

GROWTH GAP REPORT

What is working in Acme's market that Acme is not doing, and what it is costing

Where buyers of industrial components in South Yorkshire search, what they type, which channels and ads demonstrably pay in this market, and what Acme should do in the next 90 days.

PREPARED FOR
Acme Components Ltd,
Sheffield

MARKET MEASURED
16 businesses in three rings

READ DATES
14 to 23 September 2026

PREPARED BY
Revitt Ltd, Sheffield

Illustrative example. Acme Components Ltd and every business named in this report are fictional. The figures show the format and depth of a Revitt Growth Gap Report, not real data about any real company, advert, review or search.

THE VERDICT

Acme sells what the market searches for, but buyers cannot find it online.

Buyers in Acme's area type about 1,300 to 2,400 local searches a month for bearings, fasteners, hydraulic hose and power transmission parts, plus 18,000 to 32,000 UK searches for part numbers Acme stocks. Acme appears on page 1 for 4 of the 60 buyer searches we read. Seven businesses in its market keep Google ads running all year; two of them are local distributors of Acme's size.

4 of 60

buyer searches where Acme is on page 1 of Google

O

1,150 of 6,800

Acme products Google has indexed

I

£110k to £225k

estimated extra gross margin a year from closing the gaps

M

Exhibit 1. The verdict by channel

CHANNEL	VERDICT	WHY, IN ONE LINE
Google Search	Start now	7 of 16 run it all year; the longest-running local ad has been live 540 days.
Google Shopping	Start week 5	Online-first rivals run 400 to 1,000+ product ads; needs a product feed Acme does not have yet.
Microsoft Ads	Mirror at 10%	4 rivals copy their Google campaigns there; cheap clicks from office desktops.
SEO: category and location pages	Start now	42 product groups Acme stocks have no page; the local leader ranks with 38 category pages.
Google reviews	Start now	Northbridge, first in the map pack, has 312 reviews; Acme has 23, one in the last 90 days.
LinkedIn Ads	Test month 3	Used by contract and vending sellers to reach maintenance managers; run-time evidence is thin.
Meta (Facebook, Instagram)	Not now	Only online-first sellers use it, mainly for retargeting.
YouTube, Reddit	Not now	Manufacturers and one marketplace only.
Sponsorships and shows	Keep one	Keep the regional maintenance show; no rival shows a return from others.

Source: Exhibits 5 to 14 of this report. Verdicts are Revitt's judgement from that evidence.

Recommendation

Spend the next 90 days on three things, in this order: Google Search ads on local and emergency hose searches with the trade account in the ad; product and category pages Google can index, then Shopping; and a review ask on every counter sale and delivery. Budget about £3,200 a month in media plus £14,000 to £28,000 of set-up, build and management (Exhibit 20). Judge it at day 90 on new trade accounts opened, not clicks.

Max Revitt

Founder and Director, Revitt Ltd

THE GAPS

What Acme is missing

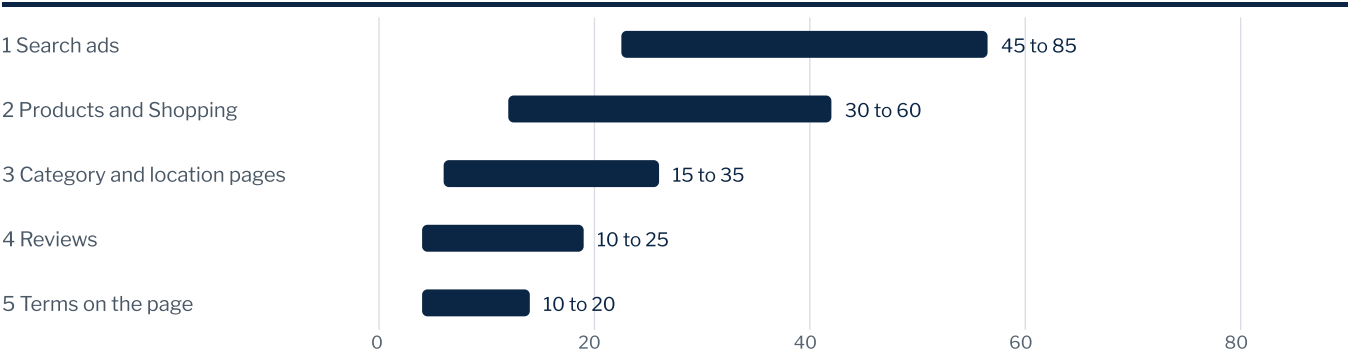
Eight gaps, ranked by estimated opportunity. Each one names what already works for others in this market, where Acme stands today, and what closing it is worth.

Exhibit 2. Gaps, ranked

#	GAP	WHAT WORKS FOR OTHERS (EVIDENCE)	ACME TODAY	OPPORTUNITY A YEAR M	EFFORT
1	Channel: local and emergency search ads	Northbridge's "Bearings in stock" ad live 540 days; Ironwell's 24/7 hose call ad live 410 days; 7 of 16 always on.	No ads. No Google Ads tag.	£45k to £85k	Low. 2 weeks.
2	Site: products Google can find, then Shopping	Quayline has 41,000 pages indexed and 1,000+ Shopping ads; part-number searches run 18,000 to 32,000 a month.	1,150 of 6,800 products indexed; no Product schema; no feed.	£30k to £60k	Medium. 4 to 6 weeks.
3	Keyword: category and location pages	Northbridge ranks for 11 of 14 local category searches with 38 category pages.	No page for 42 of the product groups it stocks; no location pages.	£15k to £35k	Medium. 8 weeks.
4	Reputation: Google reviews	Northbridge, first in the map pack, holds 312 reviews and added 41 in 90 days; Ironwell added 58.	23 reviews, 4.2 stars, 1 in 90 days, 9% replied to.	£10k to £25k	Low. Staff habit.
5	Offer: terms on the page	9 of 16 publish a next-day cut-off; 6 open a trade account online; Ironwell publishes its callout price.	No cut-off, delivery or account terms shown; hose assembly not on the site.	£10k to £20k	Low. Copy and a form.
6	Site: mobile speed	Market median mobile score 66; Quayline 81.	38; 6.1 seconds to show the main image on a phone.	Supports 1 to 3	Medium.
7	Channel: retargeting and measurement	10 of 16 have a Google Ads tag, 6 a Meta pixel, 5 the LinkedIn tag.	Google Analytics only; enquiries not attributed to source.	Enabler	Low. 1 day.
8	Channel: LinkedIn to maintenance managers	Axleford (38 ads) and Vantor (55) sell contracts and failure guides there.	Company page, 410 followers, 2 posts in 90 days.	Not estimated	Test later.
Total, gaps 1 to 5				£110k to £225k	

Evidence: Exhibits 5 to 17, read 14 to 23 Sep 2026. Opportunity is Modelled (M): new trade accounts × first-year spend × Acme's 32% gross margin. Assumptions: 3 to 5% of paid and organic visits enquire; 30% of enquiries open an account; an account spends £2,400 in year one (Acme's own average, supplied by Acme). Replace with Acme's figures as they arrive.

Exhibit 3. Estimated opportunity by gap, £000 gross margin a year (low to high)



Modelled (M). Same assumptions as Exhibit 2.

The market we measured

Sixteen businesses a buyer in Sheffield could choose instead of Acme, in three rings: local distributors on the same roads, national and online distributors, and the substitutes that take the order another way. They are evidence of what works, not a league table.

Exhibit 4. The competitor set

BUSINESS	BASE	WHAT THEY SELL AGAINST ACME	STAFF 1	HOW THEY SELL
Acme Components Ltd	Sheffield	Bearings, power transmission, fasteners, hydraulics, pneumatics; 6,800 products	50 to 100	Trade counter, reps, phone
Ring 1. Local distributors, same products, same 40-mile radius				
Northbridge Supply	Rotherham	Bearings, power transmission, fasteners	50 to 100	Counter, web shop, vans
Calder Fixings	Wakefield	Fasteners and fixings	20 to 50	Counter, phone
Ravensmoor Bearings	Chesterfield	Bearings and seals	10 to 20	Counter, reps
Lowgate Fasteners	Doncaster	Fasteners	10 to 20	Phone, email
Ironwell Hydraulics	Barnsley	Hydraulic hose, fittings, 24/7 mobile repair	20 to 50	Vans, callout, counter
Tarnside Pneumatics	Leeds	Pneumatics and air preparation	20 to 50	Reps, web enquiry
Ring 2. National and online distributors				
Meridian Industrial Direct	National, 38 branches	Everything Acme sells and more	1,000+	Web shop, branches
Sterling Component Group	National, 22 branches	Bearings, power transmission, fluid power	500 to 1,000	Branches, key accounts
Quayline Engineering Supplies	Midlands, online first	Bearings, fasteners, pneumatics	50 to 100	Web shop, card or account
Axleford MRO	National	On-site vending and stores contracts	200 to 500	Contracts, field sales
Bastion Parts Online	Online only	Bearings and fasteners	20 to 50	Web shop, card
Ring 3. Substitutes: marketplaces, manufacturers direct, outsourced stores				
PartsHub Marketplace	Online	Third-party sellers of all categories	Not measured	Marketplace
Vantor Motion	Manufacturer	Bearings, direct on orders over £500	200 to 500	Direct, distributors
Greyfell Fluid Power	Manufacturer	Hydraulic components	100 to 200	Direct, distributors
Kestrel Power Transmission	Manufacturer	Belts, chains, couplings; trade shop	50 to 100	Web trade shop
Brindle and Voss	Engineering services	Maintenance contracts that include parts	100 to 200	Contracts

Set built from Google results for 60 buyer searches, the Sheffield map pack, and Acme's own list of lost quotes. Staff bands: LinkedIn company pages, Indicative (I), read 15 Sep 2026. Scale from filed accounts is available as an add-on and was not run for this example.

Where the market advertises

Google is where money goes and stays. Twelve of the 16 have run Google ads; 11 ran them in the last 30 days and 7 have been live in at least 11 of the last 12 months. LinkedIn is used by the businesses that sell contracts. Meta, YouTube and Reddit belong to the online-first sellers and manufacturers.

Exhibit 5. Where each business advertises, UK, ads shown in the last 12 months

BUSINESS	GOOGLE ALL TIME / 30 DAYS	MICROSOFT	LINKEDIN	META	REDDIT	YOUTUBE	SPONSORSHIP
Acme	0 / 0	No	No	No	No	No	Regional show
Northbridge Supply	48 / 18	Yes	No	2	No	No	Regional show
Calder Fixings	6 / 0	No	No	No	No	No	Local rugby club
Ravensmoor Bearings	0 / 0	No	No	No	No	No	None seen
Lowgate Fasteners	0 / 0	No	No	No	No	No	None seen
Ironwell Hydraulics	22 / 9	No	No	No	No	No	Van livery
Tarnside Pneumatics	0 / 0	No	3	No	No	No	None seen
Meridian Industrial Direct	200–300 / 60–90	Yes	24	12	No	3	Trade press
Sterling Component Group	100–200 / 40	Yes	9	No	No	No	National show
Quayline Engineering	1,000+ Shopping / live	Yes	No	30	No	No	None seen
Axleford MRO	14 / 3	No	38	No	No	No	Awards
Bastion Parts Online	400–600 Shopping / live	No	No	6	No	No	None seen
PartsHub Marketplace	1,000+ / live	No	No	1,000+	4	11	None seen
Vantor Motion	30 / 12	No	55	No	No	6	Trade press
Greyfell Fluid Power	8 / 2	No	10	No	No	No	National show
Kestrel Power Transmission	12 / 5	No	No	No	No	No	None seen
Brindle and Voss	0 / 0	No	16	No	No	No	Awards
Businesses using it	12 (11 live)	4	7	5	1	3	9

Google: Ads Transparency Center, UK, by domain and by legal name, Observed (O), read 16 Sep 2026; bands are the Center's own. Microsoft: UK Bing results pages read for 20 buyer searches, Indicative (I), because Microsoft's library covers EU-shown ads only. LinkedIn: LinkedIn Ad Library ad counts (O). Meta: Meta Ad Library, UK (O). Reddit: Reddit Ads Library (O). YouTube: Transparency Center, video format (O). Sponsorship: the businesses' own news pages and event sponsor lists (O).

PAID CHANNELS

The ads that last, and what they have in common

An advertiser keeps paying for an ad that brings in orders. Run time, relaunches and edits are the public evidence of what pays. The six longest-running creatives in this market share three things: stock or speed in the headline, a named place, and a trade account or callout price as the next step.

NORTHBRIDGE SUPPLY · GOOGLE SEARCHMOCK-UP

Sponsored

northbridge-supply.example › bearings

Bearings in Stock, Rotherham | Same-Day Collection

12,000 bearings on the shelf. Order by 4pm for next-day delivery across Yorkshire. Open a trade account today.

Live 540 days (first shown 3 Apr 2025). 4 headline edits, same offer.

IRONWELL HYDRAULICS · GOOGLE CALL ADMOCK-UP

Sponsored

ironwell-hydraulics.example › callout

Hose Burst? 24/7 Mobile Hose Repair | On Site in 60 Minutes

Barnsley, Sheffield, Rotherham, Doncaster. £95 callout plus parts. Call now.

Live 410 days, runs 24 hours. Call extension on every version.

QUAYLINE ENGINEERING · GOOGLE SHOPPINGMOCK-UP

Product image

Sponsored

6205-2RS Deep Groove Ball Bearing 25 x 52 x 15 mm

£3.84 ex VAT

Quayline Engineering · Free delivery over £50

One of 1,000+ product ads; feed live continuously since Jan 2024.

MERIDIAN INDUSTRIAL DIRECT · GOOGLE SEARCHMOCK-UP

Sponsored

meridian-industrial.example › trade-account

Trade Account in 24 Hours | Order by 7pm, Next-Day Delivery

Over 400,000 industrial parts. Collect in 1 hour from 38 branches. Apply online in 5 minutes.

Live 1,000+ days; relaunched after a 6-week pause in Jan 2026.

AXLEFORD MRO · LINKEDIN SPONSORED POSTMOCK-UP

Axleford MRO

Promoted

Stop waiting on parts. Sites with 50+ engineers cut breakdown time with on-site vending. Book a free stores audit.

Image: stores vending machine

Book audit

Same copy on 9 of 38 ads; run dates not shown for UK-only ads.

VANTOR MOTION · LINKEDIN DOCUMENT ADMOCK-UP

Vantor Motion

Promoted

Why bearings fail early: 7 causes and how to spot them. Free 14-page guide for maintenance teams.

Document preview: page 1 of 14

Download

Ran to UK and Ireland 19 Feb to 20 Sep 2026; 30k to 50k impressions.

Every creative on this page is a mock-up with fictional advertisers, copy and addresses. In a client report these are screenshots from the Google Ads Transparency Center and LinkedIn Ad Library, with the library link and read date under each.

Illustrative example. Acme and all competitors are fictional; figures show the format, not real data.

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PAID CHANNELS

Paid success score: who is making advertising pay

We score each business out of 10 on public evidence that its advertising returns money: how long its ads run, whether it iterates on them, whether it stays on all year, and whether the business shows growth while it spends. A high score is a reason to copy the pattern, not the budget.

Exhibit 6. Paid success score, out of 10

BUSINESS	LONGEVITY /4	ITERATION /2	ALWAYS ON /2	GROWTH /2	SCORE
Meridian Industrial Direct	4	2	2	1	9
PartsHub Marketplace	4	2	2	1	9
Sterling Component Group	4	1	2	1	8
Quayline Engineering	3	2	2	1	8
Northbridge Supply	3	1	2	1	7
Vantor Motion	2	2	2	1	7
Ironwell Hydraulics	3	1	2	0	6
Axleford MRO	2	1	1	2	6
Bastion Parts Online	2	1	1	1	5
Greyfell Fluid Power	2	1	0	1	4
Kestrel Power Transmission	2	0	1	1	4
Brindle and Voss	1	1	0	1	3
Calder Fixings	1	0	0	1	2
Tarnside Pneumatics	0	0	0	1	1
Ravensmoor Bearings	0	0	0	0	0
Lowgate Fasteners	0	0	0	0	0
Acme	0	0	0	0	0

Longevity: cumulative days live of the longest-running creative (4 = over 365 days). Iteration: edits and relaunches of the same offer. Always on: live in at least 11 of the last 12 months (2) or at least 6 (1). Growth: headcount up over 12 months on LinkedIn, or new branches (Indicative). Ads data Observed, read 16 Sep 2026.

What the winners' ads have in common

Stock and speed first. 5 of the 6 longest runners lead with "in stock", a cut-off time or a response time.

A place name. The two local winners name their town and the towns they deliver to; neither national firm does.

A next step with a number in it. "Trade account in 24 hours", "£95 callout", "free delivery over £50".

Price in Shopping. Online-first sellers win part-number searches with a price in the ad; Acme's counter price for a 6205-2RS is within 30% of theirs (Exhibit 13).

SEARCH

Where buyers search, and what they type

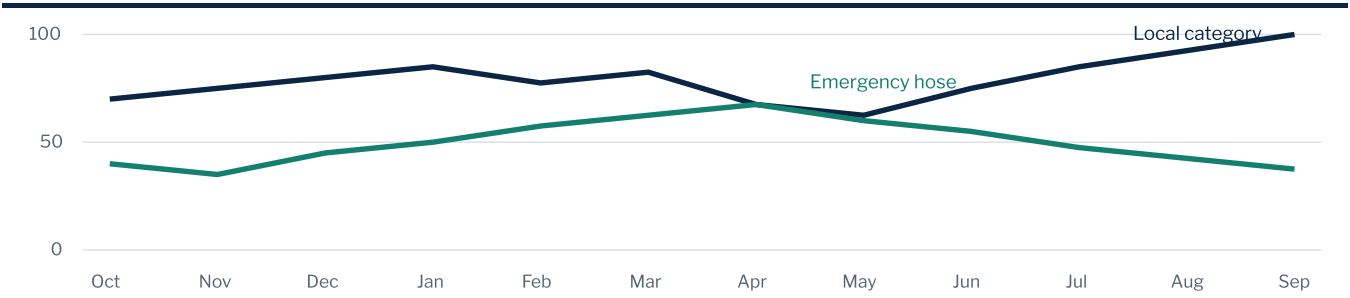
Six groups of searches cover how buyers look for what Acme sells. Local searches are small and valuable; part-number and category searches are large and national. Acme is on page 1 in only the smallest group.

Exhibit 7. Keyword groups, monthly searches and who holds page 1

GROUP	EXAMPLE SEARCHES	MONTHLY SEARCHES (I)	COST A CLICK (I)	WHO HOLDS PAGE 1	ACME
Local category	bearings sheffield; fasteners sheffield; bearing suppliers near me	1,300–2,400	£0.90–£2.80	Northbridge, Meridian, map pack	Map pack 5th to 7th; organic page 2
Emergency and service	hydraulic hose repair near me; mobile hose repair sheffield	900–1,700	£2.50–£6.80	Ironwell (ads and organic)	Not in top 50
Trade and supplier	engineering supplies sheffield; industrial supplies trade account	300–600	£1.80–£4.20	Northbridge, Meridian	Page 1 for 4 of 9
Part numbers	6205 2rs bearing; spa 1250 v belt; m10 nyloc nut	18,000–32,000	£0.20–£0.70	PartsHub, Quayline, Bastion, Meridian	Not in top 50
National category	taper roller bearings; pneumatic push fittings; timing belts	22,000–40,000	£0.40–£1.60	Meridian, Sterling, Quayline	Not in top 50
Questions	bearing size chart; how to measure a v belt; hose crimp chart	6,000–11,000	£0.10–£0.40	Vantor, Quayline guides	No pages
All groups		48,500–87,700		Page 1 for 4 of 60	

Searches and costs: Google Keyword Planner ranges, UK and a 40-mile radius of Sheffield for local groups, Indicative (I), read 18 Sep 2026. Page 1: google.co.uk results read once per search from a Sheffield location, 19 Sep 2026, Observed (O). 60 searches read; full list in the appendix of a client report.

Exhibit 8. Search demand for the three local groups, last 12 months (index, peak = 100)



Google Trends, UK, 12 months to 18 Sep 2026, Indicative (I). Local category demand is at its 12-month high; emergency hose peaks in spring. Trade and supplier is too small for Trends to chart.

SEARCH

Keyword gaps: searches Acme could own

A gap is a search with real demand, a page 1 held by businesses no stronger than Acme, and a product Acme already sells. These fifteen are where a page or an ad can win inside 90 days.

Exhibit 9. Top keyword gaps

SEARCH	MONTHLY I	PAGE 1 TODAY O	ACME HAS	ROUTE
bearings sheffield	210–390	Northbridge, Meridian branch, 2 directories	Home page only	Ad + page
hydraulic hose sheffield	390–720	Ironwell, Meridian	Nothing	Ad + page
hydraulic hose repair near me	320–590	Ironwell (ad and map pack)	Nothing	Call ad
fasteners sheffield	140–260	Calder, 3 directories	Nothing	Page
v belts sheffield	70–140	Meridian branch, Kestrel	Nothing	Page
engineering supplies rotherham	90–170	Northbridge	Nothing	Location page
bearing suppliers barnsley	50–110	Directories only	Nothing	Location page
industrial supplies trade account	110–210	Meridian, Sterling	Enquiry form	Ad + page
pneumatic fittings sheffield	50–90	Tarnside, Quayline	Nothing	Page
taper roller bearings	2,400–4,400	Meridian, Sterling, Quayline, Vantor	Products not indexed	Category page
6205 2rs bearing	1,600–2,900	PartsHub, Quayline, Bastion	Product not indexed	Product page + Shopping
bearing size chart	1,900–3,600	Vantor guide, Quayline guide	Nothing	Guide
how to measure a v belt	880–1,600	Kestrel guide, video results	Nothing	Guide
hydraulic hose crimp chart	320–590	Greyfell PDF	Nothing	Guide
same day bearings	90–170	Northbridge ad, Meridian	Nothing	Ad

Monthly searches: Keyword Planner ranges, Indicative (I), 18 Sep 2026. Page 1: google.co.uk, Sheffield location, read once, Observed (O), 19 Sep 2026.

People also ask, the questions to answer on the new pages

What does 2RS mean on a bearing? · How do I find the size of a bearing with no numbers?

Can hydraulic hoses be repaired or must they be replaced? · How long does a hose assembly take?

What is the difference between a V belt and a wedge belt? · Do you need a trade account to buy from a bearing supplier?

SITES

Sites and SEO, measured

Acme's site is the slowest on a phone and has the fewest pages Google can find per product stocked. The local winner, Northbridge, is no faster than average; it wins on the number of pages Google has indexed and on product data Google can read.

Exhibit 10. Site measurements

SITE	PLATFORM O	MOBILE SCORE O	MAIN IMAGE, PHONE O	URLS IN SITEMAP O	INDEXED I	PRODUCT DATA O	AUTHORITY I
Acme	WooCommerce	38	6.1 s	2,960	~1,150	None	19
Northbridge Supply	Magento 2	54	4.2 s	14,800	~11,000	Product, price	31
Calder Fixings	WordPress	71	2.9 s	64	~60	n/a	14
Ironwell Hydraulics	WordPress	66	3.3 s	210	~180	Local business	22
Tarnside Pneumatics	WordPress	69	3.0 s	120	~110	None	17
Meridian Industrial	SAP Commerce	47	4.8 s	212,000	~160,000	Product, price, stock	63
Sterling Component	Custom	52	4.4 s	96,000	~70,000	Product, price	55
Quayline Engineering	Shopify Plus	81	2.1 s	48,500	~41,000	Product, price, stock, reviews	44
Bastion Parts Online	BigCommerce	74	2.6 s	31,200	~22,000	Product, price	36
Median of the 8 rivals		66	3.2 s				33

Mobile score and main image time (Largest Contentful Paint): PageSpeed Insights, mobile, home page, Observed (O), 17 Sep 2026. URLs: each site's XML sitemap, all children followed (O). Indexed: Google site: counts, Indicative (I). Product data: schema.org markup on one product page per site (O). Authority: Ahrefs Domain Rating, free checker, Indicative (I).

What holds Acme back

- 3,840 of 6,800 products have no public page; 1,810 of those that do are thin copies with no description.
- Category pages are filters with query strings, so Google treats them as duplicates.
- No Product schema, so no price or stock in Google results and no free Shopping listings.
- Home page title is "Home | Acme"; no service or place words.

Content and pages

- Blog posts in the last 90 days: Acme 0; Northbridge 6; Quayline 14; market median 3.
- Location pages: Northbridge 7 towns; Ironwell 9 towns; Acme none.
- Guides and charts: Vantor 22, Quayline 11, Kestrel 8; Acme none.
- Tracking tags: Acme has Google Analytics only (Exhibit 2, gap 7).

Reviews and reputation

Northbridge, first in the Sheffield map pack for "bearings sheffield", holds 312 Google reviews and replies to 96% of them. Ironwell added 58 in 90 days. That pace points to a routine ask at the point of sale. Acme's rating is close to theirs; its volume and recency are not.

Exhibit 11. Google Business Profile, nearest location to Sheffield

BUSINESS	RATING	REVIEWS	LAST 90 DAYS	OWNER REPLIES	MAP PACK, "BEARINGS SHEFFIELD"	OTHER PLATFORM
Acme	4.2	23	1	9%	6th	None
Ironwell Hydraulics	4.9	407	58	100%	Not listed	None
Northbridge Supply	4.8	312	41	96%	1st	Trustpilot 4.6 (220)
Meridian (Sheffield branch)	4.1	186	14	12%	2nd	Trustpilot 4.3 (9,800)
Sterling (Sheffield branch)	4.3	97	8	30%	3rd	Trustpilot 3.9 (1,450)
Calder Fixings	4.6	88	6	40%	Not listed	None
Tarnside Pneumatics	4.5	64	5	55%	Not listed	None
Ravensmoor Bearings	4.7	41	2	0%	4th	None
Lowgate Fasteners	4.4	36	3	22%	Not listed	None
Quayline Engineering	n/a	n/a	n/a	n/a	n/a	Trustpilot 4.7 (6,200)

Google Business Profile pages and Google Maps, Sheffield location, Observed (O), 20 Sep 2026. Replies: share of the latest 50 reviews (or all, if fewer) with an owner reply. Trustpilot: company pages (O), 20 Sep 2026.

What customers praise in the leaders

Speed: "had it by 8am", "fitted in under an hour" (Ironwell, 31 of the latest 50).

Knowledge at the counter: named staff (Northbridge, 22 of 50).

Stock on the shelf (Northbridge, 14 of 50).

Themes: count of mentions in the latest 50 reviews per business, read by hand, Observed (O). Review text is paraphrased in a client report and quoted only where short.

What customers complain about

Phone not answered, national branches (Meridian, 9 of 50; Sterling, 7).

Wrong part sent by online sellers (Quayline Trustpilot, 1 to 2 star reviews, 38%).

Acme's two negative reviews: parking, and a quote not returned.

OFFERS

Offers, terms and pricing

Most of the market states its terms up front: a delivery cut-off, a free delivery threshold, how to open an account. Acme publishes none of these and does not mention its hose assembly service online. Acme's counter prices sit inside the market range.

Exhibit 12. What each business offers a new trade buyer

BUSINESS	TRADE ACCOUNT	NEXT-DAY CUT-OFF	FREE DELIVERY	PRICES ONLINE	HOOK
Acme	Form, "we will be in touch"	Not stated	Not stated	No	None on the site
Northbridge Supply	Online, 24 hours	4pm	Over £75	Yes, list; trade at login	Same-day collection
Calder Fixings	Phone	3pm	Local van, over £50	No	Bulk box prices
Ironwell Hydraulics	Credit account	24/7 callout	n/a	Callout £95 + parts	On site in 60 minutes
Meridian Industrial	Online, instant	7pm	Over £25	Yes	Collect in 1 hour
Sterling Component	Online, 48 hours	5pm	Over £50	Yes	Technical helpline
Quayline Engineering	Card or account	5pm	Over £50	Yes	Price match
Bastion Parts Online	Card only	3pm	Over £40	Yes	Lowest price claim
Axleford MRO	Contract	n/a	n/a	No	Free stores audit
Vantor Motion	Direct over £500	3pm	Over £500	No	Free failure analysis

Each business's own site: delivery, terms and account pages, Observed (O), 21 Sep 2026. Ring 1 and 2 firms shown; the rest in a client report's appendix.

Exhibit 13. Price check, three common lines, ex VAT, single unit

PRODUCT	ACME COUNTER	NORTHBRIDGE	MERIDIAN	QUAYLINE	BASTION	PARTSHUB RANGE
6205-2RS deep groove ball bearing	£4.95	£4.40	£5.12	£3.84	£3.59	£2.10–£6.90
SPA 1250 wedge belt	£9.80	£9.25	£11.40	£8.60	£8.95	£6.20–£14.00
M10 nyloc nut, box of 100	£6.40	£5.90	£7.85	£5.20	£4.99	£3.80–£9.50

Public list prices on each site, Observed (O), 21 Sep 2026. Acme counter prices supplied by Acme. Trade discounts behind logins were not read.

WHAT TO DO NEXT

Paid search: the build

Start with the searches where Acme can deliver faster than the national sellers and where the local winners have already shown the ads pay. Put the trade account and the cut-off in every ad. Send each ad group to a page written for it, not the home page.

Exhibit 14. Budget, months 1 to 3

CAMPAIGN	MONTH 1	MONTH 2	MONTH 3	TARGET
Google Search, local and trade	£1,400	£1,400	£1,400	Cost per trade account under £120
Google Search, emergency hose (call ads)	£600	£600	£600	Cost per call under £25, 7am to 6pm
Google Shopping	£0	£800	£1,000	Return on ad spend over 4 at gross margin
Microsoft Ads (mirror)	£200	£200	£200	Same targets as Google
Remarketing (Google)	£0	£200	£200	Account form completions
Media total	£2,200	£3,200	£3,400	Break-even: £380 of margin per account in year one

Modelled (M) from Exhibit 7 costs a click. Break-even uses Acme's £2,400 first-year account spend at 32% margin, less a 50% allowance for accounts Acme would have won anyway.

Exhibit 15. Ad groups and landing pages

AD GROUP	LANDING PAGE
Bearings, Sheffield and towns	/bearings-sheffield
Hydraulic hose, assembly and repair	/hydraulic-hose-sheffield
Fasteners and fixings, local	/fasteners-sheffield
Belts, chains, couplings	/power-transmission
Trade account, engineering supplies	/trade-account
Brand	Home page

Exhibit 16. Negative keywords, first list

THEME	TERMS
Jobs	jobs, vacancies, apprentice, salary
Consumer	skateboard, fidget, bike, car wheel, washing machine
Research	pdf, cad, dimensions drawing, definition
Wrong trade	wholesale only, manufacturer jobs, courses
Free	free, sample, second hand

The first ad, written from the winners' pattern

ACME COMPONENTS · PROPOSED

MOCK-UP

Sponsored

acme-components.example › bearings-sheffield

Bearings in Stock in Sheffield | Collect Today or Next-Day

6,800 lines on the shelf since 1987. Order by 4pm for next-day delivery. Trade account in 24 hours.

Pages, content and reviews

Exhibit 17. Pages to build, in order

#	PAGE	TARGET SEARCHES	MONTHLY I BEATS
1	Fix: products indexable, Product schema, feed	Part numbers, Shopping	18,000–32,000 Quayline, Bastion
2	Hydraulic hose assembly and repair, Sheffield	hydraulic hose sheffield; hose repair near me	710–1,310 Ironwell
3	Bearings, Sheffield	bearings sheffield; bearing suppliers near me	210–390 Northbridge
4	Trade account	industrial supplies trade account	110–210 Meridian
5–10	6 category hubs (bearings, belts, chains, fasteners, pneumatics, seals)	national category searches	22,000–40,000 Sterling, Quayline
11–17	7 location pages (Rotherham, Barnsley, Doncaster, Chesterfield, Worksop, Wakefield, Leeds)	engineering supplies + town	300–600 Northbridge, directories
18–40	23 sub-category pages from the 42 missing groups	long-tail category searches	3,000–6,000 Mixed

Order: demand, then ease (page 1 held by sites of authority under 35), then margin. Monthly ranges from Exhibits 7 and 9.

Content: two guides a month

- Bearing size chart and how to identify a bearing with no markings
- How to measure a V belt, and V belt or wedge belt
- Hydraulic hose crimp chart and when to repair or replace
- Nyloc, spring washer or thread lock: which to use
- Pneumatic push-fit fittings: sizes and threads
- Each guide links to its category page and ends with the trade account.

Reviews: 60 new in 90 days

- Counter: a card with a QR code handed with every sale.
- Delivery: the same QR code printed on every delivery note.
- Email: one request 3 days after a new account's first order.
- Reply to every review within 2 working days, named staff member signs.
- Target: 83 reviews and a 4.5 rating by day 90; top 3 in the map pack by day 180.
- No incentives for reviews (Google policy and the DMCC Act 2024).

Offer changes on the site, week 1

- State the cut-off (4pm, next day), the free delivery threshold and collection hours on every page footer and product page.
- Replace the account enquiry form with an online application answered within one working day.
- Add hose assembly while you wait, with the price for a standard assembly.

WHAT TO DO NEXT

The 90-day plan, costed

Exhibit 18. Week by week

WHEN	WHAT	WHO	DONE WHEN
Week 1	Google Ads, Microsoft and Meta tags with consent; enquiry source recorded on every form. Terms and cut-off on the site. Review cards printed.	Web supplier, Acme marketing	Tags firing; first review requests out
Weeks 1–2	Hose, bearings and trade account landing pages. Search and call campaigns live.	Ads supplier, web supplier	Campaigns live; first calls logged
Weeks 2–5	Products made indexable; Product schema; feed to Google Merchant Center.	Web supplier	5,000+ products in the feed, approved
Week 5	Shopping campaign live; remarketing list open.	Ads supplier	First Shopping orders
Weeks 3–8	6 category hubs; 7 location pages; mobile speed work.	Web supplier, Acme product team	Mobile score over 65
Weeks 4–12	Two guides a month; 23 sub-category pages.	Acme product team, writer	6 guides, 23 pages live
Monthly	Ads review: search terms, negatives, bids, cost per account.	Ads supplier, Acme MD	Cost per account under £120
Day 90	Review against targets; decide on LinkedIn test and budget for months 4 to 6.	Acme MD	Decision recorded

Exhibit 19. What success looks like at day 90

MEASURE	TODAY	DAY 90
New trade accounts from online	about 2 a month	20 to 30 a month
Buyer searches on page 1	4 of 60	15 of 60
Products indexed	~1,150	5,000+
Google reviews	23	83
Mobile score	38	65+

Exhibit 20. Cost, first 90 days

ITEM	COST
Ad media (Exhibit 14)	£8,800
Ads set-up and 3 months' management	£3,000–£5,000
Product feed, schema, indexing fix	£3,000–£6,000
40 pages and 6 guides	£6,000–£12,000
Mobile speed work	£2,000–£5,000
Total	£22,800–£36,800

Indicative (I): typical UK supplier prices, 2026. Set-up, build and management £14,000 to £28,000.

The first 90 days pay back inside year one if they open about 50 accounts that would not have come otherwise (50 × £768 first-year margin = £38,400). The model in Exhibit 2 puts the full run rate at 140 to 290 new accounts a year.

Growth Watch: the monthly update

Markets move. Rivals start and stop ads, change offers, win reviews and take rankings. The Growth Watch re-reads the same sources every month and sends one page: what changed, new opportunities, and the actions to take. This is what month 2 would look like for Acme.

Growth Watch · Acme · November 2026

Read 3 to 6 Nov 2026 · Mock-up

9 of 60

searches on page 1 +5

47

Google reviews +24, rating 4.4

£96

cost per new trade account -£31

What changed this month

New rival ads

Northbridge started 6 Google ads for "hydraulic hose" on 21 Oct, first time in its history. Calder restarted Search after 7 months off with "Fixings delivered free over £50".

o

Ads that stopped

Bastion's Shopping ads fell from 400–600 to 1–100 on 24 Oct; its site shows "orders paused".

o

Offers

Meridian moved its cut-off from 7pm to 5pm. Ironwell raised its callout from £95 to £110.

o

Searches

"conveyor belt repair" up 60% on last year in Trends; 2 of 16 rivals have a page.

i

Rankings

Acme reached page 1 for "bearings sheffield" (7th) and "hydraulic hose sheffield" (5th). Lost "engineering supplies sheffield" (6th to 11th).

o

Reviews

Acme +24; Northbridge +11; Ironwell +19. Acme's reply rate 100%.

o

New opportunities and actions

1

Bastion's Shopping gap.

Raise Shopping budget by £300 for 4 weeks on the 40 part numbers where Bastion held the top slot. Owner: ads supplier. By 10 Nov.

2

Northbridge on hose.

Add the "while you wait" price to the hose ad and page; keep call ads on 7am to 6pm. Owner: ads supplier. By 8 Nov.

3

Meridian's earlier cut-off.

Add "Order by 4pm, an hour later than the nationals" to the trade account ad. Owner: Acme marketing. By 12 Nov.

4

Conveyor belt repair.

Acme's workshop already does this: build one page and one ad group. Owner: web supplier. By 30 Nov.

5

"engineering supplies sheffield".

Title and internal links changed on 28 Oct; add the trade counter photos and hours. Owner: web supplier. By 15 Nov.

Mock-up. Fictional businesses and figures, consistent with the rest of this report.

METHOD

How this report is made, and how far to trust each number

Every number carries one of four labels. Nothing is invented: an estimate is a named tool's output or our arithmetic with its assumptions stated, never a guess.

Exhibit 21. Evidence labels

LABEL	MEANING	EXAMPLES IN THIS REPORT
 Observed	Read directly from the page, library or file, with the URL and date recorded.	Ad counts and run times, sitemap URLs, review counts, prices, terms
 Indicative	A named third-party tool's estimate, or a single read that could vary by day or location.	Keyword Planner ranges, Google site: counts, authority scores, staff bands, Trends
 Modelled	Our arithmetic from Observed or Indicative inputs, with every assumption written down.	Opportunity per gap, break-even cost per account
 Not measured	Blocked, rate-limited, no access, or outside scope, with the reason.	See below

Sources read

Google Ads Transparency Center, UK; LinkedIn, Meta and Reddit ad libraries

UK Bing results pages (Microsoft's library covers EU-shown ads only)

google.co.uk results pages and the Sheffield map pack, read once from a Sheffield location

Google Keyword Planner and Google Trends

Each site's home page, sitemaps, schema, tags, terms and prices

PageSpeed Insights; Ahrefs free authority checker

Google Business Profiles and Trustpilot

LinkedIn company pages; each business's news and events pages

Not measured in this example

Competitors' ad spend: no public source reports it. Run time and scale are used instead.

Run dates of UK-only LinkedIn ads: the library does not show them.

Trade prices behind logins.

Revenue from filed accounts: an add-on, not run here.

PartsHub staff numbers: not published.

How we read

Public sources only, read by a person at a normal pace, with no logins to competitors' accounts and no ads clicked. Results pages were read once on the date shown; rankings move daily, so Growth Watch re-reads them.

About this example

Acme Components Ltd and every business, advert, review and figure in this report are fictional. It shows the format, depth and evidence standard of a Revitt Growth Gap Report. A real report covers 15 to 25 businesses in your market and comes with a 45-minute walkthrough. revitt.co/growth-gap-report

Max Revitt

Founder and Director, Revitt Ltd · Sheffield