

Copy audit: Brindle Lane Plumbing

brindle-lane-plumbing-leeds.loveable.app | 27 Sep 2026 | Conversion and AI sloppiness, scored per section

Conversion (0-10): would a Leeds homeowner with water on the floor call this number. **Human (0-10):** does it read like the plumber wrote it, or like a model filled a local-business template. Orange markers = copy or structure notes. Red markers = bugs and hard blockers.

Classification: local trades homepage doing a paid landing page's job (Google Ads + Business Profile traffic). Graded as a money page.

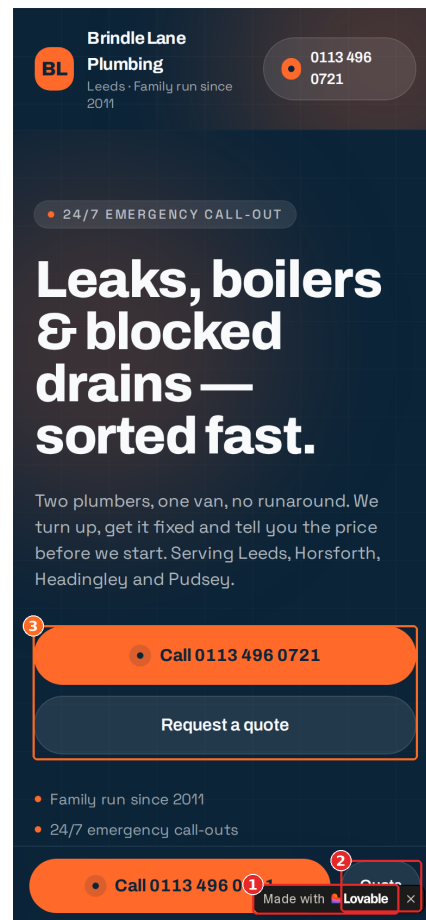
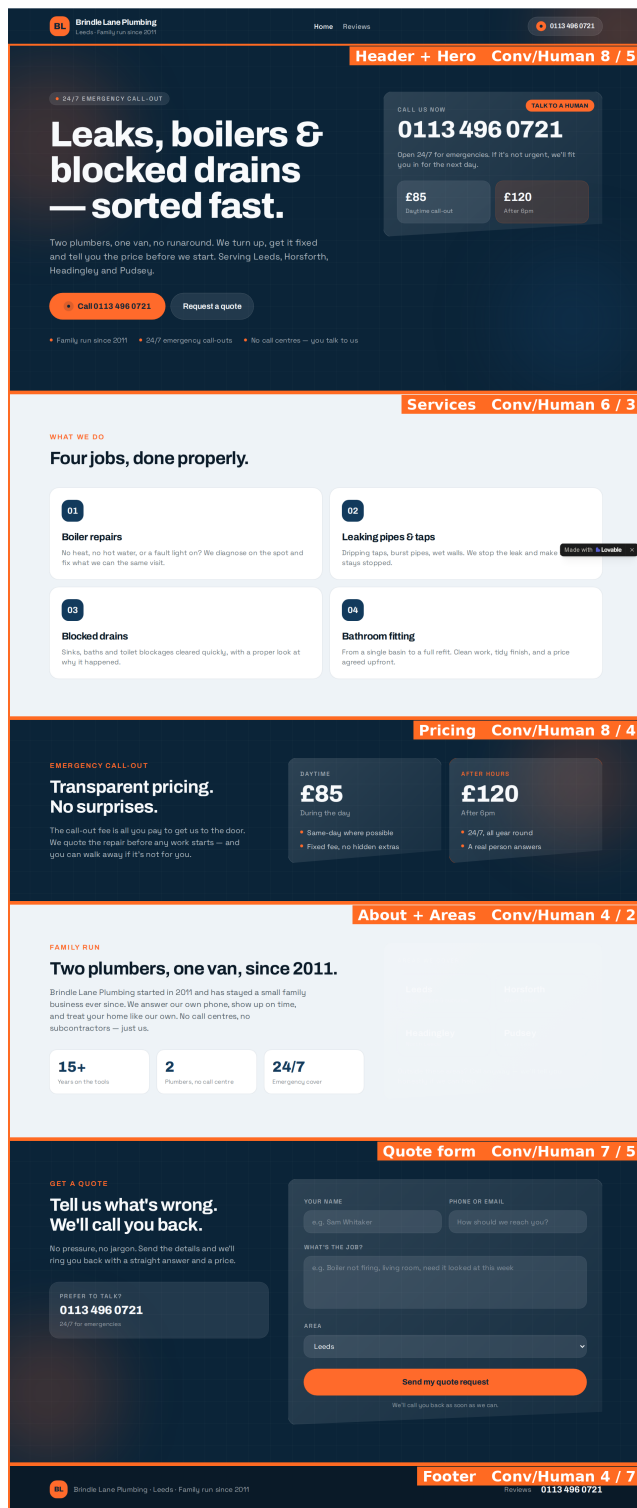
Section	Conv.	Human	Verdict
Header + Hero	8	5	Strong layout, price above fold. No photo, no badge, no stars. Triplets and em-dashes.
Services	6	3	Four cards with one identical sentence shape. Reads generated.
Pricing	8	4	Honest, lowers risk. Headline is a slide title.
About + Areas	3	2	Repeats hero, no names, stock phrases. Areas card is unreadable (bug).
Quote form	7	5	Right length. Callback promise is vague.
Footer	4	7	No address, company number, Gas Safe number or email.
Whole page	6	4	Sound skeleton, zero proof, one template copy pass, one visible bug.

Measured

Check	Actual	Verdict
Page height / words	3033px, 439 visible words	Fine
Call CTAs	6 tel: links + 2 quote anchors, sticky mobile bar	Good, reachable at every depth
Photos	0 (two SVG icons only)	Fail. Biggest gap
Review stars on page	0, reviews are on /reviews	Fail. Proof is off the money page
Gas Safe mention	0, while selling boiler repairs	Fail. Legal and trust red flag
Em-dashes	6	Remove all
Repeated claims	'since 2011' x5, '24/7' x6, 'no call centres' x3	Say each once, prove it
Rendering	Areas card: white text on off-white	Bug, invisible on desktop

Page overview

Full desktop page at 1280px, sections boxed with their scores.

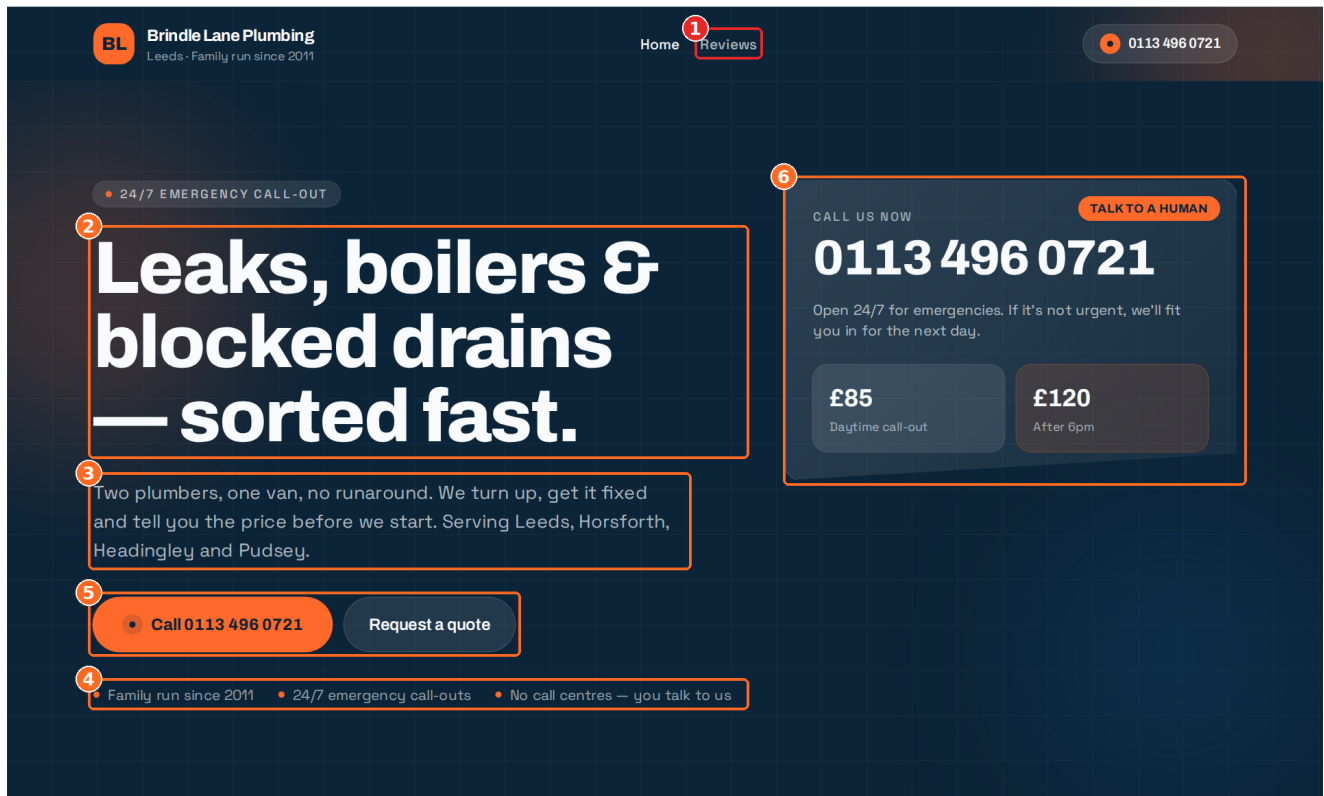


Mobile fold (right):

1	Lovable badge	Sits on top of the sticky call bar and covers half the Quote button. Also tells a customer this is a free-tool build. Remove.
2	Quote button	Half hidden behind the badge on every mobile screen. That is the secondary CTA for the whole page.
3	Hero CTAs	Both above the fold on a 390px phone. This part is right.

1. Header + Hero

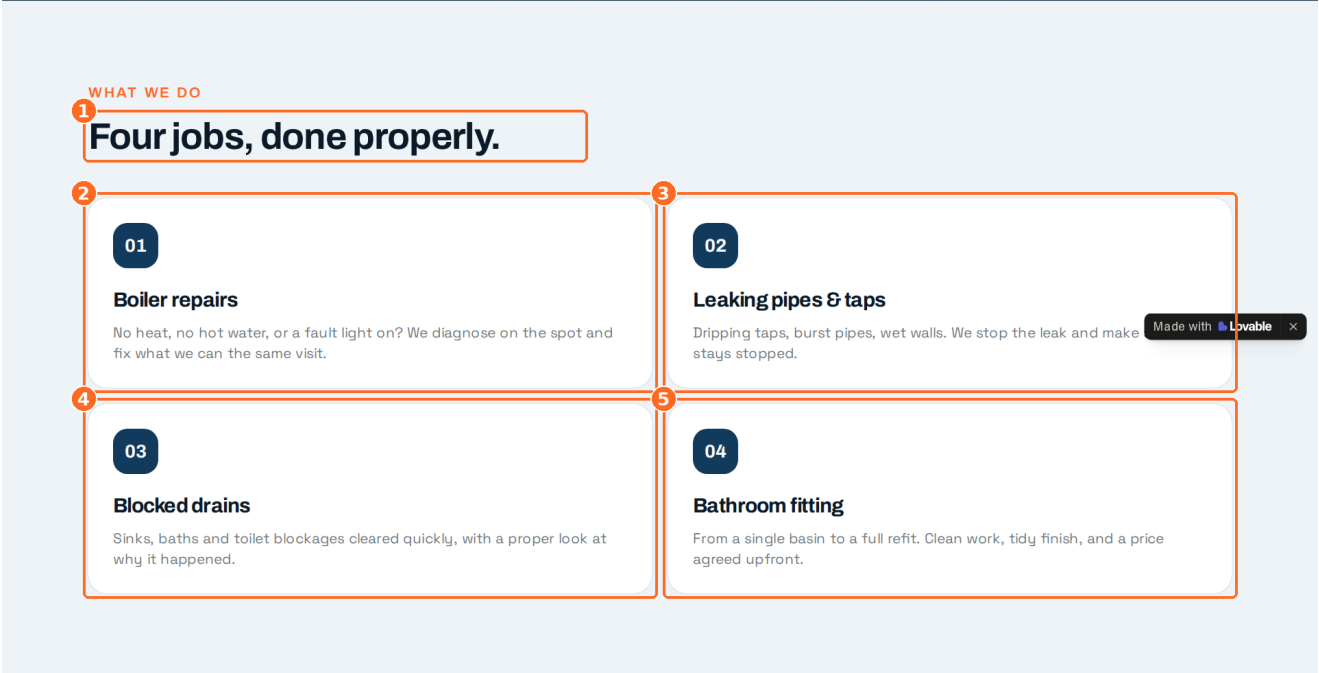
Conversion 8/10 Human 5/10



1	Reviews nav link	Takes paid traffic off the page. Replace with a star rating + count that anchors to a reviews block on this page.
2	Headline	'Leaks, boilers & blocked drains — sorted fast.' Decent, but the em-dash is a tell. Try 'Leaks, boilers and blocked drains, sorted today.'
3	Subhead	Two triplets in one paragraph: 'Two plumbers, one van, no runaround' then 'turn up, get it fixed, tell you the price'. Break one. 'Two of us and a van. We tell you the price before we touch anything.'
4	Trust row	Three symmetric bullets, one with an em-dash. This row is where Gas Safe logo + reg number and a review score belong. Right now it is three claims and no proof.
5	CTAs	Solid primary Call, ghost Quote. Correct hierarchy for emergency traffic. Keep.
6	Call card	Price above the fold is rare and strong. 'Talk to a human' is a claim; a photo of the two humans next to it is the proof. There is no photo anywhere on the page.

2. Services

Conversion 6/10 Human 3/10



1	'Four jobs, done properly.'	Two-beat fragment headline. Nobody searches 'four jobs'. Use the words they typed: 'Boiler repairs, leaks, drains and bathrooms in Leeds'.
2	Boiler repairs	'No heat, no hot water, or a fault light on?' Triplet. No brands named. Add Worcester / Vaillant / Ideal, whatever they actually fix. This is the highest-value job so the card can be longest.
3	Leaking pipes	'Dripping taps, burst pipes, wet walls.' Triplet. 'make sure it stays stopped' is the one human line in the section. Keep it.
4	Blocked drains	'Sinks, baths and toilet blockages'. Triplet. 'a proper look at why it happened' is good; say what that means (camera, rods?).
5	Bathroom fitting	'Clean work, tidy finish, and a price agreed upfront.' Triplet. Every card is [three symptoms]. We [verb] and [verb]. Read all four aloud and the rhythm is identical. Vary the lengths, add one specific per card, put a 'Call about this' link on each.

3. Pricing

Conversion 8/10 Human 4/10



1	'Transparent pricing. No surprises.'	Two balanced fragments. Slide title. 'What it costs to get us out' does the job without the tell.
2	Walk-away line	'you can walk away if it's not for you' is the best sentence on the page for lowering risk. Keep it. Em-dash before it should go.
3	£85 daytime	What does it buy? First hour, diagnosis, parts extra? An emergency caller assumes the worst. One sentence fixes it. Bullets are two symmetric lines; make them uneven or cut.
4	£120 after 6pm	'A real person answers' is the third time this claim appears. Say it once, with a name.

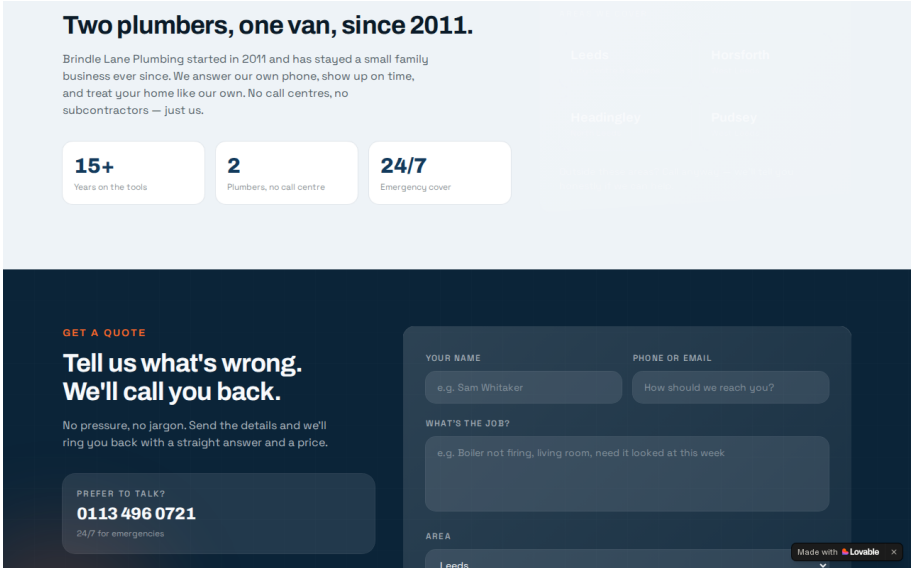
4. About + Areas

Conversion 3/10 Human 2/10



1	Headline	'Two plumbers, one van, since 2011.' The hero subhead reworded. Reader has now seen it three times.
2	About paragraph	'answer our own phone, show up on time, and treat your home like our own.' Triplet ending in the most generic line on any UK plumber site. 'No call centres, no subcontractors — just us' is a balanced pair plus em-dash. No names, no photo. Rewrite as two sentences from a named person with a picture of both of them.
3	Stats row	15+ / 2 / 24/7 is the canonical AI local-business layout. '2' is not a stat. Cut the row; put Gas Safe number and public liability cover here instead.
4	Areas card	Bug. White text on off-white. Unreadable on desktop (see next page). Under it: sub-labels are filler (two areas both say 'West Leeds') and 'we'll tell you honestly' announces honesty. Use postcodes LS18, LS6, LS28.

The areas card as it actually renders on desktop:



5. Quote form

Conversion 7/10 Human 5/10

GET A QUOTE

**Tell us what's wrong.
We'll call you back.**

No pressure, no jargon. Send the details and we'll ring you back with a straight answer and a price.

PREFER TO TALK?
0113 496 0721
24/7 for emergencies

YOUR NAME
e.g. Sam Whitaker

PHONE OR EMAIL
How should we reach you?

WHAT'S THE JOB?
e.g. Boiler not firing, living room, need it looked at this week

AREA
Leeds

Send my quote request

We'll call you back as soon as we can.

1	Headline	'Tell us what's wrong. We'll call you back.' Balanced pair. Acceptable for a form, still composed. 'Send us the problem and we'll ring you with a price.'
2	'No pressure, no jargon.'	Balanced pair. Cut it. 'straight answer and a price' is fine and human.
3	Form	Four fields plus phone beside it. Right length. Add an optional photo upload; a picture of the leak is what people most want to send and it lets them quote without a visit.
4	'as soon as we can'	Weakest promise on the page. A leaking pipe wants a time. 'We ring back within the hour, 7am to 9pm' if that is true.

6. Footer

Conversion 4/10 Human 7/10

BL Brindle Lane Plumbing · Leeds · Family run since 2011

Reviews **0113 496 0721**

1	Footer content	'Family run since 2011' for the fifth time, and nothing else. Missing: street address, company number, Gas Safe reg, email, hours. A cautious customer and Google both look here.
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Top fixes, in revenue order

#	Fix	Why
1	Gas Safe logo + reg number in hero trust row and footer	Boiler work without it is illegal in the UK. Absence makes careful customers close the tab.
2	Fix the Areas card contrast	A whole section is invisible on desktop right now.
3	One real photo above the fold: both plumbers and the van	Only thing that proves they exist. Beats all the copy combined.
4	Review stars + count on the page, 2-3 real quotes	Proof is one click away. Paid visitors do not click away and come back.
5	Remove the Lovable badge	Covers the mobile Quote button.
6	One line under £85 on what it covers	Kills 'what will this really cost' before the call.
7	Callback time on the form	'As soon as we can' loses the lead to whoever answers first.
8	Copy pass: no em-dashes, break every triplet, cut repeats, add names and brands	Turns template copy into a specific business. After 1-4, not instead.
9	Footer: address, company number, email	Trust and local SEO.

Page-level tells

- Section order is the standard generated local-business template: hero, 4 services, 2 price tiers, about with 3 stats, areas grid, form.
- Every section headline is a two-beat fragment pair or a triplet.
- Six em-dashes. A Leeds plumber does not type em-dashes.
- Same three claims repeated instead of proven once. Repetition is what a model does when it has run out of facts.
- Nothing on the page could only come from this business: no names, no boiler brands, no street, no photo, no job story. Swap the business name and the page still works.
- Honesty is announced ('honestly', 'talk to a human', 'no jargon', 'no pressure') rather than shown.

Do not regress

- Price above the fold.
- Phone in header, hero, beside the form, sticky on mobile.
- 'You can walk away if it's not for you.'
- Form stays at four fields.