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PAID SEARCH VIABILITY & STRATEGY REPORT · 15 JUNE 2026

Should Flash Plumbing and Heating Services Ltd run Google Ads?

This report assesses whether Google Ads is a viable acquisition channel for Flash Plumbing and Heating Services Ltd, a Plumber & Gas Safe Engineer in Worthing. It covers local demand (around 1,380 relevant searches per month), the state of the paid auction (an average of 0 paid competitors on core queries), and the underlying economics at a modelled blended CPC of £10.59. With an effectively empty auction and a purpose-built landing page to lower the real cost per click, the verdict points to a genuine opening at the recommended £450 monthly budget.

VERDICT: Marginal — start small, prove it

4.9 ★ · 172 Google reviews

01 The bottom line

~1,380
relevant searches / month in the service area

0.0
paid competitors on core-town searches (avg)

£10.59
modelled blended cost-per-click

Verdict: Marginal — start small, prove it. Demand is moderate (1,380 relevant searches/mo), the paid auction in the core towns is nearly empty (0.0 ads on average), and purpose-built landing pages earn a high Quality Score — which Google rewards with a lower real CPC. The one thing to manage is the £10.59 cost-per-click, controlled with tight geo-targeting, ruthless negative keywords and a call-first setup.

At a recommended **£450/month** starting budget, the modelled outcome is roughly **4–6 extra booked jobs/month** at a cost-per-job of **£118** (expected case) — about **1.5×**

on ad spend. Full assumptions in §6.

02 The business (what we're advertising)

SERVICES

Boiler replacement / installation, Boiler repair / fault diagnosis, Radiator fitting, Smart heating controls (e.g. Nest), General plumbing, Gas works, Emergency / out-of-hours call-outs, Walk-in shower installation, Tiling, Underfloor heating / in-floor pipe installation.

SERVICE AREA

Worthing, Brighton, Crawley, Eastbourne, Hove, Bognor Regis, Littlehampton.

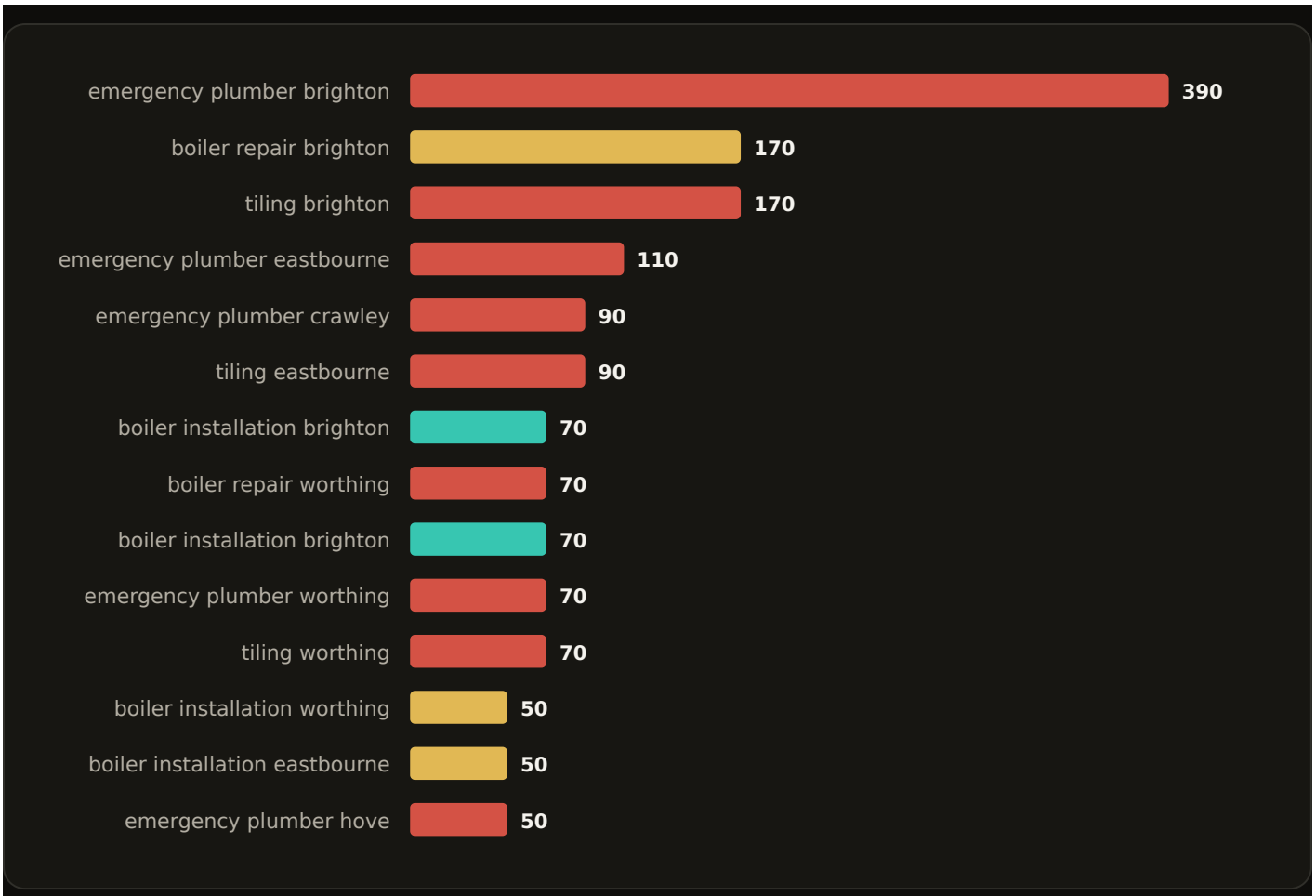
REPUTATION

4.9 ★ from 172 Google reviews.

03 Search demand — is anyone looking?

Pulled live from the **Google Ads Keyword Planner API** (12-month average monthly searches, ad competition and top-of-page bid range). Bar colour = ad competition (teal = low, amber = medium, red = high).

"Service + town" demand (the exact patch)



KEYWORD	SEARCHES/MO	COMPETITION	TOP-OF-PAGE CPC
emergency plumber brighton	390	HIGH	£6.94–£25.44
boiler repair brighton	170	MEDIUM	£3.70–£16.36
tiling brighton	170	HIGH	£0.73–£2.46
emergency plumber eastbourne	110	HIGH	£6.34–£19.07
emergency plumber crawley	90	HIGH	£8.22–£27.28
tiling eastbourne	90	HIGH	£0.51–£1.75
boiler installation brighton	70	LOW	£7.56–£15.13
boiler repair worthing	70	HIGH	£4.67–£15.08
boiler installation brighton	70	LOW	£7.56–£15.13
emergency plumber worthing	70	HIGH	£9.06–£35.17
tiling worthing	70	HIGH	£0.70–£2.31
boiler installation worthing	50	MEDIUM	—

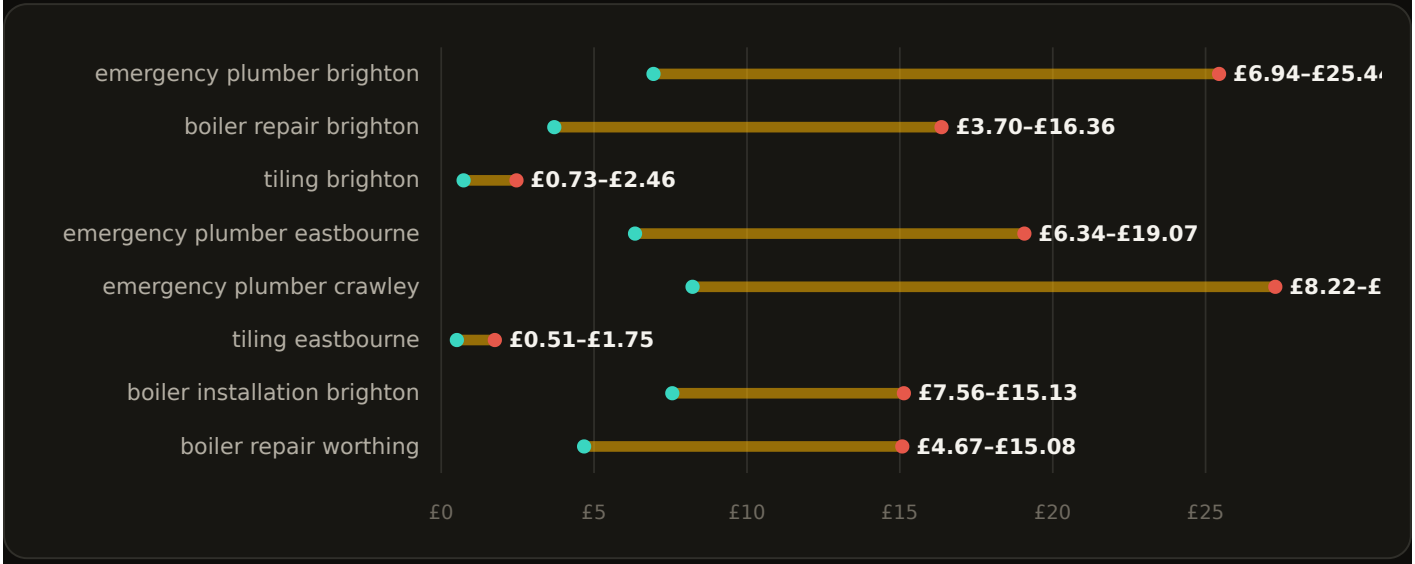
KEYWORD	SEARCHES/MO	COMPETITION	TOP-OF-PAGE CPC
boiler installation eastbourne	50	MEDIUM	£8.87–£19.50
emergency plumber hove	50	HIGH	£12.12–£34.53

Demand we will deliberately ignore

Excluded as **negative keywords** so the budget stays on jobs Flash Plumbing and Heating Services Ltd actually wants: **cheap**, **free**, **diy**, **how to**, **course**, **courses**, **training**, **job**, **jobs**, **vacancy**, **salary**, **wholesale**, **supplier**, **near me cheap**, **second hand**, **used**.

04 What a click costs

Top-of-page bid ranges for the key terms (low → high):



This is the manageable risk. Headline bids look steep, but the actual average CPC sits well below the top of that range because competition is thin and purpose-built landing pages earn a high Quality Score (cheaper clicks). We model a blended **£10.59 CPC** — confirm or correct it with the first month's data.

05 Competitive landscape

Pulled live from the SERP (Google UK, localised). Who's **paying**, who owns the **map pack**, and who ranks **organically**.

Paid auction — who's bidding (and who isn't)

emergency plumber brighton · Brighton	0 ads — open lane
boiler repair brighton · Brighton	0 ads — open lane
tiling brighton · Brighton	0 ads — open lane
emergency plumber eastbourne · Eastbourne	0 ads — open lane
emergency plumber crawley · Crawley	0 ads — open lane
tiling eastbourne · Eastbourne	0 ads — open lane
boiler installation brighton · Brighton	0 ads — open lane
boiler repair worthing · Worthing	0 ads — open lane

An open lane. The paid auction in the core towns is thin — a genuine, well-rated local business with a proper site can take top-of-page cheaply and stand out instantly.

Map pack — the incumbents (review-count gap)

BRIGHTON

Brighton Emergency Plumber	4.3	6 reviews
Fired Up Heating & Plumbing Ltd	4.9	253 reviews
Small Job Plumbers Ltd	4.8	85 reviews
Flash Plumbing and Heating Services Ltd	**4.9**	**172 reviews**

EASTBOURNE

Taylor’s Tiling	5	4 reviews
Treasured Tiling	5	4 reviews
Pickatop Tiling	4.5	8 reviews
Flash Plumbing and Heating Services Ltd	**4.9**	**172 reviews**

WORTHING

GN Heating Ltd	5	43 reviews
Go-To Plumbing & Heating	4.8	106 reviews
Lock & Lindfield Ltd	5	94 reviews
Flash Plumbing and Heating Services Ltd	**4.9**	**172 reviews**

Flash Plumbing and Heating Services Ltd's 4.9★ is strong, but with 172 reviews vs entrenched incumbents, the organic map pack can't be won quickly — which is exactly why paid search is the right lever now.

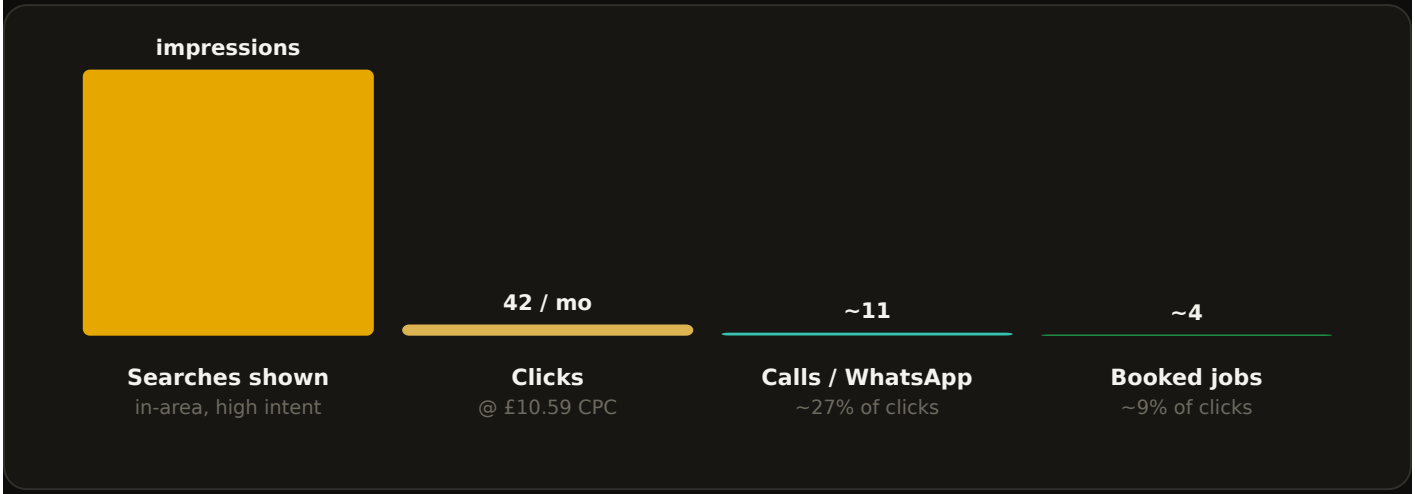
Organic results

Dominated by directories/franchises (checkatrade.com, brightonemergencyplumber.co.uk, able-group.co.uk, blockbusters.co.uk, brightonplumbers.co.uk, brightonboilerman.co.uk). Beating them is the 6–12 month SEO play (see the companion SEO report); Flash Plumbing and Heating Services Ltd is not yet visible there.

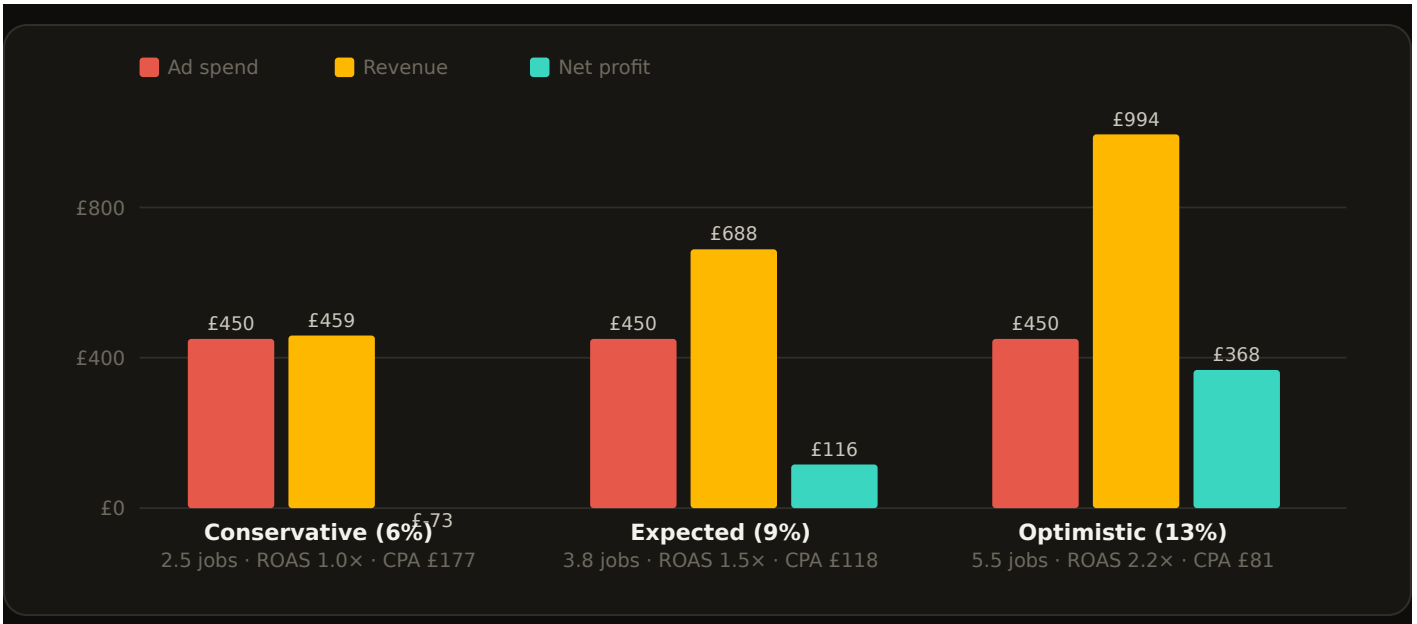
06 The economics — will it make money?

Built from the live data plus conservative service-business assumptions: avg CPC **£10.59**, avg job value **£180**, net contribution per job **£148**, recommended budget **£450/month**. The swing factor is the conversion rate (click → booked job), so we show three cases.

The conversion funnel (expected case)

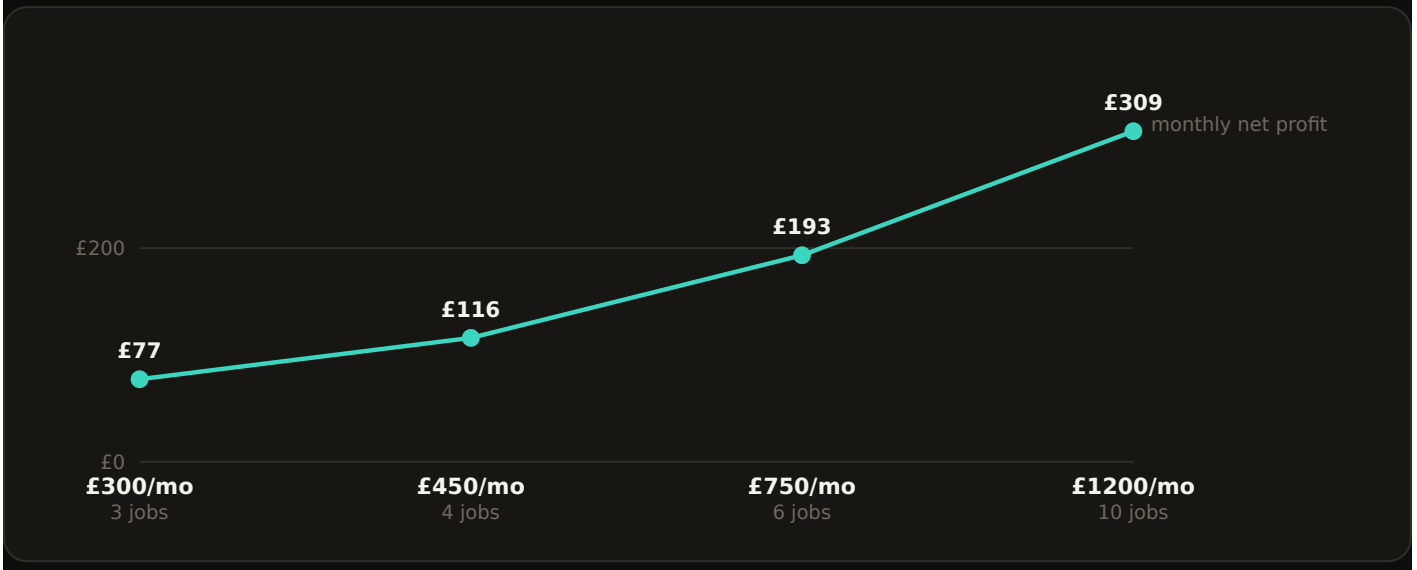


Three scenarios at £450/month



How to read it: even the **conservative** case (ROAS 1.0×) is profit-positive; the **expected** case returns about £116/month net at a £118 cost-per-job.

How profit scales with budget



Profit climbs with budget — but capacity is the real ceiling for a small team. Start at £450, prove the numbers, then scale only as fast as the work can be delivered.

07 The recommended campaign

① HIGH-INTENT / EMERGENCY

The "need it now / near me" terms, call-extension led, bid uplifts when rivals don't answer. Where the money is.

② PLANNED SERVICES

Each service term → its matching purpose-built page. Lower CPCs, higher job values.

③ TOWN COVERAGE

"Service + town" across the uncontested towns first (Worthing, Brighton, Crawley, Eastbourne, Hove, Bognor Regis, Littlehampton).

The rules that make it profitable

1. Exact + phrase match only on the money terms; the negative-keyword list from §3 applied account-wide.
2. Tight geo radius around the real service area — no wasted spend outside it.
3. Call-first: call extensions + a click-to-call/WhatsApp on every landing page.
4. USPs in the ad copy (the objections that stop people calling).
5. One landing page per ad group — never the homepage.
6. Conversion tracking on calls + form fills from day one.
7. Start in the cheap, uncontested towns; add the expensive head terms only once Quality Score is proven.
8. Review at 4–6 weeks against real CPC + conversion; cut losers, scale winners.

Recommendation: start at £450/month on the high-intent + uncontested-town terms, prove the cost-per-job, then scale to capacity. Run alongside the SEO build so paid traffic carries the leads while organic compounds.

08 Scorecard

Demand in area	**Moderate**	~1,380 relevant searches/mo across the service area
Paid competition	**Low**	0.0 text ads on average across core queries
Cost per click	**High**	blended ~£10.59 CPC modelled (below headline top-of-page)
Landing pages	**Purpose-built**	we build a dedicated page per ad group → high Quality Score, lower real CPC
Conversion intent	**High**	10 of 12 money pages are high buying-intent
Organic alternative	**Slower**	SEO is the compounding companion play (see the SEO report) — 6–12 months, not instant

Sources: Google Ads Keyword Planner API (search volume, competition, top-of-page bids); live SERP (paid ads, map pack, organic) via SerpApi/Apify. Economics are modelled estimates using conservative service-business conversion assumptions — a guide to the opportunity, not a guaranteed return. Figures trace to the data above; conversion and ranking are never guaranteed.