

■ BEFORE WE SPEAK • SENT THE DAY BEFORE THE CALL

Calderbrook Technology: *what we found.*

Five scores, the buyer questions where you are not named and who is, one recorded answer, and the three things we would fix first. Prepared for Mark Ellison ahead of the Growth Review on Tuesday 6 October 2026.

Calderbrook Technology FICTIONAL FIRM	Managed IT LAW FIRMS AND ACCOUNTANCY PRACTICES	Manchester and the North West REGION
£6.2m · 48 people REVENUE AND STAFF	Managed IT for law firms SERVICE TO GROW	Pennine Systems and Ashworth Legal IT COMPETITORS NAMED

1 of 40 AI ANSWERS THAT NAME YOU	2 of 36 BUYER QUESTIONS WHERE YOU ARE ON PAGE ONE	3 GOOGLE REVIEWS, ONE FROM A FORMER EMPLOYEE	0 INDEPENDENT MENTIONS SINCE 2023
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Illustrative sample. Calderbrook Technology, Pennine Systems, Ashworth Legal IT and every figure in this document are fictional. The shape and depth are what a real Growth Review looks like.

 THE ONE PAGE

You are a good firm the web cannot see.

Mark, before we speak on Tuesday, here is the short version. Calderbrook is a well-run firm with clients who stay. Almost none of that is visible to a managing partner who has never heard of you and asks Google or ChatGPT who to call. We tested twelve of the questions they ask. You are named in one answer out of forty. Pennine Systems is named in twenty-two.

The reasons are ordinary and fixable. Your website describes the firm rather than answering the buyer's question, so the engines have nothing to quote. Nobody independent says you exist: three Google reviews, no press since 2023, no entry in the places AI reads. And the facts about you disagree with each other across the web, so the engines are not sure which Calderbrook is which.

None of this needs a rebrand or a new website. The three fixes on the next pages are a page, twenty reviews and one article. Between them they would put you in the answers for the questions that matter within a quarter. You can do two of the three yourselves.

1 of 40

AI ANSWERS THAT
NAME YOU

2 of 36

BUYER QUESTIONS
WHERE YOU ARE ON
PAGE ONE

3

GOOGLE REVIEWS, ONE
FROM A FORMER
EMPLOYEE

0

INDEPENDENT
MENTIONS SINCE 2023

WHAT HAPPENS ON TUESDAY

Thirty minutes on Tuesday. Bring one service you want to grow and the names of two competitors, which you have already done. I will walk you through this page, ask about your sales process, and tell you plainly whether we can help. The three fixes are yours in writing two working days after the call.

THE SNAPSHOT

Five lenses, *scored*.

Found is Google. Named by AI is ChatGPT, Gemini, Claude, Perplexity and Google AI Mode. Website is whether pages answer buyer questions. Authority is where the firm exists outside its own site. Pipeline is what happens after the site. One line of evidence each; the Paid Discovery has the rest.

FOUND 4_{/10} Ranks for its own name and little else. Page one for 2 of 36 buyer questions.	NAMED BY AI 1_{/10} Named in 1 of 40 recorded answers. Pennine Systems in 22, Ashworth Legal IT in 17.	WEBSITE 5_{/10} 214 pages that describe the firm. Not one answers a buyer's question in its title.	AUTHORITY 2_{/10} No press in three years, 3 Google reviews, an unclaimed profile and no Wikidata entry.	PIPELINE 3_{/10} Founder's LinkedIn last posted in May. Contact form replies take three days.
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Where buyers ask, and who is named

BUYER QUESTION	AI NAMES	CALDERBROOK TECHNOLOGY
Best managed IT provider for law firms in Manchester	Pennine Systems, Ashworth Legal IT, one national	NOT NAMED
IT support that understands SRA and Lexcel requirements	Ashworth Legal IT, two nationals	NOT NAMED
Cyber Essentials Plus for a 30-person law firm, who to use	Pennine Systems, one national	NOT NAMED
Switching IT provider mid contract, law firm, North West	Pennine Systems, Ashworth Legal IT	NOT NAMED
Managed IT cost per user for a solicitors practice UK	Two nationals	NOT NAMED
IT provider for accountancy practices Manchester	Pennine Systems, one national	NOT NAMED

Twelve questions tested across five engines. These six are the ones with the most search volume in the North West. The full set of thirty-six is in the Paid Discovery.

■ ONE ANSWER, RECORDED

What ChatGPT says *when a partner asks.*

■ CHATGPT • 12 OCTOBER 2026 • UK • FRESH SESSION

"Best managed IT provider for law firms in Manchester"

Firms that come up repeatedly for law-firm IT in Manchester include Pennine Systems (strong on SRA compliance and Lexcel support, with a dedicated legal practice team), Ashworth Legal IT (specialists in case management system support and Cyber Essentials Plus) and a national provider with a Manchester office. Pennine and Ashworth both publish client reviews and have been covered in the Law Society Gazette.

Why they are named and you are not

Three reasons, in order. Pennine and Ashworth each have a page whose title is close to the question. Both have Google review profiles with more than twenty reviews, which the engines treat as a signal that real clients exist. Both have been cited by a title the engines trust. Calderbrook has none of the three.

1 • A PAGE FOR THE QUESTION

Pennine's page is titled 'IT support for law firms in Manchester'. Yours is titled 'Services'. The engines quote pages whose title matches the question.

2 • REVIEWS

Pennine has 27 Google reviews, Ashworth 21. You have 3. Review count is the plainest signal that real clients exist.

3 • A TRUSTED TITLE

Both were in the Law Society Gazette. It is cited in four of the twelve answers we recorded. You have had no coverage since 2023.

Every answer we record is saved as text and screenshot so it can be reproduced. Ask the same question yourself and you will get the same names.

■ AFTER THE CALL

Three fixes, *in writing*.

Ranked by value. Each one says why, what, how long and who can do it. Yours to use with or without us.

FIX 1 • TWO WEEKS • ANY WEB TEAM

Answer the question you lose.

Why. Eleven of the twelve buyer questions we tested are about managed IT for law firms specifically. Calderbrook's nearest page is Services, which covers six sectors in 180 words and ranks for none of them. Pennine's page 'IT support for law firms in Manchester' is the second result on Google and the first name in three AI answers.

What. One page, titled for the question: 'Managed IT for law firms in Manchester'. It answers what a managing partner checks before they call: SRA guidance on outsourcing, Lexcel evidence, Cyber Essentials Plus, case management systems supported, response times, three named clients with one line each, and a price band per user. Then a second page for accountancy practices, built the same way.

What it moves. Page-one presence for the question set from 2 of 36 to about 8 of 36 within sixty days, and the first citations from AI engines, which quote pages whose titles match the question.

FIX 2 • ONE MONTH • YOU

Get the first twenty reviews.

Why. Calderbrook's Google Business Profile is unclaimed and shows three reviews, one of them from a former employee. Two of the three firms AI names have twenty or more. Review count is the clearest signal the engines have that a firm has real clients, and it is the cheapest one to change.

What. Claim the profile, correct the name to match Companies House, add the services and the two sector pages. Then ask the last twenty clients, one email each from Mark, in the order we give you: the ten longest-standing first, then the ten most recent. Reply to every review in the first week.

What it moves. From 3 reviews to 20 in a month, which on its own moves Calderbrook past Ashworth on the review signal and starts appearing in the local results for 'IT support Manchester'.

FIX 3 • THIS QUARTER • FORTITUDE OR YOU

One article in the title AI cites.

Why. The Law Society Gazette is cited in four of the twelve AI answers we recorded. Pennine was in it in March. Calderbrook has had no press coverage since 2023. The engines lean on a small number of trusted titles per sector, and this is the one for law firms.

What. One pitch, built on data Calderbrook already holds: ransomware and phishing incidents across its law-firm clients under fifty staff over the last three years, anonymised. The angle is 'what actually gets through at small firms', with three practical steps. We write it, Mark's name goes on it, and the same data becomes a page on the site and a LinkedIn post series.

What it moves. The first third-party citation in a title the engines trust, which is what turns the sector page from findable into recommended.

■ IF YOU WANT THE WHOLE LIST

What the Paid Discovery *would fill in.*

The three fixes above are the top of a longer list. The Discovery reports every finding under all five lenses, ranked, with each fix written so your own team could ship it. About twenty-five pages, one week, £499.

01

Buyer questions

The 36 questions your buyers ask Google and AI, grouped, and who is named for each.

02

AI answers, recorded

40 answers across five engines, kept so any can be reproduced, and the reasons you are or are not in them.

03

Found

Rankings for the 36 questions, indexing, speed, schema and the pages that compete with each other.

04

Website, page by page

Keep, merge, rewrite or retire for every page, with the copy direction for each rewrite.

05

Authority footprint

Where Calderbrook exists outside its own site, and the plan to exist in the places AI reads.

06

Content plan

The pages and guides to write, in order, each tied to a buyer question.

07

Pipeline readiness

What a buyer sees after the site: the founder's LinkedIn, the company page and the follow-up.

08

The ranked list

Every finding with impact, effort, who can do it and what Fortitude would do.

09

Baseline and re-measure

The numbers today, and the free re-run at ninety days.

■ CREDITED AGAINST FUTURE WORK

The £499 comes off *your first month.*

Credited against future work. The £499 Paid Discovery fee is credited in full against the first month of any Fortitude Media programme. Everything in this document is yours to keep and to implement yourselves, with any web team, or with us.

Free

GROWTH REVIEW · 30 MINUTES
· THREE FIXES

£499

PAID DISCOVERY · ONE WEEK ·
EVERY FINDING, RANKED

Credited

AGAINST THE FIRST MONTH OF
ANY PROGRAMME

Mark Ellison, this is yours whether or not we speak again. If anything here is wrong, tell me on the call and I will correct it in writing.

David Adams · Co-founder and CEO, Fortitude Media · hello@fortitudemedia.ai · David replies within one working day

FORTITUDEMEDIA.AI

Calderbrook Technology, Pennine Systems, Ashworth Legal IT, Mark Ellison and every figure in this document are fictional and illustrative. They show the shape and depth of a real Growth Review and Paid Discovery. Real readouts are built from recorded answers, a crawl of the client's site and an authority search, all of which are supplied with the report.