

Growth Report

T W Furlong Plumbing & Heating · 3 June 2026

Here's a quick look at how T W Furlong is showing up online, and where there's room to bring in more work across Sussex.

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What we found

You've got a strong base to build on: 30 photos of real jobs, 11 reviews averaging a full 5 stars, and a presence on Instagram. Across the services you cover — from boiler installs and bathrooms to underfloor heating and powerflushing — the trust is clearly there.

30

photos found

11

reviews

5

Google rating

11

services

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.

Where the local work is

Around 460 people near you search Google for these services every month. Ranking the pages below could bring you roughly 2.1–7.5 new enquiries a month once they're live.

Each month, around 460 people near you are actively looking for the work you do, which we'd expect to turn into roughly 2 to 7 phone calls. The table below shows the pages we'd build first, starting with underfloor heating in Hastings (around 210 people a month) and boiler installation in Brighton, Worthing, Eastbourne and Hastings – all jobs where people are ready 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

WHEN SOMEONE GOOGLES...

Add this page – £49

Q boiler installation brighton




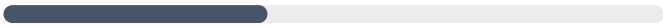
People searching / month		70
Buying intent		High
Ease of ranking		Moderate
Estimated enquiries / mo		0.4–1.4

Usually live in 6–9 months once published

WHEN SOMEONE GOOGLES...

Add this page — £49

Q boiler installation worthing

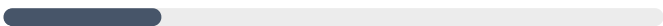


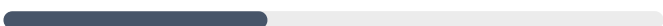
People searching / month		50
Buying intent		High
Ease of ranking		Easy
Estimated enquiries / mo		0.3-1

Usually live in 3-6 months once published

WHEN SOMEONE GOOGLES...

Add this page — £49

Q boiler installation eastbourne

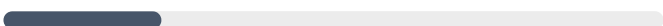


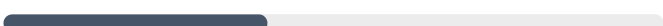
People searching / month		50
Buying intent		High
Ease of ranking		Easy
Estimated enquiries / mo		0.3-1

Usually live in 3-6 months once published

WHEN SOMEONE GOOGLES...

Add this page — £49

Q boiler installation hastings

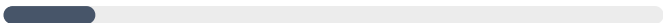


People searching / month		50
Buying intent		High
Ease of ranking		Easy
Estimated enquiries / mo		0.3-1

Usually live in 3-6 months once published

WHEN SOMEONE GOOGLES...

Add this page — £49

🔍 boiler replacement worthing

People searching / month		30
Buying intent		High
Ease of ranking		Moderate
Estimated enquiries / mo		0.2-0.6

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. 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 sooner rather than later, Google Ads is the quickest way in – your listing shows at the top within days, so you can start picking up enquiries while the longer-term pages build up.

SEARCH	PEOPLE/MONTH	COST PER CLICK	BUDGET/MONTH	CALLS/MONTH (FROM WEEK ONE)
boiler installation brighton	~70	£15.03	£15-£45	~0.1-0.3/mo
boiler installation eastbourne	~50	£19.31	£19-£39	~0.1-0.2/mo
boiler replacement worthing	~30	£31.52	£32-£32	~0.1/mo
boiler installation crawley	~20	£19.32	£0-£19	~0-0.1/mo
underfloor heating brighton	~10	£6.39	£0-£0	~0/mo