

# Growth Report

Swann Electrical · 10 June 2026

Here's a quick look at where Swann Electrical stands online and where the next jobs could come from around Bognor Regis. It's based on real research into your listing and the people nearby looking for an electrician.

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## What we found

Your Google profile is in decent shape with a 4.7 rating from 13 reviews and 12 photos, and you cover strong services like EV chargers, solar, rewires and consumer units. The main gap is your online reach beyond Facebook — there's nothing pulling in the customers already searching for the work you do.

**12**

photos found

**13**

reviews

**4.7**

Google rating

**11**

services

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## Why we built it this way

**Reviews carousel.** You have 13 real reviews averaging 4.7★, so we put them front and centre to build trust.

**Real work gallery.** We used your own 12 photos so the site shows your actual work, not stock images.

**Services section.** We listed the 11 services you offer (EV Charger Installation, Solar Panel Installation (in-roof), Battery & Inverter Installation, Consumer Unit / Fuse Board Replacement, Full Property Rewire, LED & Feature Lighting) as the basis for the pages below.

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

## Where the local work is

Around 3950 people near you search Google for these services every month. Ranking the pages below could bring you roughly 21.8–74.3 new enquiries a month once they're live.

Across Brighton, Worthing, Portsmouth and Gosport there are around 3,950 people every month looking for an electrician — real homeowners and businesses ready to pick up the phone. Building pages for each of these towns and services could bring in roughly 22 to 74 enquiries a month once they're ranking.

**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 electrical brighton

A dedicated page at /services/electrical-brighton — easy to rank · high buying intent · ~170 searches/mo. Estimated **1–3.4 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 electrician gosport

A dedicated page at /services/electrician-gosport – easy to rank · medium buying intent · ~590 searches/mo. Estimated **1.8–7.1 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 worthing

People searching / month		590
Buying intent		High
Ease of ranking		Moderate
Estimated enquiries / mo		3.5–11.8

Usually live in 6–9 months once published

WHEN SOMEONE GOOGLES...

Add this page — £49

Q electrical worthing

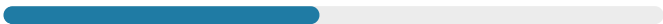


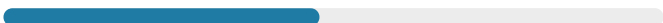
People searching / month		590
Buying intent		High
Ease of ranking		Moderate
Estimated enquiries / mo		3.5-11.8

Usually live in 6-9 months once published

WHEN SOMEONE GOOGLES...

Add this page — £49

Q electrician portsmouth




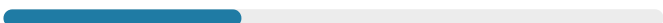
People searching / month		480
Buying intent		High
Ease of ranking		Moderate
Estimated enquiries / mo		2.9-9.6

Usually live in 6-9 months once published

WHEN SOMEONE GOOGLES...

Add this page — £49

Q electrician gosport

People searching / month		590
Buying intent		Medium
Ease of ranking		Easy
Estimated enquiries / mo		1.8-7.1

Usually live in 3-6 months once published

WHEN SOMEONE GOOGLES...

Add this page – £49

Q **electrician hove**

People searching / month		260
Buying intent		High
Ease of ranking		Moderate
Estimated enquiries / mo		1.6-5.2

Usually live in 6-9 months once published

WHEN SOMEONE GOOGLES...

Add this page – £49

Q **electrical brighton**

People searching / month		170
Buying intent		High
Ease of ranking		Easy
Estimated enquiries / mo		1-3.4

Usually live in 3-6 months once published

WHEN SOMEONE GOOGLES...

Add this page – £49

Q **electrician bognor regis**

People searching / month		140
Buying intent		High
Ease of ranking		Moderate
Estimated enquiries / mo		0.8-2.8

Usually live in 6-9 months once published

WHEN SOMEONE GOOGLES...

Add this page — £49

Q electrical portsmouth

People searching / month		90
Buying intent		High
Ease of ranking		Moderate
Estimated enquiries / mo		0.5–1.8

Usually live in 6–9 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

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 — **478** 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 quick route — you can be in front of those same customers within days and only pay when someone clicks through to call you.

SEARCH	PEOPLE/MONTH	COST PER CLICK	BUDGET/MONTH	CALLS/MONTH (FROM WEEK ONE)
work gosport	~6600	£0.36	£48-£95	<b>~4-15.8/mo</b>
work bognor regis	~5400	£0.36	£39-£78	<b>~3.2-13/mo</b>
electrician brighton	~1000	£6.01	£120-£240	<b>~1.2-4/mo</b>
electrician worthing	~590	£4.34	£52-£104	<b>~0.7-2.4/mo</b>
electrical worthing	~590	£4.34	£52-£104	<b>~0.7-2.4/mo</b>
electrician portsmouth	~480	£4.01	£40-£76	<b>~0.6-1.9/mo</b>

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