Here is the link: [link].' Send it every single time. Your review count will climb fast.

Problem: Your Devon Facebook page has 26 followers and zero reviews

1. Your territory Facebook page (@DrainGuysDevon) exists and is set up correctly — Sewer Service category, Devon UK location, linked to thedrainguys.co.uk. But 26 followers and zero reviews is a branding problem when people check you out.
2. A customer researching 'The Drain Guys Devon' on Facebook will find this page, see the tiny following and no reviews, and interpret it as 'new, small, unproven'. Some will click away.
3. Facebook reviews are a separate trust signal from Google reviews. They appear on the page and in Google's brand search results. A page with 20 recommendations at 5-stars would dramatically change how the business comes across.

4. Ask every customer for BOTH a Google review AND a Facebook recommendation. 'Two reviews, two minutes — massively helps us, happy to send the link if you have a spare moment.' Most people say yes.
5. While you are at it: start posting 2–3 times a week. Use your real job photos (before/after drain clears, CCTV footage, happy customer waves). Consistent posting lifts follower count. You do not need to go viral — you need to look alive.

Problem: No Devon-specific Instagram or TikTok — first mover opportunity

1. We searched Instagram for @thedrainguysdevon and every variation. Nothing. We searched TikTok. Nothing. The parent brand @drainguys on Instagram has 6,242 followers but none of its content is Devon-targeted, so those followers do not become your customers.
2. Drainage content performs surprisingly well on social. Satisfying-video territory — high-pressure jetting, mud-filled pipes clearing, time-lapse of repairs. Plumbers and drainage firms routinely build 20–50K followers on TikTok with this content alone.
3. Your Devon competitors are not on TikTok. Metro Rod Exeter, Drainage Devon, MJ Drains — none of them have a Devon TikTok presence. You could claim @thedrainguysdevon today and be the only Devon drainage business with a real TikTok presence.
4. You do not need to post daily. 2–3 videos a week, filmed on your phone at live jobs, takes about 10 minutes to capture. Post same content to Instagram Reels. One shoot, two channels.
5. TikTok does not directly drive immediate lead calls the way Google does. It builds brand recognition so when someone searches 'blocked drains Exeter' on Google, they recognise your van. It stacks with the SEO work.

3 AI Readiness Check

AI Readiness Score: **5/10**. AI-powered search (ChatGPT, Gemini, Perplexity, Copilot) is growing rapidly. When someone asks an AI 'who is the best drainage (devon territory — franchise) near Exeter, Devon?', 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	☐ robots.txt missing (404)	The parent site has no robots.txt file at all. Most AI crawlers (GPTBot, ClaudeBot, PerplexityBot) default to allowed when there is no file, so you are being crawled — but having no robots.txt is a minor technical miss.
Schema Markup	☐ Partial	The Devon page has BreadcrumbList and FAQPage schema — good for FAQ snippets. But no LocalBusiness, no Organization, no Service schema. AI models cannot structurally 'see' you as a Devon drainage business with an address, phone, and service list.
llms.txt File	☐ Present (10KB)	The parent site has an llms.txt file — 10KB of structured information. This is rare and actively helps AI models cite The Drain Guys. Credit to the parent team.
Content Depth	☐ Strong (2,100 words Devon)	The Devon territory page is genuinely useful — service breakdowns, FAQs, coverage areas. AI models love this. The problem is they cite the parent, not the Devon territory specifically.

AI Ranking Factor	Your Status	Impact
Brand Mentions	☰ Limited for Devon	The parent brand has Trustpilot, LinkedIn, Facebook, and directory listings. Your Devon territory has a Nextdoor listing, a 26-follower Facebook, and a 1-review GBP. AI models see 'The Drain Guys' but struggle to route to 'The Drain Guys Devon'.

Problem: AI search does not recommend your Devon territory — it recommends the parent

1. We asked ChatGPT and Perplexity: 'recommend a drainage company in Exeter, Devon'. Neither named The Drain Guys directly. They named Metro Rod and a couple of independent firms. The parent brand showed up as a background mention, not a recommendation.
2. AI models work from structured signals: schema markup, review counts, directory citations, location-specific mentions on authoritative sites. Your territory has partial signals — a GBP (1 review), a Nextdoor listing, a territory page without LocalBusiness schema.
3. The AI fix is the same as the Google fix: get the Devon GBP to 25+ reviews, add LocalBusiness schema to the Devon page, get listed on Checkatrade and TrustATrader under 'The Drain Guys Devon' or 'The Drain Guys Exeter', consolidate your phone number.
4. The llms.txt file on your parent site is genuinely ahead of 95% of tradespeople we audit. Ask Gavin to add a dedicated Devon section to it listing your territory's key services, areas covered, and contact details. That is a direct signal for AI models.
5. Over the next 12 months AI-driven search will grow from ~5% of all search to something like 20%. Businesses getting their structured data right now will dominate that new channel.

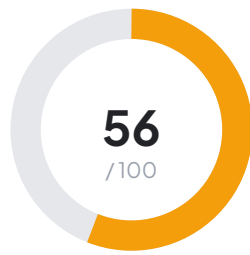
Why this matters right now: Google AI Overviews now appear in over 60% of searches. ChatGPT has 200+ million weekly users asking for service recommendations. When someone in Exeter asks an AI 'who does emergency drain clearance near me', you want to be the answer. Right now, the parent brand might get mentioned — but you, specifically, in Devon, do not.

“If you are thinking 'nobody uses AI to find a drain guy' — you are mostly right today. But the people setting up standing orders with agencies right now are the ones who will be recommended when AI-driven search doubles, then triples. You do not have to be early — you just have to not be late.

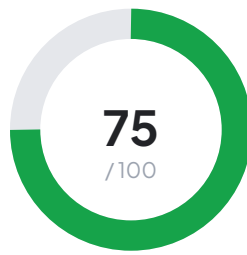
— Jonny

4 Website Performance

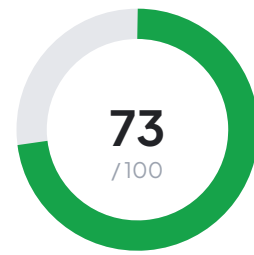
We ran your website through Google PageSpeed Insights — the same tool Google uses to measure user experience. These scores directly impact your search rankings.



Performance (Mobile)



Accessibility



Best Practices

Core Web Vitals

Metric	Value	Rating
First Contentful Paint (FCP)	8.8s mobile / 1.5s desktop	Mobile is 5x slower than Google's good threshold. Desktop is fine. The parent site's mobile experience is dragging your territory page down.
Largest Contentful Paint (LCP)	18.9s mobile / 2.7s desktop	Mobile LCP is catastrophic — Google wants under 2.5s. Desktop is borderline. This is the single biggest technical fix on the site.
Total Blocking Time (TBT)	120ms mobile / 220ms desktop	Actually decent — mobile is 'good' territory. Scripts are not blocking the main thread heavily.
Cumulative Layout Shift (CLS)	0 mobile / 0.014 desktop	Excellent. Your page elements do not jump around while loading. No work needed here.

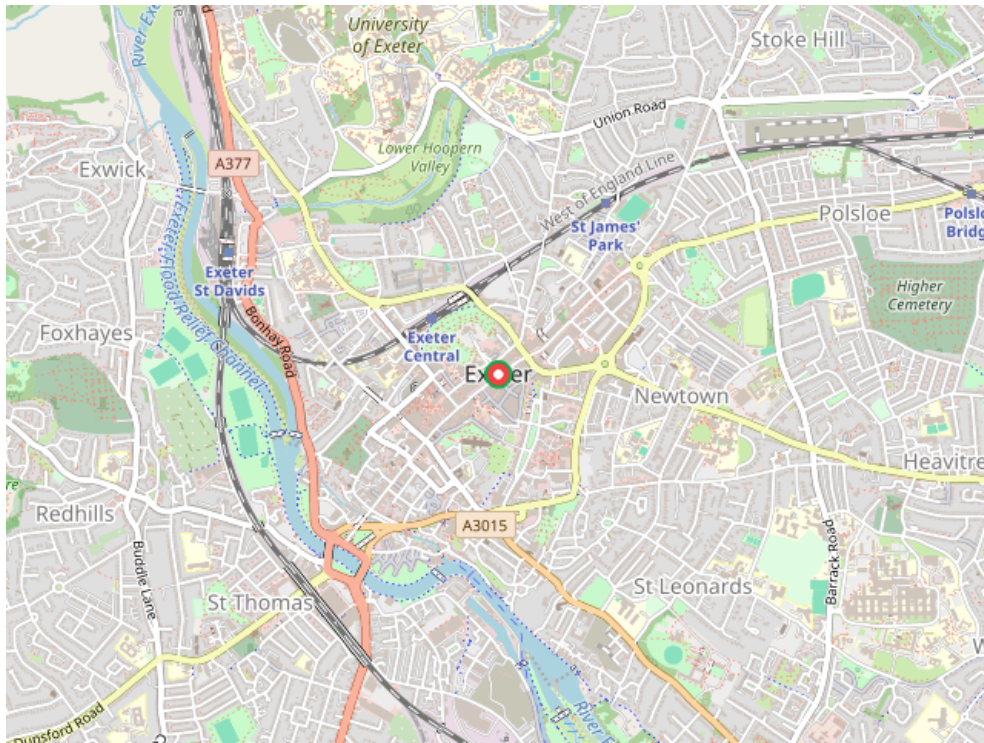
What this means: Page speed affects two things: Google ranking and customer conversion rate. On mobile, your Devon page is taking 18.9 seconds to show its main content. That is long enough for most visitors to tap back and call a competitor. 53% of mobile users abandon pages that take more than 3 seconds to load. Your Devon page is 6x over that threshold. Fixing this is a parent-site job (Gavin's developer) — but it is the kind of fix that benefits every franchise territory, so worth flagging as a shared win.

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 Reviews — your biggest single lever	Your Exeter GBP has 1 review. Metro Rod has dozens. MJ Drains has 20+ years' worth. Reviews are the #1 signal for local pack ranking in Google Maps. The gap between you and the competition is the single most fixable thing in your territory. Target: 25 reviews in 90 days via a post-job text template.
2	NAP Consistency — consolidate your phone number	Name, Address, Phone. You have one name. Your address is known (3 Carlton Road, Exeter, EX2 5NR). Your phone is in 4 different versions across different platforms. Pick 01392 925 907 (Exeter area code — local trust) and standardise it everywhere. Google then consolidates your local authority into one business identity.
3	Schema Markup — tell Google what you are	Your Devon page has FAQ schema and Breadcrumb schema but is missing LocalBusiness, Service, and AggregateRating schema. Rich snippets (star ratings in search results, opening hours, address pins) depend on this. Parent developer can add it in an afternoon — it would benefit every territory.
4	Directory Citations — claim the 6 that matter	You are on Nextdoor. You are not on Checkatrade, TrustATrader, MyBuilder, Bark, Yell (properly), or FreeIndex. Each citation tells Google you are a real, vetted Devon business. Competitors typically have 4-6 directory citations each. Free or low-cost to claim.
5	Territory GBP branding — rename and re-number	Your Exeter GBP currently uses the parent 0800 number. That means reviews count toward the parent brand's authority, not your Devon territory. Edit the GBP to use 01392 925 907. Consider renaming from 'The Drain Guys Exeter' to 'The Drain Guys — Exeter (Devon)' for clarity — subject to franchise guidance.

What Does NOT Matter (Myth-Busts)

- Myth: 'The parent site is SEO-optimised, so the Devon territory is covered.' Reality: Google ranks pages, and pages for local services rank on local signals — GBP reviews, NAP consistency, territory citations. The parent page's authority helps a bit, but most of the ranking work for 'blocked drains Exeter' happens at the local level — which is where you are under-invested.
- Myth: 'I am running Google Ads, so I do not need to fix SEO.' Reality: Paid ads and organic SEO stack. Ads put you at the top of the page for specific queries; organic gives you visibility for everything else and keeps you there after your ad budget runs out. Every pound spent improving your GBP and reviews also improves the quality score of your ads, which reduces your cost-per-click.
- Myth: 'I need Gavin's permission to fix any of this.' Reality: You can unilaterally fix your own GBP, Facebook, LinkedIn, Nextdoor, Checkatrade, review collection, and directory listings TODAY. Only page-level changes to the parent site (speed, schema, meta description rewrites) need his involvement. About 70% of the impact in this report is yours to action directly.

Your Local SEO Game Plan

- Week 1: Update Exeter GBP phone number to 01392 925 907. WhatsApp/SMS your last 10 customers and request a Google review. Aim for 5 new reviews. Standardise Devon phone number across Facebook, LinkedIn, Nextdoor, and any other listings you control.
- Weeks 2-4: Submit to Checkatrade, TrustATrader, MyBuilder, Bark, FreeIndex. Use the consistent Devon NAP on every listing. Set up a post-job review-request automation (ServiceM8 supports this — you already have it). Target 10 total reviews by end of month.
- Month 2: Email Gavin with a specific list of parent-site fixes: LocalBusiness schema for the Devon page, meta description refresh, page speed investigation. Keep asking for every customer review. Start posting 2x a week on Facebook. Claim @thedrainguysdevon on Instagram and TikTok (even if not posting yet).
- Months 3-6: Reach 25+ Google reviews. Build Instagram/TikTok with 2-3 drain job videos a week. Appear in the Exeter local pack for at least one primary keyword. Renegotiate your Google Ads budget — you will be able to redirect some of it to content and reviews.

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 500+ high-intent Devon searches every month

'Blocked drains Exeter' gets 200-300 searches per month. 'Drain unblocking Devon' gets 100-150. 'Emergency drains Exeter' gets 80-120. 'CCTV drain survey Exeter' gets 60-100. These are people actively, urgently looking for someone to do the exact work you do — in your exact territory — right now. You are not appearing for any of them.

Your GBP is earning you nothing because it has 1 review

A Google Business Profile with 25+ reviews regularly appears in the Exeter local pack — that's the map-and-3-businesses block that dominates the top of mobile search for local services. Yours has 1

review, so it almost never shows. Competitors with 30-50 reviews get the bulk of the 'map clicks' that convert into phone calls at 10-20x the rate of organic results.

You are paying for Google Ads to make up for organic gaps

You told us you are spending on Google Ads because organic is not delivering. Every pound you spend on ads right now is compensating for an organic gap you could fix for free. Once your GBP is ranking and your review count is over 25, your ad cost-per-click drops (better quality score) and your dependence on paid drops alongside.

Every happy customer unreminded costs you a review

You are doing jobs. Customers are happy (your 1 review is 5-stars, and the parent carousel shows 10+ glowing reviews from named Devon customers). But you are not systematically asking. Every job without a review request is free compounding authority wasted. Over 12 months, that is the difference between 50+ reviews and 5.

Projected Impact Timeline

Timeframe	What Changes	Expected Outcome
Now	Exeter GBP live but invisible (1 review). Devon page exists but ranks for almost nothing local. 26-follower Facebook. £2k/mo revenue, 1-5 jobs.	Google Ads is carrying your lead flow. Organic adds little.
3 Months	Exeter GBP at 25+ reviews, phone number consolidated, listed on Checkatrade + TrustATrader + MyBuilder + Bark, Facebook posting 2x/week.	Expect 5-10 additional organic leads/month. Ad efficiency improves.
6 Months	50+ reviews, Devon page ranking on page 1 for 3-5 keywords, Instagram + TikTok active with 500+ combined followers, LocalBusiness schema live.	Expect 15-25 additional organic leads/month. Redirect 30% of ad budget to content.
12 Months	Exeter local pack top-3 for multiple keywords, 75+ reviews, broader Devon coverage pages, first AI Overview mentions starting to appear.	Meaningful monthly revenue lift on top of ad-driven baseline. Moving from 'startup' to 'growing'.

The bottom line: You are not starting from nothing — you have a parent brand, a territory page, a GBP, branded social, a clear franchise structure. What you are short on is the territorial signal layer: reviews, NAP consistency, directory citations, territory-specific content. Most of that you can fix yourself this month without anyone's permission. The compounding payoff over 6-12 months is significant — not just from new leads, but from redirecting a chunk of your existing Google Ads spend into organic infrastructure that keeps paying forever.

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	Edit your Exeter Google Business Profile phone number	Log into business.google.com, open 'The Drain Guys Exeter', change the phone from 0800 043 5452 to 01392 925 907. Reviews will then count toward your Devon territory not the West Sussex HQ.	5 minutes
2	Ask your last 10 customers for a Google review	WhatsApp each one: 'Hey [name], thanks for letting us sort [the drain / the survey / the jetting] out. A quick Google review massively helps a small Devon business. Here's the link: [GBP review URL]. 30 seconds is all it takes.' Target 5 responses this week.	30 minutes
3	Standardise your Devon phone number everywhere you control	Update Facebook (@DrainGuysDevon), Nextdoor, LinkedIn, any directory listings. Replace every instance of 07722 011017, 07459 119 846, and 0800 043 5452 with 01392 925 907 on business-facing platforms.	1 hour
4	Claim @thedrainguysdevon on Instagram and TikTok	Even if you are not posting yet. Claim the handles before someone else does or a competitor creates confusion. Link both to your Facebook page.	10 minutes

Do This Month (Some Technical)

#	Action	How	Time
1	Submit to 5 directories	Checkatrade (paid, high-value), TrustATrader (free listing), MyBuilder (free, quote-based), Bark (free listing + pay per lead), FreeIndex (free). Use identical NAP everywhere: The Drain Guys Devon, 3 Carlton Road, Exeter, EX2 5NR, 01392 925 907, Devon@thedrainguys.co.uk.	2 hours total
2	Set up ServiceM8 post-job review automation	You already use ServiceM8 for jobs. Enable the post-completion email/SMS template that includes a Google review link. Every completed job triggers a review request automatically. Compound growth starts here.	30 minutes
3	Email Gavin a parent-site fix list	Specific asks: (a) Add LocalBusiness + Service schema to /areas/devon/ page, (b) optimise mobile LCP (currently 18.9s), (c) update meta description with 24/7 and Exeter/Tiverton/Torquay mentions, (d) add your Devon address visibly on the page. Frame as 'these fixes help every franchise territory, not just Devon'.	20 minutes
4	Post 2-3 times a week on Facebook and Instagram (once claimed)	Real job photos, before/after, quick tips ('5 things that block drains in winter', 'when you need a CCTV survey vs a rodding', 'meet the team'). Consistent posting lifts follower count and keeps the page looking alive.	20 minutes per post

#	Action	How	Time
5	Target 10 total Google reviews by end of month	Combined with the automation, you should add 3-5 per week after the initial burst from your historical customer list.	Ongoing

Longer Term (Professional Help Recommended)

1. Reach 25 Google reviews by month 3, 50 by month 6. That is when the local pack opens up.
2. Start a weekly TikTok or Instagram Reel of drain jobs — satisfying content, minimal effort (phone camera, 30 seconds), repost to both platforms.
3. Request dedicated sub-pages under /areas/devon/ for Exeter, Tiverton, Barnstaple, Torquay — each with town-specific content, schema, and phone number. Parent approval needed.
4. Once organic delivers 15-20 leads/month, cut your Google Ads budget by 50% and re-invest half the saving in content or additional territory marketing.
5. Negotiate with Gavin about a 'Meet the Devon Team' section on the parent site — photo of you, years of experience, territory-specific testimonials. Personal brand lifts conversion rate.
6. If the Devon territory hits £4-5k/mo, explore a dedicated Devon domain (e.g., thedrainguysdevon.co.uk) that links back to the parent brand — subject to franchise agreement.

“I know the above looks like a lot. Every single step directly puts more money in your pocket. The GBP fix alone — change the phone number, then systematically request reviews — is 80% of the first six months of growth. Do that one thing properly and a lot of the other stuff becomes easier.

— 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 Google Business Profile — most tradespeople do not. 'The Drain Guys Exeter' is live, 5.0 stars, posting updates. You are 80% ahead of the starting line on the most important local SEO asset there is.

You are a franchisee of an established brand (The Drain Guys Ltd, trading since 2015). The parent brand carries trust — prospective customers see a national-looking site and assume quality.

Your Devon territory page is genuinely well-written. 2,100 words, 18 thematic sections, FAQs, services clearly laid out. Content is not the problem.

The parent site has sub-pages for every Devon town you serve (/areas/devon/exeter/, /torquay/, /tiverton/, /barnstaple/, /okehampton/). That URL architecture is solid — it gives you a ready-made SEO scaffold for town-specific ranking.

You already use ServiceM8 for job management. That means review automation, post-job follow-up, and customer retention workflows are simple to turn on — no new tool adoption required.

You are already spending on Google Ads. That tells us you understand that marketing costs money and you are prepared to invest. Most of the work in this report redirects that spend rather than adding to it.

The parent brand has an llms.txt file — genuinely ahead of most tradespeople. AI-driven search is still nascent, and this file helps AI models accurately describe and cite the brand. Free upside.

Competitor Comparison

Factor	The Drain Guys — Devon	Typical Local Competitor
Google Reviews	1	Metro Rod Exeter: dozens. MJ Drains: 20+ years of reviews. Drainage Devon: 10+. Your gap is review quantity, not quality.
Territory Page	/areas/devon/ (2,100 words)	Metro Rod Exeter: dedicated Exeter page. MJ Drains: established content library. Drainage Devon: domain-matching SEO.
Google Business Profile	Live (1 review)	All top 3 competitors have GBPs. You have one too — you just need the reviews.
NAP Consistency	4 phone numbers in rotation	Competitors have 1 consistent number. You have 4 — 0800, 2 mobiles, 1 landline, plus your personal.
Schema Markup	FAQ + Breadcrumb only	Competitors with LocalBusiness schema get rich snippets in search. You do not.
Directory Citations	Nextdoor + parent listings	Competitors on Checkatrade, TrustATrader, Yell, MyBuilder, Bark — typically 4-6 citations each.

Factor	The Drain Guys — Devon	Typical Local Competitor
Facebook	26 followers, 0 reviews	Competitors have 500+ followers and 20+ recommendations. Gap is fixable with consistent posting + review collection.

The market is beatable. The Devon drainage market is not dominated by SEO monsters. Metro Rod is the biggest name but it's a national franchise relying on brand. MJ Drains has 20+ years of trust but relatively dated digital. Drainage Devon is active but not exceptional. The position that wins in Exeter is a territory-focused operator with 50+ reviews, consistent NAP, and a fast-loading page — all of which are within reach for you inside 6-12 months. The gap is execution, not resources or market saturation.

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 agency reputation. That is why I am offering BMS service packages at a price that, honestly, makes no business sense for me: £197/month for work that agencies routinely charge £1,000-£3,000 a month for. For a franchisee starting out in a territory, the maths is very direct: one extra job a month and this pays for itself. Three and it funds itself several times over.

— Jonny

“For our first 5 clients, the full SEO setup is included free — GBP optimisation, schema markup implementation, directory submissions, review automation, NAP consolidation, all of it. Normally that is £1,500-3,000 just to set up. We are including it because we want clients whose results we can point to.

— 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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