

The Challenge

Established in 2021, this construction business had no digital presence. It needed an initial setup and a way to bring client enquiries.

The Goal

Build a professional online presence that showcases the business's construction services, establishes trust with potential clients, and generates enquiries.

The Outcome

Several years on, the business ranks at the top of Google for key local searches, receives regular enquiries through organic search, and has earned a strong local reputation.

Keywords *i*

Top 3

5

New
0

Lost
0



Top 10

6

New
0

Lost
0



Top 20

6

New
0

Lost
0

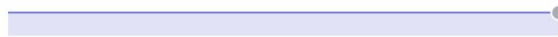


Top 100

6

New
0

Lost
0



Improved vs. declined

2 1

SEO performance, 25 Aug–23 Sep 2026

- Google search visibility reached 63.32%, up 13.69% over the 30-day period.
- Five of the six tracked keywords ranked in the top three, and all six ranked in the top ten for UK searches.

Position Tracking: **msbuildersltd.com** ▾

Looker StudioPDFExportShare🔔⚙️

United Kingdom (Google) • English ▾ Updated: 22 hours ago Keywords: 6 Competitors: Add SERP features 📍🏠📦📄 ▾ Share of Voice 📊

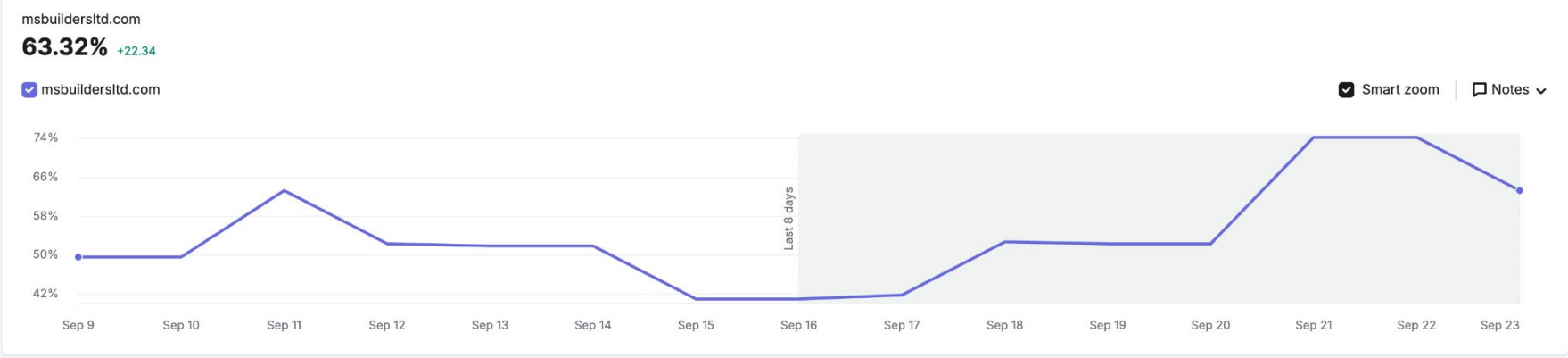
Landscape OverviewRankings DistributionTagsPagesCannibalizationCompetitors DiscoveryDevices & LocationsFeatured Snippets

msbuildersltd.com ✕Add domain ▾Add domain ▾Add domain ▾Add domain ▾

Sep 16-23, 2026

Filter by keyword 🔍Top positions & changes ▾SERP Features ▾Tags ▾Intent ▾Volume ▾KD % ▾Advanced filters ▾

Share of VoiceVisibilityEst. TrafficAvg. Position



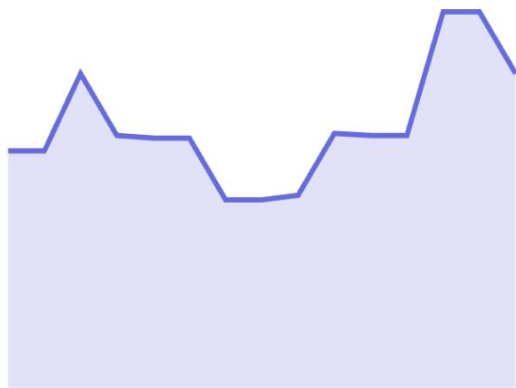
Position Tracking ⓘ

Updated: 22 hours ago | Aug 25 – Sep 23, 2026 [last 30 days](#) ▾ ✕

🌐 United Kingdom (Google) • English ▾

Visibility ⓘ

63.32% +13.69%



[View full report](#)

Keywords ⓘ

Top 3



new 0
lost 0

Top 20



new 0
lost 0

Top 10



new 0
lost 0

Top 100



new 0
lost 0

Top Keywords ⓘ

Keywords	Position	Visibility
accredited builders ...	1 0	16.67%
house extension bui...	1 0	16.67%
master builders ealing	1 1	16.67%
builders ealing	2 1	5.72%
house refurbishmen...	2 1	5.72%
ealing builders	6 0	1.88%

☐ Keyword	Intent	SF	KD %	Pos. Sep 16	Pos. Sep 23 
> ☐ accredited builders ealing		 6	18 	2	 1
> ☐ house extension builders ealing		 5	9 	 1	 1
> ☐ master builders ealing		 5	22 	3	 1
> ☐ builders ealing		 5	14 	 2	 2
> ☐ house refurbishment builders ealing		 6	7 	 2	 2
> ☐ ealing builders	 	 4	12 	5	6

Local search rankings in Ealing: These six keywords were chosen as part of the SEO strategy to help the website appear when people search for builders in Ealing. By 23 September 2026, the website ranked first for three of them, second for two, and sixth for one.

Source: Semrush, 23.09.26