

Local SEO Report

First Call Home Services

<https://firstcallhomeservices.co.uk/>

Generated 10/05/2026

Executive summary

TRACKED KEYWORDS

25

TOP-10 KEYWORDS

0

URLS SCANNED

50

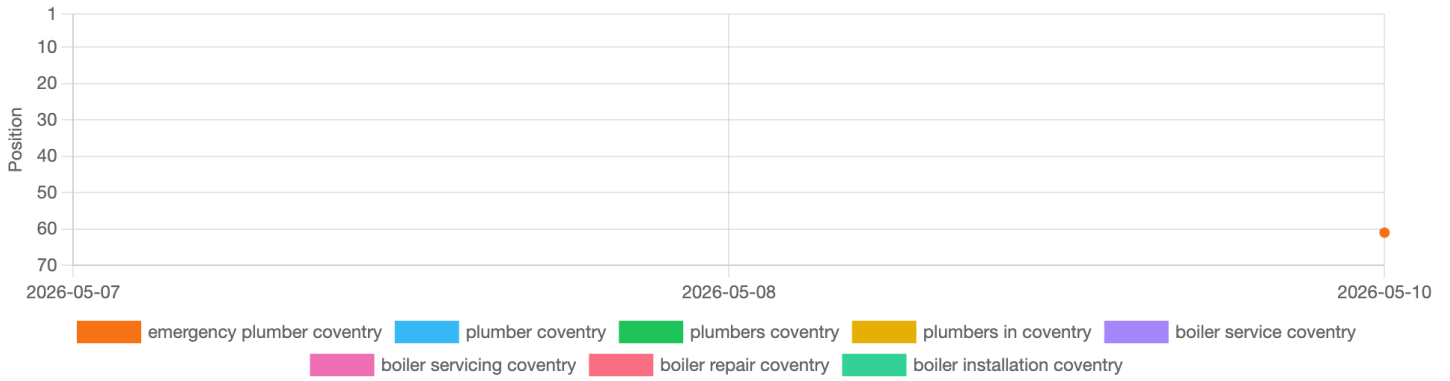
CWV SAMPLES

18

Rankings (latest)

KEYWORD	POSITION
emergency plumber coventry	61
plumber coventry	—
plumbers coventry	—
plumbers in coventry	—
boiler service coventry	—
boiler servicing coventry	—
boiler repair coventry	—
boiler installation coventry	—
new boiler coventry	—
gas safety certificate coventry	32
cp12 coventry	57
blocked drain coventry	—
drain repair coventry	—
burst pipe coventry	—
water main repair coventry	—
emergency plumber nuneaton	18
plumber nuneaton	36
boiler service nuneaton	44
gas engineer nuneaton	—
plumber bedworth	—
plumber birmingham	—
plumber luton	—
gas safe plumber coventry	—
24 hour plumber coventry	26
bathroom fitters coventry	—

Rankings trend



Core Web Vitals

URL	STRATEGY	PERF	LCP	INP	CLS
https://firstcallhomeservices.co.uk/	har	—	762 ms	—	0.00
https://firstcallhomeservices.co.uk/	har	—	735 ms	—	0.00
https://firstcallhomeservices.co.uk/	har	—	588 ms	—	0.00
https://firstcallhomeservices.co.uk/	mobile	—	—	—	0.00
https://firstcallhomeservices.co.uk/	har	—	875 ms	—	0.00
https://firstcallhomeservices.co.uk/	har	—	466 ms	—	0.00
https://firstcallhomeservices.co.uk/	har	—	581 ms	—	0.00
https://firstcallhomeservices.co.uk/	har	—	645 ms	—	0.00
https://firstcallhomeservices.co.uk/	har	—	949 ms	—	0.00
https://firstcallhomeservices.co.uk/	mobile	—	—	—	0.00
https://firstcallhomeservices.co.uk/	mobile	—	—	—	0.00
https://firstcallhomeservices.co.uk/	mobile	—	—	—	0.00
https://firstcallhomeservices.co.uk/	har	—	921 ms	—	0.00
https://firstcallhomeservices.co.uk/	mobile	—	—	—	0.00
https://firstcallhomeservices.co.uk/	har	—	1903 ms	—	0.00
https://firstcallhomeservices.co.uk/	mobile	—	—	—	0.00
https://firstcallhomeservices.co.uk/	mobile	—	—	—	0.00
https://firstcallhomeservices.co.uk/	mobile	—	—	—	0.00

Google Business Profile metrics

First Call Home Services Coventry Plumber

METRIC	TOTAL (LIFETIME INGEST)
<div style="display: flex; align-items: center;"> <div style="background-color: #4a7c59; color: white; border-radius: 50%; padding: 2px 5px; margin-right: 5px;">20+</div> <div> <p>Keyword</p> <p>emergency plumber coventry</p> <p>0 cells in top 3</p> <p>0 cells in top 10</p> <p>1 cells: not in top 20</p> <p>Avg: —</p> </div> </div>	

METRIC	TOTAL (LIFETIME INGEST)
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1

Keyword
emergency plumber nuneaton

1 cells in top 3
 1 cells in top 10
 0 cells: not in top 20
 Avg: 1.0

Multi-location comparison

Profiles: First Call Home Services · First Call Home Services Coventry

Field parity

FIELD	STATUS	SEVERITY
Business name	differs	critical
Primary phone	identical	info
Website URL	differs	critical
Address	identical	info
Primary category	identical	info
Additional categories	identical	info
Regular hours	identical	info
Service items	identical	info
Business description	identical	info
Store code	identical	info

AI gap analysis recommendations

First Call Home Services · gas engineer nuneaton · 10/05/2026, 16:55:01

PRI	CAT	ACTION	EFFORT	IMPACT
high	categories	Change primaryCategory from 'Plumber' to 'Gas Engineer' (gcid:gas_engineer) to match target keyword. All top-3 competitors use gas-specific categories. 'Plumber' misaligns with 'gas engineer nuneaton' query intent, hurting relevance signals.	xs	high
high	categories	Add secondary categories: 'Plumber', 'Boiler Repair Service', 'Gas Installation Service' to capture related queries. Gas Emergency Service Ltd and Incontrol Gas Services show multi-category profiles. Secondary categories expand relevance without losing primary focus.	xs	high
high	reviews	Launch review generation campaign targeting 10+ new reviews in next 60 days with SMS/email follow-up. Gas Emergency Service Ltd has 322 reviews; Incontrol has 38. Your review count is likely minimal, severely impacting prominence signals.	l	high
medium	services	Add serviceltems: 'Boiler Installation', 'Boiler Repair', 'Gas Safety Certificates', 'Central Heating Installation', 'Emergency Callout'. Competitors show structured gas services. Service items improve keyword relevance and display in Knowledge Panel for gas-related queries.	s	medium
medium	description	Rewrite profile.description (max 750 chars) to include 'gas engineer Nuneaton', 'Gas Safe registered', 'boiler repair', 'central heating'. Description keyword density supports relevance. Include geo-modifier and core services to match competitor content signals.	s	medium
medium	attributes	Enable attributes: 'Emergency service', 'Same-day service', 'Licensed', 'Free estimates' via attributes patch. Gas Emergency Service Ltd signals emergency availability in name. Attributes reinforce service capabilities and filter into local results.	xs	medium
medium	posts	Publish weekly Google Posts highlighting gas services, seasonal boiler offers, and Gas Safe credentials. Post freshness signals activity and engagement. Competitors with active profiles show higher trust. Include CTAs for conversions.	m	medium

PRI	CAT	ACTION	EFFORT	IMPACT
medium	photos	Upload 10+ photos: team in Gas Safe branded uniforms, boiler installations, vans with branding, CP12 certificates. Photo coverage increases engagement and trust. Gas-specific imagery reinforces category relevance for 'gas engineer' queries.	m	medium
medium	hours	Set regularHours to extended hours (e.g., 7am-9pm) and add moreHours for 'Emergency hours' if 24/7 available. Gas Emergency Service Ltd name implies availability. Extended hours improve visibility for urgent searches and filter rankings.	xs	medium
medium	website	Create dedicated landing page for 'Gas Engineer Nuneaton' services with H1 keyword match and Gas Safe registration number. Current homepage serves all locations. Dedicated geo-service page strengthens landing URL relevance for local pack ranking.	l	medium
low	qa	Seed Q&A with 5 common questions: Gas Safe registration, emergency availability, boiler brands serviced, coverage area. Q&A content adds keyword-rich text to profile. Pre-answered FAQs reduce friction and signal expertise in gas services.	s	low
low	schema	Add LocalBusiness schema to website with @type 'Plumber' and 'GasEngineer', matching NAP and including serviceArea for Nuneaton. Schema markup reinforces entity signals to Google. Consistent NAP in structured data supports citation trust signals.	m	low
low	citations	Build/update citations on Yell, Checkatrade, TrustATrader, Gas Safe Register with consistent NAP and 'Gas Engineer' category. Citation consistency and category alignment on authoritative UK directories strengthen prominence and category relevance signals.	l	low

On-page highlights

URL	TITLE	WORDS	LOCALBUSINESS SCHEMA	IMGS MISSING ALT
https://firstcallhomeservices.co.uk/bl...	How to Bleed a Radiator - Step-by-Step Guide	829	no	0
https://firstcallhomeservices.co.uk/se...	Boiler Service Coventry Gas Safe Engineers Fr...	1122	no	0
https://firstcallhomeservices.co.uk/bl...	Full Bathroom Renovation Cost Guide - Budget, ...	751	no	0
https://firstcallhomeservices.co.uk/bl...	What Is a Gas Safety Certificate? Landlord Requ...	782	no	0
https://firstcallhomeservices.co.uk/bl...	New Boiler Installation Cost Breakdown - Labour...	807	no	0
https://firstcallhomeservices.co.uk/bl...	Signs You Need a New Boiler - Repair vs. Replac...	816	no	0
https://firstcallhomeservices.co.uk/bl...	How Much Does a Boiler Service Cost? 2026 Pri...	689	no	0
https://firstcallhomeservices.co.uk/in...	Plumbers Nuneaton, Coventry & Midlands First ...	3720	yes	0
https://firstcallhomeservices.co.uk/bl...	Blocked Drain? DIY Clearing Methods & When to...	882	no	0
https://firstcallhomeservices.co.uk/bl...	Boiler Broken? What to Do Now - Quick Troubles...	641	no	0
https://firstcallhomeservices.co.uk/bl...	Boiler Not Heating? Quick Fixes Before Calling a...	733	no	0
https://firstcallhomeservices.co.uk/bl...	Why Is My Boiler Leaking Water? Is It an Emerge...	792	no	0
https://firstcallhomeservices.co.uk/bl...	How to Fix a Burst Pipe Fast - Emergency Repair...	657	no	0
https://firstcallhomeservices.co.uk/bl...	How to Fix a Worcester Greenstar Ignition / Ionis...	1539	no	0
https://firstcallhomeservices.co.uk/bl...	Complete Emergency Plumbing Guide - What to ...	691	no	0
https://firstcallhomeservices.co.uk/pl...	Plumber in Birmingham First Call Home Services	4075	yes	0
https://firstcallhomeservices.co.uk/pl...	Plumber in Luton First Call Home Services	4049	yes	0
https://firstcallhomeservices.co.uk/pl...	Plumber in Bedfordshire First Call Home Servic...	4042	yes	0
https://firstcallhomeservices.co.uk/pl...	Plumber in Flitwick First Call Home Services	4028	yes	0
https://firstcallhomeservices.co.uk/pl...	Plumbers in Coventry No Call-Out Fee 24/7 F...	5501	yes	0
https://firstcallhomeservices.co.uk/pl...	Plumber Nuneaton 24/7 Gas Safe Engineers Fi...	4491	yes	0
https://firstcallhomeservices.co.uk/se...	Commercial Hot Water Installations First Call H...	368	no	0
https://firstcallhomeservices.co.uk/bl...	Plumbing & Heating Blog - Tips, Guides & Advice	387	no	0
https://firstcallhomeservices.co.uk/se...	Electrical Services First Call Home Services	453	no	0
https://firstcallhomeservices.co.uk/se...	Commercial Gas Servicing First Call Home Serv...	373	no	0

URL	TITLE	WORDS	LOCALBUSINESS SCHEMA	IMGS MISSING ALT
https://firstcallhomeservices.co.uk/se...	Commercial Gas Installations First Call Home S...	372	no	0
https://firstcallhomeservices.co.uk/se...	Commercial Gas Safety Certificates First Call H...	403	no	0
https://firstcallhomeservices.co.uk/se...	Bathroom Installation First Call Home Services	379	no	0
https://firstcallhomeservices.co.uk/se...	Boiler Breakdown Repair First Call Home Servic...	415	no	0
https://firstcallhomeservices.co.uk/se...	Boiler Installation & Servicing First Call Home S...	573	no	0
https://firstcallhomeservices.co.uk/se...	Gas Safety Certificates First Call Home Services	603	no	0
https://firstcallhomeservices.co.uk/se...	Burst Pipe & Water Main Repair Coventry First ...	387	no	0
https://firstcallhomeservices.co.uk/	Plumbers Nuneaton, Coventry & Midlands First ...	3720	yes	0
https://firstcallhomeservices.co.uk/se...	Leaking Taps & Valves First Call Home Services	387	no	0
https://firstcallhomeservices.co.uk/se...	Radiator Repairs & Replacements First Call Ho...	403	no	0
https://firstcallhomeservices.co.uk/se...	Blocked Drains & Drainage First Call Home Ser...	365	no	0
https://firstcallhomeservices.co.uk/in...	Plumbers Nuneaton, Coventry & Midlands First ...	3720	yes	0
https://firstcallhomeservices.co.uk/bl...	Full Bathroom Renovation Cost Guide - Budget, ...	751	no	0
https://firstcallhomeservices.co.uk/bl...	How to Bleed a Radiator - Step-by-Step Guide	829	no	0
https://firstcallhomeservices.co.uk/se...	Boiler Service Coventry Gas Safe Engineers Fr...	1122	no	0
https://firstcallhomeservices.co.uk/bl...	What Is a Gas Safety Certificate? Landlord Requ...	782	no	0
https://firstcallhomeservices.co.uk/bl...	How Much Does a Boiler Service Cost? 2026 Pri...	689	no	0
https://firstcallhomeservices.co.uk/bl...	Blocked Drain? DIY Clearing Methods & When to...	882	no	0
https://firstcallhomeservices.co.uk/bl...	New Boiler Installation Cost Breakdown - Labour...	807	no	0
https://firstcallhomeservices.co.uk/bl...	Signs You Need a New Boiler - Repair vs. Replac...	816	no	0
https://firstcallhomeservices.co.uk/bl...	Boiler Broken? What to Do Now - Quick Troubles...	641	no	0
https://firstcallhomeservices.co.uk/bl...	Boiler Not Heating? Quick Fixes Before Calling a...	733	no	0
https://firstcallhomeservices.co.uk/bl...	Why Is My Boiler Leaking Water? Is It an Emerge...	792	no	0
https://firstcallhomeservices.co.uk/bl...	How to Fix a Burst Pipe Fast - Emergency Repair...	657	no	0
https://firstcallhomeservices.co.uk/bl...	How to Fix a Worcester Greenstar Ignition / Ionis...	1539	no	0