



YOUR FREE DIGITAL HEALTH REPORT

West Cornwall Roofing & Leadwork

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

Prepared for	Stephen Biggs
Business	West Cornwall Roofing & Leadwork
Location	Penzance, Cornwall
Date	03 June 2026
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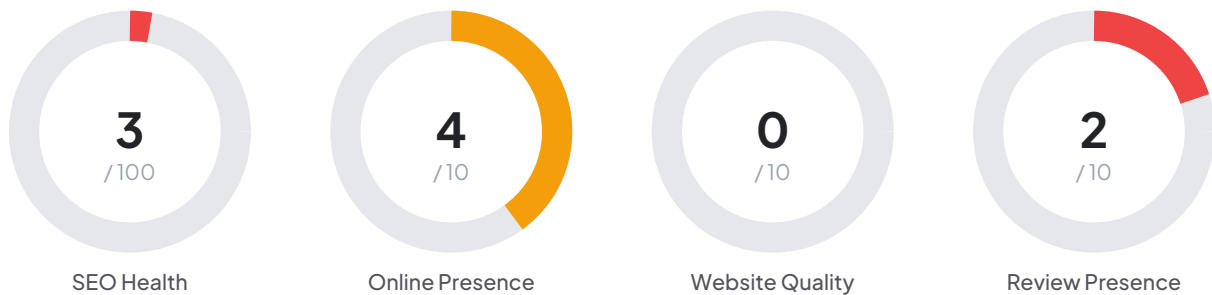
Why is this free?

[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 West Cornwall Roofing & Leadwork'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



What this means: Stephen 'Steve' Biggs runs West Cornwall Roofing & Leadwork out of Penzance, doing roof repairs, new roofs, flat roofing and specialist leadwork across West Cornwall. For a business that is only a few months old, he has done a lot right: he has registered a trademark for the name, set up a Google Business Profile with his own real work photos, and built an active Facebook page with 310+ followers and a 5.0 rating that he feeds almost daily with completed-project posts in local community groups. On word of mouth and Facebook alone, he is already turning over around £10,000 a month. The problem is that almost everything which should turn that hustle into a steady stream of enquiries is missing. He has no website — his Google profile literally shows an 'Add website' button where a link should be, which is a dead end every time someone clicks it. He has zero Google reviews (he has two on Facebook, but none on Google, where they actually count for ranking). He is on no directories — not Checkatrade, MyBuilder or TrustATrader, where most Cornwall roofing leads flow. And the obvious domain, westcornwallroofing.com, is already owned by a different Penzance roofer, so he needs to claim a distinct one before that becomes a bigger problem. The good news: the competitors ahead of him are not better roofers — they just have a website and a handful of reviews. The whole local market is thin on reviews. The gap is infrastructure, and it is very fixable.

1 SEO Health Check

Your SEO score is **3/100**. 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 — the single biggest gap. Every other channel needs a website to send people to
Google Business Profile	45 / 100	GBP exists with real photos and correct details — a great first step — but has zero reviews, no website linked, and is brand new

Category	Score	Status
Google Reviews	5 / 100	Zero Google reviews. Two five-star reviews on Facebook prove customers will leave them, but Google is empty
Service Pages	0 / 100	No website means no service pages — invisible for roof repairs, new roofs, flat roofing, leadwork searches
Local / Area Pages	0 / 100	No area pages for Penzance, Hayle, St Ives, Helston, Camborne or anywhere else you cover
Directory Listings	0 / 100	Not on Checkatrade, MyBuilder, TrustATrader, Yell, Bark or any directory — where Cornwall roofing leads flow
Brand / Domain Security	20 / 100	westcornwallroofing.com is owned by a different roofer. Trademark filed (good) but no domain claimed yet

Problem: You have no website — every Google click ends at a dead end

1. Right now, when someone finds your Google Business Profile and taps 'Website', there is nothing there. Google shows an 'Add website' link instead of sending them to your work.
2. That means no service pages explaining what you do, no gallery of your roofs and leadwork, no contact form, and nothing for Google to rank in normal search results. Your Facebook and your Google profile are the only things doing any work — and neither can show the depth a homeowner wants before they spend thousands on a roof.
3. Your competitors — Bosworth Roofing, JS Roofing & Building, Roofing Legacy, SG Roofing — all have proper multi-page websites with services, areas and photos. The two Penzance roofers most like you (Robinson's and JRC) do NOT have a website, and they are exactly who you want to leave behind.
4. A professional website (homepage, about, a page for each service, a page for each town, gallery, contact) would turn your Google profile and your Facebook following into actual booked jobs. Combined with reviews, it would start producing enquiries within weeks.
5. For a roofer doing £10k a month on word of mouth in 2026, a website is the foundation everything else is built on — not a 'nice to have'. — Jonny

Problem: Zero Google reviews — and reviews are the No.1 thing that decides if you show up

1. Your Google Business Profile says 'Be the first to review'. You have zero Google reviews. You DO have two five-star reviews on Facebook — which proves your customers are happy to leave them — but Facebook reviews do nothing for your Google ranking.
2. Google reviews are the single strongest signal in the local 'map pack' (the three businesses that show up with stars when someone searches 'roofers penzance'). It is genuinely the highest-value, lowest-cost thing you can fix.
3. Here is the opportunity: the whole market is thin on reviews. The biggest local roofer, Bosworth, sits on only about 15 Google reviews. Several roofers with full websites have NO Google reviews at all. If you got to 15-20, you would look like the most-reviewed roofer in West Cornwall.
4. Fix: after every finished job, text the customer a direct Google review link (Google gives you a short link in your profile dashboard). It takes them 30 seconds. Start with your last 5 customers this week.

5. Even 5 reviews would put you ahead of several Penzance roofers who have none. 20 would make you almost untouchable in the local pack.

Problem: The 'West Cornwall Roofing' name is already taken online by a competitor

1. The domain westcornwallroofing.com belongs to a DIFFERENT Penzance roofing business (it trades as Apex / West Cornwall Roofing Services). When people search 'west cornwall roofing', they can land on them, not you.
2. You have done the smart thing and registered a trademark for 'West Cornwall Roofing & Leadwork' (filed January 2026) — most sole-trader roofers never bother, and it gives you real legal protection on the name.
3. But you have not claimed a domain yet. You will not be able to get the exact westcornwallroofing.com, so you need a clear, distinct one of your own — for example westcornwallroofingandleadwork.co.uk, wcroofingleadwork.co.uk, or biggsroofing.co.uk.
4. Lock the domain down now, before the name confusion gets worse, and build your website on it. Your trademark + your own domain + your Google profile all pointing the same way is what makes Google confident you are a real, distinct business.
5. This is a 'do it this month' job — domains are cheap and the right one disappearing would be a genuine headache later.

Problem: Zero directory listings — invisible where Cornwall roofing leads actually come from

1. We searched Checkatrade, MyBuilder, TrustATrader, Yell, Bark and FreeIndex. You are on none of them. Not one.
2. Checkatrade alone lists around 34 roofers across Cornwall and 15 in Penzance — those are homeowners with money in hand, actively choosing a roofer. MyBuilder and TrustATrader work the same way. Right now every one of those leads goes to someone else.
3. Each listing is also a 'citation' — a consistent mention of your name, address and phone that tells Google you are a real, established business. And each one is a link back to your website once you have one.
4. Get listed on at least Checkatrade, MyBuilder and TrustATrader within 30 days, then Yell, Bark and Thomson Local as free citation wins. Use the exact same name (West Cornwall Roofing & Leadwork) and phone (07769 322677) on every one.
5. Your trademark, your real photos and your existing reputation make you an easy approval on the vetted platforms like Checkatrade.

Problem: No service or area pages — invisible for every roofing search in Cornwall

1. Someone in Cornwall searching 'roof repairs cornwall', 'roofers cornwall' or 'roofers penzance' will not find you, because you have no pages for Google to show.
2. These are real, verified search volumes (from SEMrush, UK data): 'roofers cornwall' gets about 210 searches a month, 'roof repairs cornwall', 'roofer cornwall' and 'roofing companies cornwall' about 110 each, and 'roofers penzance' about 90 — and 'roofers penzance' is rated very easy to rank for.
3. Each service needs its own page: roof repairs, new roofs, flat roofing, leadwork, slate roofing, chimney work. Each town needs its own page: Penzance, Hayle, St Ives, Helston, Camborne, Redruth, Marazion, St Just.
4. Your 'and Leadwork' brand is actually a small SEO advantage — leadwork is a genuine specialism and a search term competitors compete less hard for. A dedicated leadwork page would let you own it.
5. A 'Core 20' website (home + about + 6 services + 8 areas + gallery + contact) would make you visible for dozens of local searches. Right now you are visible for none of them.

Quick Fix: Start collecting Google reviews this week. You have a Google Business Profile but zero reviews on it — and reviews are the number one thing deciding whether you appear in the Google map results. You already have two five-star reviews on Facebook, so you know your customers will do it. Open your Google Business Profile dashboard, copy your 'Ask for reviews' short link, and text it to your last 5 customers. It is free, it takes 15 minutes, and even 5 reviews would put you ahead of several Penzance roofers sitting on zero.

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
roofers cornwall	210	Not ranking	Medium
roof repairs cornwall	110	Not ranking	Medium
roofer cornwall	110	Not ranking	Medium
roofing companies cornwall	110	Not ranking	Low
roofers penzance	90	Not ranking	Low
roofer penzance	40	Not ranking	Low
leadwork cornwall	Under 10	Not ranking	Low
flat roofing penzance	Under 10	Not ranking	Low
new roof cornwall	Under 10	Not ranking	Low
roofer hayle	Under 10	Not ranking	Low
roofer st ives	Under 10	Not ranking	Low
emergency roofer cornwall	Under 10	Not ranking	Low

2 Social Media Health Check

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

Platform	Handle	Score	Status
Facebook (Page)	West Cornwall Roofing & Leadwork	6 / 10	310+ followers, 5.0 rating (2 reviews). Genuinely active — reels, near-daily completed-project posts in local community groups. Strong bio. This is your engine.

Platform	Handle	Score	Status
Google Business Profile	West Cornwall Roofing & Leadwork	5 / 10	Exists with real owner photos and correct details — but zero reviews and no website linked. A great foundation that needs reviews.
Instagram	None	0 / 10	No Instagram. Roofing is one of the most visual trades there is — this is a big, easy opportunity you are missing.
TikTok	None	0 / 10	No TikTok. The fastest-growing platform for tradespeople — before/after roof reveals and leadwork clips perform extremely well.
LinkedIn	None	0 / 10	No LinkedIn. Not critical for domestic roofing, but useful later for commercial and contractor work.

Problem: Your Facebook is doing all the work — but it has nowhere to send people

1. Your Facebook page is genuinely good: 310+ followers, a 5.0 rating, and you post real completed jobs almost every day in local groups like Breage/Ashton/Praa Sands. You are clearly winning work from it. That hustle is exactly right.
2. But every person who sees those posts and wants to hire you has nowhere to go. There is no website link to browse your services, see a full gallery, read reviews, or fill in a quote form. The best they can do is message the page or call.
3. Some people will message — but most homeowners spending thousands on a roof want to look at a proper website first: your services, your prices guidance, your past work, your reviews. Without that, a chunk of interested people quietly drop off.
4. Once you have a website, put the link in your Facebook bio and at the bottom of every post. Your Facebook becomes the top of the funnel, your website does the convincing, and the quote form captures the lead even when you are up a ladder.
5. You are already doing the hard part — creating content and being visible. You just need somewhere to channel the attention.

Problem: No Instagram — and roofing is made for it

1. You have zero Instagram presence. For a roofer, that is a missed open goal. Slate work, leadwork, before-and-after reveals, drone shots of a finished roof — this is some of the best-performing content on Instagram.
2. You already make this content for Facebook (you post reels). Cross-posting the exact same clips and photos to Instagram is almost zero extra effort — and reaches a completely different, younger, homeowner audience.
3. Set up an Instagram business account as West Cornwall Roofing & Leadwork. Use the same logo and bio. Post the same job photos you already put on Facebook. Use location tags (Penzance, Hayle, St Ives) and hashtags (#roofer #leadwork #cornwall).
4. Link it from your Google Business Profile too — Google uses linked social profiles to confirm you are a real, active business.
5. Aim for two or three posts a week. You already have the raw material on your phone.

Problem: No TikTok — the platform where tradespeople are getting found right now

1. Roofing and leadwork content does exceptionally well on TikTok. Satisfying lead-burning clips, stripping an old roof, laying slate, a finished ridge — these regularly pull tens of thousands of views.
2. Every job site is content. A 15-second clip of leadwork or a finished roof, no editing needed, just point and film.
3. Local roofers posting consistently on TikTok are getting direct enquiries from it — people see real work, check the bio, and call.
4. Start with two or three posts a week. Tag the location (Penzance, Cornwall) and use roofing hashtags. Your real work is the proof — TikTok just puts it in front of thousands of local people.
5. Almost no roofer in West Cornwall is doing this. First-mover advantage is real here.

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 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
Website Presence	None	Without a website, AI systems have almost no content to read or cite about your business
Structured Data (Schema)	None	No website means no schema markup — AI cannot parse your services, leadwork specialism or areas
AI Crawler Access	N/A	No website to crawl
Content Citability	Zero	No pages, no FAQ content, no service descriptions for AI to reference
Review Signals	Very weak	Zero Google reviews. Two Facebook reviews exist but are far less visible to AI than Google reviews
Google Business Profile	Present	Your GBP is the one structured signal AI can currently read — but it is bare (no reviews, no website)

Problem: When someone asks ChatGPT, Siri or Google AI 'who is the best roofer in Penzance?', the AI looks for businesses with a website, structured data, reviews, detailed service content and directory listings. You have a Google Business Profile and an active Facebook — a start — but no website, no schema, no Google reviews and no directories. The AI has almost nothing to recommend you on, so it will name competitors who tick more boxes, even if your actual work is better.

1. Build a website with detailed pages for each service (roof repairs, new roofs, flat roofing, leadwork) — AI pulls heavily from well-structured content about what you do and where.
2. Add LocalBusiness and Service schema markup — this is the language AI systems read natively.

3. Create FAQ content on each service page ('how much does a new roof cost in Cornwall?', 'do you do lead flashing on chimneys?') — AI loves Q&A; content and cites it directly.
4. Build up Google reviews — they are currently your weakest AI signal at zero. Even 15 would change the picture.
5. Get listed on Checkatrade, MyBuilder and TrustATrader — each consistent listing helps AI confirm who you are.
6. Keep your Google Business Profile fed with photos and posts — it is the one structured signal you already have.

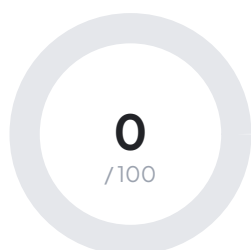
Why this matters right now: AI search is already here. When a homeowner asks Siri 'find me a roofer near Penzance' or asks ChatGPT 'best roofing company in West Cornwall', that is AI search — and it leans on exactly the signals you are missing: a website, structured content, reviews and directory listings. Right now AI has a Google profile and a Facebook page to go on, and not much else. The roofers who set these signals up over the next year will be the ones AI recommends for the next decade.

“Here is the upside: almost no roofer in West Cornwall is doing any of this. Not Bosworth, not Roofing Legacy, not anyone in the local pack. If you set up a proper website with schema markup, FAQ content and a steady flow of Google reviews, you can leapfrog roofers who have been trading for thirty years — because AI does not care how long you have been going. It cares about data quality, and that is something you can fix in weeks. — Jonny

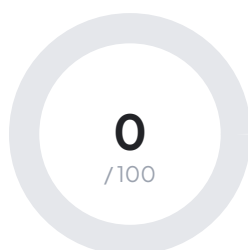
— Jonny

4 Website Performance

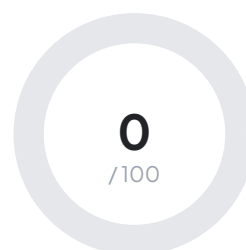
We ran your website through Google PageSpeed Insights — the same tool Google uses to measure user experience. These scores directly impact your search rankings.



Performance (Mobile)



Accessibility



Best Practices

Core Web Vitals

Metric	Value	Rating
Website Status	No website	Cannot measure — no site exists to test
Mobile Performance	N/A	No website
Desktop Performance	N/A	No website

Metric	Value	Rating
Accessibility	N/A	No website
Best Practices	N/A	No website

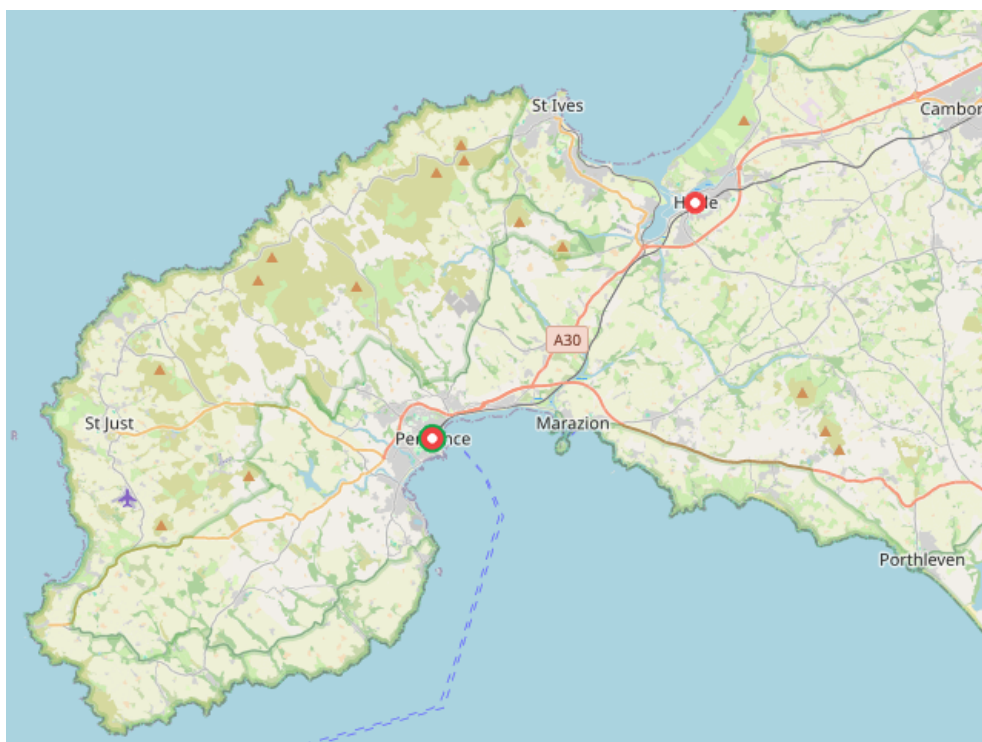
What this means: You do not have a website, so there is nothing to measure here. This section is normally one of the most detailed in the report — but for you the conversation is simpler: you need a website first. When you build one, it needs to load in under 2.5 seconds on a mobile phone (where most local roofing searches happen), score 90+ on accessibility, and pass Google's Core Web Vitals. A modern website built on the right platform — not a slow DIY Wix or Squarespace template — hits these targets out of the box, so your future site should be fast from day one.

5 Local SEO Intelligence

This section goes beyond the standard audit. These are the ranking factors that most agencies either do not know about or get wrong.

Your Service Area Map

■ Your business
 ■ Service areas
 ■ Competitors



What Actually Matters for Local Ranking (2026)

#	Ranking Factor	Why It Matters
1	Google Business Profile	You HAVE one, with real photos and correct details — a strong first move. But it has zero reviews and no website linked, so it is only doing a fraction of what it could.
2	Google reviews (4.5+)	This is your biggest gap and biggest opportunity. You have zero Google reviews. The local leader has only about 15. Get to 15-20 and you would lead the market on the single strongest signal.
3	Proximity to searcher	Your GBP is correctly located in the Penzance area — good. Area pages on a website would extend your reach to Hayle, St Ives, Helston and the towns around you.
4	Keywords in business name	'West Cornwall Roofing & Leadwork' is excellent for local SEO — it contains your service AND your area AND your specialism. Keep it exactly as is.
5	Website linked to GBP	Currently shows 'Add website'. The moment you have a site and link it, you complete the loop between Google Maps and normal search — a big visibility boost.
6	Service & area pages	You have none (no website). These are what make you show up for 'roof repairs cornwall', 'roofers penzance' and town-specific searches.
7	Directory citations	Zero. Competitors are on Checkatrade, MyBuilder and TrustATrader. Each consistent listing strengthens your local authority and is a lead source in its own right.
8	Brand consistency	Trademark filed (good). But no domain yet, and westcornwallroofing.com belongs to a competitor — claim a distinct domain and keep name + phone identical everywhere.

What Does NOT Matter (Myth-Busts)

- **You do NOT need to pay for a fancy GBP 'optimisation' service** — adding categories, a description, services and photos is free and takes an afternoon. You have already started.
- **Facebook reviews do NOT help your Google ranking** — they are great social proof, but Google only counts Google reviews. Get both.
- **Keywords stuffed into your GBP description do NOT boost ranking** — write it for humans. Focus on what you do and where.
- **Google Posts do NOT directly impact ranking** — useful for looking active, but do not spend hours on elaborate ones.
- **Geotagging photos manually is a waste of money** — Google strips that data on upload. Do not pay anyone to do it.

Your Local SEO Game Plan

- **Reviews first (this week):** text your last 5 customers a direct Google review link. Target 15-20 over the next few months — that alone would make you the most-reviewed roofer in West Cornwall.
- **Claim a domain (this month):** westcornwallroofing.com is taken, so secure a distinct one (e.g. westcornwallroofingandleadwork.co.uk) and build on it.
- **Build a 'Core 20' website:** home + about + 6 service pages (roof repairs, new roofs, flat roofing, leadwork, slate roofing, chimney work) + 8 area pages (Penzance, Hayle, St Ives, Helston, Camborne,

Redruth, Marazion, St Just) + gallery + contact.

- **Link the website to your GBP** the day it goes live — this completes the Maps ⇄ website ⇄ enquiry loop.
- **Directory blitz:** Checkatrade, MyBuilder, TrustATrader first, then Yell, Bark and Thomson Local. Same name and phone on every one.

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.

No website — the biggest single gap

Every lead-generation channel ends at a website. Your Google profile, your Facebook posts, future directory listings, word-of-mouth referrals who want to 'check you out first' — they all point to a website where people see your work and make contact. Without one, you are relying on people calling your mobile or messaging Facebook. That works, and it is getting you to £10k a month, but it is capping you. A proper website with service pages, a gallery and a quote form would be a 24/7 salesperson working while you are on the roof.

Zero Google reviews — leaving the No.1 ranking signal on the table

You have zero Google reviews. Reviews are the single biggest factor in whether you appear in the Google map pack — and the bar in your market is low (the biggest local roofer has about 15). You already have two five-star reviews on Facebook, so your customers clearly will leave them. A simple 'text the customer a review link after every job' habit could take you to 20+ reviews in months, and at that point you would look like the safest, most-proven roofer in West Cornwall.

The 'West Cornwall Roofing' name is half-taken online

westcornwallroofing.com belongs to a different Penzance roofer. You have protected the name with a trademark (smart), but you have not claimed your own domain yet. Every week without it is a week the name confusion can grow and a week you cannot build the website that fixes everything else. Securing a clear, distinct domain is cheap and urgent.

Zero directory presence — invisible where the leads are

Checkatrade, MyBuilder, TrustATrader, Yell, Bark — you are on none of them. Checkatrade alone carries around 15 Penzance roofers and 34 across Cornwall, all getting in front of homeowners who are actively choosing a roofer. Every one of those leads currently goes to a competitor. With your trademark, your real photos and your existing reputation, you would sail through the vetting.

An active Facebook audience with nowhere to convert

You have 310+ Facebook followers watching real, recent work — and you feed them almost daily. But when one of them is ready to hire you, there is no website to browse, no gallery, no reviews to read, no quote form. The most engaged ones will message you; the rest quietly move on. Every follower who does not convert because there was nowhere to send them is a lost job.

Projected Impact Timeline

Timeframe	What Changes	Expected Outcome
30 days	Domain claimed. Website live with Core 20 pages and linked to your GBP. First 5-10 Google reviews collected. Listed on Checkatrade, MyBuilder and TrustATrader. Instagram set up and cross-posting from Facebook.	Appearing correctly in local 'near me' searches. Website capturing enquiries from Google, Facebook and directories instead of losing them.
90 days	Website indexed and ranking for easy Penzance terms. 15-20 Google reviews (overtaking the local leader). Directory listings live and generating direct leads. Review-request habit automated after every job. TikTok started.	Showing up in the local pack for 'roofers penzance'. 8-12 online enquiries a month on top of word of mouth. Looking like the most-reviewed, most-visible roofer in the area.
6 months	Ranking for the harder county-level terms (roof repairs cornwall, roofers cornwall). 25+ Google reviews. Owning the leadwork niche online. Instagram and TikTok building a local following. Backlinks and citations stacking up.	Dominant in West Cornwall roofing search. Online enquiries a reliable, repeatable lead channel — not a maybe. Able to pick the better jobs rather than chase them.

The bottom line: You have already done the part most roofers never get round to: a registered trademark, a Google profile with your own real photos, and an active Facebook page that is genuinely winning you work. You are at £10k a month on word of mouth and Facebook alone. What is missing is the infrastructure that turns that into a predictable flow of leads — a website, Google reviews, directory listings and area pages. None of it is hard, and none of it takes long. The roofers ahead of you are not better at roofing; they just set this up first. Close that gap and your work does the rest.

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	Ask your last 5 customers for a Google review	Open your Google Business Profile, copy the 'Ask for reviews' short link, and text it to recent customers. This is the single highest-value thing you can do.	15 min

#	Action	How	Time
2	Claim a domain name	westcornwallroofing.com is taken by a competitor — secure a distinct one (e.g. westcornwallroofingandleadwork.co.uk or wcroofingleadwork.co.uk) before someone else does.	20 min
3	Finish your Google Business Profile	Add a full services list, a 750-character description, your service areas, and keep uploading real job photos. Set your hours if not already done.	30 min
4	Set up Instagram and cross-post	Create an Instagram business account, same name and logo, and post the same job photos and reels you already put on Facebook.	30 min
5	Submit to Checkatrade and MyBuilder	Start the listing process on the two biggest trade directories in Cornwall. Same name and phone as everywhere else.	45 min

Do This Month (Some Technical)

#	Action	How	Time
1	Get a professional website built	Core 20 pages: home, about, 6 services (roof repairs, new roofs, flat roofing, leadwork, slate, chimney), 8 areas, gallery, contact. Built on proper SEO foundations and linked to your GBP.	Professional build
2	Build a leadwork page	Leadwork is your specialism and a less-competitive search term. A dedicated page lets you own 'leadwork cornwall' and stand out from general roofers.	Part of build
3	Directory blitz	Finish Checkatrade and MyBuilder, add TrustATrader, then Yell, Bark and Thomson Local as free citations. Identical name and phone everywhere.	3 hrs
4	Set up a review habit	After every completed job, text the customer a direct Google review link. Aim for 3-5 new reviews a month — you will overtake the local leader within months.	30 min setup
5	Start TikTok	Film 15-30 second clips on site — leadwork, stripping a roof, a finished ridge. Post two or three a week with Penzance/Cornwall tags.	30 min/week

Longer Term (Professional Help Recommended)

1. Grow to 25+ Google reviews — systematic text-the-customer requests after every job.
2. Build out the website with a full project gallery, FAQ sections, and pricing guidance for each service.
3. Own the leadwork niche online — it is a genuine specialism most general roofers do not market.
4. Grow Instagram and TikTok with consistent real-work content — before/after, time-lapses, satisfying leadwork.
5. Build local backlinks and citations — community sponsorships, supplier links, Cornwall business directories.

6. Publish simple blog content targeting long-tail searches: 'how much does a new roof cost in Cornwall', 'signs your chimney lead needs replacing', 'flat roof vs pitched roof'.

“I know that looks like a long list. But you are further ahead than most roofers I look at — you have already registered the trademark, set up the Google profile, and built a Facebook page that is actually working. The website, the reviews and the directories are the missing pieces that turn all that effort into leads that come to you instead of you chasing them. Every item on this list directly puts more money in your pocket. — Jonny

— 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:

An active Facebook page that is genuinely working: 310+ followers, a 5.0 rating, and near-daily posts of real completed jobs in local community groups. Most roofers set up a page and abandon it. You are feeding yours and winning work from it — that hustle is the hardest habit to build and you already have it.

You have registered a trademark: 'West Cornwall Roofing & Leadwork' is a filed UK trademark (January 2026). Almost no sole-trader roofer ever does this. It protects your name and shows you are building a real, lasting business — not just chasing the next job.

A Google Business Profile with your own real photos: you have set up your GBP and uploaded genuine photos of your slate work and leadwork — not stock images, not AI pictures. That authenticity is exactly what builds trust, and it is already there.

A genuine specialism in leadwork: 'and Leadwork' is in your name for a reason. Leadwork is a skilled niche that many general roofers cannot do well — and it is a search term with less competition. That is a real differentiator you can own online.

Already at £10k a month on word of mouth alone: you are turning over real money with no website, no Google reviews and no directories. That tells me the work and the reputation are there. Imagine the number once people can actually find you.

10+ years of experience: your Google profile describes over a decade in the trade. Combined with the trademark and the real photos, that is a credibility most new businesses simply cannot claim.

Competitor Comparison

Factor	West Cornwall Roofing & Leadwork	Typical Local Competitor
Google Reviews	0	Bosworth ~15, Roof Doctor ~14 — but the market is thin; 15-20 reviews would put you at the top
Website	None	Bosworth, JS Roofing and Roofing Legacy all have modern multi-page sites
Service Pages	0	Established competitors have a page for each service (repairs, new roofs, flat, leadwork)
Area Pages	0	Bosworth covers Penzance, St Just, St Ives, Hayle, Camborne, Redruth, Helston — with pages for them
Facebook Following	310+	Competitive — many local roofers are barely active on Facebook; you are ahead here
Directory Listings	0	Competitors are on Checkatrade, MyBuilder and TrustATrader — you are on none
Trademark	Yes (filed)	Almost no competitor has registered their name — a genuine edge for you

The market is beatable. West Cornwall roofing is competitive on Google but weak on modern marketing. The established players — Bosworth, JS Roofing & Building, Roofing Legacy — have websites, but even the leaders sit on only about 15 Google reviews, and several roofers with full websites have NO reviews at all. The two Penzance roofers most like you (Robinson's and JRC) have no website either. So you are currently in the weakest tier on infrastructure, despite a comparable trade offering, a trademark, and an active Facebook most of them lack. The single biggest lever is reviews: the whole market is soft there, and a steady review habit would put you out in front fast. Add a website and directory listings and you would not just catch the established roofers — you would look like the most trustworthy, most visible roofer in West Cornwall. You are not starting from zero; you are starting from a strong, hard-working foundation with the digital pieces missing.

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. I am not going to be this cheap forever — and I say that as someone currently charging £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.

— Jonny

“For our first 5 clients, the full SEO setup — Google Business Profile optimisation, schema markup, directory submissions, area pages — is included free. Normally this is something agencies charge £1,000–3,000 per month for. 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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