Unavoidable Marketing

Free guide for UK electricians and electrical contractors

2026 EDITION

The Electrician's Playbook

How to get more booked jobs from Google, your website and social media in 2026

01 Google Local Services Ads
02 Google Ads
03 Business Profile and reviews
04 SEO and AI search
05 Websites that convert
06 Social media
07 Speed to lead

By
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Founder, Unavoidable Marketing

INSIDE THIS PLAYBOOK

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Seven short chapters, each one written for electricians, and a 30-day checklist to put it all into action. Read it in one sitting, or keep it in the van and do one chapter a week.

Who this is for

- One-van electricians who want rewires and boards, not endless plug swaps
- Electrical contractors with a team to keep busy all year
- Anyone paying for leads and not sure what they actually get back



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A WORD BEFORE YOU START

Most electricians do not need more marketing. They need the right marketing, set up properly.

I have worked with trades since 2012, and electricians tell me the same thing. They are qualified, registered and busy, yet they lose rewires and EV chargers to firms that are simply easier to find, easier to trust and quicker to call back.

The fix is rarely one big thing. It is a handful of small things done properly: a Google Verified listing set up around the jobs you want, a Business Profile full of real reviews, a website that shows your scheme membership and makes ringing you easy, and a phone that gets answered.

This playbook sets out exactly what we do for electricians across the UK, from Plymouth to Aberdeen, Swansea to Belfast. Use it yourself, hand it to whoever does your marketing, or ring me and we will talk it through. Either way, I hope it fills a few more slots in your diary.

> **A cheap lead for a plug swap is not a win. Judge every channel on booked jobs.**

UK-wide, Leeds-based

Working with trades across England, Scotland, Wales and Northern Ireland.

AH

Andrew Heppinstall
Founder, Unavoidable Marketing

HOW TO USE THIS PLAYBOOK

One chapter a week
Each chapter stands on its own. Start with the one that costs you most jobs.

Use the checklist
The 30-day checklist turns the whole book into small weekly jobs.

Track booked jobs
Note where every enquiry came from and whether it booked.

2012	390+	92%	40+
working with trades since	projects delivered	of clients come back	UK trade businesses we work with

CHAPTER 1

01 Google Local Services Ads and Google Verified

> Local Services Ads sit at the very top of many Google searches, with a Google Verified badge. You pay per lead, a call or message, not per click. You can apply to Google yourself for free, or use an agency. When the power goes and someone searches "emergency electrician near me", the verified name at the top gets the call.

What Google checks before you can show

- A verified Google Business Profile
- Your VAT number or Companies House registration number
- Public liability insurance
- Any licence the law requires for the work you advertise. Notifiable work must be certified under Building Regulations, usually via a competent person scheme such as NICEIC or NAPIT

Checks usually take about 3 to 4 weeks after your documents go in.

How the cost works

1. **You pay per lead**
   A lead is a call or message about a job, not a click.
2. **You set a weekly budget**
   Google spends within it, so a busy week never runs away with you.
3. **The budget is separate**
   Your lead budget is paid straight to Google.

Set it up around the work you want

Job types

Switch on only what you do and want: fault finding, power cuts, rewires, consumer unit upgrades, EV chargers and EICRs.

Service area

The postcodes you can reach for a tripping board at teatime, not a radius that sends you an hour away.

Opening hours

Only the hours someone will answer. If you are not on call overnight, do not show at midnight.

BAD LEADS

Google no longer lets you dispute bad leads by hand, so the real protection is the set-up: tight service areas, only the job types you want, hours that match when you can answer, and rating every lead in your dashboard.

What helps you show more often

- Answering calls quickly
- Plenty of genuine, recent reviews
- A complete profile with real installs
- Being close to the customer
- Enough weekly budget

COMING IN 2027

Google is moving UK Local Services Ads accounts into Google Ads. Export your lead history now so you know which jobs, such as EICRs or EV chargers, and which areas paid off.

02 CHAPTER 2 Google Ads

Search ads show for exactly what people type, so you can be there for "EV charger installer Derby" as well as "half my sockets stopped working". Unlike Local Services Ads you pay per click, which means the set-up decides whether those clicks turn into booked jobs or just cost money.

Split campaigns by job type

Faults and emergencies
Power cuts, tripping boards, burning smells. Calls only, during hours you answer.

Rewires and boards
Full and part rewires, consumer unit upgrades. Higher value, more research.

EV and solar
Home chargers, solar panels, batteries. Planned jobs, often compared closely.

Landlords and testing
EICRs and remedial work for landlords and letting agents.

Negative keywords electricians need

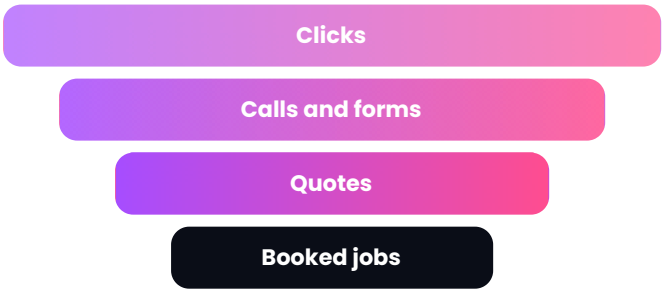
- jobs
- apprenticeship
- salary
- course
- 18th edition
- NVQ
- how to wire
- DIY
- diagram
- cable sizes
- wholesale
- free

Add these so you stop paying for trainees and DIYers who were never going to book.

Get the basics right

- Target people in or regularly in your area, not people merely interested in it
- Call tracking on every ad and website number
- Conversion tracking on quote and EICR booking forms
- A landing page for each job type, so EV searches land on an EV page

Measure cost per booked job



Divide what you spend by the number of booked jobs, not clicks or leads. A cheap click for a light fitting can work out dearer per job than a pricier click for a rewire.

OUR RESEARCH

What a click costs electricians

Median cost per click, UK: £6.38

"emergency electrician": £11.44

A click is not a job, so make every one land on a page built to get a call. Source: Unavoidable Marketing analysis of Google data, 22 October 2026.

SEASONALITY

Push outdoor and security lighting as the clocks go back, EV chargers and solar in spring, and landlord EICRs around the summer tenancy changeover. Keep fault-finding campaigns running all year.

03 CHAPTER 3 Google Business Profile and reviews

When the board trips on a Sunday evening and will not reset, the customer types "electrician near me" and looks at the map. Your Business Profile is that listing: closest, well reviewed, open now, call. It also feeds your Local Services Ads and Google AI Overviews.

Set the profile up properly

1. **Primary category: Electrician**
   Add others only for work you really do.
2. **Service area, not home address**
   The towns you cover. Keep home private.
3. **Every service listed**
   Rewires, boards, EV chargers, EICRs.
4. **Hours you can answer**
   "Open now" that rings out loses jobs.
5. **Real job photos**
   Neat boards, finished installs, your van.

Across 4,280 electrician listings in 10 UK cities, 66.8% had under 10 reviews, 38.5% no website and 24.2% were unclaimed. Source: Unavoidable Marketing analysis of Google data, 22 October 2026.

Posts through the electrical year

Autumn
Security lights before the dark nights

Winter
What to do when the board trips

Spring
EV chargers and garden power

Summer
Landlord EICRs between tenancies

Avoid getting suspended

- Adding "24/7" or towns to your business name
- More than one profile for the same business
- Showing a home address customers never visit
- Different phone numbers on different sites

Ask for reviews that name the job and the town

HELPS A LITTLE

"Good electrician, would use again."

HELPS A LOT MORE

"Replaced our old fuse box in Derby in a day, tidy and talked us through the certificate."

REPLYING TO A BAD REVIEW

Stay calm and keep it short. Thank them, set out the facts without arguing, and offer to sort it out by phone. For example: "Sorry to hear this, Claire. We fitted the new board on Thursday and tested every circuit before we left. Please ring the office and I will come back and check it." Future customers read your reply as much as the review.

A review routine that works

- Ask on the day, once the power is back on
- Text your review link with a personal note
- Ask every customer, landlords included
- Reply to every review by name, calmly

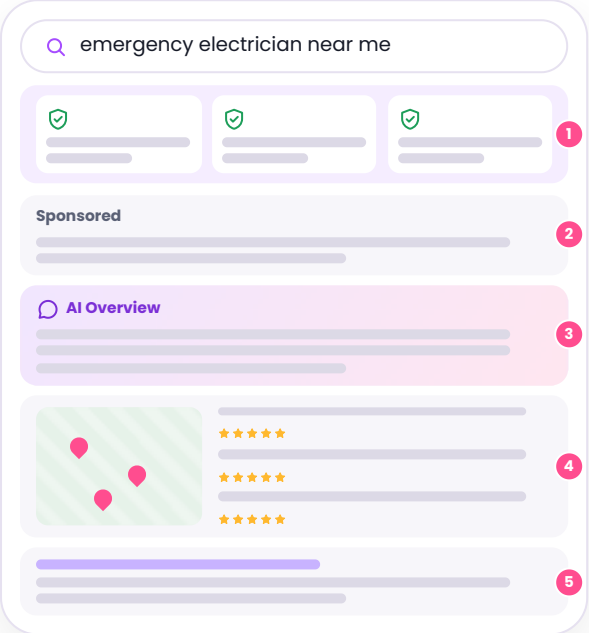
KNOW THE RULES

Fake reviews have been unlawful in the UK since April 2025 under the Digital Markets, Competition and Consumers Act. Google also bans incentives, like money off a future job for a review, and asking only happy customers.

04 CHAPTER 4 SEO and AI search

> SEO is how you show in the normal results and the map without paying per click. More and more people now also ask ChatGPT, Gemini or Google AI Overviews "who is a good electrician in Derby?". The good news is that the same groundwork helps with both.

Where you can show on one Google search



1. **Local Services Ads** — Google Verified badge, pay per lead — Ch 1
2. **Search ads** — Marked Sponsored, pay per click — Ch 2
3. **AI Overview** — An AI summary that can name businesses — Ch 4
4. **Map pack** — Your Business Profile and reviews — Ch 3
5. **Organic results** — Your website pages, earned with SEO — Ch 4

The layout changes with the search, the device and where the customer is. The aim is to be in as many of these places as you can.

The pages your site needs

Homepage
Says who you are, what you do and where, in the first two lines.

A page per service
Rewires, consumer units, EV chargers, EICRs, each on its own page.

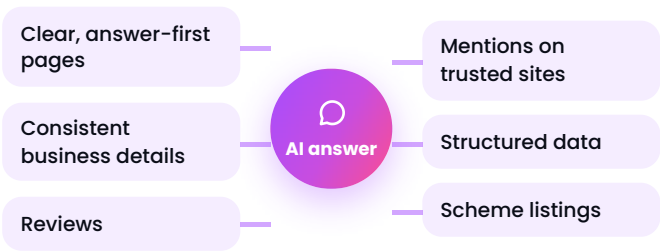
Real local pages
Jobs, photos and reviews from each town. Never copy and paste.

FAQs
Certificates, scheme membership, how long a rewire takes. Answer first.

Local SEO foundations

- The same name, address and phone number everywhere
- Listings on UK directories and your scheme's own search
- Schema markup so search engines read your details
- Reviews that mention jobs and towns
- Pages that load fast on a phone signal

What AI assistants look for

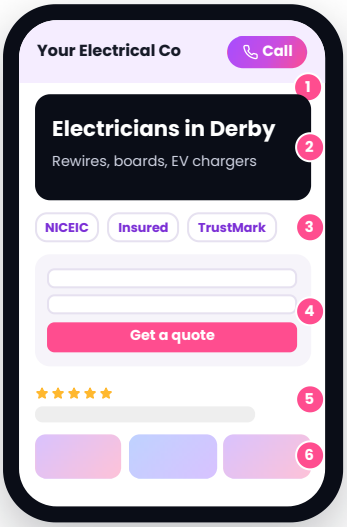


Nobody can guarantee being named. Try asking ChatGPT "who installs EV chargers in Stoke?" and see who comes up, and why.

05 CHAPTER 5 A website that converts

Most people find you on a phone, sometimes with half the house in the dark. Your website has one job: make ringing you, or sending a quote request, the obvious next step. Pretty is nice. Fast, clear and visibly registered books jobs.

What an electrician's homepage needs



1. Tap-to-call button at the top
2. Headline that says what and where
3. Scheme and trust badges
4. Short quote form
5. Real reviews
6. Real job photos

Must-haves

- Tap-to-call on every page, at the top
- A quote form that asks the right questions: job type, postcode, age of the property, timescale, photos
- Fast on a phone signal
- Your NICEIC or NAPIT membership, insurance, and that you certify notifiable work
- Real job photos, service pages and area pages
- Reviews from Google on the page

A quote form that asks the right questions

Get a free quote

What do you need?
Rewire, board, EV charger

Postcode
e.g. DE1

Age of the property
1930s, 1990s, new build

How soon?
Emergency, this week, later

Photo of your fuse board
Upload from your phone

Send my quote request

Avoid

- Template sites full of stock sparks
- A site or domain you do not own
- A contact form hidden on one page
- Slow sliders and pop-ups on mobile

OWN IT

Make sure the website and the domain are in your name. If you part ways with whoever built it, the site, the reviews and the rankings should stay with you.

What every service page should include

1. **Answer first** — What you do and where, in two lines
2. **What you get** — Plain steps and the certificate
3. **Proof** — Photos, reviews, scheme logo
4. **Areas covered** — The towns you really serve
5. **FAQs and a call to action** — Call button and quote form

Answer-first pages and schema markup help Google and AI assistants understand exactly what you do and where. Build them in from day one.

06 CHAPTER 6 Social media, organic and paid

Nobody scrolls Instagram while the fuse board keeps tripping, so emergency work mostly comes from search. Social is strongest for planned, higher value jobs: rewires, EV chargers, solar and batteries, garden lighting and landlord work.

Organic: build trust

Free posts on your own pages that show real work and real people, so your name is the one locals remember.

- Old board, new board, naming the town
- Short clips of finished installs
- Team faces and your scheme logo
- Seasonal safety tips

Paid: bring enquiries

Facebook and Instagram ads you aim at the postcodes you cover, one job type at a time.

- Lead ads with qualifying questions
- Local targeting around your base
- Retargeting website visitors
- EV and solar pushes, off when full

A simple weekly rhythm

Mon
A tidy board or install from last week

Wed
A quick safety tip from site

Fri
A team post or a shared review

Daily
Reply to comments and messages

What not to do

- Buying followers
- Posting nothing but adverts
- Filming unsafe shortcuts as "funny"
- Spamming groups that ban business posts

Lead ad questions that filter out time-wasters

EV charger campaign

- Q1 Off-street parking at home?
- Q2 Distance from board to car?
- Q3 Which car, or still choosing?
- Q4 Your postcode

Rewire campaign

- Q1 Full or part rewire?
- Q2 Will you live in during the work?
- Q3 Rough age of the property?
- Q4 Your postcode

Good questions mean fewer enquiries from browsers and more from people ready to book.

LOCAL GROUPS AND NEXTDOOR

People ask "can anyone recommend a reliable electrician?" in community groups every week. Read each group's rules, keep your page complete, and ask happy customers for Facebook recommendations the same way you ask for Google reviews.

07 CHAPTER 7 Follow-up and speed to lead

> Someone with no power rings round until an electrician answers. If you call back an hour later, they have often booked someone else. Every pound you spend on marketing is wasted if the enquiry goes cold, so this chapter is the cheapest win in the book.

What should happen after every enquiry

STRAIGHT AWAY	WITHIN MINUTES	SAME DAY	2 TO 3 DAYS	AFTER THE JOB
1	2	3	4	5
Auto-reply	**Call back**	**Quote or visit**	**Follow up**	**Ask for a review**
A text confirming you have it and when you will call.	Speak to them while they are still looking.	Send the price or book the survey slot.	A friendly nudge on any open quote.	By text, with your direct link.

Never miss a call

- Divert to a mobile, a team member or a call-answering service when you are in a loft
- Set up a missed-call text back
- Keep one shared list of every enquiry
- Get alerts for new form and ad leads on your phone

Keep a simple lead log

Date	Source	Job	Booked?
Mon	Google Verified	No power	**Yes**
Tue	Website form	EV charger	**Quote sent**
Wed	Facebook ad	Full rewire	**Survey booked**

Note where every enquiry came from and whether it booked. After a couple of months you will know which sources are worth paying for.

Three texts worth setting up today

AUTO-REPLY

Thanks for getting in touch with Your Electrical Co. We have your message and will call you within the hour. If you can smell burning, switch off at the main switch.

QUOTE FOLLOW-UP

Hi Sarah, just checking you got our quote for the EV charger. Happy to answer any questions or pop round. We have install slots next week.

REVIEW REQUEST

Thanks for having us today. If you are happy with the new board, a quick Google review mentioning the job and your town would really help. Here is the link.

WHO ANSWERS WHEN YOU ARE UNDER THE FLOORBOARDS?

Decide now who picks up when you cannot: a partner in the office, a team member or a call-answering service. On Local Services Ads, answering quickly also helps you show more often.

PUT IT INTO ACTION

Your 30-day action checklist

Tick these off over the next month. Each one is small. Together they make you easier to find, easier to trust and quicker to book.

30 days

Week 1 — FOUNDATIONS

- [ ] Claim and verify your Google Business Profile
- [ ] Set Electrician as your primary category
- [ ] Switch to a service area, hide your home address
- [ ] List every service, from EICRs to EV chargers
- [ ] Gather VAT or Companies House number, insurance and scheme details

Week 2 — GET VERIFIED AND FOUND

- [ ] Apply for Local Services Ads and Google Verified
- [ ] Choose only the job types you want
- [ ] Set opening hours you can answer
- [ ] Upload photos of your neatest boards and installs
- [ ] Check your name, address and phone match everywhere

Week 3 — CONVERT MORE

- [ ] Put tap-to-call at the top of every page
- [ ] Add the right questions to your quote form
- [ ] Show your NICEIC or NAPIT logo on the site
- [ ] Start asking every customer for a review
- [ ] Reply to every review you have

Week 4 — FOLLOW UP AND MEASURE

- [ ] Set up missed-call text back
- [ ] Start a lead log with source and outcome
- [ ] Add negative keywords to any Google Ads
- [ ] Post three times on Facebook and Instagram
- [ ] Work out your cost per booked job

Your numbers this month

ENQUIRIES	BOOKED JOBS	SPEND	COST PER BOOKED JOB

Stuck on any of these? Book a free 30-minute call and we will go through your list with you.

Book a free 30-minute call

DONE FOR YOU

How Unavoidable Marketing can help

If you would rather spend your time on the tools, we can do all of this for you. We are a UK-wide, Leeds-based agency working with electricians and other trades across England, Scotland, Wales and Northern Ireland, and founder Andrew Heppinstall is on every strategy call.

Local Services Ads
Set-up, Google Verified checks and weekly running

Google Ads
Split by faults, rewires, EV chargers and testing

Business Profile
Set-up, posts, photos and a review routine

SEO and AI search
Being found on Google, ChatGPT and Gemini

Websites
WordPress, you own it, typically built in 3 to 4 weeks

Social media
Organic posts and ads for EV, solar and rewire work

How we work

1 **Flat monthly fee**
Quoted after a free call, based on what you need.

2 **Your ad spend, your card**
Paid straight to Google or Meta, never marked up.

3 **No contract**
Rolling 30-day terms. We keep you by results.

4 **Measured on booked jobs**
Not clicks or likes. Clear monthly reports.

2012 working with trades since

390+ projects delivered

92% of clients come back

40+ UK trade businesses we work with

Talk to Andrew, not a sales team.
Free 30-minute call. No obligation, no hard sell.

Book a free 30-minute call →

Unavoidable Marketing

READY WHEN YOU ARE

Let's fill your diary with the jobs you want.

Book a free 30-minute call with Andrew. We will look at how electricians in your area are winning work, where your enquiries come from now, and what to fix first.

07749 941 111

andrew@unavoidablem.com

unavoidablem.com

UK-wide, Leeds-based

Scan to book your free call

Book a free 30-minute call →

unavoidablecrm.com/book?co=2&service=1

ON THE CALL

1

Your area

Who shows up when local customers search for an electrician, and why.

2

Your set-up

A look at your Google profile, any ads and your website.

3

Your plan

What to fix first, and a flat monthly fee if you want us to do it.

Working with trades since 2012

Flat monthly fee, quoted after a free call

No contract