

Growth Report

Craft Master Plastering · 7 June 2026

This report shows what we found about Craft Master Plastering, why we built your new site the way we did, and where the biggest opportunities to win more work are.

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What we found

We gathered 31 photos and 53 reviews (rated 4.8 on Google), and used them to build a site that reflects your real work.

31

photos found

53

reviews

4.8

Google rating

14

services

Why we built it this way

Reviews carousel. You have 53 real reviews averaging 4.8★, so we put them front and centre to build trust.

Real work gallery. We used your own 31 photos so the site shows your actual work, not stock images.

Services section. We listed the 14 services you offer (Domestic plastering, Commercial plastering, Wall skimming / skim coat, Ceiling plastering / ceiling skim, Artex ceiling removal / over-skim, Lathe and plaster repair) as the basis for the pages below.

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

Where the local work is

Around 1050 people near you search Google for these services every month. Ranking the pages below could bring you roughly 5.1–17.9 new enquiries a month once they're live.

These are the pages we'd build to catch people near you who are ready to hire — ordered by how much work each could bring in.

Start here. Of every search we found, these 3 are the best first builds — pages you can realistically rank for, aimed at people ready to buy:

PRIORITY 1 — BUILD THIS PAGE

Add this page — £49

🔍 plastering hastings

A dedicated page at `/services/plastering-hastings` — easy to rank · medium buying intent · ~170 searches/mo. Estimated **0.5–2 enquiries/mo**, usually live in 3–6 months.

PRIORITY 2 — BUILD THIS PAGE

Add this page — £49

🔍 painting brighton

A dedicated page at `/services/painting-brighton` — moderate to rank · high buying intent · ~320 searches/mo. Estimated **1.9–6.4 enquiries/mo**, usually live in 6–9 months.

PRIORITY 3 — BUILD THIS PAGE

Add this page — £49

🔍 plastering worthing

A dedicated page at `/services/plastering-worthing` — moderate to rank · high buying intent · ~210 searches/mo. Estimated **1.3–4.2 enquiries/mo**, usually live in 6–9 months.

The full opportunity

Every relevant search we found, biggest first — the pages above are where to start.

WHEN SOMEONE GOOGLES...

Q painting brighton

Add this page — £49

People searching / month		320
Buying intent		High
Ease of ranking		Moderate
Estimated enquiries / mo		1.9–6.4

Usually live in 6–9 months once published

WHEN SOMEONE GOOGLES...

Q plastering worthing

Add this page — £49

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...

Q plastering brighton

Add this page — £49

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 plastering eastbourne

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

Usually live in 6–9 months once published

WHEN SOMEONE GOOGLES...

Add this page — £49

Q plastering hastings

People searching / month		170
Buying intent		Medium
Ease of ranking		Easy
Estimated enquiries / mo		0.5–2

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 — **53** 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'd rather not wait for rankings to build, Google Ads can put you at the top this week. These are the best-value searches to start with.

SEARCH	PEOPLE/MONTH	COST PER CLICK	BUDGET/MONTH	CALLS/MONTH (FROM WEEK ONE)
painting brighton	~320	£4.26	£26-£55	~0.4-1.3/mo
plastering eastbourne	~210	£2.49	£10-£20	~0.1-0.5/mo
plastering worthing	~210	£3.76	£15-£30	~0.2-0.8/mo
plastering hastings	~170	£2.8	£8-£20	~0.1-0.4/mo
plastering brighton	~140	£5.97	£18-£36	~0.2-0.6/mo
works brighton	~50	£3.04	£3-£6	~0.1-0.2/mo