

# A website built to rank — from day one

We'll build Flash Plumbing and Heating Services Ltd a brand-new website of 83 pages, with a sitemap and navigation structured the way Google reads a local-service business — service pages, town pages, and the cross-sections between them. The local-SEO groundwork is laid from the first URL, so Worthing, Brighton, Crawley, Eastbourne and Hove all become steady sources of free leads for boiler work, gas, plumbing and emergency call-outs.

Built SEO-first, not retrofitted

~83 pages mapped to real demand

Companion to the Google Ads plan

## 01 The strategy in one page

Every page, URL and internal link will be designed to rank from day one, not retrofitted later — the new site is built SEO-first as a structured local-service site for a Plumber & Gas Safe Engineer. It targets the full map of searches your customers actually type, mapping each service to each town so the site covers the work you do across the whole patch rather than a single postcode.

~£683/mo

equivalent free-traffic value at the month-12 target (vs paying Google Ads)

~83

pages, each mapped to a real search people make in the area

3 layers

services × locations × advice — a structure Google rewards for local intent

**The whole plan, briefly:** build a page for every **service**, every **town**, and the high-value **service-in-town** combinations — wired together with a clean siloed sitemap and internal links — backed by a **Google Business Profile + a steady review habit** — shipped on fast, schema-rich foundations. That combination is

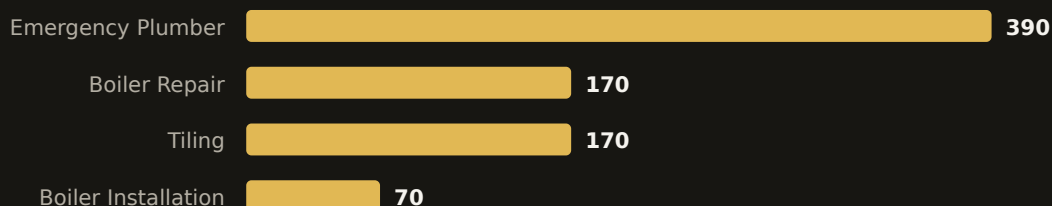
what lets a brand-new site climb into Google's free and map results over 3-12 months and keep sending leads without paying per click.

**SEO + Ads together.** A new site can't rank overnight, so **Google Ads carries the leads from day one** (see the companion report) while this SEO foundation matures underneath it. Over 6-12 months free organic + map traffic takes over more of the load — and unlike ads, it keeps working after you stop paying.

## 02 What we'll build — demand decides the pages

Every page earns its place by targeting real demand. Search volumes are live from the Google Ads Keyword Planner; winnability (how beatable the current results are) is assessed live per term. The pages we'll build first have **high demand and beatable competition**.

### Core service pages, by demand (colour = winnability)



### Build-priority tiers

Every page sorted by how soon it can realistically rank — demand on each chip, colour = winnability. Build top-down.

#### ● Strong — winnable with real demand

Emergency Plumber 390/mo

Boiler Repair 170/mo

Boiler Installation 70/mo

#### ● Harder — build for the long game

Tiling 170/mo

## 03 The pages we'll build

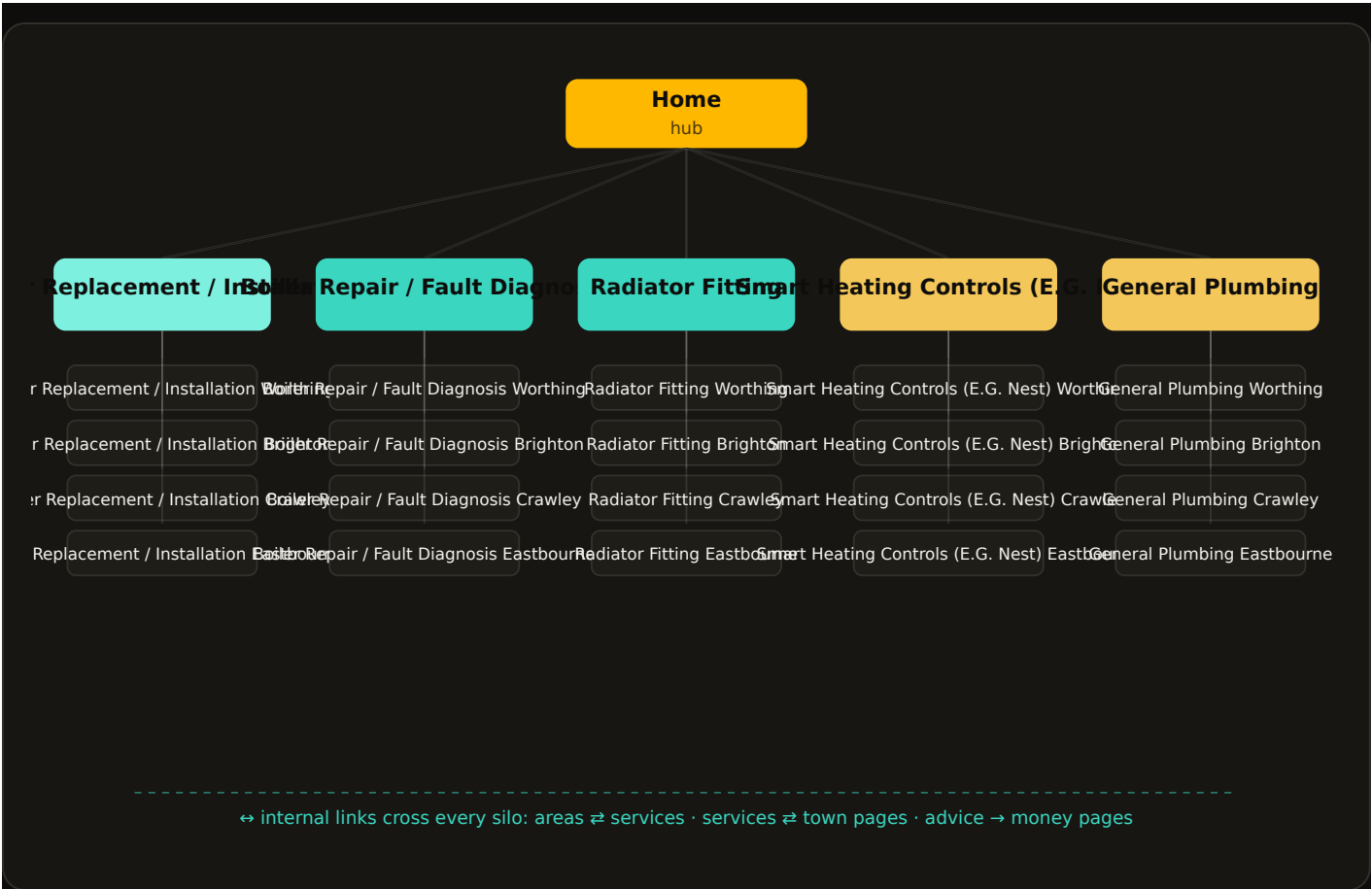
Each page type has a job. Together they cover the full map of how people search — from "[service] [town]" to "I need help now" to "how much does it cost?".

PAGE TYPE	PAGES	WHAT IT DOES	BUILD
<b>Core service pages</b>	10	One authoritative page per service offered — the pillars everything links into. e.g. /boiler-replacement-installation, /boiler-repair-fault-diagnosis, /radiator-fitting	<b>Phase 1</b>
<b>Location (area) pages</b>	7	One page per town in the patch, each linking to every service — captures "[trade] [town]". e.g. /areas/worthing, /areas/brighton	<b>Phase 1</b>
<b>Service × location pages</b>	~50+	The long-tail engine: a page per service in each priority town. Low competition, high intent, adds up fast. e.g. /boiler-replacement-installation/worthing	<b>Phase 2</b>
<b>Symptom / emergency pages</b>	4	Capture the exact words people search mid-problem. e.g. /emergency, /help	<b>Phase 1</b>
<b>Advice / authority hub</b>	6+	Builds topical authority + trust (E-E-A-T), earns links, internal-links down to money pages. e.g. /advice	<b>Phase 2</b>
<b>Trust &amp; conversion pages</b>	6	Convert the visitor once they land — proof, pricing, and the human behind the brand. e.g. /about, /reviews, /pricing	<b>Phase 1</b>

The big multiplier is the **service × location** layer — dozens of hyper-specific, low-competition pages (e.g. "[service] [town]"), each small but collectively the bulk of the long-tail traffic a generic franchise site never builds well.

## 04 Sitemap & site architecture

How the pages connect matters as much as the pages. We use a **siloed hub-and-spoke structure**: the homepage points to the pillars, each pillar feeds its children, and internal links flow ranking strength to the pages that win leads.



**Why this ranks:** siloing concentrates topical authority — Google sees a deep, well-organised site rather than a scatter of pages. Each area page links to every service; each service links to its town variants; the advice hub links down into the money pages.

## 05 Navigation & internal-linking plan

The menus aren't just for visitors — they're the primary internal-linking system Google uses to discover and weigh every page.

**SERVICES**

Boiler Replacement /  
Installation  
Boiler Repair / Fault  
Diagnosis  
Radiator Fitting  
Smart Heating Controls  
(E.G. Nest)  
General Plumbing  
Gas Works

**AREAS COVERED**

Worthing  
Brighton  
Crawley  
Eastbourne  
Hove  
Bognor Regis

**COMPANY**

About  
Reviews  
Contact

**THE RULES**

- **Header:** Services and Areas as dropdowns → every pillar one click away.
- **Footer link-map:** the full list of services, towns and advice on every page — the "footer flywheel" that makes the site crawlable and spreads link equity.
- **Breadcrumbs** on every deep page for structure + rich results.
- **In-content links:** each service links to its town variants + related services; each area links to all services; advice links down to money pages.
- **Sticky call button** on mobile — SEO brings the visitor, this converts them.

**06 On-page SEO blueprint**

Every page type follows a repeatable recipe — title tag, schema and content pattern — so each is optimised the same proven way.

PAGE TYPE	TITLE TAG PATTERN	SCHEMA	CONTENT RECIPE
<b>Service page</b>	[Service] in [Area]   [Business]	<b>Service + LocalBusiness + FAQ</b>	What it covers, price-from, USPs, FAQs, links to its town variants + related services
<b>Area page</b>	[Trade] [Town]   [USP]	<b>LocalBusiness + areaServed + FAQ</b>	Local proof, every service offered in that town, response time, links to each service page
<b>Service x town</b>	[Service] [Town]   [Business]	<b>Service + areaServed + FAQ</b>	Hyper-specific: this service, this town, local detail — the long-tail winner

PAGE TYPE	TITLE TAG PATTERN	SCHEMA	CONTENT RECIPE
<b>Symptom page</b>	[Problem]? Here's what to do   [Business]	<b>FAQ + HowTo</b>	Reassurance + immediate CTA + what to do, links to the matching service
<b>Advice page</b>	[Question] — honest guide   [Business]	<b>Article + FAQ</b>	Genuinely useful, named-author, no fluff; internal links to relevant services

## 07 The off-site groundwork (just as important)

A perfect site still needs local-SEO signals Google looks for *outside* it. These run alongside the build — and for local search they're decisive.

### GOOGLE BUSINESS PROFILE

Set up + fully optimised: correct categories, every service listed, service-area defined, photos from real jobs, weekly posts, Q&A. The map pack is won here.

### REVIEW ENGINE

A fixed routine to request a Google review after every job (one-tap WhatsApp/SMS link). Reviews are the #1 map-pack ranking factor and the biggest trust lever — target +5-8/month.

### CITATIONS / NAP CONSISTENCY

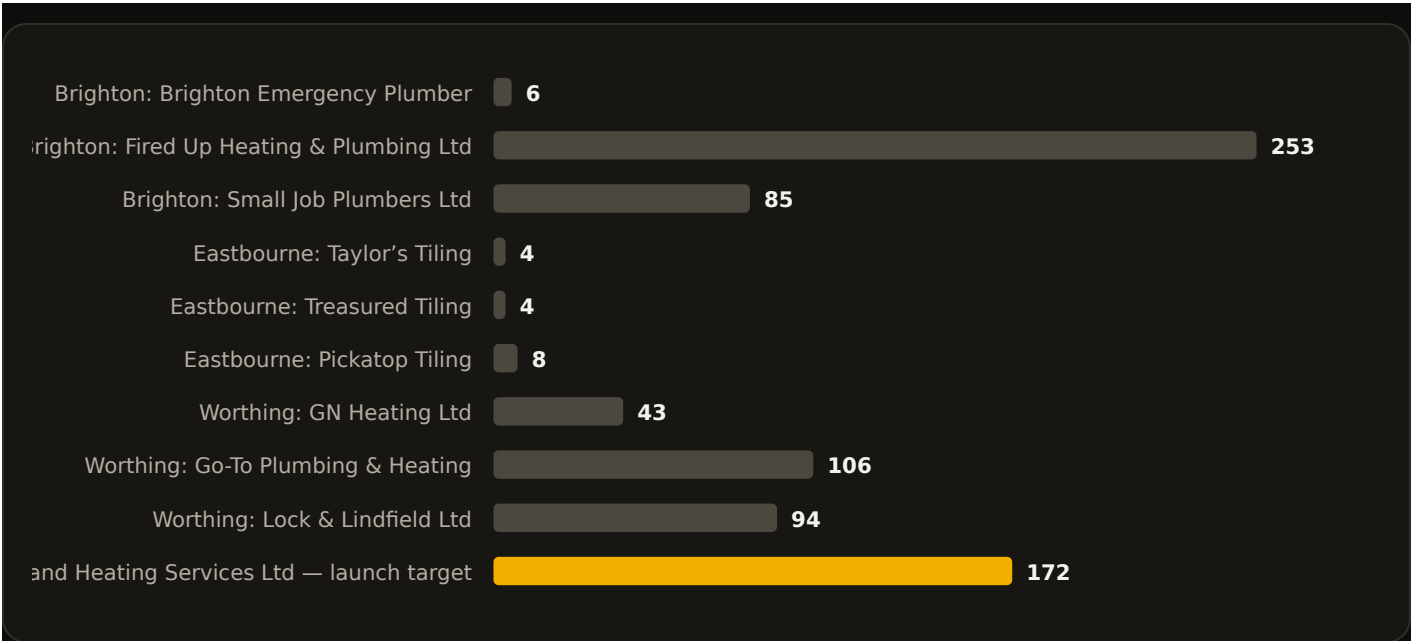
Identical Name-Address-Phone across Google, Bing, Yell, Checkatrade, Trustpilot and trade directories — inconsistency caps local ranking.

### LOCAL AUTHORITY / LINKS

Local press, supplier/installer listings, community sponsorships and trade bodies — what eventually unlocks the bigger-town head terms.

## The single biggest lever: reviews & the map pack

For local searches the **map pack** (the top-3 with the map) wins most clicks — driven by proximity, reviews and activity. Here's the review-count landscape Flash Plumbing and Heating Services Ltd launches into:



**This is the rocket fuel.** A new presence starts with fewer reviews than entrenched incumbents — so a consistent review-request routine from day one (one-tap WhatsApp/SMS link after every job) is the highest-return action there is. Target +5-8/month.

## 08 Technical SEO — baked into the build

Because the site is built fresh, the technical foundations Google rewards are designed in, not patched on later.

## SPEED (CORE WEB VITALS)

Built static + lightweight → near-instant load. Speed is a ranking factor and lifts conversion; built in, not bolted on.

## SCHEMA MARKUP

LocalBusiness, Service, FAQ, Review/AggregateRating, BreadcrumbList on every relevant page — feeds rich results and AI search.

## XML SITEMAP + ROBOTS

Auto-generated sitemap.xml submitted to Search Console so every new page is found and indexed fast.

## CLEAN URLS + CANONICALS

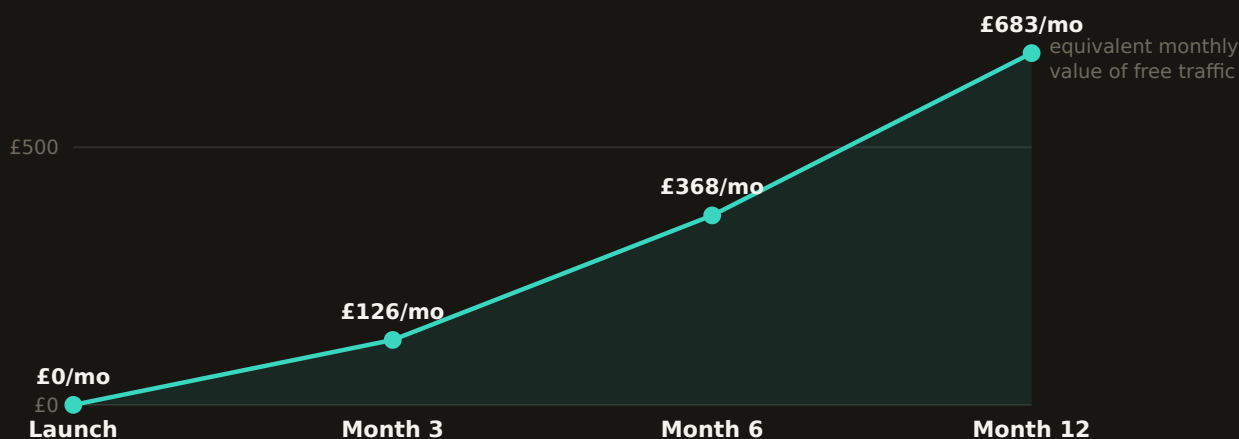
Readable keyword-clean URLs, canonical tags, HTTPS, mobile-first.

## INTERNAL-LINK SILOS

Home → service pillars → service×town spokes; area pages ↔ services; advice → services. Spreads ranking authority where it earns leads.

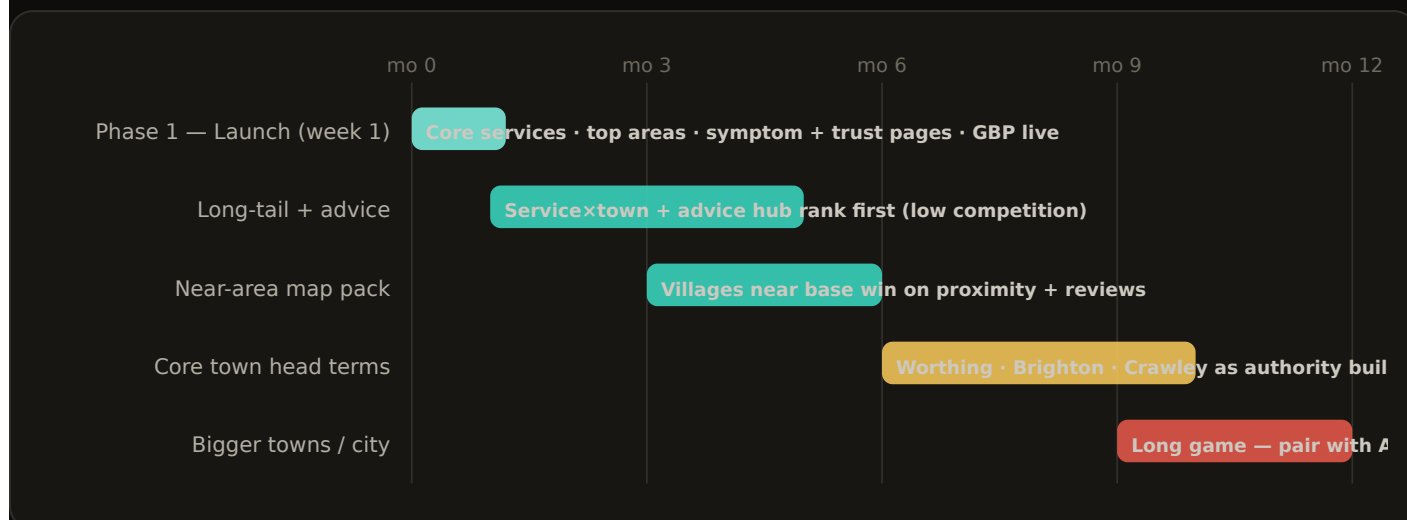
## 09 What it's worth, and when

SEO compounds from a standing start. The chart shows the modelled **equivalent monthly value of the free traffic** as rankings mature — what those organic + map clicks would otherwise cost via Google Ads.



**Read this:** a new site builds slowly then accelerates — roughly **£126/mo** by month 3 (long-tail + advice rank first), **£368/mo** by month 6, and a target around **£683/mo** by month 12 — then it keeps compounding. This is exactly why Ads run alongside: paid covers the early months while organic ramps.

## Build & ranking timeline



Modelled estimates to inform strategy — organic rankings are never guaranteed and depend on authority, reviews, competition and time. Value figures are equivalent media value (what the clicks would cost in Ads), not direct revenue.

## 10 Scorecard

Plan to demand	<b>Mapped</b>	~83 pages, each targeting a real search in the area
Architecture	<b>SEO-first</b>	Siloed hub-and-spoke, clean URLs, full internal-link map
Technical	<b>Built in</b>	Fast, schema-rich, sitemap + canonicals from launch
Winnable demand	<b>Strong</b>	Service & long-tail terms beatable; head terms via Ads
Reviews / map pack	<b>The lever</b>	Review routine from day one closes the gap fast

Authority	<b>Builds over time</b>	Citations + local links — the main constraint on a new site
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Time to results	<b>3-12 months</b>	Compounds — Ads bridge the early months
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**Sources & method.** Service & area scope tailored to Flash Plumbing and Heating Services Ltd (15 June 2026). Search volumes from the Google Ads Keyword Planner API (12-month averages); winnability + the competitive map pack assessed live via the SERP (Google UK, localised). The value model expresses equivalent media value — what the organic/map clicks would cost via Google Ads (lowest top-of-page bid per term, ~22% capture when ranked top-3) — ramped over 12 months from a new-site standing start. Page counts, architecture and timelines are the proposed build plan; organic rankings are never guaranteed.

Prepared for Flash Plumbing and Heating Services Ltd · 15 June 2026 · Companion to the Google Ads Viability report