

# Growth Report

T W Furlong Plumbing & Heating · 3 June 2026

Here's a short report on where T W Furlong Plumbing & Heating stands online and where the next batch of customers could come from. It's based on what we found about your site, your reviews, and the work people near you are actively looking for.

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

## What we found

You've got a strong base to build on: a 5–star rating from 11 reviews, 30 photos on your profile, and Instagram set up. On the services side we picked up the full range you cover, from Worcester and Vaillant boiler installs through to wet rooms, underfloor heating, powerflushing, unvented cylinders, bespoke copper radiators and accessible bath fit-outs.

**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.

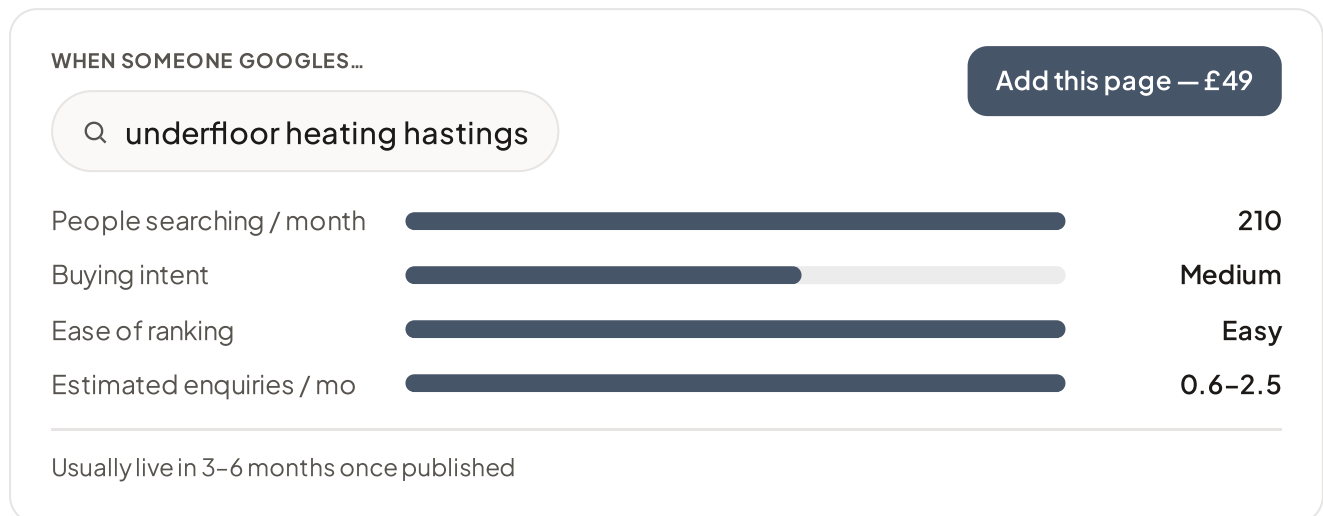
**Follow-us links.** We linked your instagram so visitors can see you're active.

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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.**

The table below shows pages we'd build to put you in front of real people near you who are ready to hire a plumber right now. Across these pages we're looking at around 210 people a month, which could realistically turn into roughly 0.6 to 2.5 enquiry calls a month once the pages are ranking.



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 for the pages to climb, Google Ads is the fast lane — we can have you showing up at the top for the same jobs within days, and you only pay when someone clicks through to call you.

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

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