Unavoidable Marketing

Free guide for UK glaziers and window installers

2026 EDITION

The Glazier'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 glaziers, 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

- Independent glaziers who want more units, windows and doors booked in
- Glazing firms with fitting teams 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 glaziers do not need more marketing. They need the right marketing, set up properly.

I have worked with trades since 2012, and glazing has a split that shapes everything. A smashed pane after a break-in needs someone tonight. A house full of new windows is a big decision that takes weeks. The firms that win both are 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: search ads that keep emergency and planned work apart, a Business Profile full of real reviews, a website that shows your FENSA or Certass registration, and a phone that gets answered.

This playbook sets out exactly what we do for glaziers across the UK, from Brighton to Edinburgh, Wrexham 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.

> **Judge every channel on booked jobs, not clicks, likes or leads.**

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. Which glazing jobs you can show for depends on Google's current UK rules, so check before you apply.

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. Glazing needs no licence as such, but customers look for FENSA or Certass

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 from a customer, not a click.
2. **You set a weekly budget**
   Google spends within it, so you stay in control.
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, such as broken glass, misted units, window repairs or new windows, where Google offers them.

Service area

The postcodes your vans can reach quickly, not a huge radius that sends you to jobs you will turn down.

Opening hours

Only the hours someone will answer. If you do not board up at night, do not show at 11pm.

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 actually do, opening 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 photos
- 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 keep a record of which jobs and areas paid off.

02 CHAPTER 2 Google Ads

> Search ads show for exactly what people type, so you can be there for "misted double glazing repair Nottingham" as well as "emergency glazier". 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

Emergency
Break-ins, smashed panes, boarding up. Calls only, in hours you answer.

Misted units
Replacement sealed units. Quick jobs, steady all year.

Windows and doors
Replacements, composite doors, bifolds. Higher value, longer to decide.

Glass to order
Splashbacks, shower screens, mirrors, table tops.

Negative keywords glaziers need

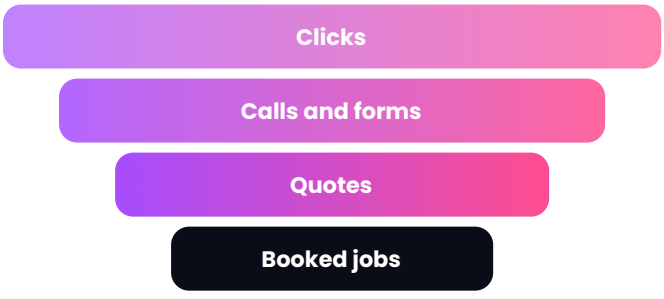
- jobs
- apprenticeship
- salary
- course
- how to
- DIY
- glasses
- glass cutter
- putty
- supplies
- wholesale
- free

Add these so you stop paying for people 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 forms
- A landing page for each job type, not just your homepage

Measure cost per booked job



Divide what you spend by the number of booked jobs, not clicks or leads. Emergency clicks cost far more, so run those ads only when you can go out.

GOOGLE DATA

What a click costs glaziers

Median cost per click: £5.87

"emergency glazier": £24.16

Median cost per click across five national glazing searches, and the most expensive one. Source: Unavoidable Marketing analysis of Google data, 22 October 2026.

SEASONALITY

Push misted units and replacement windows in autumn, when draughts and condensation show up, and bifolds and patio doors in spring. Keep emergency campaigns running all year, and turn budgets down when the diary is full.

03 CHAPTER 3 Google Business Profile and reviews

> When a window gets put through at night, the customer types "emergency glazier 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 the answers Google AI Overviews give.

Set the profile up properly

1. **Primary category: Glazier**
   Add secondary categories only for work you genuinely do.
2. **Service area, not home address**
   List the towns you really cover, unless you have a showroom.
3. **Every service listed**
   Emergency glass, misted units, windows, doors, splashbacks.
4. **Hours you can answer**
   "Open now" that rings out loses jobs and earns bad reviews.
5. **Real job photos**
   New windows, clear units, boarded-up jobs, your van. No stock images.

Posts through the glazing year

Autumn
Misted units and draughty windows

Winter
Condensation tips and emergency cover

Spring
Bifolds and new patio doors

Summer
New windows booked before the cold

Avoid getting suspended

- Adding keywords 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

"Great service, would recommend."

HELPS A LOT MORE

"Boarded up after a break-in in Leicester at midnight, new glass in the next day."

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, David. Please ring the office and we will come back and check the seal on the new unit this week." Future customers read your reply as much as the review.

A review routine that works

- Ask on the day, while the new glass is gleaming
- Text your direct review link with a short personal note
- Ask every customer, not only the happy ones
- Reply to every review by name, calmly, even the bad ones

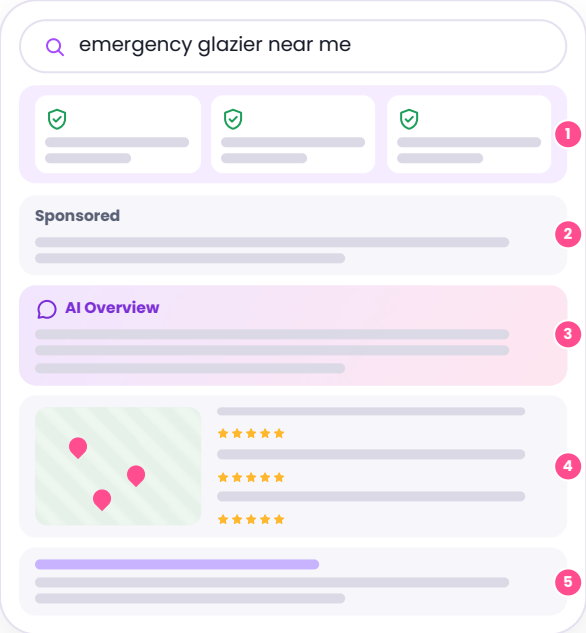
KNOW THE RULES

Fake reviews have been unlawful in the UK since April 2025 under the Digital Markets, Competition and Consumers Act. Google also bans incentives, like a discount 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 glazier in Nottingham?". 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
Emergency glass, misted units, windows, doors, each on its own page.

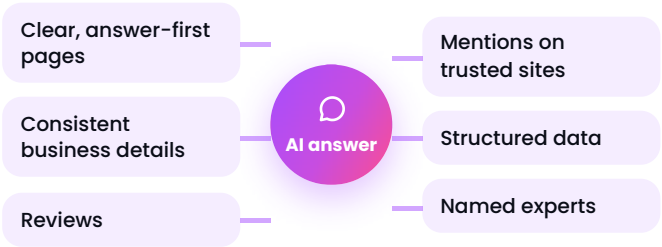
Real local pages
Jobs, photos and reviews from each town. Never copy and paste.

FAQs
Misted units, FENSA, lead times, guarantees. Answer first.

Local SEO foundations

- The same name, address and phone number everywhere
- Listings on the main UK directories and trade sites
- 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

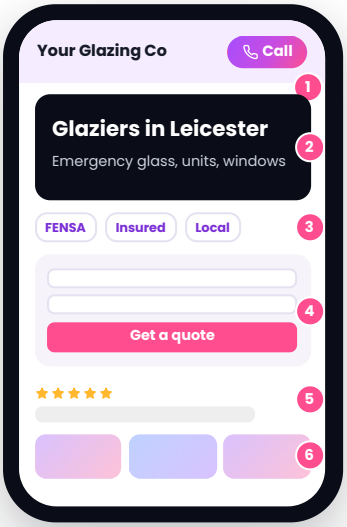


Nobody can guarantee being named. Try asking ChatGPT "who replaces misted double glazing in Derby?" and see who comes up, and why.

05 CHAPTER 5 A website that converts

> Most people find you on a phone, often standing next to broken or misted glass. Your website has one job: make ringing you, or sending a quote request, the obvious next step. Pretty is nice. Fast, clear and trustworthy books jobs.

What a glazier's homepage needs



1. Tap-to-call button at the top
2. Headline that says what and where
3. FENSA or Certass 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, panes, photos
- Fast on a phone signal
- Your FENSA or Certass registration, which lets you self-certify replacement windows under Building Regulations
- 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? Pane, unit, window

Postcode e.g. LE1

How many panes? One, a few, whole house

How soon? Today, this week

Photos of the glass Upload from your phone

Send my quote request

Avoid

- Template sites full of stock photos
- 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** — Survey, fitting, guarantee
3. **Proof** — Photos, reviews, FENSA or Certass
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 with a smashed patio door, so emergency work mostly comes from search. Social is strongest for planned, higher value jobs: replacement windows, composite doors, bifolds and glass splashbacks that look great on camera.

Organic: build trust

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

- Before and afters, naming the town
- Short clips of a unit going in
- Team faces and fitters at work
- Tips, like spotting a failed unit

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
- Seasonal pushes, off when full

A simple weekly rhythm

Mon
A before and after from last week

Wed
A short clip of glass going in

Fri
A team post or a shared review

Daily
Reply to comments and messages

What not to do

- Buying followers
- Posting nothing but adverts
- Engagement bait like "share to win"
- Spamming groups that ban business posts

Lead ad questions that filter out time-wasters

New windows campaign

- Q1 How many windows?
- Q2 uPVC, timber or aluminium?
- Q3 Rough timescale?
- Q4 Your postcode

Misted units campaign

- Q1 How many misted units?
- Q2 Photos of each one?
- Q3 Frames in good shape?
- 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 glazier for misted windows?" 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

> After a break-in, people ring round until a glazier answers. If you call back an hour later, they have often booked someone else, and planned work goes the same way to whoever quotes first. Every pound you spend on marketing is wasted if the enquiry goes cold.

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 make safe**	**Follow up**	**Ask for a review**
A text confirming you have it and when you will call.	Ask for photos and rough sizes.	Send the price, or go out and board up.	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 on a job
- 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 Ads	Smashed pane	**Yes**
Tue	Website form	3 misted units	**Quote sent**
Wed	Facebook ad	Bifold doors	**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 Glazing Co. We have your message and will call you within the hour. If glass is broken, keep everyone well clear of it.

QUOTE FOLLOW-UP

Hi Sarah, just checking you got our quote for the three misted units. Happy to answer any questions. We can measure up next week.

REVIEW REQUEST

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

WHO ANSWERS WHEN YOUR HANDS ARE FULL OF GLASS?

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 Glazier as your primary category
- [ ] Switch to a service area, hide your home address
- [ ] List every service you offer
- [ ] Gather VAT or Companies House number, insurance and FENSA or Certass details

Week 2 — GET VERIFIED AND FOUND

- [ ] Check which glazing jobs Google covers
- [ ] Apply for Local Services Ads if it fits
- [ ] Set opening hours you can answer
- [ ] Upload your best real job photos
- [ ] Check your name, address and phone match everywhere

Week 3 — CONVERT MORE

- [ ] Put tap-to-call at the top of every page
- [ ] Add pane count and photos to your form
- [ ] Show FENSA or Certass 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 "glasses" as a negative keyword
- [ ] 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 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
Search and Performance Max, split by job type

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 management and Facebook, Instagram and TikTok ads

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	390+	92%	40+
working with trades since	projects delivered	of clients come back	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 glaziers in your area are winning work, where your enquiries come from now, and what to fix first.

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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 a glazier, 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