

# Growth Report

Clifford Hayles Limited · 7 June 2026

This is a quick look at how Clifford Hayles Limited shows up online and where the next round of customers could come from across East Sussex and Kent. Nothing fancy — just what we found, and what we'd do about it.

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## What we found

You're already in good shape on the basics: 120 reviews at a 5–star average, 40 photos up, and both Instagram and Facebook live. We've also mapped out the 14 services you cover, from full rewires and consumer units through to EV chargers, CCTV and air-conditioning.

**40**

photos found

**120**

reviews

**5**

Google rating

**14**

services

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## Why we built it this way

**Reviews carousel.** You have 120 real reviews averaging 5★, so we put them front and centre to build trust.

**Real work gallery.** We used your own 40 photos so the site shows your actual work, not stock images.

**Services section.** We listed the 14 services you offer (Full and partial property rewiring, Consumer unit installation and replacement, Domestic and commercial lighting installation (interior and exterior), EV charger installation, Commercial electrical fit-outs (offices, retail, restaurants, medical), External and security lighting) as the basis for the pages below.

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

## Where the local work is

Around 2790 people near you search Google for these services every month. Ranking the pages below could bring you roughly 15.7–53.2 new enquiries a month once they're live.

Across the towns below, around 2,790 people a month are looking for the work you already do – and most of them are ready to pick up the phone. Build out pages for these and you'd be looking at somewhere between 16 and 53 enquiries a month, with Brighton and Maidstone doing the heavy lifting at up to 20 calls each.

**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

Q cctv installation maidstone

A dedicated page at /services/cctv-installation-maidstone – easy to rank · high buying intent · ~70 searches/mo. Estimated **0.4–1.4 enquiries/mo**, usually live in 3–6 months.

### PRIORITY 2 – BUILD THIS PAGE

Add this page – £49

Q ev charger installation brighton

A dedicated page at /services/ev-charger-installation-brighton – easy to rank · high buying intent · ~40 searches/mo. Estimated **0.2–0.8 enquiries/mo**, usually live in 3–6 months.

PRIORITY 3 – BUILD THIS PAGE

Add this page – £49

Q cctv installation brighton

A dedicated page at /services/cctv-installation-brighton – easy to rank  
· high buying intent · ~40 searches/mo. Estimated **0.2–0.8 enquiries/mo**, usually live in 3–6 months.

## The full opportunity

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

WHEN SOMEONE GOOGLES...

Add this page – £49

Q electrician brighton

People searching / month		1000
Buying intent		High
Ease of ranking		Moderate
Estimated enquiries / mo		6–20

Usually live in 6–9 months once published

WHEN SOMEONE GOOGLES...

Add this page – £49

Q electrician maidstone



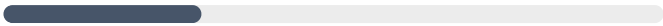
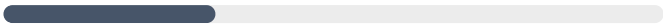
People searching / month		1000
Buying intent		High
Ease of ranking		Moderate
Estimated enquiries / mo		6–20

Usually live in 6–9 months once published

WHEN SOMEONE GOOGLES...

Add this page — £49

Q **electrician eastbourne**

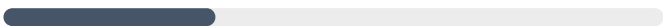


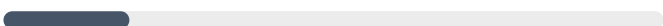
People searching / month		320
Buying intent		High
Ease of ranking		Competitive
Estimated enquiries / mo		1.9-6.4

Usually live in 9-12 months once published

WHEN SOMEONE GOOGLES...

Add this page — £49

Q **electrician hastings**

People searching / month		320
Buying intent		Medium
Ease of ranking		Easy
Estimated enquiries / mo		1-3.8

Usually live in 3-6 months once published

WHEN SOMEONE GOOGLES...

Add this page — £49

Q **cctv installation maidstone**



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

Usually live in 3-6 months once published

WHEN SOMEONE GOOGLES...

Add this page — £49

Q ev charger installation brighton


People searching / month		40
Buying intent		High
Ease of ranking		Easy
Estimated enquiries / mo		0.2-0.8

Usually live in 3-6 months once published

WHEN SOMEONE GOOGLES...

Add this page — £49

Q cctv installation brighton

People searching / month		40
Buying intent		High
Ease of ranking		Easy
Estimated enquiries / mo		0.2-0.8

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 — **1,428** on Instagram and **1,777** 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.

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## Want results this week? Google Ads

If you'd rather not wait for the pages to climb, Google Ads is the fast lane — you can be in front of people searching for an electrician in Brighton or Maidstone within days. It costs per click, but it turns the tap on straight away while the rest of the work builds in the background.

SEARCH	PEOPLE/MONTH	COST PER CLICK	BUDGET/MONTH	CALLS/MONTH (FROM WEEK ONE)
electrician brighton	~1000	£6.03	£121-£241	<b>~1.2-4/mo</b>
electrician maidstone	~1000	£8.24	£165-£330	<b>~1.2-4/mo</b>
electrician eastbourne	~320	£5.5	£33-£72	<b>~0.4-1.3/mo</b>
electrician hastings	~320	£2.27	£14-£30	<b>~0.2-0.8/mo</b>
cctv installation maidstone	~70	£10.81	£11-£32	<b>~0.1-0.3/mo</b>
works brighton	~50	£3.04	£3-£6	<b>~0.1-0.2/mo</b>