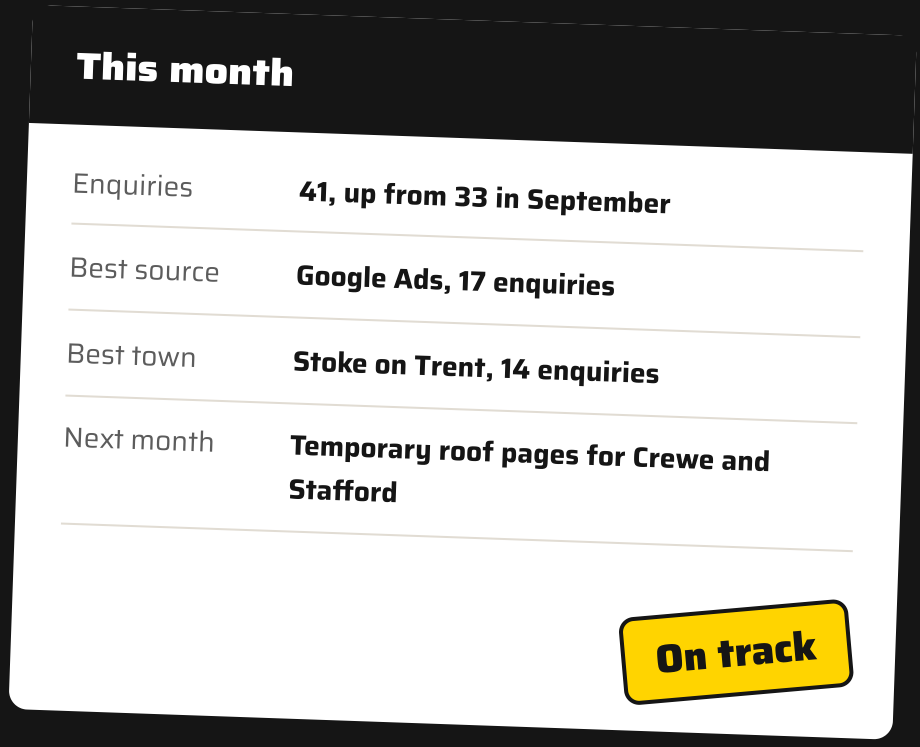
Monthly report.

October 2026, prepared for an example scaffolding contractor.



41 enquiries, and where they came from.

Calls and forms only. Every one tracked to the page, town and campaign that produced it.

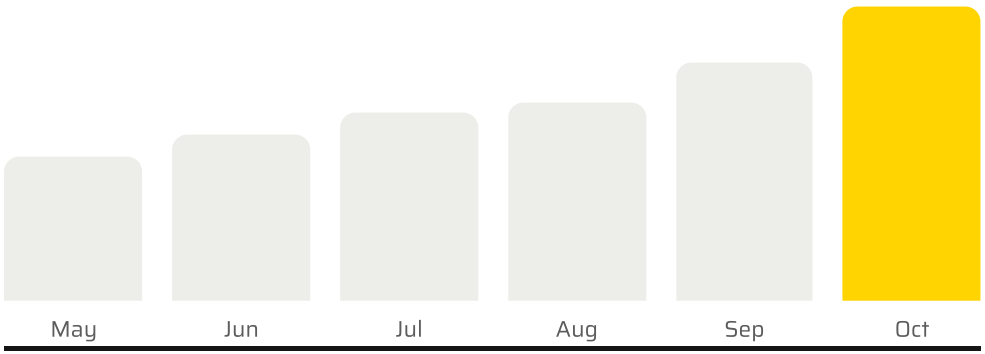
41
Enquiries
Up 8 on September

29
Calls
Up 6

12
Forms
Up 2

£18
Ads cost per enquiry
Down £3

Enquiries by month



In plain English

- The best month since we started, driven by commercial searches in Stoke on Trent.
- Domestic enquiries held steady while commercial grew, which is the mix you asked for.
- You told us 9 enquiries turned into booked jobs.

Illustrative example. Figures are for demonstration only.

By channel, by town, by service.

So you can see what's earning its keep, and what isn't.

By channel



By town

Town	Enquiries
Stoke on Trent	14
Stafford	8
Crewe	7
Leek	5
Stone	4
Uttoxeter	3

By service

Service	Enquiries
Commercial scaffolding	18
Domestic scaffolding	11
Temporary roofs	7
Edge protection	5

Illustrative example. Figures are for demonstration only.

Your position on the map, town by town.

Checked from the centre of each town. Orange is first place.

Search	Stoke on Trent	Stafford	Crewe	Leek	Stone	Uttoxeter
scaffolding hire	1	2	3	1	2	5
commercial scaffolding	1	1	2	2	3	3
temporary roof scaffolding	2	6	7	3	4	8
scaffolders near me	1	2	3	1	1	3

Temporary roofs in Stafford and Crewe are the gap. New pages for both go live next month.

Named in 6 of 10 answers.

We asked ChatGPT, Gemini and Google's AI summaries the same ten questions buyers ask. Here's who they named.

Question	ChatGPT	Gemini	Google AI
Commercial scaffolders near Stoke on Trent	Named	Named	Named
Do I need a licence for pavement scaffolding?	Named	Not yet	Named
Scaffolding cost for a two storey house	Not yet	Named	Named
Temporary roof scaffolding in Staffordshire	Not yet	Not yet	Named
NASC scaffolding contractors in the Midlands	Named	Named	Not yet

Five of ten questions shown.

Share of answers

60%

Up from 40% in September. Two new answer pages went live this month.

Illustrative example. Figures are for demonstration only.

October, done. November, planned.

What we did

- Six new commercial pages, for Leek, Stone and Uttoxeter
- Excluded 23 search terms, including jobs, courses and tower hire
- Two answer pages on licences and costs
- Eleven new reviews on your Google profile

What's next

- Temporary roof pages for Crewe and Stafford
- A case study from the school job in Stone
- Raise the commercial campaign budget in Stoke on Trent
- Quarterly review, booked for the second week of December