

Growth Report

T W Furlong Plumbing & Heating · 3 June 2026

Here's a quick look at how T W Furlong Plumbing & Heating shows up online, and where there's room to bring in more work from Camberwell and the surrounding area.

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What we found

Your business is in solid shape — a 5-star rating from 4 reviews, 30 photos on your profile, and an Instagram presence to point people at. That's a good base to build on, though more reviews and a wider social footprint would help new customers find and trust you faster.

30

photos found

4

reviews

5

Google rating

11

services

Why we built it this way

Reviews carousel. You have 4 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.

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.

Below is a page we'd build for you, aimed at people nearby who are actively looking to hire someone for this job. Based on what we're seeing, around 210 people a month are looking for this kind of work, which could turn into roughly 0.6 to 2.5 phone calls a month once the page is doing its job.

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.

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.

Want results this week? Google Ads

If you'd rather not wait for the page to build up over time, Google Ads is the faster route – you pay to appear at the top straight away and can start taking calls within days rather than months.

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