

# Growth Report

T W Furlong Plumbing & Heating · 3 June 2026

This is a quick growth report for T W Furlong Plumbing & Heating, looking at what's working now and where the next batch of customers could come from.

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## What we found

Your online setup is solid — a 5–star rating from 11 reviews, 30 photos on display, and an active presence on Instagram.

**30**

photos found

**11**

reviews

**5**

Google rating

**11**

services

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## Why we built it this way

**Reviews carousel.** You have 11 real reviews averaging 5★, so we put them front and centre to build trust.

**Real work gallery.** We used your own 30 photos so the site shows your actual work, not stock images.

**Services section.** We listed the 11 services you offer (Boiler installation (Worcester, Vaillant, Glowworm), Bathroom & en-suite installation, Wet room installation, Underfloor heating, Unvented cylinder installation, Powerflushing / magnacleansing) as the basis for the pages below.

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

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## Where the local work is





**Around 210 people near you search Google for these services every month. Ranking the pages below could bring you roughly 0.6–2.5 new enquiries a month once they're live.**

Every month around 210 people near you are searching for the kind of work you do and are ready to pick up the phone. The page below is one we'd build for you, and on its own it could bring in roughly 0.6 to 2.5 enquiries a month from people actively looking to hire.

WHEN SOMEONE GOOGLES...

[Add this page — £49](#)

Q underfloor heating hastings

People searching / month		210
Buying intent		Medium
Ease of ranking		Easy
Estimated enquiries / mo		0.6–2.5

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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## Make your followers count

You've already built an audience — **671** on Instagram. Right now a post mostly just sends them to your profile. The service pages above give them somewhere to actually book: link a post straight to the right page and every bit of social activity becomes a path to an enquiry, not just a like.

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## Want results this week? Google Ads

If you'd rather not wait, Google Ads is the fast lane — your phone number in front of people the same day they're searching. It's the quickest way to turn searches into booked jobs while the longer-term pages build up underneath.

SEARCH	PEOPLE/MONTH	COST PER CLICK	BUDGET/MONTH	CALLS/MONTH (FROM WEEK ONE)
underfloor heating brighton	~10	£6.39	£0-£0	<b>~0/mo</b>

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