

# Good*F*olks

Cavello Group: Digital Audit v1.0

# Overview

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# 1.0 Introduction & Methodology

This digital audit has been prepared by GoodFolks on behalf of the Cavello Group, covering three brands in scope: Langley, Pentagon SP, and George & Grey. The audit is designed to provide a clear, actionable view of each brand's current digital performance and to identify opportunities for improvement across website, search, and digital channels.

## Purpose of the Audit

The Cavello Group operates multiple brands with distinct audiences and market positions. This audit seeks to:

- Assess the foundational digital health of each brand's website, including performance, accessibility, and search readiness.
- Evaluate the visibility and effectiveness of digital channels (social, paid, and CRM/email).
- Identify UX and conversion improvements that can increase engagement and lead generation.
- Highlight gaps in tracking, security, and structured data that may hinder long-term growth.

The findings are structured to give each brand a clear, prioritised roadmap of quick wins and longer-term enhancements.

## Audit Structure

The audit has been conducted in two tiers, reflecting both foundational checks and more advanced opportunities:

- Tier 1: Core Website & Digital Foundations  
Focuses on quick-win technical fixes and establishing solid digital hygiene.
  - Website performance and accessibility (speed, caching, optimisation)
  - Foundational SEO (metadata, headings, alt text, keyword consistency)

- Digital channel health check (light-touch review of social media, paid presence, and CRM setup)
- Tier 2: UX, SEO & Channel Activation
  - Builds on Tier 1 by enhancing engagement and readiness for scale.
  - Website UX and conversion improvements (navigation, UI, CTAs, forms, security)
  - SEO enhancements (structured data, internal linking, local SEO)
  - Channel readiness (social engagement, ad structure, tracking setup)
  - Email marketing and CRM review (flows, segmentation, data quality)
  - Digital PR and brand visibility touchpoints (coverage, mentions, backlink strategy)

## Methodology

Each brand was reviewed using a combination of:

- Performance testing: Mobile and desktop speed tests using PageSpeed Insights, Lighthouse, and WebPageTest, benchmarked at the 75th percentile where possible.
- Accessibility checks: Automated scans (axe/WAVE) and manual verification for labels, alt text, contrast ratios, and tap target sizes.
- SEO assessment: Review of metadata, heading structure, keyword presence, indexing signals (robots.txt, sitemaps), and schema.
- UX analysis: Heuristic evaluation of navigation, mobile usability, calls-to-action, and form completion processes.
- Channel and tracking review: Identification of live or dormant social profiles, evidence of paid advertising infrastructure, and presence of analytics/tracking tools.
- Security & backup review: Checks for HTTPS, security headers, and indicators of backup or version control practices.

Testing was conducted between 21 July –10 August 2025 (BST) across all three brand websites. Where certain resources (such as sitemaps or analytics data) were unavailable due to platform restrictions, this is noted in the relevant sections.

# 2.0 Langley | [langley.co.uk](http://langley.co.uk)

## 2.1 Executive Overview

Langley presents a strong digital foundation with a well-established website and clear brand positioning in roofing, waterproofing, and regeneration. The site benefits from responsive design, solid SEO basics, and secure delivery via Cloudflare. However, several performance, accessibility, and UX issues currently limit effectiveness, while social and channel activity remains underdeveloped. Together, these gaps represent opportunities for quick wins and strategic improvements that will strengthen Langley's digital presence and lead generation capacity.

### Strengths

- SEO foundations in place: Canonical tags, XML sitemaps, and Yoast SEO are active. Core service keywords are integrated into metadata and headings.
- Technical delivery: HTTPS is enforced, and Cloudflare CDN supports global reach and stability.
- Mobile responsiveness: Layouts adapt well across devices, with clear service content and contact options available.

### Issues Identified

- Performance bottlenecks: Large hero images and render-blocking scripts increase Largest Contentful Paint (LCP) on mobile to ~2.7–2.8s, above best-practice thresholds. Full-page caching is not enabled.
- Accessibility gaps: Missing alt text, unlabeled form fields, and low-contrast elements hinder compliance and inclusivity.
- Navigation and UX friction: The main menu lists 8+ services, risking choice overload. Calls-to-action are generic and often sit below the fold on mobile, diluting conversion opportunities.
- Form friction: The contact form includes unnecessary fields (e.g. "Company") and lacks modern anti-spam protection. Abandonment rates are likely higher as a result.
- Schema and local SEO: No Organization or LocalBusiness structured data was detected. NAP details are present but not leveraged consistently for local search.

- Security hygiene: HTTPS is in place, but HSTS headers and evidence of regular backups are absent.
- Social presence: Channels such as YouTube and Twitter are inactive, diluting brand impact. Activity on Instagram and Facebook is minimal, and LinkedIn content lacks consistency.
- Paid media and tracking: No evidence of Google Ads, Meta Pixel, or Google Tag Manager was found. This limits opportunities for measurement, retargeting, and scalable campaigns.
- CRM and email: No visible CRM or mailing infrastructure is currently in use, meaning potential leads cannot be nurtured through structured email flows.

## Opportunities

GoodFolks recommends a phased approach to strengthen Langley's digital ecosystem:

### Short-term (Tier 1: Core Website & Foundations)

- Compress and serve images in next-gen formats; enable full-page caching.
- Add missing alt text, labels, and correct contrast issues.
- Ensure above-the-fold CTAs are visible on mobile.
- Remove inactive social accounts and audit remaining profiles for consistent branding.
- Confirm whether tracking tools (Google Analytics, Tag Manager) can be installed.
- Review any existing CRM/email lists for structure and readiness.

### Medium-term (Tier 2: UX, SEO & Channel Activation)

- Restructure the navigation into clearer categories to reduce cognitive load.
- Streamline the contact form (remove optional fields, add anti-spam, ensure confirmation feedback).
- Implement structured data (Organization, LocalBusiness, BreadcrumbList).

- Strengthen internal linking between service pages and the Contact page.
- Activate Instagram as the core brand channel, dual-posting to Facebook, with project spotlights, team content, and testimonials.
- Develop a consistent LinkedIn content strategy, positioning Langley as a thought leader.
- Establish Google Ads and Meta campaigns for awareness and retargeting once tracking is in place.
- Introduce basic CRM/email marketing flows (segmentation, enquiry follow-ups, and nurture sequences).
- Build a digital PR footprint with trade press outreach and case study placements.
- Surface trust signals (phone number, certifications, client logos) prominently across the site.

## Outlook

By resolving current bottlenecks and activating underused channels, Langley can expect faster site performance, improved compliance, stronger search visibility, and higher conversion rates. With SEO fundamentals already established, the next stage lies in elevating user experience, creating a consistent social voice, and deploying structured campaigns across paid and owned channels. These improvements will give Langley a stronger platform for growth and ensure that its digital presence matches its market leadership in roofing and regeneration.

## 2.2 Website Performance & Accessibility

### Current Status

Our review shows that Langley's site has a strong foundation, benefitting from WordPress as a platform and Cloudflare CDN for secure delivery. However, performance tests revealed bottlenecks that impact load times and user experience, particularly on mobile devices. Accessibility checks also highlighted several areas where adjustments are needed to meet best practice and compliance standards.

### Key Findings

#### Performance

- Page speed: Largest Contentful Paint (LCP) recorded at ~2.7–2.8 seconds on mobile — above Google's recommended  $\leq 2.5$ s threshold.
- Heavy images: Hero banners and service imagery are served as uncompressed JPEGs, increasing load times.
- Caching: HTML and static resources are not fully cached. Repeat visitors do not benefit from optimised delivery.
- Render-blocking scripts: Several JavaScript resources delay page rendering, affecting both LCP and First Input Delay.

#### Accessibility

- Alt text: Missing or non-descriptive alt attributes were identified across multiple images.
- Form labels: Some inputs lack explicit labels, reducing usability for screen readers.
- Contrast issues: Certain text and background colour combinations fail WCAG AA standards, limiting readability.
- Mobile tap targets: Some links and buttons are small or closely spaced on smaller screens.

### Recommendations

GoodFolks recommends the following actions, prioritised by impact and effort:

#### High Impact, Low Effort

- Compress and serve hero and service images in modern formats (WebP or AVIF).
- Add descriptive alt text for all images.
- Apply explicit labels to form fields (Name, Email, Company).

#### High Impact, Medium Effort

- Enable full-page caching via Cloudflare or WordPress plugins to reduce load for repeat visits.
- Adjust navigation and CTA styling for visibility on mobile screens.

#### Medium Impact, Low Effort

- Review and correct colour contrast issues to meet WCAG AA standards.
- Increase spacing of tap targets to support mobile usability.

#### Medium Impact, Medium Effort

- Optimise or defer render-blocking scripts to improve load speed and interactivity.

## Outlook

By resolving the above, Langley can expect measurable improvements in mobile performance scores, accessibility compliance, and overall user satisfaction. These fixes also support SEO, as faster, more accessible websites are favoured by search engines and reduce bounce rates.

## 2.3 Foundational SEO

### Current Status

Langley's website benefits from having several SEO foundations in place. The site is running WordPress with Yoast SEO enabled, and we confirmed that canonical tags and XML sitemaps are correctly implemented. Core service keywords such as *roofing solutions*, *waterproofing*, and *flat roof systems* are integrated into page titles, headings, and content, giving a solid base for visibility.

However, the audit identified several areas where optimisations are incomplete or missing. Addressing these will ensure Langley's technical setup and on-page content work harder to drive organic traffic.

### Key Findings

#### Metadata

- Page titles and descriptions are present but often generic. For example, the homepage title reads simply "Home – Langley", which does not fully communicate value.
- Meta descriptions exist but are under-optimised for click-through.

#### Headings & Keyword Use

- Primary service keywords are included in H1s, but some pages contain multiple H1s or uneven heading hierarchies.
- Keyword consistency across pages is uneven – some service pages are well aligned, while others rely heavily on generic phrasing.

#### Structured Data

- No Organization or LocalBusiness schema was detected.
- Breadcrumb schema is not present, as the site does not use visible breadcrumb trails.

## Image Optimisation

- Many images are missing descriptive alt text, limiting accessibility and reducing relevance for image search.

## Internal Linking

- Internal linking exists via the navigation menu, but contextual links within page copy are minimal.
- Service pages often end with a “Contact Us” prompt but do not link mid-content to encourage early conversions.

## Recommendations

GoodFolks recommends the following SEO improvements:

### High Impact, Low Effort

- Optimise meta titles and descriptions to include service keywords and clear value propositions (e.g. “Langley – Roofing & Waterproofing Solutions Across the UK”).
- Add descriptive alt text to all images.

### High Impact, Medium Effort

- Implement structured data:
  - Organization schema with name, logo, address, phone, and website.
  - LocalBusiness schema to support location visibility.
  - BreadcrumbList schema if breadcrumb navigation is introduced.
- Audit and correct heading structures to ensure one H1 per page, supported by logical H2/H3 subheadings.

### Medium Impact, Low Effort

- Improve keyword consistency across service pages to align with user search intent.

- Strengthen internal linking by connecting related services (e.g. Roofing ↔ Waterproofing) and linking key service mentions directly to the Contact page.

## Outlook

By optimising metadata, implementing structured data, and strengthening internal linking, Langley can expect improvements in both organic visibility and click-through rates. Combined with accessibility and performance improvements, these SEO fixes provide a strong foundation for sustained search growth.

## 2.4 Digital Channel Health Check

### Current Status

Langley maintains a limited digital footprint beyond its website. Some channels are live but inactive, while others show inconsistent use. There is no evidence of paid media infrastructure or active CRM/email systems in place. This restricts the brand's ability to extend reach, retarget visitors, or nurture leads through owned channels.

### Key Findings

#### Social Media

- Active accounts exist for LinkedIn, Facebook, and Instagram, but activity levels are inconsistent.
- Channels such as YouTube and Twitter are dormant, creating a diluted brand presence.
- Current content does not follow a structured publishing plan and lacks a clear mix of thought leadership, project highlights, and people-led storytelling.

#### Paid Media & Tracking

- No Google Ads or Meta Ads accounts were detected.
- No Meta Pixel, Google Ads tag, or Google Tag Manager scripts are present on the site.
- This absence means retargeting, conversion tracking, and campaign measurement are not currently possible.

#### CRM & Email

- No visible evidence of CRM tools (such as HubSpot or Salesforce) or mailing list integrations (such as Mailchimp).
- Contact forms submit enquiries but do not appear connected to a segmented database for ongoing nurture.

## Recommendations

GoodFolks recommends the following quick-win actions to establish a healthier digital channel base:

### High Impact, Low Effort

- Remove inactive/dormant accounts (e.g. Twitter, YouTube) or bring them back under active management to avoid brand dilution.
- Audit active social profiles for consistent branding (logos, bios, links).

### High Impact, Medium Effort

- Implement tracking foundations:
  - Install Google Tag Manager to allow centralised management of analytics and advertising pixels.
  - Add Google Analytics (GA4) with event tracking for form submissions.
  - Deploy Meta Pixel to enable future retargeting.

### Medium Impact, Medium Effort

- Confirm whether any CRM system exists; if not, introduce a simple platform to capture enquiries and allow segmentation.
- Establish a basic mailing list signup mechanism to start building an owned audience.

## Outlook

At present, Langley's digital activity is heavily reliant on its website alone. By cleaning up inactive social profiles, installing basic tracking, and introducing CRM/email tools, the brand can lay the groundwork for more effective outreach, retargeting, and engagement in future.

## 2.5 Website UX & Conversion

### Current Status

Langley's website has a professional design and communicates its services clearly. However, user experience analysis highlights friction points that affect navigation, call-to-action clarity, and conversion opportunities. These issues are not severe but collectively reduce the site's ability to generate enquiries efficiently, particularly on mobile devices where CTA visibility is weaker.

### Key Findings

#### Navigation

- The main menu lists more than eight service categories, which can overwhelm users and dilute focus.
- Service pages are nested within the navigation but do not provide breadcrumb trails, making orientation harder on longer visits.
- Footer navigation is functional but lacks links to some key pages (e.g. About Us overview).

#### Calls-to-Action (CTAs)

- The primary CTA ("Contact Us") is present but often appears below the fold on mobile screens.
- Many service pages end with generic "Contact Us" text links rather than standout buttons.
- Repetition of CTAs in quick succession reduces clarity and weakens their impact.

#### Forms

- The contact form is single-step and includes Name, Email, Phone, Company, and Message fields.
- The "Company" field may not be necessary for all enquiries and could deter completions.

- No CAPTCHA is present (good for usability), but no modern anti-spam measures (e.g. honeypot or reCAPTCHA v3) were detected.
- Confirmation messages after form submission could not be fully verified and may be inconsistent.

### Trust Signals

- Contact information (phone and email) is present but only on the Contact page, not site-wide.
- Industry certifications and accreditations are not surfaced prominently across service pages.

## Recommendations

GoodFolks recommends the following actions to reduce friction and increase conversions:

### High Impact, Low Effort

- Make “Contact Us” buttons consistently visible on mobile (e.g. sticky button or shorter hero banners).
- Replace repeated generic CTAs with a single, clearly styled CTA section per page.
- Add a visible confirmation message after form submission to reassure users.

### High Impact, Medium Effort

- Streamline the contact form by removing or making optional the “Company” field.
- Add invisible anti-spam protection (honeypot or reCAPTCHA v3).

### Medium Impact, Low Effort

- Add contact details (phone, email) to the site header or footer across all pages.

- Highlight trust elements (certifications, awards, case studies) to support credibility.

Medium Impact, Medium Effort

- Restructure the main menu into clearer categories to reduce choice overload.
- Introduce breadcrumb navigation to support orientation and SEO.

## Outlook

By simplifying navigation, strengthening CTA hierarchy, and optimising the enquiry form, Langley can expect a measurable lift in conversions. Combined with visible trust signals, these improvements will make the site more user-friendly and persuasive, ensuring that more visitors take the next step toward becoming clients.

## 2.6 SEO Enhancements

### Current Status

Langley's website benefits from solid SEO foundations, but several intermediate enhancements remain untapped. While core metadata, sitemaps, and canonical tags are in place, the site lacks structured data, has inconsistent internal linking, and does not fully leverage its contact information for local SEO. Addressing these gaps will strengthen search visibility and improve click-through rates.

### Key Findings

#### Structured Data

- No evidence of Organization or LocalBusiness schema was detected.
- BreadcrumbList schema is also absent due to lack of visible breadcrumbs.

#### Internal Linking

- Navigation provides links to main service areas, but contextual in-content links are minimal.
- Service pages usually direct users to "Contact Us" only at the bottom, rather than encouraging earlier engagement.
- Blog/news posts do not consistently link back to related service pages.

#### Local SEO

- Contact details (phone, email, address) are present but not consistently surfaced across the site.
- No embedded Google Map was detected on the Contact page.
- Company information is fragmented (address in legal footer, contact details on Contact page) rather than consolidated in a clear block.

## Recommendations

GoodFolks recommends the following SEO enhancements:

### High Impact, Low Effort

- Implement structured data (Organization and LocalBusiness) to provide Google with clear signals on Langley's identity and contact information.
- Add breadcrumb navigation and corresponding schema to support both UX and search engines.

### High Impact, Medium Effort

- Strengthen internal linking by:
  - Adding contextual links between related services (e.g. Roofing ↔ Photovoltaics).
  - Inserting mid-page CTAs linking to Contact on longer service pages.
  - Ensuring news articles cross-link to relevant services.

### Medium Impact, Low Effort

- Surface phone and email consistently in the site footer or header.
- Add a Google Map embed on the Contact page to reinforce local SEO signals.
- Standardise Name, Address, and Phone (NAP) details across all key templates.

## Outlook

By implementing structured data, reinforcing internal links, and consolidating contact details, Langley can increase eligibility for rich results, improve user journeys, and boost local search relevance. These changes require modest effort but provide strong long-term value in organic visibility and lead generation.

## 2.7 Channel Readiness & Setup

### Current Status

Langley's digital channel presence is inconsistent and under-leveraged. Some accounts exist but are inactive, others are outdated, and no advertising infrastructure or tracking tools have been set up. This reduces brand visibility and prevents the business from retargeting, measuring, or scaling campaigns.

### Key Findings

#### Social Media

- Instagram & Facebook: Profiles exist but activity is minimal, with no consistent posting schedule. Content is often generic and lacks human storytelling or project showcases.
- LinkedIn: Active but inconsistent. Branding is misaligned with the website, and posts are infrequent and overly corporate.
- YouTube & Twitter: Inactive/dormant, creating a diluted brand impression.

#### Advertising Infrastructure

- No Google Ads or Meta Ads accounts were found.
- No evidence of retargeting pixels (Meta Pixel, Google Ads tag) on the site.
- No Google Tag Manager setup to enable flexible campaign and analytics management.

#### Community Management

- No visible responses to comments or messages across any platform.
- No clear ownership of social media channels internally or via an agency.

### Recommendations

GoodFolks recommends the following steps to bring channels into a state of readiness:

#### High Impact, Low Effort

- Deactivate or archive dormant channels (Twitter, YouTube) to avoid brand dilution.
- Align LinkedIn visuals (banner, logo, palette) with core website branding.
- Assign clear ownership for social community management, ensuring all comments and messages are monitored.

#### High Impact, Medium Effort

- Reboot Instagram as the core channel, with content pillars including:
  - Project spotlights (before/after images, case studies)
  - Short-form video/Reels showing installation or progress
  - Team features and behind-the-scenes content
  - Testimonials and client stories
- Dual-post Instagram content to Facebook to maintain visibility with older demographics.
- Establish LinkedIn as the professional channel with weekly posts on projects, leadership insights, and company culture.

#### Medium Impact, Medium Effort

- Set up advertising infrastructure:
  - Create Google Ads and Meta Ads accounts.
  - Install Meta Pixel, Google Tag Manager, and GA4 to track conversions.
  - Define conversion goals (form submissions, phone calls, email clicks).
- Once channels are re-activated, run light awareness and retargeting campaigns to re-introduce Langley to relevant audiences.

## Outlook

By consolidating active channels, aligning branding, and setting up core tracking and ad infrastructure, Langley can move from a fragmented digital presence to one that is structured, measurable, and scalable. This provides the foundation for sustained channel growth and campaign effectiveness.

## 2.8 Email Marketing & CRM

### Current Status

No visible evidence of a CRM platform or structured email marketing system is currently in place for Langley. While the website captures enquiries through its contact form, there is no indication that submissions are segmented into a central database or followed up with automated communications. This means potential leads are handled in a manual, ad-hoc way, limiting opportunities for nurture, retargeting, and long-term relationship building.

### Key Findings

#### CRM

- No integrations with CRM platforms (e.g. HubSpot, Salesforce, Zoho) were detected.
- Contact form enquiries appear to be directed by email only, with no tracking of lead status or segmentation.
- No visible database management or list-building mechanism is present.

#### Email Marketing

- No newsletter sign-up form is available on the site.
- No sign of email automation flows such as enquiry follow-ups, onboarding sequences, or nurture campaigns.
- Without structured data capture, Langley is not building an owned audience for remarketing.

### Recommendations

GoodFolks recommends introducing a phased CRM and email marketing setup:

### High Impact, Low Effort

- Add a mailing list signup option to the site (e.g. footer form or blog subscription).
- Connect existing contact forms to a CRM or lightweight email platform (e.g. Mailchimp, HubSpot Starter).

### High Impact, Medium Effort

- Introduce automated email flows, such as:
  - Enquiry confirmation: Immediate acknowledgment that a message has been received.
  - Lead nurture sequence: Short series highlighting case studies, accreditations, and client testimonials.
  - Re-engagement emails: Triggered if no response from an enquiry after a set period.

### Medium Impact, Medium Effort

- Segment the database by service interest (e.g. Roofing, Waterproofing, Regeneration) to allow tailored follow-ups.
- Train internal teams to use the CRM for lead tracking and reporting.

## Outlook

By adopting even a basic CRM and introducing simple automation flows, Langley can move from a manual contact process to a structured system that captures, segments, and nurtures leads effectively. This will reduce lost opportunities, strengthen client communication, and provide a scalable platform for future marketing campaigns.

## 2.9 Digital PR Touchpoint Check

### Current Status

Langley has little visible digital PR activity at present. While the business is well established in its sector, there is minimal evidence of online mentions, backlinks from industry publications, or active press outreach. This represents a missed opportunity to strengthen brand authority and search visibility through earned coverage and partnerships.

### Key Findings

#### Backlinks & Mentions

- Backlink profile is limited, with most inbound links coming from directories or suppliers.
- Few references to Langley in trade press or local business media were detected.
- No visible effort to distribute case studies, press releases, or project news externally.

#### Content & Coverage

- The website has a “News” section, but articles are mainly internal updates with little cross-posting to industry outlets.
- No evidence of press kits, media contact pages, or downloadable assets that would support PR engagement.

#### Partnerships

- Collaborations with contractors, suppliers, or industry associations are not being promoted online, even though they could offer opportunities for co-authored content or backlink generation.

## Recommendations

GoodFolks recommends the following steps to strengthen digital PR presence:

### High Impact, Low Effort

- Create a basic press kit (logo files, leadership bios, recent project highlights) to share with industry media.
- Ensure all news posts are optimised for SEO and include links to relevant service pages.

### High Impact, Medium Effort

- Begin outreach to trade press and local media, pitching project case studies and thought leadership articles.
- Actively promote certifications, awards, and sustainability initiatives via external channels to reinforce credibility.

### Medium Impact, Medium Effort

- Partner with suppliers, contractors, and associations on co-authored articles, webinars, or event recaps.
- Establish backlinks by submitting Langley projects to relevant online directories and award sites.

## Outlook

At present, Langley's digital PR presence is minimal, leaving the brand reliant on its website alone to communicate expertise. By proactively seeking coverage and building backlinks, Langley can strengthen its authority in search rankings, reach new audiences, and reinforce its reputation as a trusted leader in roofing and waterproofing solutions.

# 3.0 Pentagon SP | [pentagonsp.com](http://pentagonsp.com)

## 3.1 Executive Summary

Pentagon Specialist Products (SP) is a trusted supplier of innovative felt and liquid roofing systems and accessories, serving contractors directly. The website communicates its product offering with clarity and provides a professional first impression. However, the audit highlights several areas for improvement across performance, accessibility, SEO, and user experience. Social and channel activity is also limited, with no structured marketing or tracking infrastructure currently in place.

### Strengths

- Sector positioning: Clear focus on roofing systems and accessories, with product and service pages aligned to contractor needs.
- Technical foundations: Site runs securely over HTTPS and loads reliably.
- Core SEO setup: Canonical tags and XML sitemaps are present, supporting search engine crawlability.
- Mobile compatibility: Responsive design ensures core information is accessible across devices.

### Issues Identified

- Performance: Large, unoptimised images and blocking scripts increase load times. No caching or minification was detected.
- Accessibility: Missing alt text, limited form labelling, and some low-contrast text affect usability and compliance.
- UX friction: Product and service navigation is text-heavy, with limited visual hierarchy. Calls-to-action are inconsistent and not always visible on mobile.
- Forms: The enquiry form contains multiple mandatory fields, with no evidence of validation feedback or anti-spam measures.
- Structured data: No Organization or LocalBusiness schema detected.
- Local SEO: Company details exist but are not consistently surfaced across templates or optimised for search.
- Social channels: Inactive or inconsistent presence; no structured content plan in place.

- Paid media & tracking: No analytics, Tag Manager, or ad pixels installed, preventing measurement or retargeting.
- CRM & email: No CRM or mailing system in place. Lead capture is limited to form submissions.
- Digital PR: No evidence of press coverage, backlinks, or external mentions beyond directories.

## Opportunities

GoodFolks recommends a phased programme of improvements:

### Short-term (Tier 1: Core Website & Foundations)

- Optimise image assets and enable caching/minification for faster performance.
- Add missing alt text and proper form labels to improve accessibility.
- Ensure CTAs (e.g. “Enquire Now”, “Request a Sample”) are clear and consistently visible on all devices.
- Remove dormant social profiles and align branding across active channels.
- Install Google Tag Manager, GA4, and Meta Pixel to enable measurement and retargeting.

### Medium-term (Tier 2: UX, SEO & Channel Activation)

- Refine product/service navigation for clarity, using grouped categories or visual cues.
- Simplify the enquiry form, reducing mandatory fields and adding anti-spam protection.
- Implement structured data (Organization, LocalBusiness, BreadcrumbList).
- Surface contact details in the footer and embed a Google Map for local SEO.
- Position LinkedIn as the professional channel, supported by Instagram/Facebook with contractor-focused content (project spotlights, product demonstrations).
- Develop advertising infrastructure to support awareness and retargeting campaigns.

- Introduce a lightweight CRM and basic automated email flows (enquiry confirmation, nurture, and re-engagement).
- Produce case studies and product-led content for trade press and backlink acquisition.

## Outlook

Pentagon SP is well positioned as a trusted partner for contractors but is not yet maximising its digital presence. By addressing technical bottlenecks, improving accessibility, and activating digital channels, Pentagon SP can enhance both visibility and lead generation. With a clear product-led value proposition already in place, these improvements will help the brand capture greater share of voice in the competitive roofing systems market.

## 3.2 Website Performance & Accessibility

### Current Status

Pentagon SP's website provides a professional and product-led presence for contractors, but technical testing shows room for improvement. Performance issues are primarily linked to unoptimised assets and lack of caching, while accessibility checks revealed several compliance gaps. These issues collectively slow the site, reduce usability, and may affect how both search engines and contractors engage with the content.

### Key Findings

#### Performance

- Page speed: Mobile Largest Contentful Paint (LCP) consistently exceeds 2.5 seconds, above the recommended threshold for good user experience.
- Image optimisation: Hero and product images are served in large JPEG formats without compression or next-gen formats (WebP/AVIF).
- Caching/minification: No evidence of full-page caching or minified CSS/JS. Repeat visitors are not benefiting from optimised delivery.
- Blocking scripts: Several JavaScript files load early, delaying rendering and interactivity.

#### Accessibility

- Alt text: Many product and banner images are missing descriptive alt text.
- Form labels: Enquiry form inputs are not consistently labelled, reducing clarity for assistive technologies.
- Colour contrast: Some text/background combinations fall short of WCAG AA standards.
- Mobile tap targets: Certain links and buttons are small or closely spaced, increasing error risk on mobile devices.

### Recommendations

GoodFolks recommends the following improvements:

#### High Impact, Low Effort

- Compress and re-serve hero and product images in WebP or AVIF.
- Add meaningful alt text for all product and banner images.
- Apply explicit labels to all form fields (e.g. “Name”, “Email”, “Company”).

#### High Impact, Medium Effort

- Enable caching and minification through a WordPress plugin or server-level configuration.
- Defer or asynchronously load render-blocking scripts to improve perceived speed.

#### Medium Impact, Low Effort

- Adjust colour combinations where contrast is below WCAG AA standards.
- Increase tap target size and spacing to improve usability on touchscreens.

## Outlook

By addressing performance and accessibility gaps, Pentagon SP can significantly improve speed, usability, and inclusivity. These changes will also strengthen SEO signals, reduce bounce rates, and provide a smoother experience for contractors looking to evaluate products or request information.

## 3.3 Foundational SEO

### Current Status

Pentagon SP's website benefits from having basic SEO structures in place, but several gaps reduce its ability to rank strongly in search. While canonical tags and an XML sitemap are implemented, metadata, structured data, and keyword alignment remain underdeveloped. Search visibility is therefore reliant on brand searches rather than broader product and service queries.

### Key Findings

#### Metadata

- Page titles and descriptions are present but under-optimised. Many titles use generic wording (e.g. "Home – Pentagon SP") rather than descriptive, keyword-rich phrasing.
- Meta descriptions exist but lack compelling calls-to-action and targeted keywords.

#### Headings & Keywords

- H1s are present but heading hierarchies are inconsistent across pages.
- Product/service keywords are not evenly applied – some pages reference roofing systems clearly, others default to generic language.

#### Structured Data

- No Organization, LocalBusiness, or BreadcrumbList schema was detected.
- Without schema, search engines lack structured context for Pentagon SP's brand, contact details, or page hierarchy.

#### Image Optimisation

- Several product and hero images are missing descriptive alt text.
- This limits accessibility and reduces relevance for Google Images search.

## Internal Linking

- Internal links are largely restricted to the main navigation.
- In-content links between related products/services are minimal.
- Conversion paths (e.g. from product detail to enquiry form) could be made more prominent.

## Recommendations

GoodFolks recommends strengthening SEO foundations through the following actions:

### High Impact, Low Effort

- Optimise meta titles and descriptions to target priority keywords (e.g. “Felt & Liquid Roofing Systems for Contractors – Pentagon SP”).
- Add descriptive alt text to all product and banner images.

### High Impact, Medium Effort

- Implement structured data (Organization and LocalBusiness) to surface brand details directly in search results.
- Introduce BreadcrumbList schema alongside visible breadcrumb navigation.
- Audit heading structures to ensure a single H1 per page with logical H2/H3 support.

### Medium Impact, Low Effort

- Strengthen internal linking between product categories, accessories, and the enquiry form to create clearer user journeys.
- Ensure consistent use of roofing-related keywords across all service and product pages.

## Outlook

By addressing metadata, structured data, and keyword consistency, Pentagon SP can shift from relying on branded searches to competing more effectively for sector-specific queries. These improvements provide the technical foundation for stronger visibility and organic growth.

## 3.4 Digital Channel Health Check

### Current Status

Pentagon SP currently has a minimal and inconsistent presence across digital channels. Social accounts are either inactive or underused, and there is no evidence of paid media or CRM/email systems in place. This leaves the website as the sole digital touchpoint, limiting brand reach and follow-up opportunities with contractors.

### Key Findings

#### Social Media

- Profiles exist on LinkedIn and Facebook, but activity is sporadic and lacks a structured posting plan.
- No consistent use of Instagram, Twitter, or YouTube; some accounts appear dormant.
- Content that is posted is product-focused but lacks variety (e.g. contractor case studies, project spotlights, behind-the-scenes).

#### Paid Media & Tracking

- No evidence of Google Ads, Meta Ads, or active retargeting campaigns.
- No Google Tag Manager, Meta Pixel, or Google Ads tags were detected on the site.
- This prevents campaign measurement, audience tracking, and retargeting.

#### CRM & Email

- No CRM integrations or mailing systems were found.
- Enquiry form submissions appear to go to email only, with no structured lead database or automation.
- No visible sign-up option for newsletters or product updates.

## Recommendations

GoodFolks recommends the following quick-win improvements:

### High Impact, Low Effort

- Audit all social media accounts. Deactivate or archive dormant channels and align branding across those retained.
- Define ownership of social accounts to ensure consistent activity and responses to contractor enquiries.

### High Impact, Medium Effort

- Install Google Tag Manager and GA4, with conversion tracking for forms.
- Deploy Meta Pixel to allow future retargeting campaigns.
- Establish a basic social content plan, focusing on product features, contractor success stories, and new product launches.

### Medium Impact, Medium Effort

- Introduce a simple CRM (e.g. HubSpot Starter, Zoho) to capture and segment contractor enquiries.
- Add a mailing list sign-up to the site (e.g. "Get Product Updates") to begin building an owned audience.

## Outlook

At present, Pentagon SP relies almost entirely on its website for digital presence. By consolidating social channels, installing tracking, and beginning to capture and nurture leads through email/CRM, the business can build a stronger base for future campaigns and contractor engagement.

## 3.5 Website UX & Conversion

### Current Status

Pentagon SP's website delivers clear product information for contractors but suffers from several user experience issues that create friction in navigation, calls-to-action, and form completion. While the site looks professional, these gaps reduce conversion efficiency and may discourage enquiries from busy contractor audiences.

### Key Findings

#### Navigation

- The main menu contains multiple service and product categories, presented in text-heavy format with little visual distinction.
- No breadcrumb navigation is provided, making it harder for users to track their journey between categories and product pages.
- Footer links are basic and do not provide shortcuts to key sections such as FAQs or technical resources.

#### Calls-to-Action (CTAs)

- CTAs are inconsistent across pages. Some product pages end with a simple text link ("Contact Us") rather than a prominent button.
- On mobile, CTAs are often below the fold, meaning visitors must scroll before seeing an enquiry option.
- Repetition of generic CTAs creates noise without guiding users to a clear next step.

#### Forms

- The main enquiry form includes multiple mandatory fields (Name, Email, Phone, Company, Message).
- Validation feedback is unclear, increasing the risk of submission errors.
- No anti-spam protection was detected.

- Post-submission confirmation is minimal, offering little reassurance that the enquiry has been received.

## Trust Signals

- Product certifications and technical datasheets are not prominently displayed.
- Contact details are confined to the Contact page rather than surfaced site-wide.
- Contractor testimonials and proof points are scarce.

## Recommendations

GoodFolks recommends the following improvements:

### High Impact, Low Effort

- Standardise CTAs with prominent buttons across all product/service pages.
- Ensure a visible CTA is present above the fold on both desktop and mobile.
- Add clear confirmation messaging or a thank-you page after form submission.

### High Impact, Medium Effort

- Simplify the enquiry form, removing or making optional fields such as "Company".
- Add modern anti-spam protection (honeypot field or reCAPTCHA v3).
- Redesign navigation to group products/services into clear categories with supporting visuals.

### Medium Impact, Low Effort

- Add contact information (phone, email) to the site footer across all templates.
- Surface technical certifications and datasheets alongside relevant products.

## Medium Impact, Medium Effort

- Introduce breadcrumb navigation to improve orientation and search engine crawling.
- Collect and display contractor testimonials to reinforce credibility.

## Outlook

By reducing form friction, clarifying navigation, and strengthening trust signals, Pentagon SP can expect an uplift in enquiries and greater confidence from contractors. Consistent CTAs and improved form usability will directly support lead generation, while trust-building elements will differentiate the brand in a competitive supplier market.

## 3.6 SEO Enhancements

### Current Status

Pentagon SP has some SEO foundations in place but is missing key enhancements that would allow the site to compete more effectively for roofing-related searches. While canonical tags and XML sitemaps are working correctly, structured data is absent, internal linking is weak, and local SEO is underdeveloped. Optimising these areas will increase organic visibility and support lead generation.

### Key Findings

#### Structured Data

- No Organization, LocalBusiness, or BreadcrumbList schema was detected.
- Without schema, search engines have limited structured context about the business and its services.

#### Internal Linking

- Internal links are largely confined to the navigation menu.
- Product pages do not link consistently to related accessories or enquiry forms.
- Blog/news content is not leveraged to reinforce product and service relevance.

#### Local SEO

- Contact information is available but inconsistent in placement across templates.
- No embedded Google Map on the Contact page.
- Name, Address, and Phone (NAP) details are not clearly standardised across all sections of the site.

#### Keyword Targeting

- Product/service pages use relevant roofing terminology but keyword optimisation is uneven.
- Some metadata and headings use generic labels instead of contractor-focused phrases (e.g. “Our Products” rather than “Felt & Liquid Roofing Systems for Contractors”).

## Recommendations

GoodFolks recommends the following SEO enhancements:

### High Impact, Low Effort

- Implement Organization and LocalBusiness schema with full contact details.
- Add descriptive, keyword-rich titles and descriptions targeting product categories.

### High Impact, Medium Effort

- Introduce breadcrumb navigation and BreadcrumbList schema for clearer site structure.
- Strengthen internal linking by:
  - Linking product pages to related accessories.
  - Adding mid-page enquiry CTAs within service/product content.
  - Ensuring blog posts link back to relevant product/service categories.

### Medium Impact, Low Effort

- Surface NAP details consistently in the site footer.
- Add an embedded Google Map on the Contact page to support local SEO.
- Review keyword usage across headings and copy to align with contractor search intent.

## Outlook

By implementing structured data, strengthening internal links, and improving local SEO signals, Pentagon SP can significantly improve its organic footprint. These enhancements will not only boost rankings but also make user journeys clearer, helping contractors move more seamlessly from product exploration to enquiry.

## 3.7 Channel Readiness & Setup

### Current Status

Pentagon SP's digital channels are not yet in a position to actively support marketing or contractor engagement. While a limited social presence exists, it lacks consistency and ownership. No paid advertising infrastructure or tracking tools are in place, which prevents measurement, retargeting, and growth campaigns. Without a clear channel strategy, the business risks missing opportunities to engage contractors beyond the website.

### Key Findings

#### Social Media

- LinkedIn & Facebook: Profiles exist but are rarely updated and lack variety in content.
- Instagram, Twitter, YouTube: Dormant or inactive, creating a diluted brand impression.
- Content is predominantly product-focused, with little emphasis on storytelling, contractor projects, or team expertise.

#### Advertising Infrastructure

- No Google Ads, Meta Ads, or supporting accounts identified.
- No evidence of Meta Pixel, Google Ads tags, or Google Tag Manager on the site.
- Without tracking, there is no ability to measure ROI or run retargeting campaigns.

#### Community Management

- No clear ownership of channels.
- Comments and direct messages are either unanswered or inconsistently handled.

## Recommendations

GoodFolks recommends the following actions to bring channels to readiness:

### High Impact, Low Effort

- Audit and close inactive accounts (e.g. Twitter, YouTube) to reduce brand dilution.
- Align branding across LinkedIn and Facebook with website identity (logos, banners, bios).
- Assign responsibility for community management, ensuring enquiries are answered promptly.

### High Impact, Medium Effort

- Reboot LinkedIn as the lead channel, focusing on:
  - Contractor case studies
  - New product launches
  - Technical insights and thought leadership
- Maintain Facebook for awareness and basic updates, dual-posting where appropriate.
- Establish Instagram as a visual channel for project photography, product demonstrations, and behind-the-scenes content.

### Medium Impact, Medium Effort

- Set up core ad infrastructure:
  - Google Ads and Meta Ads accounts
  - Google Tag Manager and GA4 for centralised analytics
  - Meta Pixel for retargeting and audience building
- Define clear conversion goals (form submissions, sample requests, downloads).
- Run light awareness and retargeting campaigns once tracking is in place.

## Outlook

At present, Pentagon SP's digital channels lack strategy, consistency, and infrastructure. By consolidating active platforms, aligning branding, and installing core tracking, the business can move to a position where social and paid campaigns can meaningfully support contractor engagement and lead generation.

## 3.8 Email Marketing & CRM

### Current Status

Pentagon SP currently has no visible CRM or structured email marketing system in place. Enquiries made through the website appear to be handled manually via email, with no evidence of lead segmentation, tracking, or automation. This limits the business's ability to build ongoing relationships with contractors, nurture opportunities, and track sales cycles effectively.

### Key Findings

#### CRM

- No integrations with CRM platforms (e.g. HubSpot, Zoho, Salesforce) detected.
- Enquiry form submissions are directed by email only, with no centralised database or reporting.
- No segmentation by product interest, contractor type, or enquiry stage.

#### Email Marketing

- No newsletter sign-up option is available on the site.
- No evidence of automated flows (e.g. enquiry confirmations, follow-ups, or nurture campaigns).
- No mailing list growth strategy in place (e.g. downloadable resources, sample requests, or technical updates).

### Recommendations

GoodFolks recommends establishing a lightweight CRM and email marketing system to provide structure and scalability:

### High Impact, Low Effort

- Connect existing enquiry forms to a CRM or email platform (e.g. Mailchimp, HubSpot Starter).
- Add a simple mailing list sign-up to the website (e.g. “Get Product Updates” or “Request Technical Datasheets”).
- Implement an automated acknowledgement email for all enquiries.

### High Impact, Medium Effort

- Set up basic automation flows:
  - Enquiry confirmation: Immediate response with reassurance and contact details.
  - Lead nurture: A short series introducing products, case studies, and certifications.
  - Re-engagement: Follow-up if no reply or action within a set period.
- Train staff on CRM use to track enquiries, pipeline stages, and contractor communication.

### Medium Impact, Medium Effort

- Segment the database by product interest (e.g. felt systems, liquid systems, accessories) to tailor messaging.
- Use targeted campaigns to highlight new product launches, industry certifications, or promotional offers.

## Outlook

By introducing even a simple CRM and email automation setup, Pentagon SP can move from ad-hoc lead handling to structured, trackable contractor engagement. This will reduce lost opportunities, provide a clearer view of sales activity, and create a scalable platform for nurturing long-term contractor relationships.

## 3.9 Digital PR Touchpoint Check

### Current Status

Pentagon SP has almost no visible digital PR footprint at present. While the company has strong positioning as a supplier of roofing systems and accessories, there is little evidence of online mentions, backlinks from trade media, or proactive press activity. This limits both brand authority and search engine performance, leaving the website as the primary channel of communication.

### Key Findings

#### Backlinks & Mentions

- The backlink profile is limited to a handful of directories and supplier references.
- No significant mentions in trade publications or local press were detected.
- Case studies and product launches are not being distributed externally.

#### Content & Coverage

- The site's news or blog section is underused, with content mainly internal in focus.
- Articles are not optimised for outreach or cross-posting to third-party sites.
- No press kit or downloadable media assets (logos, product images, company profile) are available.

#### Partnerships

- Supplier and contractor relationships exist but are not actively leveraged for co-authored content, backlinks, or PR opportunities.
- No evidence of award entries or industry recognition being promoted online.

## Recommendations

GoodFolks recommends the following steps to build Pentagon SP's digital PR presence:

### High Impact, Low Effort

- Develop a simple press kit including company background, leadership bios, product imagery, and recent case studies.
- Optimise existing news posts for SEO and include links to relevant product pages.

### High Impact, Medium Effort

- Proactively pitch case studies, technical insights, and product launches to trade publications and industry blogs.
- Promote certifications, sustainability initiatives, and awards across external channels to reinforce credibility.

### Medium Impact, Medium Effort

- Partner with suppliers, contractors, and trade bodies on co-authored articles, interviews, or webinars.
- Submit projects to relevant award platforms and industry directories to increase mentions and backlinks.

## Outlook

Pentagon SP currently relies almost entirely on its website for visibility. By developing a structured PR approach – combining press outreach, partnerships, and backlink building – the company can strengthen its authority in roofing systems, reach wider contractor audiences, and improve search performance over time.

# 4.0 George & Grey |

[georgeandgrey.com](http://georgeandgrey.com)

## 4.1 Executive Summary

George & Grey is an independent insurance company based in Guernsey, providing specialist cover for the UK construction industry. The website presents a professional image and communicates the company's positioning as a niche insurer. However, the audit highlights gaps in technical performance, SEO optimisation, accessibility, and digital channel activation. Addressing these will allow George & Grey to build greater visibility, trust, and engagement with their target contractor and business audience.

### Strengths

- Clear sector focus: Messaging reflects a specialist insurance provider dedicated to the construction industry.
- Professional presentation: The website conveys credibility through straightforward copy and brand consistency.
- Core technical setup: Canonical tags and XML sitemaps are in place, providing a foundation for search indexing.
- Secure platform: The site runs over HTTPS with reliable delivery.

### Issues Identified

- Performance: Large images and lack of caching/minification slow load times, particularly on mobile.
- Accessibility: Missing alt text and insufficient form labels reduce inclusivity and compliance.
- Navigation & UX: Service categories are not always intuitive, and calls-to-action (CTAs) are inconsistent. Some CTAs appear below the fold on mobile devices.
- Forms: Enquiry forms contain unnecessary fields, lack validation cues, and provide limited confirmation feedback.
- SEO gaps: Metadata is generic, structured data is absent, and internal linking between insurance products is limited.
- Social media: Minimal or inconsistent activity across channels. LinkedIn presence is underutilised given the B2B audience.

- Paid media & tracking: No evidence of advertising pixels, Google Tag Manager, or GA4 setup.
- CRM & email: No visible CRM integration or automated client communications.
- Digital PR: Very few backlinks or mentions in trade press or industry outlets.

## Opportunities

GoodFolks recommends a phased approach:

### Short-term (Tier 1: Core Website & Foundations)

- Optimise images and introduce caching/minification to improve speed.
- Add descriptive alt text and improve form accessibility.
- Standardise CTAs and ensure prominent placement across all devices.
- Audit social channels for branding consistency, removing dormant accounts.
- Install Google Tag Manager, GA4, and Meta Pixel to enable performance tracking.

### Medium-term (Tier 2: UX, SEO & Channel Activation)

- Refine navigation to make insurance product categories clearer.
- Simplify enquiry forms, reduce fields, and implement stronger confirmation/thank-you messaging.
- Introduce structured data (Organization, LocalBusiness, BreadcrumbList, and InsuranceService where applicable).
- Strengthen internal linking between product pages (e.g. Construction Liability ↔ Professional Indemnity).
- Use LinkedIn as the primary social channel, supported by thought leadership posts, case studies, and team insights.
- Build email marketing flows such as enquiry acknowledgements, onboarding sequences, and renewal reminders.
- Establish a PR strategy, including features in trade media, guest commentary on construction risk, and backlink building.

## Outlook

George & Grey has a clear sector focus and strong service positioning but lacks the technical and digital activation needed to expand its reach. By addressing performance, accessibility, and SEO issues, and by activating structured social, email, and PR strategies, the company can enhance its visibility, credibility, and client acquisition in the competitive construction insurance market.

## 4.2 Website Performance & Accessibility

### Current Status

George & Grey's website conveys professionalism but suffers from performance bottlenecks and accessibility gaps. Tests show that load speeds are slower than recommended, particularly on mobile, due to unoptimised assets and a lack of caching. Accessibility checks identified missing alt text, form labelling issues, and contrast problems. These weaknesses reduce usability, especially for contractors and business clients who expect quick, reliable access to information.

### Key Findings

#### Performance

- Page speed: Largest Contentful Paint (LCP) on mobile regularly exceeds 2.5 seconds.
- Image optimisation: Hero and supporting images are large and not served in next-gen formats (WebP/AVIF).
- Caching & minification: No evidence of full-page caching or minified CSS/JS resources.
- Render-blocking scripts: Several JavaScript files load early, delaying page rendering.

#### Accessibility

- Alt text: Several images are missing or have non-descriptive alt attributes.
- Form labels: Enquiry forms contain fields without explicit labels, reducing usability for screen readers.
- Contrast: Some text does not meet WCAG AA standards for readability.
- Mobile usability: Buttons and links are small or closely spaced, increasing tap errors.

### Recommendations

GoodFolks recommends the following improvements:

#### High Impact, Low Effort

- Compress and re-serve all hero and supporting images in WebP/AVIF.
- Add descriptive alt text to all images, prioritising key service and product visuals.
- Add explicit labels to enquiry form fields.

#### High Impact, Medium Effort

- Implement caching and minification (via platform or plugin) to improve delivery.
- Defer or asynchronously load render-blocking scripts to speed up interactivity.

#### Medium Impact, Low Effort

- Adjust colour palette or text backgrounds to meet WCAG AA contrast ratios.
- Increase spacing and size of mobile tap targets.

## Outlook

By optimising images, enabling caching, and addressing accessibility gaps, George & Grey can reduce load times and improve inclusivity. These improvements will also support stronger SEO performance, reduce bounce rates, and create a smoother experience for prospective clients in the construction insurance sector.

## 4.3 Foundational SEO

### Current Status

George & Grey's website has some core SEO foundations in place but lacks several key elements needed to strengthen visibility in search. While canonical tags and XML sitemaps are implemented, metadata and heading structures are inconsistent, structured data is absent, and internal linking is weak. These gaps limit the site's ability to rank for specialist insurance queries within the UK construction sector.

### Key Findings

#### Metadata

- Page titles and meta descriptions are present but under-optimised.
- Some titles are generic (e.g. "Home – George & Grey") rather than keyword-rich (e.g. "Construction Insurance Specialists – George & Grey").
- Meta descriptions are functional but do not highlight differentiators such as "specialist cover for the UK construction industry."

#### Headings & Keywords

- Heading structures are inconsistent, with occasional multiple H1s on a single page.
- Insurance keywords (e.g. *construction liability cover*, *professional indemnity insurance*) are unevenly applied across service pages.

#### Structured Data

- No Organization, LocalBusiness, or BreadcrumbList schema was detected.
- Without schema, search engines lack structured context about the company's services and sector focus.

#### Image Optimisation

- Many images are missing descriptive alt text.
- Reduces accessibility and relevance for image search.

## Internal Linking

- Navigation provides access to main service categories, but contextual in-text links are limited.
- Service pages do not consistently link to related cover types or enquiry forms mid-page.

## Recommendations

GoodFolks recommends the following foundational SEO improvements:

### High Impact, Low Effort

- Rewrite meta titles and descriptions with targeted keywords and clear value propositions (e.g. “Construction Insurance Cover for UK Contractors – George & Grey”).
- Add descriptive alt text to all images.

### High Impact, Medium Effort

- Implement structured data:
  - Organization schema with company details.
  - LocalBusiness schema to reinforce regional presence in Guernsey and the UK.
  - BreadcrumbList schema to support clearer site structure.
- Audit and restructure headings so that each page has one H1, supported by logical H2/H3s.

### Medium Impact, Low Effort

- Ensure consistent use of relevant insurance keywords across all service pages.
- Strengthen internal linking by cross-referencing related services (e.g. Professional Indemnity ↔ Contractor Liability).

- Add mid-page CTAs within service pages to encourage earlier enquiries.

## Outlook

By optimising metadata, introducing structured data, and strengthening internal linking, George & Grey can improve both visibility and click-through rates. These improvements will help the business compete for high-value specialist insurance searches and provide a stronger foundation for growth in the UK construction insurance market.

## 4.4 Digital Channel Health Check

### Current Status

George & Grey maintains only a minimal presence across digital channels. While the website positions the company clearly as a specialist insurer, its social media and wider digital activity are inconsistent and underutilised. No evidence of paid media, analytics tracking, or CRM/email systems was found, leaving the website as the sole active touchpoint. This restricts opportunities to reach new audiences, retarget visitors, or nurture leads.

### Key Findings

#### Social Media

- A LinkedIn profile exists but activity is irregular and largely limited to company updates.
- Other channels (Facebook, Twitter, Instagram) are either dormant or absent, creating a diluted digital presence.
- Content does not follow a structured plan and lacks variety (e.g. thought leadership, case studies, client success stories).

#### Paid Media & Tracking

- No Google Ads, Meta Ads, or other paid campaigns were detected.
- No evidence of Google Tag Manager, Meta Pixel, or GA4 setup.
- This prevents retargeting, lead tracking, and campaign performance measurement.

#### CRM & Email

- No visible CRM integration or mailing list management in place.
- No newsletter sign-up form or client communications beyond the website contact form.
- No automated email confirmations or nurture flows detected.

### Recommendations

GoodFolks recommends a phased approach to establish stronger digital channel presence:

#### High Impact, Low Effort

- Focus on LinkedIn as the core platform for B2B engagement.
- Audit and deactivate dormant accounts to avoid brand dilution.
- Align branding (logos, banners, tone) across active channels.

#### High Impact, Medium Effort

- Install Google Tag Manager and GA4, with event tracking for form submissions.
- Deploy Meta Pixel to enable retargeting campaigns in future.
- Create a LinkedIn content plan including thought leadership posts, industry insights, and construction risk commentary.

#### Medium Impact, Medium Effort

- Explore a lightweight CRM (e.g. HubSpot Starter, Zoho) to capture and segment enquiries.
- Add a simple newsletter sign-up option to the site.
- Launch structured email campaigns for enquiry confirmations, follow-ups, and renewal reminders.

## Outlook

At present, George & Grey's digital activity is underdeveloped, limiting visibility and engagement outside of the website. By prioritising LinkedIn, implementing tracking, and introducing CRM/email systems, the company can expand its reach, improve client communications, and build stronger touchpoints with the UK construction sector.

## 4.5 Website UX & Conversion

### Current Status

George & Grey's website projects a professional tone, but analysis highlights several usability issues that create friction for potential clients. Navigation and calls-to-action are not always clear, enquiry forms introduce unnecessary barriers, and trust signals are not surfaced prominently. These gaps reduce the likelihood of contractors and businesses progressing from research to enquiry.

### Key Findings

#### Navigation

- The main menu lists insurance products but lacks clear grouping or prioritisation.
- No breadcrumb navigation is provided, making it harder for users to orient across multiple service pages.
- Footer links are limited and do not provide shortcuts to supporting information such as FAQs or policy details.

#### Calls-to-Action (CTAs)

- CTAs are inconsistent across pages; some appear only as text links ("Contact Us") rather than styled buttons.
- On mobile devices, CTAs often sit below the fold, requiring users to scroll before taking action.
- Repetition of generic CTAs reduces clarity and weakens their impact.

#### Forms

- Enquiry forms include multiple fields (Name, Email, Phone, Company, Message) – some of which may be unnecessary at initial contact.
- Validation feedback is limited, which may frustrate users on failed submissions.

- No evidence of modern anti-spam protections (e.g. honeypot fields or reCAPTCHA v3).
- Confirmation messaging after submission is minimal, offering little reassurance to the user.

### Trust Signals

- Contact details (phone, email) are confined to the Contact page and not visible site-wide.
- Client testimonials, case studies, or industry accreditations are not prominently featured.
- Specialist positioning in construction insurance is not strongly reinforced through proof points.

## Recommendations

GoodFolks recommends the following UX and conversion improvements:

### High Impact, Low Effort

- Standardise CTAs across all pages with clear, styled buttons.
- Ensure at least one visible CTA appears above the fold on desktop and mobile.
- Add a clear confirmation message or dedicated thank-you page after form submission.

### High Impact, Medium Effort

- Simplify enquiry forms by removing or making optional fields such as "Company".
- Introduce modern anti-spam protection to reduce unwanted submissions.
- Redesign navigation to group insurance services more clearly and provide easier orientation.

### Medium Impact, Low Effort

- Add contact details (phone, email) to the site footer across all pages.

- Promote client testimonials, case studies, or proof points more prominently across the site.

#### Medium Impact, Medium Effort

- Introduce breadcrumb navigation to improve user orientation and support SEO.
- Create a dedicated “Why George & Grey” or “Our Expertise” page to reinforce credibility in construction insurance.

## Outlook

By clarifying navigation, strengthening CTAs, and reducing form friction, George & Grey can make the path to enquiry smoother and more persuasive. Combined with visible proof points and trust-building elements, these improvements will increase enquiry rates and reinforce the company’s authority as a specialist insurer for the construction industry.

## 4.6 SEO Enhancements

### Current Status

George & Grey has some SEO foundations in place but has not yet implemented the intermediate enhancements that would strengthen search visibility in a competitive B2B insurance sector. Metadata is generic, structured data is absent, internal linking is weak, and local SEO signals are underdeveloped. These gaps reduce the site's ability to compete for non-branded searches such as *construction insurance cover* or *specialist liability insurance*.

### Key Findings

#### Structured Data

- No Organization, LocalBusiness, or BreadcrumbList schema was detected.
- Without schema, search engines have limited structured context on George & Grey's services, location, or authority.

#### Internal Linking

- Navigation provides access to insurance products, but contextual cross-linking is minimal.
- Pages rarely link to related services (e.g. Professional Indemnity ↔ Contractors' Liability).
- Blog or news content does not consistently link back to core product pages.

#### Local SEO

- Contact details are available but inconsistently surfaced across templates.
- No embedded Google Map was found on the Contact page.
- Name, Address, and Phone (NAP) details are not standardised site-wide.

## Keyword Targeting

- Some product pages use relevant insurance terms, but optimisation is inconsistent.
- Metadata often defaults to generic labels (e.g. “Our Services”) instead of targeted phrases.
- Headings are uneven, and some do not include priority sector terms.

## Recommendations

GoodFolks recommends the following SEO enhancements:

### High Impact, Low Effort

- Rewrite meta titles and descriptions to include targeted terms such as “Construction Insurance Specialists” or “Contractors’ Liability Cover – George & Grey.”
- Ensure consistent NAP details in the footer across all templates.

### High Impact, Medium Effort

- Implement structured data:
  - Organization schema with logo, contact details, and description.
  - LocalBusiness schema to strengthen regional visibility.
  - BreadcrumbList schema if breadcrumb navigation is introduced.
- Strengthen internal linking between related product pages and add enquiry CTAs mid-page.

### Medium Impact, Low Effort

- Embed a Google Map on the Contact page to reinforce local signals.
- Expand keyword consistency across product and service pages, aligning headings and copy with high-value queries (e.g. “construction liability insurance,” “insurance for contractors”).

## Outlook

By introducing structured data, optimising metadata, and reinforcing internal linking, George & Grey can move beyond brand-led visibility and compete more strongly for sector-specific queries. These enhancements will provide a more robust SEO foundation and support higher-quality traffic from construction industry decision-makers.

## 4.7 Channel Readiness & Setup

### Current Status

George & Grey's digital channels are not yet fully set up to support client acquisition or brand visibility. While the company maintains a basic LinkedIn presence, other channels are either inactive or non-existent. No advertising infrastructure or tracking tools have been implemented, which limits measurement, retargeting, and the ability to scale campaigns. This leaves the business reliant on organic website traffic alone.

### Key Findings

#### Social Media

- LinkedIn: Present but underutilised, with irregular posting and limited variety in content.
- Other channels (Facebook, Twitter, Instagram): Either absent or dormant, creating brand dilution and missed opportunities for engagement.
- Content is largely static company updates rather than sector insights, case studies, or thought leadership.

#### Advertising Infrastructure

- No Google Ads or Meta Ads accounts identified.
- No tracking tools (Google Tag Manager, GA4, Meta Pixel) installed on the website.
- No conversion goals defined for enquiries or client touchpoints.

#### Community Management

- No evidence of dedicated ownership of digital channels.
- No structured approach to monitoring or responding to potential client engagement.

## Recommendations

GoodFolks recommends the following actions to bring George & Grey's digital channels into readiness:

### High Impact, Low Effort

- Prioritise LinkedIn as the primary channel for visibility with UK contractors and construction professionals.
- Audit branding across active profiles (logos, banners, tone of voice) for consistency.
- Deactivate or archive dormant accounts to avoid brand dilution.

### High Impact, Medium Effort

- Develop a structured LinkedIn content plan including:
  - Thought leadership on construction risk and insurance insights
  - Case studies of specialist cover in practice
  - Team expertise and commentary on market issues
- Assign clear ownership of community management to ensure engagement is monitored and responded to.

### Medium Impact, Medium Effort

- Establish advertising infrastructure:
  - Set up Google Ads and Meta Ads accounts.
  - Install Google Tag Manager and GA4 for centralised analytics.
  - Add Meta Pixel for future retargeting.
- Define measurable conversion goals (enquiry forms, quote requests, newsletter sign-ups).
- Run light LinkedIn awareness campaigns to reach target contractor audiences once tracking is in place.

## Outlook

At present, George & Grey's channel presence is underdeveloped and reactive. By focusing on LinkedIn, introducing tracking, and laying the foundations for paid activity, the company can create a professional and

measurable digital presence that supports lead generation and reinforces authority in the construction insurance market.

## 4.8 Email Marketing & CRM

### Current Status

George & Grey has no visible CRM or structured email marketing system in place. Website enquiries are likely being handled manually, with no central database, segmentation, or automation detected. This limits the ability to nurture leads, maintain ongoing communication, or build long-term client relationships – all of which are particularly important in the construction insurance market where trust and repeat business matter.

### Key Findings

#### CRM

- No evidence of integrations with CRM platforms (e.g. HubSpot, Zoho, Salesforce).
- Enquiry submissions appear to be routed via email only, with no tracking or reporting.
- No database segmentation by product type (e.g. professional indemnity, liability) or enquiry stage.

#### Email Marketing

- No newsletter sign-up form or mailing list visible on the site.
- No automated flows such as enquiry confirmations, onboarding, or renewal reminders.
- No sign of regular campaigns to maintain client contact or share updates.

### Recommendations

GoodFolks recommends implementing a lightweight CRM and phased email marketing system to introduce structure and automation:

High Impact, Low Effort

- Connect enquiry forms to a CRM or simple email marketing tool (e.g. Mailchimp, HubSpot Starter).
- Add a visible newsletter or updates sign-up option to the site.
- Set up an automated confirmation email for all enquiries.

#### High Impact, Medium Effort

- Introduce automation flows, such as:
  - Enquiry acknowledgement with reassurance and contact details.
  - Lead nurture series introducing insurance services, case studies, and team expertise.
  - Renewal or re-engagement reminders for ongoing client relationships.
- Train staff to use CRM features for enquiry tracking, reporting, and follow-up.

#### Medium Impact, Medium Effort

- Segment the database by insurance product type and client category for more tailored communication.
- Launch targeted campaigns highlighting new cover options, construction risk updates, or regulatory changes.

## Outlook

By introducing a CRM and basic automation flows, George & Grey can transition from manual enquiry handling to structured lead management and client nurturing. This will strengthen communication, reduce lost opportunities, and build a scalable foundation for long-term client retention and acquisition.

## 4.9 Digital PR Touchpoint Check

### Current Status

George & Grey currently has very little visibility in digital PR channels. As a specialist insurer for the construction industry, the company has strong expertise but is not actively leveraging it through press coverage, backlinks, or industry partnerships. This limits both brand authority and search performance, as competitors with stronger PR activity are more likely to capture attention in relevant media and rankings.

### Key Findings

#### Backlinks & Mentions

- The backlink profile is limited and largely made up of directory references.
- No significant mentions in trade publications, financial press, or construction industry outlets were detected.
- Insurance products and case studies are not being promoted externally.

#### Content & Coverage

- The website lacks a structured news or insights section that could support press outreach.
- No press kits, downloadable resources, or clear media contact details are available.
- Existing content is not optimised or distributed for coverage opportunities.

#### Partnerships

- Potential alliances with contractors, trade associations, or industry networks are not being leveraged for PR.
- No evidence of thought leadership activity (guest articles, interviews, commentary on construction risk).

## Recommendations

GoodFolks recommends the following steps to strengthen digital PR presence:

### High Impact, Low Effort

- Develop a press kit including company background, leadership bios, service overview, and client case studies.
- Ensure all insurance service pages and news posts are SEO-optimised and link to relevant enquiries.

### High Impact, Medium Effort

- Pitch case studies, market insights, and commentary on construction risk to trade and business publications.
- Actively promote regulatory expertise, claims experience, and sector specialisation through external outlets.

### Medium Impact, Medium Effort

- Build partnerships with contractors, associations, and trade bodies for co-authored content or joint PR campaigns.
- Submit for relevant insurance or construction industry awards to increase visibility and backlinks.

## Outlook

George & Grey has clear expertise in specialist construction insurance but is not yet promoting this authority through external channels. By developing a PR strategy that combines media outreach, partnerships, and backlink building, the company can increase credibility, improve SEO, and reach a broader audience within the UK construction industry.

# Thank you for reading.

Have any questions?

Please reach out to Dean and Mike at GoodFolks - [info@good-folks.co.uk](mailto:info@good-folks.co.uk).

Thank you