Brightwell Pest Control: Google, Maps and AI visibility audit

21

Overall: 21 of 44

A London pest control business with 812 Google reviews at 4.9, more than any other pest control business in our 8 Maps searches, and search clicks that roughly tripled in a year. London searches bring few clicks so far: about 3,600 people a month search "pest control london", and it brought 10 clicks in 90 days. The AI tools name Brightwell in 8 of 180 answers to 30 London questions. The reviews are a good base, and from what we can see most of the room is in the London pages and the sites the AI tools read.

8/180	3,600	30	14.7s	812	3x
AI answers naming Brightwell (30 questions, 6 AI tools)	Searches a month for "pest control london", 10 clicks in 90 days	Clicks from London searches that showed the site 17,066 times (90 days)	Homepage on a phone: time until the main content shows (one test)	Google reviews at 4.9	Search clicks, Jun to Sep 2025 vs 2026

Measured on 14 and 15 October 2026 · Prepared by Robin Laires · brightwellpestcontrol.co.uk

The short version

- **Going well:** 812 Google reviews at 4.9, and more new reviews than any other listing we checked.
- **Going well:** search clicks are about three times what they were a year ago.
- **Main gap:** London searches bring few clicks so far: about 3,600 people a month search "pest control london", and it brought 10 clicks in 90 days.
- **Also:** AI tools rarely name Brightwell so far, and on Google Maps it shows up mostly near Fenwick Row, which is mostly about distance.
- **What could help first:** the city pages that already show on Google, a homepage that names London and the main cities, and one address and one service area used on the Profile, the site and the code.

What is already going well

The figures come from Google Maps, Google Search Console, six AI tools and the site itself. We list the limits at the end. Brightwell already has a lot going for it:

- A 4.9 rating from 812 Google reviews, 755 of them five-star. In all six Maps searches where Brightwell appears, every listing above it has fewer reviews.
- About 167 new reviews came in over the last 90 days, more than any other listing we checked, and the owner replied to 164 of them.
- Search clicks roughly tripled in a year, from about 200 a month (June to September 2025) to about 600 a month (June to September 2026). The number of times Google showed the site went from 32,258 in June 2025 to 140,977 in June 2026.
- Searches for the Brightwell name brought 786 clicks in 90 days, an 18% click rate.

- The AI tools can read the site, as its robots.txt file does not block GPTBot, OAI-SearchBot or ClaudeBot. It already gets cited when someone asks an AI tool for eco-friendly pest control in London.
- The site has links from 1,320 other websites, and it ranks for 623 keywords.

Most of the findings below are about the map, the AI tools and how plainly the site says London.

The score

21 of 44 across eleven areas.

#	AREA	SCORE	WHAT WE MEASURED
1	Maps rankings	1/4	Top 5 in 2 of 8 Maps searches; #31 for "pest control london"; not in the top 40 for Camden or Westminster. Grid of 81 points: top 10 at 16, top 3 at none
2	Reviews	4/4	4.9 from 812 Google reviews, 755 five-star; about 167 new in the last 90 days
3	Business Profile setup	2/4	Claimed, hours set; 29 photos, no services listed, one extra category, http:// website link; Fenwick Row address shared with other pest control listings
4	AI answers	1/4	Named in 8 of 180 answers (4 of 30 questions); ChatGPT 0 of 30; problem and cost questions 0 of 10 each
5	AI sources	1/4	brightwellpestcontrol.co.uk cited in answers to 6 of 30 questions; checkatrade.com and pestproindex.com in 22 answers each, gleamwellservices.com in 36
6	London searches on Google	1/4	134 London pest searches: 17,066 impressions, 30 clicks in 90 days
7	Search growth	3/4	Clicks from about 200 to about 600 a month in a year
8	Mobile speed	1/4	In one test: phone score 30, main content shows after 14.7 s (desktop 3.1 s)
9	Structured data and facts	1/4	Review count in the code says 392 (Profile: 812) and is missing on the homepage, /london, rat, bed bug and area pages; 33 pages with no business details in the code; 7 blog category pages with broken code; the code shows 24/7 hours and the Profile shows working hours; the service area differs
10	AI crawler access	4/4	robots.txt allows all; GPTBot, OAI-SearchBot and ClaudeBot not blocked
11	Backlinks	2/4	1,320 referring domains; spam score 38 might be worth a look before any link work

Each area is scored 0 to 4 against a live measurement, unweighted. We leave out areas we couldn't measure. Rows 2, 7 and 10 are going well.

The common thread. This links findings 01, 03, 05 and 06 (rows 1, 3, 6 and 9 above). From what we can see, the signals about where Brightwell works do not quite line up. The Profile address on Fenwick Row is shared with other pest control listings. The homepage says UK. The Profile says London, Surrey and Kent. The code says Greater London. And 21 pages target cities outside London.

The six findings

01. The London pages show in Google and get few clicks so far

In 90 days, London pest searches showed the site 17,066 times and brought 30 clicks. About 3,600 people a month in London search "pest control london" (Google's keyword tool), and it brought 10 clicks in those 90 days.

LONDON SEARCH	TIMES SHOWN (IMPRESSIONS)	CLICKS	AVERAGE POSITION
pest control london	3,995	10	13.1
pest control hackney	978	2	24.5
wasp nest removal london	568	1	24.9
bed bug control london	539	0	32.2
bed bug treatment london	535	2	32.0
bed bug heat treatment london	449	0	17.7

About half of the bed bug London impressions come from searches where the site sits at 31 to 35.

A live check of seven London searches on 14 October found Brightwell between #24 and #27 for wasp nests, bed bugs and rats, and outside the top 30 for the other four, including pest control london. A live check is one moment, while the 13.1 above is a 90-day average.

Position 13 is page two of Google, and the homepage title and main heading say "UK" with no mention of London. It may help for the site to say more plainly that Brightwell is a London business.

What could help. A London focus on the homepage or /london, then a pass over the main service pages with links between them.

Status: critical.

02. AI tools name Brightwell in 4 of 30 London questions

We asked 30 London questions, 10 each on shortlist (who to call), problem and cost. Four AI tools answered each question twice and Google's two once, so that's 180 answers.

AI TOOL	NAMED (OF 30)	CITED (OF 30)
ChatGPT	0	0
Claude	2	3
Gemini	3	0
Perplexity	2	3
Google AI Overview	0	1
Google AI Mode	1	0
All six	**8 of 180**	**7 of 180**

Brightwell is named on 4 of the 10 shortlist questions and on none of the problem or cost questions. Claude and Perplexity both name and cite it on the eco-friendly question. Answers vary between runs: each of Gemini's 3 came in only one of its two runs.

How often each company is named, out of 180 answers:

COMPANY	ANSWERS NAMING IT
Wrenhall Pest Control	22
Gleamwell Services	21
Rentokil	16
Lanternfield	11
Otter Pest Control, Verdant Pest Control, The Brass Piper	10 each
Larkspur	9
GreenHalo, Purelance, Brightwell	8 each

One Google AI Mode answer shows Brightwell's card with the address "9, Linnet Place", and Claude described Brightwell as South London. Could that be an older address still listed on some directories?

The AI tools mostly read other companies' own pages, council pages and directories such as Checkatrade, and Brightwell's site only shows up in a few of these answers so far.

What could help. Up-to-date listings on the directories the AI tools read, with the current address, and pages that answer the problem and cost questions in plain text, with prices where Brightwell wants to show them. The same 30 questions are re-run each month, so any change shows against this baseline.

Status: critical.

03. On Google Maps, Brightwell shows up mostly near Fenwick Row

We ran eight Maps searches from one London-wide point, leaving out ads.

MAPS SEARCH	BRIGHTWELL POSITION	TOP 3 IN THAT SEARCH
pest control shoreditch	#3	Tessler Services, Dunmore Services, Brightwell
pest control hackney	#4	Thistle Pest Control, TerraPro Pest Control, Calderwick
pest control islington	#15	Islington Council PCS, VermiGo Services, SteelBridge Services
commercial pest control london	#24	Right Hour Pest Control, GreenHalo, Vitalis
rat control london	#26	Right Hour Pest Control, Vigil, Larkspur
pest control london	#31	Right Hour Pest Control, VermiGo Services, SteelBridge Services
pest control camden	not in the top 40	Quillward, Rentokil Camden, R.K Pest Control
pest control westminster	not in the top 40	Sentinel Westminster, Right Hour Pest Control, VermiGo Services

In every search where Brightwell appears, all the listings above it have fewer reviews. Tessler Services, #1 in Shoreditch, is a separate listing at Brightwell's address, 52 Fenwick Row.

On 15 October we also searched "pest control" and "rat control" from 81 points around the Profile address, 1.2 km apart.

SEARCH	TOP 3	TOP 10	TOP 20	AT THE PROFILE ADDRESS
pest control	none of 81 points	16 of 81	23 of 81	#7
rat control	1 of 81	19 of 81	27 of 81	#3

Brightwell shows in the top 20 only within about 2 to 3 km of Fenwick Row. At the Profile address, Rowan Pest ltd (56 Fenwick Row) is #1 for "pest control" and Tessler Services (52 Fenwick Row) is #3. Thistle is in the top 3 most often across the grid.

Each number is Brightwell's position at one point, with north at the top. The Profile address is in brackets, and "-" means outside the top 20.

```
   pest control                          rat control
-   -   -   -   -   -   -   -   -       -   -   -   -   -   -   -   -   -
-   -   -   -   -   -   -   -   -       -   -   -   -   -   -   -   -   -
-   -   8   9   5   5   5   -   -      10  10   7   6   6   5   6   -   -
-   -  19   9   6   4   7   -   -      17  18  15  10   6   6   7   -   -
-   -  17   8 [7]  6   5   -   -       -   -  18   9 [3]  4   6   -   -
-   -   -  11   5   6   9   -   -       -   -   -  13   8   7   9   -   -
-   -   -  15  13  12  11   -   -       -   -   -  16  15  11  10   -   -
-   -   -   -   -   -   -   -   -       -   -   -   -   -   -   -   -   -
-   -   -   -   -   -   -   -   -       -   -   -   -   -   -   -   -   -
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We also read the newest reviews for Brightwell and the listings above it. The dates are approximate.

LISTING	TOTAL REVIEWS	NEW IN THE LAST 90 DAYS
Brightwell Pest Control	812	about 167
Tessler Services	47	35
Keystone Services	25	24
Calderwick Pest Control London	161	16
GreenHalo Pest Control	193	16
Vigil Pest Control	43	12
The other 9 listings checked	5 to 262	0 to 9 each

The owner replied to 164 of those 167 reviews, so reviews are not where Brightwell falls behind. The Profile has no services listed yet, and its website link starts with http://.

Distance from Fenwick Row looks like a big factor, though Brightwell is not in the top 3 even at Fenwick Row, where several pest control listings share office addresses.

What could help. Confirming what 52 Fenwick Row is (a staffed base or a registered address) and setting up the Profile to match, then services, photos and reviews that name the area and the job.

Maps leans heavily on distance from the address, so reach further out is hard to change. Even at Fenwick Row Brightwell is #7, so there may be some room there, and the reviews are already strong.

Status: high.

04. In one test, the homepage took 14.7 seconds to load on a phone

We ran one Lighthouse test (Google's speed tool) on the homepage.

MEASURE	PHONE	DESKTOP
Performance score (out of 100)	30	80
Time until the main content shows (LCP)	14.7 s	3.1 s
Time until anything shows (FCP)	3.9 s	0.9 s
Time the page is too busy to respond (TBT)	3,680 ms	10 ms
Layout shift	0	0
Page weight	1,711 KiB	1,852 KiB

Phones brought 285 of 489 search clicks in the last 28 days, and some visitors probably leave before the main content shows.

What could help. A look at image sizes, the order things load in, and heavy embeds in the Framer build, starting with the homepage.

Status: high.

05. The review count and some business details in the code differ from the Profile

A website can carry its business details in its code (structured data), and Google and the AI tools read them. We checked all 141 pages in the sitemap.

FACT	IN THE SITE'S CODE	ON THE GOOGLE BUSINESS PROFILE
Reviews	4.9 from 392, on 12 London service pages	4.9 from 812
Hours	Every day, 00:00 to 24:00 (homepage)	Mon to Fri 8:00 to 19:00, Sat 10:00 to 18:00, Sun closed
Area served	Greater London (homepage)	London, Surrey and Kent

The review count in the code is out of date, and it is missing on the homepage, /london, the rat and bed bug London pages and every area page.

If the 24/7 in the code is meant as online hours, for enquiries and bookings, Google could still read it as opening hours. Which hours would Brightwell like the code to show? Some Profile categories also allow online hours under "More hours".

From what we can see, when these differ it is harder for Google and the AI tools to state Brightwell's hours, area or rating with confidence.

What could help. The same current facts on the site, in the code and on the Profile, with the review count added where it is missing.

Status: high.

The rest of the check came back mostly fine: every page loads, titles and descriptions are unique, and no page is hidden from Google. A few smaller issues:

- 33 pages have no business details in the code, including /london and 14 city pages outside London.
- 7 blog category pages have template text that hasn't been filled in, "{{variable_name | unsafeRaw}}", inside their code block, so the block can't be read.
- Lower priority: /pest-control-northampton has two titles joined into one, and 5 city pages repeat their main heading.

06. 21 city pages outside London

Of the 61 area pages, 21 are for cities outside London, such as Manchester, Birmingham and Liverpool. In 90 days they brought 161 clicks, against 175 for the 55 London pages.

PAGE	CLICKS	TIMES SHOWN (IMPRESSIONS)	AVERAGE POSITION
/pest-control-manchester	72	32,414	46.5
/pest-control-birmingham	38	15,258	45.1
/pest-control-liverpool	23	11,818	32.5

If Brightwell does not work in those cities, the pages may be spreading the site a bit thin. The Profile and the code already describe the service area differently.

What could help. Building out the pages for the cities Brightwell serves, and retiring the others with visitors sent on to a related page (a redirect).

Status: medium.

The plan

Monthly work would start on 15 November 2026, once the current agency's notice period is over, so nothing changes before then. Plan updated on 16 October 2026 to match the proposal.

Brightwell has 812 reviews at 4.9, and Google and the AI tools seem less clear on where it works. The Manchester, Birmingham, Liverpool and Nottingham pages already show up on Google a fair bit, just too far down for many clicks, so that's where we would start. The city, service and area pages need local detail from you, so their timing depends on when that comes in. Google and the AI tools usually take a while to catch up once the work is live, so the plan sets no targets. The numbers in brackets point to the findings above.

Week 1: the basics and tracking

The mixed signals sit in a few places: the address, the Profile, the business details in the code, and a homepage that says UK.

1. **Profile** (03). Is 52 Fenwick Row a staffed base or a registered address? Then services, categories, photos, and the website link on https with tracking.
2. **Business details in the code** (05). LocalBusiness schema matched to the Profile: review count (392 in the code, 812 on the Profile), hours and areas.
3. **Indexing** (01). The 34 unindexed pages sent to Google, including 19 London area pages such as Camden and Westminster.
4. **Bing** (02). Bing Webmaster Tools and Bing Places. ChatGPT named Brightwell on none of the 30 questions, and its search draws partly on Bing.
5. **Link audit.** 1,320 referring domains, spam score 38. A disavow only if there's a clear pattern.
6. **Tracking.** GA4 tidied up, HubSpot enquiries linked to Jobber where the tools allow, the live dashboard, and a fresh baseline with the main cities added.

Week 2: homepage and city pages

7. **Homepage** (01, 04). London and the main cities in the title, H1 and opening text, and lighter images and embeds for phones (14.7 s to the main content in one test). Run past you first.
8. **City pages** (06) for London, Manchester, Birmingham, Liverpool and Nottingham, with jobs, techs and response times from you. The Manchester page was shown 32,414 times in 90 days at position 46.5.

Week 3: service pages and listings

9. **Service pages** (01), rats and mice first, as mice searches rise in autumn and winter.
10. **Directory and review-site profiles** (02): BPCA, Checkatrade, TrustATrader, Which Trusted Traders, Trustpilot and Yell, with the same facts and cities, an address only where there's a real base, and old addresses removed. Some sites run their own checks first, which can take a few weeks.

Week 4: the first area pages and a report

11. **5 area pages** (01, 06): London boroughs not yet in Google, and towns near the main cities (Solihull, Sutton Coldfield, Walsall and West Bromwich already sit at about position 21 to 27). None goes live without local detail from you.

12. **The first report**, with the audit checks re-run, and a call.

After the first month

New or reworked pages each month, based on the checks: more area pages, commercial pages, pest pages a month or two before their season (wasps by April, bed bugs and fleas by June), or pages the checks show aren't moving. The audit checks re-run, the Profile and listings kept up to date, and a short report with a call.

What we would measure each month

MEASURE	BASELINE, 14 AND 15 OCTOBER 2026	HOW
1. Google Maps	Top 5 in 2 of 8 searches. Grid: top 10 at 16 of 81 points for "pest control"	Google Maps: the 8 searches from a London-wide point, and the 81-point grid around Fenwick Row
2. AI answers naming Brightwell	8 of 180 (4 of 30 questions)	30 frozen London questions on 6 AI tools
3. London searches	30 clicks, 17,066 impressions in 90 days	Google Search Console, London pest searches
4. Pages for cities outside London	161 clicks, 87,700 impressions in 90 days	Google Search Console, 21 city pages
5. Homepage on a phone	14.7 s to show the main content (one test)	Lighthouse, simulated phone
6. Enquiries, and which became jobs	Not measured yet	GA4, and HubSpot linked to Jobber where the tools allow

Each monthly report and the live dashboard would show these rows against this baseline.

Method and limits

- Measured live on 14 and 15 October 2026 from Google Maps, Search Console, live Google results, six AI tools and the site.
- Maps: eight searches from one London-wide point and an 81-point grid around Fenwick Row, one run each, and results change with location.
- AI answers vary between runs: four tools answered each question twice, and Google's two were read once.
- Search Console covers 90 days, 14 July to 11 October 2026, and its row limit means there are at least 134 London searches.
- Speed is a single Lighthouse test, and the link and keyword figures are third-party estimates.
- GA4 is not connected, so there are no enquiry figures, and Bing could not be measured reliably.