

DEESIDE ARCHITECTURAL DESIGN

GOOGLE IS QUOTING
YOUR PRICES.

Baseline report for deesideextensions.co.uk, checked 29 September 2026. From now on this lands on the 28th of every month, showing what moved since the last one.



9/10

TECHNICAL

8/10

CONTENT

8/10

LOCAL & AI VISIBILITY

THE SHORT VERSION.

The site is in very good technical shape: all 19 pages load, and every page carries proper titles, descriptions and structured data that tells Google and the AI assistants exactly who you are, where you are and what you charge. AI crawlers are now welcomed in rather than blocked, and there is a plain-language **llms.txt** file for them to read. Google's AI Overview has already lifted your fees from the site and credited you by name for "plans for house extension deeside". The gap this month is **loft conversions**: directories and builders own those searches and you don't appear yet. Both the loft page and the new Planning Permission Flintshire page were rebuilt on 29 September, so October's report shows whether Google moved.

PROOF, DATED.

Google plans for house extension deeside

4.5 ★★★★★ (52) General Contractor
10+ years in business Deeside CH5
Open now
07893 372129

More general contractors >

Deesideextensions.co.uk
Deeside Architectural Design — Extension & Loft Plans
House extension, loft and garage plans across Deeside, Flintshire, Cheshire and Wrexham. Instant cost estimates, fixed written fees. Call Mike — 07703 786 400

AI Overview

House extension plans in Deeside typically cost **between £750 and £1,800 for architectural drawings and application handling.**

Cost Breakdown

- Single-storey extension plans: £750 to £1,400
- Two-storey extension plans: £950 to £1,800
- Flintshire Council planning application fee (if needed): £585
- Planning Portal service charge: £149

Show more ▾

Deesideextensions.co.uk
House Extension Plans & Drawings from £750

Search "plans for house extension deeside", 5 September 2026. Your £750 fee and your business name in Google's own answer, above every competitor. Nobody can promise this stays; the monthly check is how we watch it.

"THE SITE WENT LIVE ON 23 JULY AND I'VE
ALREADY HAD **5 ENQUIRIES AND 2
CONVERSIONS TO ACTUAL SALES.**"

Mike, Deeside Architectural Design, 5 September 2026

What this means: when someone in Deeside asks Google what extension plans cost, Google answers with your numbers and your name. That is the single most valuable thing a website can do for a trade right now, and it is the thing we protect every month.

WHERE YOU SHOW UP (INDICATIVE).

Web-search snapshot, 29 September. Not a logged-out Google results page, so treat positions as a guide; your own phone may differ.

SEARCH	THIS MONTH	WHO'S ABOVE YOU
home extensions Deeside plans	#1	Nobody
house extension plans Flintshire	#4 (your /flintshire page)	Two Flintshire Council planning PDFs, Checkatrade
loft conversion plans Flintshire / Deeside	Not in top 10	Gumtree, Book a Builder, CH Builders, Top Class Joinery
plans for house extension deeside	AI Overview names you	—

WHAT WE CHECKED.



All 19 pages load, one clear heading each

Unique title and description on every page, and a canonical link so Google doesn't see duplicates.



Structured data on every page

LocalBusiness with your address, Service, Breadcrumb and FAQ mark-up. This is what lets an AI answer quote you accurately.



AI crawlers allowed in

robots.txt allows everything (it used to block GPTBot, ClaudeBot and Google-Extended by default). lms.txt is live.



Every image has alt text; estimator on 18 of 19 pages

Good for accessibility and for Google reading your photos.



Planning Permission Flintshire page was thin

681 words against ~1,900 on its sister pages, no FAQ mark-up, no estimator. The one Flintshire search where the council's PDFs outranked you.

FIXED 29 SEPT · NOW 2,290 WORDS, 6 FAQs, ESTIMATOR



No loft-conversion visibility locally

The loft page is well built but wasn't earning Flintshire or Deeside searches. Directories were winning on volume, not quality.

FIXED 29 SEPT · LOCAL SECTION, FEE FAQ, FAQ SCHEMA

OCTOBER'S PLAN.

1

Watch the two rebuilt pages land

October's report shows whether Google moved on Flintshire planning and loft searches.

2

Two new Google reviews

The fastest lever you control. Ask your last two clients for a review that mentions "extension plans" and their town; Emma sends the link and wording.

3

Hold the AI Overview

Re-check the dated evidence and add Mold and Hawarden searches to the watch list.