

FOR UK TRADESPEOPLE AND LOCAL BUSINESSES

Rank Rescue Audit for Demo Plumbing & Heating Ltd

A 48-hour, plain English local SEO rescue. Delivered 2026-05-04.

AUDIT SUMMARY

Rank Score: 47/100

This audit looks at the current state of **Demo Plumbing & Heating Ltd** on Google Business Profile, Google Maps, and the top 5 local competitors in Manchester. The next 48 hours of work land the top 10 fixes from this report onto your profile so the phone starts ringing again.

Business	Demo Plumbing & Heating Ltd
Website	https://example-plumber.co.uk
Google Business Profile	https://maps.google.com/maps?cid=demo
City / service area	Manchester
Audit date	2026-05-04

TOP 10 FIXES, IN PRIORITY ORDER

The next 10 actions

Fix these in the order shown. Each one is a known ranking lever for local Google results. Do not skip ahead.

1. Run a review-velocity push to move from your current count toward 30+ Google reviews (the threshold plumbers in Manchester need to consistently land in the top 3 local pack)
2. Add a complete business description that names Manchester explicitly and lists your top three services in the opening paragraph
3. Upload at least 20 fresh photos of completed work, your van, and the team (stock photos are de-prioritised by Google in 2026)
4. Reply to every Google review (positive and negative) within 48 hours and use Manchester or the postcode area in the reply text where natural
5. Post a Google Update at least once a week (offer, completed job, advice) so the algorithm sees the profile as active
6. Verify NAP consistency across Google, your website, Checkatrade, MyBuilder and any other directory listings
7. Add the three most relevant secondary service categories (most profiles only fill in the primary, missing 30-40% of relevant searches)
8. Upload a clear logo and a cover image at the recommended dimensions (1200x630 minimum)

- 9.** Wire your booking phone number through Google as the primary call action so the click-to-call works directly from search results
- 10.** Add Q&A entries pre-answering the top 5 questions plumbers get from customers

TOP 5 LOCAL COMPETITORS

Who is ranking ahead of you

This is a sample audit. The full £97 audit includes a live competitor scan with the actual top 5 businesses ranking ahead of you on Google Maps, their review counts, photos, and ranking trajectory.

7-DAY ACTION PLAN

Week one plan

Day 1. Fix the most visible GBP gaps from the top 10 list

Day 2. Categories, service areas, and attributes review

Day 3. Posts, photos and Q&A; refresh

Day 4. Citation audit on top 10 UK directories

Day 5. Review request batch to last 30 customers

Day 6. Website on-page cleanup (NAP, schema, title tags)

Day 7. Measure and report back: rank, impressions, calls

WANT THIS DONE FOR YOU?

Skip to the Optimisation

This audit tells you exactly what to fix. If you would rather hand it over and have us do the work, the **£297 Rank Rescue Optimisation** takes everything in this report and does it for you inside 7 working days. You stay on the tools, your phone starts ringing again, and you do not touch Google Business Profile at all.

To upgrade, go to rankrescue.co.uk/pricing and pick the £297 option. Any audit buyer can upgrade within 14 days and keep the guarantee.

Guarantee. Rescued in 14 days or we work for free. This report gives you the playbook. We guarantee the lift when you let us execute it.