

Growth Report

T W Furlong Plumbing & Heating · 2 June 2026

Quick look at where T W Furlong Plumbing & Heating stands online, and what we'd do to bring in more work.

Jump to: [What we found](#) · [The local opportunity](#) · [Your audience](#) · [Google Ads](#)

What we found

You're on Instagram and Facebook with 22 photos up, which is a solid start. There are no reviews showing yet, so building those up will help people trust you before they ring.

22

photos found

0

reviews

—

Google rating

17

services

Why we built it this way

Real work gallery. We used your own 22 photos so the site shows your actual work, not stock images.

Services section. We listed the 17 services you offer (Boiler installation, Boiler servicing, Boiler breakdown / emergency call-out, Bathroom installation (full refit), Wet room installation, En-suite installation) as the basis for the pages below.

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

Where the local work is

Around 2000 people near you search Google for these services every month. Ranking the pages below could bring you roughly 11.3–38.3 new enquiries a month once they're live.

Across the towns you cover, around 2,000 people a month are searching for the work you do and looking to hire someone local. Built out properly, these pages could bring in roughly 11 to 38 calls a month from people ready to book.

WHEN SOMEONE GOOGLES...

Add this page – £49

Q boiler servicing brighton

People searching / month		210
Buying intent		High
Ease of ranking		Moderate
Estimated enquiries / mo		1.3–4.2

Usually live in 6–9 months once published

WHEN SOMEONE GOOGLES...

Add this page – £49

Q boiler servicing hastings

People searching / month		210
Buying intent		High
Ease of ranking		Moderate
Estimated enquiries / mo		1.3–4.2

Usually live in 6–9 months once published

WHEN SOMEONE GOOGLES...

Add this page — £49

Q boiler repair brighton

People searching / month		210
Buying intent		High
Ease of ranking		Moderate
Estimated enquiries / mo		1.3-4.2

Usually live in 6-9 months once published

WHEN SOMEONE GOOGLES...

Add this page — £49

Q boiler service in brighton

People searching / month		210
Buying intent		High
Ease of ranking		Moderate
Estimated enquiries / mo		1.3-4.2

Usually live in 6-9 months once published

WHEN SOMEONE GOOGLES...

Add this page — £49

Q boiler servicing eastbourne

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 heating engineer hastings

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 central heating engineers hastings

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 boiler servicing worthing

People searching / month		140
Buying intent		High
Ease of ranking		Moderate
Estimated enquiries / mo		0.8-2.8

Usually live in 6-9 months once published

WHEN SOMEONE GOOGLES...

Add this page — £49

Q boiler service in worthing

People searching / month		140
Buying intent		High
Ease of ranking		Moderate
Estimated enquiries / mo		0.8–2.8

Usually live in 6–9 months once published

WHEN SOMEONE GOOGLES...

Add this page — £49

Q underfloor heating hastings

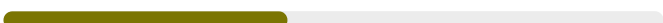

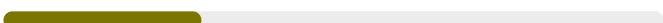
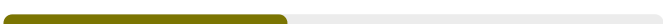
People searching / month		210
Buying intent		Medium
Ease of ranking		Easy
Estimated enquiries / mo		0.6–2.5

Usually live in 3–6 months once published

WHEN SOMEONE GOOGLES...

Add this page — £49

Q boiler servicing crawley




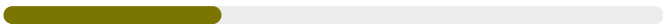
People searching / month		90
Buying intent		High
Ease of ranking		Competitive
Estimated enquiries / mo		0.5–1.8

Usually live in 9–12 months once published

WHEN SOMEONE GOOGLES...

Add this page — £49

Q boiler installation brighton

People searching / month		70
Buying intent		High
Ease of ranking		Moderate
Estimated enquiries / mo		0.4-1.4

Usually live in 6-9 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.

Make your followers count

You've already built an audience — **671** on Instagram and **627** on Facebook. 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.

Want results this week? Google Ads

If you want the phone ringing this week rather than waiting for the pages to climb, Google Ads is the quicker route. We can switch it on, target the jobs you want most, and turn it off whenever you're full.

SEARCH	PEOPLE/MONTH	COST PER CLICK	BUDGET/MONTH	CALLS/MONTH (FROM WEEK ONE)
boiler servicing brighton	~210	£10.07	£40-£81	~0.2-0.8/mo
boiler servicing hastings	~210	£6.27	£25-£50	~0.2-0.8/mo
boiler repair brighton	~210	£15.99	£64-£128	~0.2-0.8/mo
boiler service in brighton	~210	£10.07	£40-£81	~0.2-0.8/mo
boiler servicing eastbourne	~170	£10.25	£31-£72	~0.2-0.7/mo
heating engineer hastings	~170	£3.76	£11-£26	~0.2-0.7/mo