Unavoidable Marketing

Free guide for UK locksmiths and security firms

2026 EDITION

The Locksmith'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
Andrew Heppinstall
Founder, Unavoidable Marketing

INSIDE THIS PLAYBOOK

Contents

Seven short chapters, each one written for locksmiths, 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

- Mobile locksmiths who want local jobs without paying a middleman
- Locksmith and security firms with vans to keep busy all year
- Anyone paying for leads and not sure what they actually get back

A word from Andrew 03

01 **Google Local Services Ads and Google Verified** 04
Check eligibility, pick your jobs, protect your budget

02 **Google Ads** 05
Campaigns by job type and cost per booked job

03 **Google Business Profile and reviews** 06
Win the map and build a steady stream of reviews

04 **SEO and AI search** 07
Be found in Google and named by AI assistants

05 **A website that converts** 08
Turn visitors into calls and quote requests

06 **Social media, organic and paid** 09
Trust from posts, enquiries from ads

07 **Follow-up and speed to lead** 10
Answer first, follow up, win the job

Your 30-day action checklist 11

How Unavoidable Marketing can help 12

A WORD BEFORE YOU START

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

I have worked with trades since 2012, and locksmiths tell me the same thing. They are skilled, honest and genuinely local, yet they lose calls to national lead sellers and to firms that are simply easier to find, easier to trust and quicker to answer.

The fix is rarely one big thing. It is a handful of small things done properly: a Business Profile full of real reviews, a website that shows your face, your van and how you quote, a Google Verified listing where Google allows it, and a phone that always gets answered.

This playbook sets out exactly what we do for locksmiths across the UK, from Brighton to Edinburgh, Norwich to Swansea. 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.

> **Locked-out customers ring the first name they trust. Be that name, and answer.**

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 some Google searches, with a Google Verified badge, and you pay per lead rather than per click. Whether locksmiths can use them in your area depends on Google's current rules, so check before you plan around them. If you can, being the verified name for "locked out" searches is hard to beat.

What Google checks if you are eligible

- 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. There is no UK licence for locksmiths, so this one may not apply to you

Eligibility and checks can change. Look up Google's current rules for locksmiths before you apply.

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.

If you can run them, set them up around the work you want

Job types

Switch on only what you do and want: lockouts, lock changes, uPVC door repairs, lock upgrades and boarding up.

Service area

The postcodes you can reach fast when someone is stood on the doorstep, not a radius you cannot cover.

Opening hours

Only the hours someone will answer. If you do not go out at 2am, do not show at 2am.

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. If you run them, export your lead history now so you keep a record of which jobs and areas paid off. If you cannot, Chapters 2 and 3 matter even more.

02 CHAPTER 2 Google Ads

Search ads show for exactly what people type, so you can be there for "locked out of house Brighton" as well as "change locks after break-in". Unlike Local Services Ads you pay per click, and locksmith clicks are dear, so the set-up decides whether those clicks turn into booked jobs or just cost money.

Split campaigns by job type

Lockouts
Locked out, lost keys, snapped keys. Calls only, during hours you answer.

Lock changes
New tenants, after a break-in, insurance-approved upgrades.

uPVC doors
Mechanism repairs, sticking doors, handles and hinges.

Security
Safes, access control, boarding up and home security checks.

Negative keywords locksmiths need

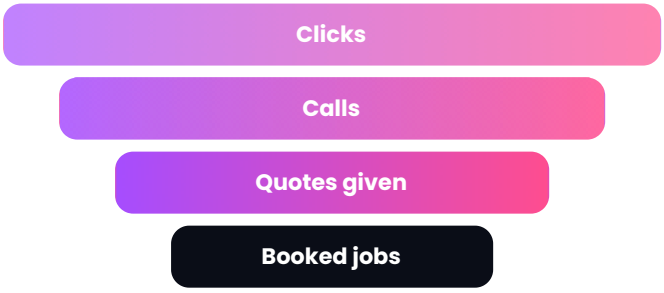
- jobs
- apprenticeship
- salary
- course
- training
- how to
- pick a lock
- lock picks
- DIY
- tools
- wholesale
- free

Add these so you stop paying for hobby pickers and trainees 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
- Call-only ads for lockouts, in hours you answer
- A landing page for each job type, so lockout searches land on a lockout page

Measure cost per booked job



Divide what you spend by the number of booked jobs, not clicks or leads. With clicks this dear, every missed call is money down the drain.

OUR RESEARCH

What a click costs locksmiths

Median cost per click, UK: £30.32

"emergency locksmith": £37.99

Track every call and only show when someone will answer. Source: Unavoidable Marketing analysis of Google data, 22 October 2026.

SEASONALITY

Push lock upgrades and security checks as the clocks go back and evenings get dark, and landlord lock changes around the summer tenancy changeover. Keep lockout campaigns running all year, only in the hours you cover.

03 CHAPTER 3 Google Business Profile and reviews

> Locked out with the shopping on the step, the customer types "locksmith near me" and looks at the map. Your Business Profile is that listing: closest, well reviewed, open now, call. It also feeds Google AI Overviews and, where eligible, Local Services Ads.

Set the profile up properly

1. **Primary category: Locksmith**
   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**
   Lockouts, lock changes, uPVC, safes.
4. **Hours you can answer**
   "Open 24 hours" that rings out loses jobs.
5. **Real photos**
   Your face, your van, real lock fits.

Across 1,300 locksmith listings in 10 UK cities, 46.2% had under 10 reviews, 20.1% no website and 4.5% were unclaimed. Source: Unavoidable Marketing analysis of Google data, 22 October 2026.

Posts through the locksmith's year

Autumn
Lock checks as the nights draw in

Winter
Secure the house before you go away

Spring
Stiff uPVC doors after the winter

Summer
Lock changes for new tenants

Avoid getting suspended

- Adding "24hr" or towns to your business name
- Extra listings at addresses you do not work from
- 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

"Quick and helpful."

HELPS A LOT MORE

"Got us back into our flat in Hove without damaging the lock, and told us the price before starting."

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, Emma. We fitted the new cylinder on Saturday and tested every key with you before we left. Please ring me and I will come back and adjust it." Future customers read your reply as much as the review.

A review routine that works

- Ask on the spot, once they are back inside
- Text your review link with a personal note
- Ask every customer, agents included
- Reply to every review by name, calmly

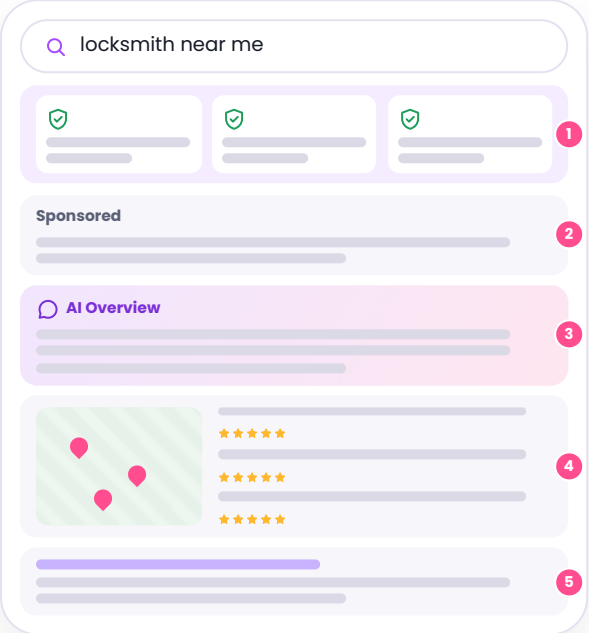
KNOW THE RULES

Fake reviews have been unlawful in the UK since April 2025 under the Digital Markets, Competition and Consumers Act. Google also bans incentives, like a free spare key 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 trustworthy locksmith in Brighton?". 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, where eligible — 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
Lockouts, lock changes, uPVC repairs, safes, each on its own page.

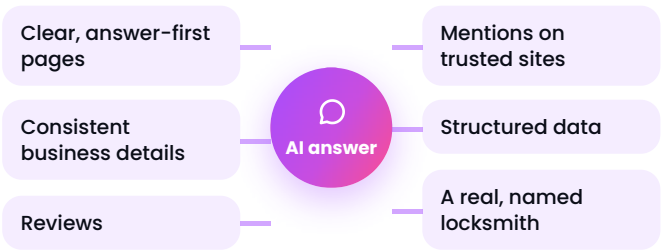
Real local pages
Jobs, photos and reviews from each town. Never copy and paste.

FAQs
How you quote, arrival times, damage-free entry. Answer first.

Local SEO foundations

- The same name, address and phone number everywhere
- Listings on UK directories and trade association 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

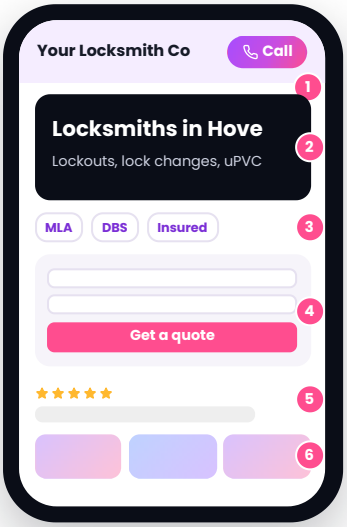


Nobody can guarantee being named. Try asking ChatGPT "who fixes uPVC door locks in Hove?" and see who comes up, and why.

05 CHAPTER 5 A website that converts

> Most people find you on a phone, often stood outside their own front door. Your website has one job: make ringing you the obvious next step, and prove you are a real, local locksmith. Pretty is nice. Fast, clear and trustworthy books jobs.

What a locksmith's homepage needs



1. Tap-to-call button at the top
2. Headline that says what and where
3. Membership and trust badges
4. Short quote form
5. Real reviews
6. Your face and your van

Must-haves

- Tap-to-call on every page, at the top
- A quote form that asks the right questions: job type, postcode, door type, timescale, photos
- Fast on a phone signal
- Master Locksmiths Association membership if you have it, a DBS check and insurance
- How you quote, in plain words, before any work starts
- Reviews from Google on the page

A quote form that asks the right questions

Get a free quote

What do you need? Lockout, new locks

Postcode e.g. BN3

Type of door uPVC, wooden, composite

How soon? Now, today, later

Photo of the lock or door

Upload from your phone

Send my quote request

Avoid

- Template sites full of stock padlocks
- A site or domain you do not own
- Pages with no real name or face
- 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** — How you quote and arrive
3. **Proof** — Photos, reviews, memberships
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 locked out in the rain, so emergency work mostly comes from search. Social is strongest for planned jobs and for trust: lock upgrades, uPVC repairs, landlord and letting agent work, and being the locksmith locals already know.

Organic: build trust

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

- Lock upgrades, naming the town
- Short home security tips
- Your face, your van, your team
- Seasonal security reminders

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
- Upgrade pushes, off when full

A simple weekly rhythm

Mon
A lock upgrade from last week

Wed
A quick home security tip

Fri
A team post or a shared review

Daily
Reply to comments and messages

What not to do

- Buying followers
- Posting nothing but adverts
- Showing how to get past locks
- Spamming groups that ban business posts

Lead ad questions that filter out time-wasters

Lock upgrade campaign

- Q1 Front, back or both doors?
- Q2 uPVC, wooden or composite?
- Q3 Does your insurer name a standard?
- Q4 Your postcode

Landlord and agent campaign

- Q1 How many properties?
- Q2 Lock changes between tenants?
- Q3 Need a master key system?
- 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 local locksmith, not a call centre?" 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 locked out rings round until a locksmith answers, and they will not wait for a call back. If you miss the call, the job has gone. 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
Answer or auto-reply	**Quote and arrival time**	**Attend or book**	**Follow up**	**Ask for a review**
Pick up, or text back with when you will call.	Give the price and when you will be there.	Get there, or book the lock change 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 mid-job on a door
- 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 Maps	Lockout	**Yes**
Tue	Website form	Lock upgrade	**Quote sent**
Wed	Search ad	uPVC repair	**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 Locksmith Co. We have your message and will call you back within 10 minutes. If you are locked out, tell us where you are.

QUOTE FOLLOW-UP

> Hi Sarah, just checking you got our quote for the new locks. Happy to answer any questions about insurance-approved locks. We have slots this week.

REVIEW REQUEST

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

WHO ANSWERS AT 11PM?

Decide now who picks up when you cannot: a partner, a team member or a call-answering service. Locked-out customers rarely leave a message, so a missed call is usually a lost job.

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 Locksmith 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 memberships

Week 2 — GET VERIFIED AND FOUND

- [ ] Check if Local Services Ads are open to you
- [ ] Choose only the job types you want
- [ ] Set opening hours you can answer
- [ ] Upload photos of you, your van and real jobs
- [ ] Check your name, address and phone match everywhere

Week 3 — CONVERT MORE

- [ ] Put tap-to-call at the top of every page
- [ ] Explain how you quote, in plain words
- [ ] Show memberships and insurance 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 locksmiths and other trades across England, Scotland, Wales and Northern Ireland, and founder Andrew Heppinstall is on every strategy call.

Local Services Ads
Eligibility checks, then set-up and running if open

Google Ads
Split by lockouts, lock changes and uPVC work

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 upgrades and landlords

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 locksmiths 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 a locksmith, 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