



**Greenline Plumbing & Heating**  
Sidcup, DA15 · Prepared 10 September 2026

FREE LOCAL VISIBILITY AUDIT

SAMPLE — ILLUSTRATIVE DATA

# How Greenline shows up when Sidcup searches for a plumber.

A plain-English look at your Google, Bing and Apple listings, where you rank across your area, who's beating you and why, and the three fixes that would make the biggest difference. Yours to keep and act on, whether or not we work together.

Prepared for

**Tom Green, Owner**

by Derryn Coetzee & Stefan Stanica, Hummingbird Local Marketing Agency

## If you only read one page, read this one.

41

out of 100 · overall  
visibility

**Losing work you  
should be winning**

**The verdict.** Greenline is a well-reviewed business that most of Sidcup can't see. You appear in the top three map results for "plumber" in only **9 of the 49 points** we tested across your area, almost all within a mile of your base. Three competitors dominate the rest, and between them they have **four times your reviews** and post to Google every week. Your listing hasn't been posted to since **March 2025**, its primary category is "Plumber" when the businesses beating you use "Heating contractor", and your phone number is wrong on **11 of 27 directories**. You aren't listed on Apple Maps at all.

None of this is hard to fix. The first fix below takes you ten minutes.

### Your three fixes, in order

1

#### **Change your primary Google category to "Heating contractor" and add your services properly**

Ten minutes, you can do it yourself today. This alone should move you into the top three across more of Sidcup for boiler and heating searches, which are your highest-value jobs.

Page 4 shows how.

2

#### **Start asking every customer for a review, and reply to the ones you have**

You have 31 reviews at 4.8; the three businesses beating you have 138, 96 and 71. A simple WhatsApp link after each job, sent by you or automatically, would close that gap in six months. We can set this up in a day.

3

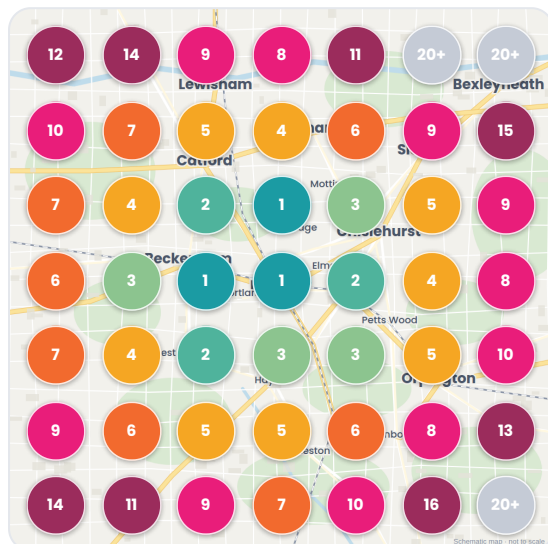
#### **Fix your phone number across the web and claim Apple and Bing**

Eleven directories still show your old mobile. Google notices, and so do customers who ring it. Claiming Apple Business Connect puts you in front of every iPhone user asking Siri for a plumber. Two to three hours of admin, or one week with us.

**What this means.** You don't need more marketing. You need the marketing you already have to work. Sidcup already trusts you (4.8 stars says so); it just can't find you. Fix the three things above and you'll be competing on quality, which you'd win, rather than on visibility, which you're losing.

PAGE 2 OF 5 · WHERE YOU SHOW UP TODAY

## Where you rank across Sidcup for "plumber"



● 1st ● 2nd ● 3rd ● 4-5 ● 6-7 ● 8-10  
● 11+ ● not shown

Each circle is where you rank when someone at that point searches "plumber". 7x7 grid, one mile apart, centred on DA15. Measured 9 September 2026 with Local Falcon. Map is schematic. Only the top three (teal and green) appear in the map box.

### You're strong at home and invisible a mile out.

Around your base you rank first or second. Move towards Bexleyheath, Eltham or Chislehurst, all areas you serve, and you fall to eighth, twelfth, or off the list entirely. That's the pattern of a good business with a thin, inactive listing: Google trusts you near your address and has no reason to show you further away.

**Your other searches are worse.** For "boiler repair" you're in the top three at just 4 of 49 points; for "emergency plumber" at 2. These are your higher-value jobs, and they're where the "Heating contractor" category change matters most.

| Search            | Top 3 in | Average position | Share of voice |
|-------------------|----------|------------------|----------------|
| plumber           | 9 of 49  | 7.1              | 14%            |
| boiler repair     | 4 of 49  | 10.4             | 6%             |
| emergency plumber | 2 of 49  | 13.8             | 3%             |

## Your scorecard

### FOUND ON GOOGLE

**3/10**

Top 3 in 18% of your area for your main search. Strong at home, weak everywhere else.

### GOOGLE LISTING

**4/10**

Claimed, but generic category, no services listed, 6 photos, last post March 2025.

### REVIEWS

**5/10**

4.8 from 31 reviews is excellent quality; only 2 in the last 90 days and no owner replies.

### BING & APPLE

**1/10**

On Bing but unclaimed with the old number. Not on Apple Maps at all.

### LISTINGS & DIRECTORIES

**3/10**

27 listings found; 11 show your old mobile number; 2 duplicates; missing from Yell and Checkatrade.

### WEBSITE

**6/10**

Mobile speed 58/100. Phone tappable, but no WhatsApp button and no area pages.

PAGE 3 OF 5 · WHO'S BEATING YOU AND WHY

## The three businesses in the map box instead of you

These are the businesses that appeared most often in the top three across your area, whatever the search. They aren't necessarily better plumbers. They're better at looking visible to Google.

| Business                  | Primary category   | Reviews | Rating | Last 90 days | Photos | Last post   | Replies? |
|---------------------------|--------------------|---------|--------|--------------|--------|-------------|----------|
| <b>Greenline (you)</b>    | Plumber            | 31      | 4.8    | 2            | 6      | Mar 2025    | No       |
| Competitor A, Sidcup      | Heating contractor | 138     | 4.9    | 14           | 64     | This week   | All      |
| Competitor B, Bexleyheath | Heating contractor | 96      | 4.7    | 9            | 41     | Last week   | Most     |
| Competitor C, Eltham      | Plumber            | 71      | 4.6    | 6            | 28     | 2 weeks ago | Some     |

### What they do that you don't

**They've chosen the right category.** Two of the three use "Heating contractor" as their primary category. Google treats that as a signal for boiler, heating and gas searches, which is where the money is. "Plumber" is honest but generic, and it's why you're absent from "boiler repair" results.

**They're collecting reviews constantly.** 14, 9 and 6 new reviews in the last three months against your 2. Google weights recent reviews heavily. Your 4.8 rating is better than two of theirs; you simply have fewer, and older, reviews.

**They look alive.** Weekly posts, dozens of photos of real jobs, replies to every review. Your listing last spoke in March 2025. To Google, and to a customer comparing listings at 9pm with a leaking tank, that reads as "maybe closed".

### What you have that they don't

**A better rating than two of them,** and reviews that mention you by name and describe the job. That's rarer than it sounds and it converts well once people can see it.

**Twelve years of trading in Sidcup.** Longevity and a real local address count with Google. You have foundations they've had to build.

**A website that already ranks for your name.** It needs speed and area pages, but it's a real asset, not a rebuild.

**The honest gap.** Roughly six months of steady work separates you from Competitor A. Not because the work is hard, but because reviews and activity accumulate over time and can't be bought in a week. The sooner it starts, the sooner it compounds.

PAGE 4 OF 5 · YOUR THREE FIXES

## Three changes, in order, that would make the biggest difference

1

### Fix your Google listing: category, services, photos

Takes: **10 minutes now, 1 hour to do fully**

Do it yourself?  
**Yes**

Expected effect: **Top 3 in more of Sidcup for heating searches within 4–8 weeks**

Open your Google Business Profile, change the primary category from "Plumber" to "Heating contractor", and keep "Plumber" and add "Boiler service" and "Bathroom remodeler" as secondary categories. Then fill in the Services section with your real services and prices—from (boiler repair, boiler installation, emergency call-out, bathroom installation). Add twenty photos of finished jobs, your van and yourself; phone photos are fine. This is the single biggest lever in the whole audit, and it's free.

2

### Turn happy customers into reviews, every job

Takes: **1 day to set up, 30 seconds per job after**

Do it yourself?  
**Partly**

Expected effect: **60+ reviews within 6 months; higher ranking and more calls**

Get your review link (Google gives you one in the profile), save it as a WhatsApp quick reply, and send it to every customer within an hour of finishing, with a two-line message. Put a QR code card in the van. Reply to every review you already have, including the two four-star ones: a warm reply is visible to every future customer. If you'd rather it happened automatically after each invoice, that's a one-day setup we can do.

3

### Correct your phone number everywhere, and claim Apple and Bing

Takes: **2–3 hours of admin, or a week with us**

Do it yourself?  
**Yes, tediously**

Expected effect: **Stops lost calls; removes a ranking drag; adds iPhone/Siri visibility**

Eleven directories, including Yell, Thomson Local and FreeIndex, still show your old mobile. Some customers will be ringing a dead number, and Google reads the inconsistency as a reason to trust you less. Update each to your current number, delete the two duplicate listings, and claim your free Apple Business Connect and Bing Places listings so iPhone users and Siri can find you. We've listed all eleven in the appendix we'll send if you'd like it.

**Then, and only then:** speed up the website (it scores 58/100 on mobile; the fix is mostly image sizes) and add short pages for Bexleyheath, Eltham and Chislehurst. That's second-quarter work. The three fixes above come first because they cost almost nothing and move the most.

PAGE 5 OF 5 · WHAT HAPPENS NEXT

## This report is yours. What you do with it is up to you.

You can act on the three fixes yourself; page 4 tells you how. If you'd rather we did it, or you'd like a plan that goes beyond the fixes, here's how we work. We don't sell packages. We work as your marketing team, and the plan is built around what you can comfortably invest for the next six months.

### The path

- 1 This audit** — free, done. You've seen how you show up and what would change it.
- 2 Marketing Plan Session · £295 + VAT** — 90 minutes with Derryn and Stefan and a written 90-day plan built around your budget. Credited against your first month if you go ahead; yours to keep either way.
- 3 Your plan starts** — from £300 a month. Three-month start, then monthly with 30 days' notice. Set up and fix in weeks one and two, then manage and grow every month with a one-page report.
- 4 Quarterly review** — together we look at what the plan produced and agree the next 90 days and the budget for them. You own every account and asset throughout.

### For Greenline specifically

Based on this audit, the first 90 days would be the three fixes done properly, a review system running, and your listings managed weekly, with the website speed and area pages as the second quarter. We'd expect you in the top three across most of Sidcup for heating searches by the end of quarter one, and competing with Competitor A across the wider area by the end of quarter two. We'll put numbers and a budget on that in the Plan Session.

#### TALK TO US

Reply on WhatsApp or email. We reply personally, usually the same working day, and we don't make sales calls.

#### WHATSAPP

+44 (0)7936 809262

#### EMAIL

info@hummingbird.co.uk

#### PREPARED BY

Derryn Coetzee, Marketing & Strategy Director  
Stefan Stanica, Technology & Web Director

#### ADDRESS

Hummingbird Local Marketing Agency  
17 Grange Road, Orpington, BR6 8ED

[Book a Marketing Plan Session →](#)

Rankings measured 9 September 2026 with Local Falcon (7×7 grid, 1-mile spacing, DA15). Listings checked with BrightLocal. Website speed from Google PageSpeed Insights (mobile). Competitor figures from public Google listings on the same date. Rankings vary by device, time and location; this is a snapshot, not a guarantee.