

Growth Report

Toby Collins Bathroom Installations · 7 June 2026

This is a quick look at where Toby Collins Bathroom Installations stands online today, and the work we think is sitting there waiting to be picked up across Hastings and the wider area.

Jump to: [What we found](#) · [The local opportunity](#) · [Your audience](#) · [Google Ads](#)

What we found

Your online setup is in good shape to build on — 29 photos, 35 reviews averaging a full 5 stars, and a Facebook page, with 15 services listed from full bathroom renovations through to tiling, plastering and carpentry.

29

photos found

35

reviews

5

Google rating

15

services

Why we built it this way

Reviews carousel. You have 35 real reviews averaging 5★, so we put them front and centre to build trust.

Real work gallery. We used your own 29 photos so the site shows your actual work, not stock images.

Services section. We listed the 15 services you offer (Complete bathroom installation & renovation, Walk-in shower installation, Bath installation, Toilet installation, Washbasin / basin installation, Heated towel rail installation) 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 4900 people near you search Google for these services every month. Ranking the pages below could bring you roughly 27.7–93.8 new enquiries a month once they're live.

Across the pages below, roughly 4,900 people a month near you are actively looking for the work you do. Built out properly, we'd expect that to turn into somewhere between 28 and 94 enquiry calls a month – real jobs from people ready to hire.

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 plastering maidstone

A dedicated page at /services/plastering-maidstone – 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 plastering hastings

A dedicated page at /services/plastering-hastings – easy to rank · medium buying intent · ~170 searches/mo. Estimated **0.5–2 enquiries/mo**, usually live in 3–6 months.

PRIORITY 3 – BUILD THIS PAGE

Add this page – £49

Q plastering eastbourne

A dedicated page at /services/plastering-eastbourne – moderate to rank · medium buying intent · ~210 searches/mo. Estimated **0.6–2.5 enquiries/mo**, usually live in 6–9 months.



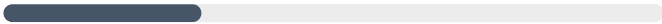

The full opportunity

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

WHEN SOMEONE GOOGLES...

Add this page – £49

Q plumbing hastings



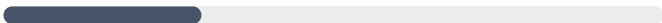

People searching / month		1000
Buying intent		High
Ease of ranking		Competitive
Estimated enquiries / mo		6–20

Usually live in 9–12 months once published

WHEN SOMEONE GOOGLES...

Add this page – £49

Q plumbing eastbourne



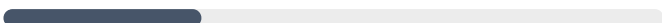

People searching / month		880
Buying intent		High
Ease of ranking		Competitive
Estimated enquiries / mo		5.3–17.6

Usually live in 9–12 months once published

WHEN SOMEONE GOOGLES...

Add this page — £49

Q plumbing ashford



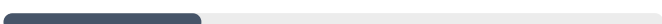

People searching / month		880
Buying intent		High
Ease of ranking		Competitive
Estimated enquiries / mo		5.3-17.6

Usually live in 9-12 months once published

WHEN SOMEONE GOOGLES...

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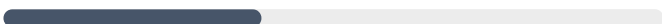

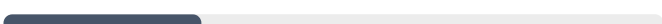

People searching / month		720
Buying intent		High
Ease of ranking		Competitive
Estimated enquiries / mo		4.3-14.4

Usually live in 9-12 months once published

WHEN SOMEONE GOOGLES...

Add this page — £49

Q plumbing folkestone

People searching / month		390
Buying intent		High
Ease of ranking		Competitive
Estimated enquiries / mo		2.3-7.8

Usually live in 9-12 months once published

WHEN SOMEONE GOOGLES...

Add this page — £49

Q plastering maidstone

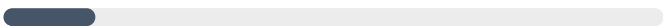

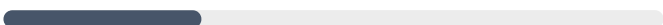
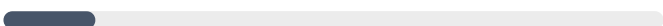
People searching / month		170
Buying intent		High
Ease of ranking		Easy
Estimated enquiries / mo		1-3.4

Usually live in 3-6 months once published

WHEN SOMEONE GOOGLES...

Add this page — £49

Q flooring ashford

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

Usually live in 9-12 months once published

WHEN SOMEONE GOOGLES...

Add this page — £49

Q plastering eastbourne



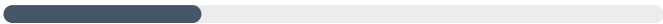
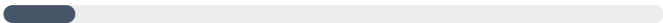
People searching / month		210
Buying intent		Medium
Ease of ranking		Moderate
Estimated enquiries / mo		0.6-2.5

Usually live in 6-9 months once published

WHEN SOMEONE GOOGLES...

Add this page — £49

Q flooring maidstone

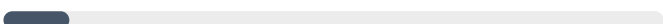
People searching / month		110
Buying intent		High
Ease of ranking		Competitive
Estimated enquiries / mo		0.7-2.2

Usually live in 9-12 months once published

WHEN SOMEONE GOOGLES...

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Q plastering hastings

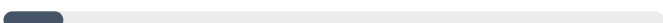

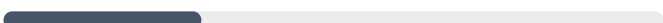
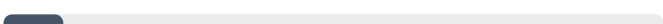
People searching / month		170
Buying intent		Medium
Ease of ranking		Easy
Estimated enquiries / mo		0.5-2

Usually live in 3-6 months once published

WHEN SOMEONE GOOGLES...

Add this page — £49

Q flooring eastbourne

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

Usually live in 9-12 months once published

WHEN SOMEONE GOOGLES...

Add this page — £49

Q plastering ashford

People searching / month		140
Buying intent		Medium
Ease of ranking		Moderate
Estimated enquiries / mo		0.4-1.7

Usually live in 6-9 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 — **94** 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.

Want results this week? Google Ads

If you'd rather not wait for those pages to build up, Google Ads is the quicker route — you can be in front of those same customers within days rather than months.

SEARCH	PEOPLE/MONTH	COST PER CLICK	BUDGET/MONTH	CALLS/MONTH (FROM WEEK ONE)
plumbinghastings	~1000	£9.13	£183-£365	~1.2-4/mo
plumbing eastbourne	~880	£9.23	£166-£323	~1.1-3.5/mo
plumbingashford	~880	£8.43	£152-£295	~1.1-3.5/mo
plumbing maidstone	~720	£18.52	£259-£537	~0.8-2.9/mo
plumbing folkestone	~390	£7.38	£59-£118	~0.5-1.6/mo
plastering eastbourne	~210	£2.49	£10-£20	~0.1-0.5/mo
