

# Growth Report

Hastings Heritage Builders · 7 June 2026

Here's a quick look at how Hastings Heritage Builders is showing up online, and where there's room to bring in more work. Everything below is based on real research into your business and the towns around you.

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## What we found

You've got a strong reputation with 47 reviews already on the books, and you're active on Facebook. The main gap is photos — there are none online right now — and we couldn't see a star rating, which is one of the first things customers check before they call.

**0**

photos found

**47**

reviews

—

Google rating

**8**

services

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## Why we built it this way

**Reviews carousel.** You have 47 real reviews, so we put them front and centre to build trust.

**Services section.** We listed the 8 services you offer (Damp proofing, Roofing, Exterior decoration, Renovations, Scaffolding, Sash window restoration) as the basis for the pages below.

**Follow-us links.** We linked your facebook so visitors can see you're active.

## Where the local work is

Around 3260 people near you search Google for these services every month. Ranking the pages below could bring you roughly 18.5–62.2 new enquiries a month once they're live.

Across Hastings, Maidstone, Eastbourne and Ashford, we counted around 3,260 people every month actively looking to hire someone for the work you do. If we built pages for each town and service, that traffic could turn into roughly 18 to 62 phone calls a month from people ready to book a job.

**Start here.** Of every search we found, these 3 are the best first builds — pages you can realistically rank for, aimed at people ready to buy:

### PRIORITY 1 — BUILD THIS PAGE

Add this page — £49

🔍 builder ashford

A dedicated page at /services/builder-ashford — easy to rank · high buying intent · ~320 searches/mo. Estimated **1.9–6.4 enquiries/mo**, usually live in 3–6 months.

### PRIORITY 2 — BUILD THIS PAGE

Add this page — £49

🔍 roofing hastings

A dedicated page at /services/roofing-hastings — easy to rank · high buying intent · ~260 searches/mo. Estimated **1.6–5.2 enquiries/mo**, usually live in 3–6 months.

PRIORITY 3 – BUILD THIS PAGE

Add this page – £49

Q scaffolding maidstone

A dedicated page at /services/scaffolding-maidstone – easy to rank · high buying intent · ~260 searches/mo. Estimated **1.6–5.2 enquiries/mo**, usually live in 3–6 months.

## The full opportunity

Every relevant search we found, biggest first – the pages above are where to start.

WHEN SOMEONE GOOGLES...

Add this page – £49

Q roofing maidstone

People searching / month		590
Buying intent		High
Ease of ranking		Competitive
Estimated enquiries / mo		3.5–11.8

Usually live in 9–12 months once published

WHEN SOMEONE GOOGLES...

Add this page – £49

Q builder eastbourne



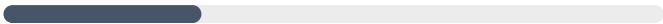

People searching / month		480
Buying intent		High
Ease of ranking		Moderate
Estimated enquiries / mo		2.9–9.6

Usually live in 6–9 months once published

WHEN SOMEONE GOOGLES...

Add this page — £49

Q roofing eastbourne

People searching / month		480
Buying intent		High
Ease of ranking		Competitive
Estimated enquiries / mo		2.9-9.6

Usually live in 9-12 months once published

WHEN SOMEONE GOOGLES...

Add this page — £49

Q builder ashford

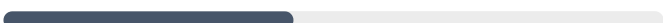


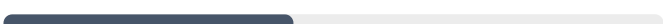
People searching / month		320
Buying intent		High
Ease of ranking		Easy
Estimated enquiries / mo		1.9-6.4

Usually live in 3-6 months once published

WHEN SOMEONE GOOGLES...

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Q roofing hastings




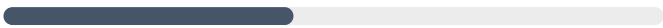
People searching / month		260
Buying intent		High
Ease of ranking		Easy
Estimated enquiries / mo		1.6-5.2

Usually live in 3-6 months once published

WHEN SOMEONE GOOGLES...

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Q scaffolding maidstone

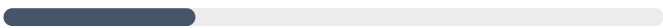


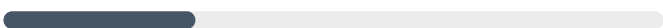
People searching / month		260
Buying intent		High
Ease of ranking		Easy
Estimated enquiries / mo		1.6-5.2

Usually live in 3-6 months once published

WHEN SOMEONE GOOGLES...

Add this page – £49

Q builder maidstone

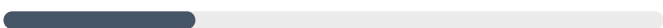


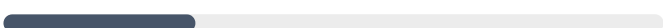
People searching / month		170
Buying intent		High
Ease of ranking		Easy
Estimated enquiries / mo		1-3.4

Usually live in 3-6 months once published

WHEN SOMEONE GOOGLES...

Add this page – £49

Q scaffolding eastbourne




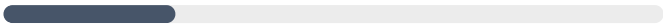
People searching / month		170
Buying intent		High
Ease of ranking		Moderate
Estimated enquiries / mo		1-3.4

Usually live in 6-9 months once published

WHEN SOMEONE GOOGLES...

Add this page — £49

Q builder hastings



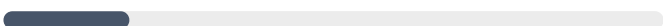
People searching / month		260
Buying intent		Medium
Ease of ranking		Easy
Estimated enquiries / mo		0.8-3.1

Usually live in 3-6 months once published

WHEN SOMEONE GOOGLES...

Add this page — £49

Q scaffolding ashford


People searching / month		110
Buying intent		High
Ease of ranking		Moderate
Estimated enquiries / mo		0.7-2.2

Usually live in 6-9 months once published

WHEN SOMEONE GOOGLES...

Add this page — £49

Q scaffolding hastings



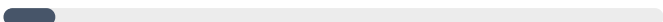
People searching / month		110
Buying intent		Medium
Ease of ranking		Easy
Estimated enquiries / mo		0.3-1.3

Usually live in 3-6 months once published

WHEN SOMEONE GOOGLES...

Add this page — £49

🔍 roofing ashford

People searching / month		50
Buying intent		High
Ease of ranking		Easy
Estimated enquiries / mo		0.3-1

Usually live in 3-6 months once published

Call estimates are based on typical click-through and enquiry rates for a top-ranking local page — a guide to the opportunity, not a guarantee.

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## Want results this week? Google Ads

If you'd rather not wait, Google Ads is the quickest way to start the phone ringing — we can have you in front of those same customers within days, not months.

SEARCH	PEOPLE/MONTH	COST PER CLICK	BUDGET/MONTH	CALLS/MONTH (FROM WEEK ONE)
roofing maidstone	~590	£13.93	£167-£334	<b>~0.7-2.4/mo</b>
builder eastbourne	~480	£4.35	£44-£83	<b>~0.6-1.9/mo</b>
roofing eastbourne	~480	£8.24	£82-£157	<b>~0.6-1.9/mo</b>
builder ashford	~320	£4.07	£24-£53	<b>~0.4-1.3/mo</b>
builder hastings	~260	£2.26	£11-£23	<b>~0.2-0.6/mo</b>
roofing hastings	~260	£5.01	£25-£50	<b>~0.3-1/mo</b>