LEFKA.

Prepared for Jane Example
Example Roofing & Cladding Ltd
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A FREE ONLINE PRESENCE CHECK

HOW CUSTOMERS FIND EXAMPLE ROOFING ONLINE TODAY

What people in Staffordshire search for, who they find, and the gap between what your business does and what the internet says about it. No charge, no obligation.

WHY YOU'RE READING THIS

We look for well-run local firms whose online presence doesn't match the quality of their work. Yours stood out. This report shows what we found, with no strings attached.

FROM

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AT A GLANCE

WHAT WE FOUND

We checked your website, how you show up in Google, your Google Maps listing and reviews, and whether AI assistants like ChatGPT mention you when people ask them where to buy.

WEBSITE

58/100

Mobile speed score. 11 seconds to load on a phone.

GOOGLE SEARCH

2 of 10

Key local searches where you appear on page one.

MAPS & REVIEWS

9 reviews

4.8 stars, but the listing has no photos or posts.

AI ANSWERS

0 of 5

Times ChatGPT named you when asked for a local supplier.

What's already working

- A 4.8-star Google rating from real customers, which most of your competitors can't match.
- Twenty years of trading and a product range that's wider than any local rival shows online.
- Word of mouth is clearly strong. The aim is to make the internet work as hard as your reputation does.

The one-line summary

People are searching for exactly what you sell, every month, and finding other firms first. Fixing that is mostly straightforward and doesn't need a new website to start.

FIVE THINGS WORTH KNOWING

1 **Your main products have no page of their own**
Google ranks pages, not businesses. "Box profile roofing sheets" and "bespoke flashings" each need a page that describes them, with sizes, colours and prices or a quote button.

2 **The site takes 11 seconds to load on a phone**
Three images on the home page are over 4MB each. Shrinking them is a half-day job and usually the biggest single improvement.

3 **Your Google Maps listing is half empty**
No photos, no products, no opening-hours updates. Maps is where most "near me" searches end up, and it's free to fix.

4 **AI assistants don't know you exist**
ChatGPT named three other Staffordshire suppliers when we asked. They all have Maps listings with reviews and clear product pages. That's the pattern to copy.

5 **Directory listings disagree with each other**
Yell shows an old phone number and Facebook shows a different address. Mismatches like this quietly lower your Google ranking.

THE OPPORTUNITY

WHAT PEOPLE ARE SEARCHING FOR

Real monthly UK search volumes for the products you sell. "Difficulty" is how hard the search is to rank for; anything under 30 is realistic for an established local firm within a few months.

SEARCH	SEARCHES A MONTH	DIFFICULTY	WHO RANKS NOW	YOU
box profile roofing sheets	6,600	24	Rival A, Rival B	NOT ON PAGE 1
roofing sheets staffordshire	320	8	Rival C	NOT ON PAGE 1
bespoke flashings	590	12	Rival A	PAGE 2
anti condensation roofing sheets	1,900	19	Rival B, Rival D	NOT ON PAGE 1
cladding suppliers near me	880	15	Rival C (Maps)	NOT ON PAGE 1
example roofing and cladding	90	1	You	PAGE 1

Estimated monthly visits from Google

Estimates from search data, not your analytics.



The ChatGPT test

We asked five questions a buyer might ask an AI assistant.

Who sells box profile roofing sheets in Staffordshire?	NOT NAMED
Where can I get bespoke flashings made near Stoke?	NOT NAMED
Recommend a cladding supplier for a barn in the Midlands.	NOT NAMED
Best anti-condensation roofing sheets, UK trade supplier?	NOT NAMED
What do you know about Example Roofing & Cladding?	VAGUE

The firms it named all share three things: a complete Google Maps listing, recent reviews and a clear page per product.

If Example Roofing won just the local and low-difficulty searches above, that's roughly 1,200 extra visits a month from people who are already looking to buy. Estimate, not a promise.

WHAT WE'D DO FIRST

A SENSIBLE ORDER OF WORK

None of this needs a new website to start. The first month is quick fixes that pay back fastest; the rest builds on them.

MONTH 1

Quick wins

- Shrink the images and fix speed
- Complete the Maps listing
- Make every directory agree
- Set up tracking so results are visible

MONTHS 2–3

Pages that rank

- One clear page per product
- A Staffordshire page and a quote form
- Structured data so Google and AI tools can read it

ONGOING

Stay found

- Monthly articles answering buyer questions
- Review follow-ups
- A short monthly report: Google and ChatGPT visibility

About Lefka

A small Staffordshire-based studio run by Matt Laisby. We build websites and run search, content and social media for trade and manufacturing firms, and we only take on a handful of clients at a time so each one gets proper attention.

Named after the Lefka Ori, the White Mountains of Crete.

What we haven't checked yet

- Your Google Analytics or Search Console (we'd need access)
- Any paid advertising you're running
- Your social media reach and engagement
- Your current web hosting contract

THE NEXT STEP, IF YOU WANT ONE

A 20-minute call or a visit to the yard. We'll walk through this report, answer questions and, if it's useful, suggest a plan. If it's not for you, keep the report with our compliments.

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