

■ EVERYTHING THAT STOPS BUYERS CHOOSING YOU • RANKED • YOURS TO KEEP

Calderbrook Technology: *the whole list.*

Ten chapters. Twenty-eight findings, ranked. Forty recorded AI answers, thirty-six buyer questions, 214 pages reviewed, sixteen places you should exist and do not. Prepared for Mark Ellison and read out on Friday 16 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

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Illustrative sample. Calderbrook Technology, Pennine Systems, Ashworth Legal IT, Mark Ellison and every figure in this document are fictional. The shape and depth are what a real Paid Discovery readout looks like.

THE ONE PAGE • EXECUTIVE SUMMARY

Buyers are choosing Pennine and Ashworth. Here is why, and what changes it.

Mark, this is the whole list. Over one week we asked five AI assistants and Google the thirty-six questions a managing partner asks before choosing an IT provider, went through all 214 pages of your website, and looked in the sixteen places outside your site where a firm like yours is meant to exist. The findings are in the chapters that follow; this page is what they add up to.

You are named in one of forty recorded AI answers. Pennine Systems is named in twenty-two and Ashworth Legal IT in seventeen. On Google, two of the thirty-six questions return a Calderbrook page on the first page. That is not because they are better firms. It is because each of them has a page that answers the question, twenty or more reviews, one or two mentions in the Law Society Gazette, and one consistent set of facts everywhere. You have none of those four things, and all four are within reach.

The website is the biggest single job: 142 of your 214 pages should be retired, 31 merged and 19 rewritten, and four pages that do not exist (law firms, accountancy, pricing, a proper contact page) should be built. The authority chapter is the biggest opportunity: it lists sixteen places and gives a verdict on each, and ten of them cost nothing but time. The ranked list at the back puts all twenty-eight findings in order, with who can do each one.

If you did only the first two weeks of the ninety-day plan, you would already be ahead of Ashworth on reviews and consistency. If you did all ninety days, our estimate is that you would be named in eight of the forty answers by January and on page one for ten of the thirty-six questions. We re-run the numbers at day ninety, free, so you can check that against what actually happened.

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

WEEKS 1 TO 2	WEEKS 3 TO 6	WEEKS 7 TO 12
Claim the Google profile and ask twenty clients for reviews. One name and one address everywhere. Create the Wikidata item. Unblock the AI crawlers. Fix the contact form. Restart Mark's LinkedIn.	The law firms page and the accountancy page, with named clients, numbers and a pricing page. Retire the 142 pages. Send the first press pitch.	Six guides, the directories and partner listings, Reddit, two more pitches. Then we re-measure.

CHAPTER 01

Buyer questions. *Who is named for each.*

WHY THIS MATTERS

Every buyer starts with a question, not a brand name. A managing partner types 'IT support for law firms in Manchester' into Google or asks ChatGPT 'who should a 40-person practice use'. Whoever is named in the answer gets the call. This chapter lists the thirty-six questions your buyers actually ask, grouped by what they are trying to do, and records who is named for each. It is the map the rest of the document is drawn on.

Choosing a provider · 12 questions

QUESTION	AI NAMES	NAMED	GOOGLE
Best managed IT provider for law firms in Manchester	P, A, N	NO	14
IT support company for solicitors North West	P, N	NO	22
Legal IT support Manchester reviews	A, P	NO	31
Managed service provider that works with Clio and LEAP	A, N	NO	
IT provider for accountancy practices Manchester	P, N	NO	9
Outsourced IT for a 40 person law firm UK	N, N	NO	
IT company that understands law firm compliance	A, P	NO	
Managed IT with a legal practice team	P	NO	
Who supports case management systems in the North West	A	NO	
IT support for barristers chambers Manchester	N	NO	
Top rated IT support for professional services Manchester	P, A, N	NO	18
Managed IT provider Cheshire law firms	P	NO	

Compliance and security · 8 questions

QUESTION	AI NAMES	NAMED	GOOGLE
IT support that understands SRA and Lexcel requirements	A, N, N	NO	
Cyber Essentials Plus for a 30 person law firm, who to use	P, N	NO	27
SRA guidance on outsourcing IT, what to check	N, N	NO	
Lexcel IT policy requirements 2026	A, N	NO	
Law firm ransomware protection provider UK	N, N, P	NO	
GDPR compliant email archiving for solicitors	N, N	NO	
Multi factor authentication rollout law firm support	P	NO	
Who does SRA compliant cloud migration	A, N	NO	

P = Pennine Systems · A = Ashworth Legal IT · N = a national provider · Google column = Calderbrook's best position, blank = not in the first fifty

CHAPTER 01 · CONTINUED

Switching · 6 questions

QUESTION	AI NAMES	NAMED	GOOGLE
Switching IT provider mid contract, law firm, North West	P, A	NO	
How to change managed IT provider without downtime	N, N	NO	
IT provider exit checklist solicitors	N	NO	
Second opinion on our IT contract law firm	A	NO	
Independent IT audit for a law firm Manchester	P, N	NO	33
IT provider that will take over from an in-house person	N, N	NO	

Cost · 5 questions

QUESTION	AI NAMES	NAMED	GOOGLE
Managed IT cost per user for a solicitors practice UK	N, N	NO	
How much should a 50 person firm pay for IT support	N, N	NO	
Fixed fee IT support law firm Manchester	P, A	NO	
Is co-managed IT cheaper for a mid size firm	N	NO	
IT support pricing transparency UK provider	N, N	NO	

Problems · 5 questions

QUESTION	AI NAMES	NAMED	GOOGLE
Our IT provider is slow to respond, who is better	P, A	NO	
Law firm IT outage recovery provider Manchester	P, N	PERPLEXITY	11
Email down at our practice who can help today	N, N	NO	
Our case management system keeps crashing support	A	NO	
Phishing attack at a law firm what to do who to call	N, N	NO	

36

QUESTIONS TESTED

2

WITH A CALDERBROOK PAGE ON
GOOGLE PAGE ONE

1

WHERE AN AI ENGINE NAMED
CALDERBROOK

P = Pennine Systems · A = Ashworth Legal IT · N = a national provider · Google column = Calderbrook's best position, blank = not in the first fifty

CHAPTER 02

AI answers, *recorded.*

WHY THIS MATTERS

AI assistants now answer these questions directly, with two or three named firms, and buyers increasingly stop there. We asked eight of the questions on ChatGPT, Gemini, Claude, Perplexity and Google AI Mode, saved every answer word for word, and read them for the reasons behind each name. The answers are reproducible: anyone can ask the same question and get the same names back, which is why this chapter is the one we would show a sceptical partner first.

Eight questions, one per group plus three from Choosing a provider, asked once on each engine on 12 October 2026 in a fresh session with UK location. Every answer is saved as text and screenshot in the appendix folder.

ENGINE	ANSWERS RECORDED	NAME CALDERBROOK	NAME PENNINE	NAME ASHWORTH
ChatGPT	8	0	6	5
Gemini	8	0	5	3
Claude	8	0	4	4
Perplexity	8	1	4	3
Google AI Mode	8	0	3	2
Total	40	1	22	17

CHATGPT • RECORDED ANSWER 07 OF 40

"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.

The one answer that named Calderbrook (Perplexity, "Law firm IT outage recovery provider Manchester") cited the Clutch listing. That is the only independent page about the firm the engines could find.

■ CHAPTER 02 · CONTINUED

The four reasons *you are not in the answers.*

Every engine we tested reasons the same way. It looks for a page that answers the question, checks whether independent sources agree the firm is real and good, resolves which company it is talking about, and prefers pages with specifics. Calderbrook fails all four tests today. Each is fixed by a chapter in this document.

REASON 1 · SEE FINDINGS W1 TO W6

No page matches the question

Every engine quotes pages whose title and first paragraph match the question. Calderbrook's pages are titled for the firm (Services, About, Why us). Pennine's and Ashworth's are titled for the buyer's question.

REASON 2 · SEE FINDINGS A1 TO A9

Nobody else says Calderbrook exists

The engines weigh independent mentions: reviews, press, directories. Calderbrook has 3 reviews, no press since 2023, a Clutch listing with no reviews and no Wikidata entry. Pennine has 27 reviews, two Gazette mentions and a Wikidata entry.

REASON 3 · SEE FINDING A10

The facts disagree

Companies House says Calderbrook Technology Limited. LinkedIn says Calderbrook Tech. The site says Calderbrook, with a Salford address on the contact page and a city-centre address in the footer. Engines resolve entities by matching facts; three versions look like three small firms.

REASON 4 · SEE FINDINGS W7 TO W9

No proof on the pages that exist

No named clients, no numbers, no pricing. The engines favour pages with specifics because buyers do.

CHAPTER 03

Who appears *instead of you.*

WHY THIS MATTERS

It is easier to see what you are missing when you see what the firms being chosen have. This chapter profiles the two competitors you named and the national provider that appears alongside them: where they show up, why the engines trust them, and what they have that you do not. None of it is beyond you. Most of it they did in the last two years.

Pennine Systems

NAMED IN 22 OF 40 ANSWERS • PAGE ONE FOR 19 OF 36 QUESTIONS

Manchester managed IT provider, about 60 staff, law firms and accountancy practices, founded 2008.

A page for the question. 'IT support for law firms in Manchester' is its own page: 1,100 words, SRA and Lexcel points, six named clients, a price band. It is the second result on Google and the page most often quoted by the engines.

Reviews. 27 Google reviews, 4.9 average, replies to every one. 11 Clutch reviews.

Press. Law Society Gazette in March 2026 (ransomware at small firms) and Insider North West in 2025.

Facts that agree. One name, one address and a founding year on the site, Companies House, LinkedIn, Clutch and Wikidata.

Founder. Posts on LinkedIn twice a week; 3,800 followers; two podcast appearances.

Nothing here is structural. Every item is a page, a listing or a habit you could have by January.

Ashworth Legal IT

NAMED IN 17 OF 40 ANSWERS • PAGE ONE FOR 12 OF 36 QUESTIONS

Cheshire specialist, about 25 staff, law firms only, strong on case management systems.

Specialism in the name. The firm's name and every page title say 'legal'. The engines match the buyer's question to the firm's stated focus before anything else.

Partner listings. Listed in the Clio and LEAP partner directories and as a Microsoft partner. Those pages are read as endorsements.

Reviews. 21 Google reviews. Absent from Clutch.

Press. One Legal Futures piece and a shortlisting at a legal-sector award in 2025.

Weakness. No accountancy work and no pricing page, which is why the national provider takes the cost questions.

Ashworth wins the compliance and switching questions on specialism alone. A Calderbrook page per sector, plus the partner listings, closes most of it.

CHAPTER 03 · CONTINUED

The national provider

NAMED IN 14 OF 40 ANSWERS · PAGE ONE FOR 21 OF 36 QUESTIONS

A UK-wide MSP with a Manchester office, hundreds of staff, every sector.

Volume. Thousands of pages and a guide for every question, including all five cost questions.

Directories. Present on every directory and comparison site, with hundreds of reviews.

Weakness. No sector depth and no local proof. It never wins the 'understands SRA and Lexcel' questions, and Reddit threads mention it as the firm people left.

You will not out-publish it. You do not need to. Sector depth and local proof win the questions that lead to a call.

Where each firm exists, side by side

SIGNAL	CALDERBROOK	PENNINE	ASHWORTH	NATIONAL
Sector page for the question	No	Yes	Yes	Yes
Google reviews	3	27	21	400+
Clutch reviews	0	11	0	60+
Law Society Gazette	No	2	0	1
Legal Futures	No	0	1	0
Vendor partner directories	0 of 3	1 of 3	3 of 3	3 of 3
Sector supplier directories	0 of 2	2 of 2	1 of 2	2 of 2
Wikidata entry	No	Yes	No	Yes
Reddit mentions (2 years)	0	3	2	4, mostly negative
Founder posts a month	0	8	2	n/a
Pricing page	No	Yes	No	Yes
Facts agree everywhere	No	Yes	Yes	Yes

Counted on 12 to 14 October 2026. Reviews and mentions change weekly; the pattern does not.

 CHAPTER 04

Found. *What Google can and cannot read.*

WHY THIS MATTERS

Google still sends most of the traffic, and the AI assistants read the same web Google reads. If a page cannot be found, indexed and understood, it cannot be quoted. This chapter is the technical picture: what is indexed, what is slow, what is duplicated and what is blocked. It is the least interesting chapter to read and the cheapest to fix.

CHECK	TODAY	TARGET
Pages indexed	214	About 75 after the merge and retire decisions
Pages under 150 words	61	0
Duplicate title tags	38 pages share 9 titles	0
Pages competing for the same query	Services, Managed IT, IT Support all target 'IT support Manchester'	One page per question
Schema	Default WordPress only	Organization, Service, FAQ, Article
Largest Contentful Paint, mobile	4.1seconds	Under 2.5
Canonical loops	3	0
Blog posts	90, of which 70 are under 300 words	12 guides that answer questions, the rest retired with redirects
Sitemap	Includes 41 tag and author archives	Pages and guides only
robots.txt	Blocks GPTBot and CCBot (inherited from a security plugin)	Allow the AI crawlers

214

PAGES INDEXED TODAY

75PAGES AFTER MERGE AND
RETIRE**4.1s**MOBILE LOAD, TARGET UNDER
2.5

Full crawl (214 URLs with title, description, word count, inbound links and status) supplied as a spreadsheet with this readout.

 CHAPTER 05

Website, *page by page.*

WHY THIS MATTERS

Your website is the only source about Calderbrook that you fully control, and today it describes the firm rather than answering the buyer. We gave every one of the 214 pages a verdict: keep, merge, rewrite or retire. The fourteen that matter are here with the direction for each rewrite. Fewer, better pages are easier for buyers, for Google and for the AI engines to trust.

22 KEEP	31 MERGE	19 REWRITE	142 RETIRE	4 CREATE
URL	PAGE	VERDICT	DIRECTION	
/	Home	REWRITE	Lead with the two sectors and one number. Today it opens with 'Welcome to Calderbrook'.	
/services	Services	RETIRE	Six sectors in 180 words. Replaced by one page per sector.	
/managed-it	Managed IT	MERGE	Into the law firms page; it duplicates Services.	
/it-support	IT Support	MERGE	Same query as Managed IT. One page.	
/sectors/legal	Legal	REWRITE	Becomes 'Managed IT for law firms in Manchester'. The most valuable page on the site.	
/sectors/accountancy	Accountancy	REWRITE	Becomes 'IT support for accountancy practices'. Same structure as legal.	
/sectors/construction	Construction	RETIRE	One client, no questions, no rankings.	
/cyber-security	Cyber security	REWRITE	Becomes 'Cyber Essentials Plus for law firms', with the process and the price.	
/about	About us	REWRITE	Mark's story, the 48 people, the 2011 founding date, the two addresses reconciled to one.	
/case-studies	Case studies	REWRITE	Three named clients with a number each. Today: 'Client A, a law firm'.	
/pricing	(missing)	CREATE	Price band per user, what is included, what is extra. Pennine publishes one; buyers ask for it in 5 of 36 questions.	
/contact	Contact	REWRITE	One address, a reply-time promise, a booking link, and the form reduced to four fields.	
/blog	Blog	MERGE	Becomes Guides. 12 kept and rewritten, 78 retired with redirects to the nearest guide.	
/news/*	News (64 posts)	RETIRE	Office moves and charity days from 2014 to 2023. Redirect to About.	

CHAPTER 05 • CONTINUED

What the pages *do not* prove.

PROOF	TODAY	FIX
Named clients	None. 'A leading law firm' appears nine times.	Three names with permission, one line each, on the sector pages and home.
Numbers	None. No response time, no uptime, no client count.	Four numbers, sourced from the helpdesk: median first response, incidents resolved same day, clients, years.
Pricing	None.	A band per user and what moves it.
Calls to action	One: 'Contact us', to a nine-field form.	'Book a 20-minute IT review' with a diary, on every page.

COPY DIRECTION • THE LAW FIRMS PAGE

Managed IT for law firms in Manchester

Open with the question and the answer: who you look after (firms of 10 to 80 people, in these practice areas), what a managing partner checks (SRA outsourcing guidance, Lexcel evidence, Cyber Essentials Plus, the case management systems you support), your numbers (median first response, same-day resolution, clients, years), three named clients with one line each, the price band per user, and the twenty-minute review as the only call to action. About 900 words. Written for a partner reading on a phone at 9pm.

COPY DIRECTION • THE PRICING PAGE

A band per user, what is included, what moves it up or down, and what is extra. Pennine publishes one; buyers ask for it in five of the thirty-six questions and the national provider takes all five today.

CHAPTER 06

Authority footprint. *Where you exist outside your own site.*

WHY THIS MATTERS

The engines decide whether a firm is real and reputable from what other people say about it: reviews, press, directories, partner listings, community threads, structured records. This is the chapter most founders have never seen, because no SEO agency audits it. It lists sixteen places a legal-sector IT provider should exist, what is there today, and a verdict on each. Ten of them cost nothing but time.

Google Business Profile

DO NOW

Today. Unclaimed. 3 reviews, one from a former employee. Name does not match Companies House.

Plan. Claim, correct the name, add services and the two sector pages. Twenty reviews in a month from the list in Fix 2.

One set of facts everywhere

DO NOW

Today. Three names, two addresses, no founding year on the site, staff count absent from LinkedIn.

Plan. One name (Calderbrook Technology), one address, 2011, 48 people, on the site, Companies House, LinkedIn, Clutch, Wikidata, Google and Bing.

Wikidata

DO NOW

Today. No entry. Pennine has one, which the engines use to resolve the entity.

Plan. Create the item: legal name, founding year, headquarters, website, Companies House number, industry. One hour.

Founder LinkedIn

DO NOW

Today. 1,240 followers. Last post May. Headline says 'Director'. No mention of law firms.

Plan. Headline: 'Managed IT for law firms in the North West'. Two posts a week from the incident data. Sixty-day plan in chapter 08.

Bing Places and Apple Maps

DO NOW

Today. Not claimed. Bing feeds Copilot and ChatGPT's search; Apple feeds Siri and Maps.

Plan. Claim both with the same facts as Google. Thirty minutes.

Vendor partner directories

DO NOW

Today. Absent from the Microsoft partner directory and from the Clio and LEAP partner pages. Ashworth is in all three.

Plan. Apply for all three. The engines read partner pages as endorsements, and buyers searching for their case management system find you there.

CHAPTER 06 • CONTINUED

Clutch

THIS QUARTER

Today. Listed, 0 reviews. The one page the engines could find about Calderbrook.

Plan. Ask five clients for Clutch reviews. Complete the profile with the two sectors and the price band.

Sector supplier directories

THIS QUARTER

Today. Absent from the Law Society's supplier listing and from the accountancy-sector supplier directory. Pennine is in both.

Plan. Join both. Buyers who trust the body trust its list.

Industry journals

THIS QUARTER

Today. Law Society Gazette cited in 4 of 40 answers; Legal Futures in 2; Accountancy Age in 2. No Calderbrook coverage since a 2023 office move.

Plan. Three pitches with data Calderbrook holds: incidents at firms under fifty staff; how long Lexcel IT evidence really takes; what a phishing test across thirty firms found.

Regional business press

THIS QUARTER

Today. Manchester Evening News and Insider North West carry supplier stories monthly. Pennine appeared in 2025.

Plan. One story a quarter: the ransomware data, a hire, a client win with permission.

Reddit

THIS QUARTER

Today. r/uklaw, r/LawFirm and r/msp carry 14 threads in two years asking for legal IT recommendations in the North West. Pennine named in 3, Ashworth in 2, Calderbrook in 0. Two threads are cited by Perplexity.

Plan. Mark answers, as himself, with his firm in his flair, only where he can add something useful. Never a pitch. Two a month.

Comparison and listicle pages

THIS QUARTER

Today. 'Best IT support Manchester' pages on three directory sites list ten firms each. Calderbrook is on none.

Plan. Request inclusion on all three with the sector pages as the case. Free on two, a listing fee on one.

CHAPTER 06 • CONTINUED

Podcasts and speaking

NEXT QUARTER

Today. Five legal-sector podcasts appear in AI citations for practice management questions. No Calderbrook appearance. Pennine's founder has done two.

Plan. Pitch the two shows that take supplier guests, with the incident data as the topic. One regional Law Society event.

Awards

NEXT QUARTER

Today. Two legal-sector awards have a supplier category with a December deadline. Ashworth was shortlisted in 2025.

Plan. Enter one, with the Cyber Essentials Plus rollout across twelve firms as the case.

YouTube and video

NEXT QUARTER

Today. Nothing. Two competitors have short explainers that the engines transcribe and cite.

Plan. Six three-minute videos of Mark answering the six most-asked questions, transcribed on the matching guide pages.

Wikipedia

NOT NOW

Today. Not notable under the general guideline: no independent coverage of substance. An article would be deleted and the attempt is visible.

Plan. Revisit after two years of press coverage.

6

DO NOW

6

THIS QUARTER

3

NEXT QUARTER

1

NOT NOW

Ten of the sixteen cost nothing but time. The do-now six are in the first two weeks of the ninety-day plan.

CHAPTER 07

Content plan. *Twelve pages, twelve weeks.*

WHY THIS MATTERS

Once the site is in order, the thing that keeps you in the answers is a steady supply of pages that answer questions. This is the writing plan: twelve pages and guides, one a week, each tied to a question from chapter 01, in the order that carries the most search volume first. It replaces ninety blog posts nobody reads.

#	PAGE OR GUIDE	ANSWERS	LIVE BY
01	Managed IT for law firms in Manchester	Choosing a provider	Week 1
02	IT support for accountancy practices in Manchester	Choosing a provider	Week 2
03	Cyber Essentials Plus for a law firm: the process and the price	Compliance	Week 3
04	What the SRA expects when you outsource IT	Compliance	Week 4
05	Lexcel IT evidence: what assessors ask for	Compliance	Week 5
06	What managed IT costs a 20 to 60 person firm	Cost	Week 6
07	Switching IT provider without downtime: the checklist	Switching	Week 7
08	Case management systems we support, and what breaks	Choosing a provider	Week 8
09	Phishing at small law firms: what got through in 2025	Problems	Week 9
10	Taking over from an in-house IT person	Switching	Week 10
11	Co-managed IT for firms with one technician	Cost	Week 11
12	Recovering a law firm from an outage: a real week	Problems	Week 12

Each page is about 900 words, written for the buyer who asked, with a named client where one exists and the twenty-minute review as the only call to action. The 78 blog posts that are not on this list are retired with redirects to the nearest guide.

CHAPTER 08

Pipeline readiness. *After the site.*

WHY THIS MATTERS

A buyer who likes a page checks the founder on LinkedIn and then fills in a form. Both of those steps lose people today. This short chapter is about what happens after the website has done its job, because it is the part that turns being found into a meeting.

WHERE	TODAY	FIX
Founder profile	Headline 'Director at Calderbrook'. Summary is the company boilerplate. 1,240 followers, 11 posts in twelve months, last in May.	Headline for the buyer, summary in first person, two posts a week for sixty days from the incident data and the guides.
Company page	312 followers, no banner, 4 of 48 employees linked, last post 2025.	Banner, the two sector lines, every employee invited to link, one post a week reposted from Mark.
After the site	Contact form has nine fields and goes to info@, answered in about three days. No diary. No reply-time promise.	Four fields, a diary for a twenty-minute review, a reply within one working day, and the promise on the page.
Follow-up	Enquiries get one email and a PDF brochure from 2022.	Three emails over two weeks, each with one useful thing, then stop.

SIXTY DAYS OF POSTS FOR MARK

Two a week. Week one to four: one incident story a week from the anonymised data (what got through, what it cost, what fixed it) and one plain answer to a question from chapter 01. Week five to eight: the same rhythm, plus one post a week on what changed at a client after a fix. No motivational content, no reposts of the company page, no hashtags beyond two.

CHAPTER 09

The ranked list. *Twenty-eight findings.*

HOW TO READ THIS LIST

Every finding from the chapters above, in one order. Impact is how much it moves the numbers in chapter 10. Effort is how much work it is. Owner is who can do it: you, any competent web team, or Fortitude. The last column says what Fortitude would do: 'Included' means it is part of any programme at no extra cost; 'Focus programme' and 'Full programme' are the steps on the price ladder. Start at the top.

A6	Google Business Profile unclaimed, 3 reviews Evidence. Chapter 05 Fix. Claim, fix name, twenty reviews from the list	IMPACT ●●●●● EFFORT ●○○○○ YOU FORTITUDE: INCLUDED
W1	No page answers 'managed IT for law firms in Manchester' Evidence. Chapter 01 and 02: 11 of 12 choosing questions; nearest page is Services Fix. Create the law firms page as specified in Fix 1	IMPACT ●●●●● EFFORT ●●○○○ ANY WEB TEAM FORTITUDE: FOCUS PROGRAMME
A4	No press since 2023; Gazette cited in 4 of 40 answers Evidence. Chapter 02 and 05 Fix. Three pitches from held data	IMPACT ●●●●● EFFORT ●●●○○ FORTITUDE FORTITUDE: FOCUS PROGRAMME
A10	Three names and two addresses across the web Evidence. Chapter 05, consistency table Fix. One name, one address, 2011, 48 people, everywhere	IMPACT ●●●●○ EFFORT ●○○○○ YOU FORTITUDE: INCLUDED
S10	robots.txt blocks GPTBot and CCBot Evidence. Chapter 03 Fix. Remove the block; allow AI crawlers	IMPACT ●●●●○ EFFORT ●○○○○ ANY WEB TEAM FORTITUDE: INCLUDED
P3	Nine-field form, three-day reply, no diary Evidence. Chapter 07 Fix. Four fields, diary, one-working-day promise	IMPACT ●●●●○ EFFORT ●○○○○ ANY WEB TEAM FORTITUDE: INCLUDED
W2	No accountancy page Evidence. Chapter 01: 3 questions, page-one for Pennine Fix. Create, same structure as law firms	IMPACT ●●●●○ EFFORT ●●○○○ ANY WEB TEAM FORTITUDE: FOCUS PROGRAMME
W7	No named clients anywhere Evidence. Chapter 04, proof gaps Fix. Three names with permission on sector pages and home	IMPACT ●●●●○ EFFORT ●●○○○ YOU FORTITUDE: INCLUDED
W10	No pricing page Evidence. Chapter 01: 5 cost questions Fix. Price band per user and what moves it	IMPACT ●●●●○ EFFORT ●●○○○ YOU FORTITUDE: FOCUS PROGRAMME

CHAPTER 09 · CONTINUED · FINDINGS 10 TO 19

P1	Founder LinkedIn dormant since May Evidence. Chapter 07 Fix. Headline, summary, two posts a week	IMPACT ●●●●○ EFFORT ●●○○○ YOU FORTITUDE: INCLUDED IN REPUTATION THAT WINS
A2	No Wikidata entry Evidence. Chapter 05 Fix. Create the item	IMPACT ●●●○○ EFFORT ●○○○○ YOU FORTITUDE: INCLUDED
W8	No numbers on the site Evidence. Chapter 04, proof gaps Fix. Four numbers from the helpdesk	IMPACT ●●●○○ EFFORT ●○○○○ YOU FORTITUDE: INCLUDED
S5	No schema beyond WordPress default Evidence. Chapter 03 Fix. Organization, Service, FAQ, Article	IMPACT ●●●○○ EFFORT ●○○○○ ANY WEB TEAM FORTITUDE: INCLUDED
W3	Home page opens with 'Welcome to Calderbrook' Evidence. Chapter 04 Fix. Two sectors and one number in the first line	IMPACT ●●●○○ EFFORT ●○○○○ ANY WEB TEAM FORTITUDE: FOCUS PROGRAMME
C1	No guides answer the 36 questions Evidence. Chapter 06 Fix. Twelve guides in twelve weeks, in the order given	IMPACT ●●●●○ EFFORT ●●●●○ FORTITUDE FORTITUDE: FOCUS PROGRAMME
S3	38 pages share 9 titles; three pages target one query Evidence. Chapter 03 Fix. Merge per chapter 04; one page per question	IMPACT ●●●○○ EFFORT ●●○○○ ANY WEB TEAM FORTITUDE: FOCUS PROGRAMME
S6	Mobile LCP 4.1 seconds Evidence. Chapter 03 Fix. Image sizes, font loading, remove two plugins	IMPACT ●●●○○ EFFORT ●●○○○ ANY WEB TEAM FORTITUDE: FOCUS PROGRAMME
A5	Absent from G2 and the two sector directories; Clutch has no reviews Evidence. Chapter 05 Fix. Join the two directories; five Clutch reviews	IMPACT ●●●○○ EFFORT ●●○○○ YOU FORTITUDE: INCLUDED
W4	Cyber security page describes services, not the process or price Evidence. Chapter 04 Fix. Rewrite as Cyber Essentials Plus for law firms	IMPACT ●●●○○ EFFORT ●●○○○ ANY WEB TEAM FORTITUDE: FOCUS PROGRAMME

CHAPTER 09 · CONTINUED · FINDINGS 20 TO 28

W11	142 pages to retire, 31 to merge Evidence. Chapter 04 Fix. Retire with redirects; merge per the table	IMPACT ●●●○○ EFFORT ●●●○○ ANY WEB TEAM FORTITUDE: FOCUS PROGRAMME
P2	Company page: no banner, 4 of 48 staff linked Evidence. Chapter 07 Fix. Banner, sector lines, staff invited	IMPACT ●●○○○ EFFORT ●○○○○ YOU FORTITUDE: INCLUDED
S8	Sitemap includes 41 tag and author archives Evidence. Chapter 03 Fix. Pages and guides only	IMPACT ●●○○○ EFFORT ●○○○○ ANY WEB TEAM FORTITUDE: INCLUDED
S7	Three canonical loops Evidence. Chapter 03 Fix. Fix the three	IMPACT ●●○○○ EFFORT ●○○○○ ANY WEB TEAM FORTITUDE: INCLUDED
P4	Follow-up is a 2022 brochure Evidence. Chapter 07 Fix. Three useful emails over two weeks, then stop	IMPACT ●●○○○ EFFORT ●○○○○ YOU FORTITUDE: INCLUDED
A3	No presence in the 14 Reddit threads Evidence. Chapter 05 Fix. Mark answers two a month, as himself	IMPACT ●●○○○ EFFORT ●●○○○ YOU FORTITUDE: INCLUDED
A7	No podcast appearances; competitors have two Evidence. Chapter 05 Fix. Pitch two shows with the incident data	IMPACT ●●○○○ EFFORT ●●○○○ FORTITUDE FORTITUDE: FULL PROGRAMME
A8	No award entries Evidence. Chapter 05 Fix. Enter one with the CE Plus rollout as the case	IMPACT ●●○○○ EFFORT ●●○○○ YOU FORTITUDE: INCLUDED
A1	Wikipedia: not notable Evidence. Chapter 05 Fix. Do not attempt; revisit in two years	IMPACT ●○○○○ EFFORT ●○○○○ YOU FORTITUDE: NOT NOW

CHAPTER 10

Baseline and *the ninety days*.

WHY THIS MATTERS

A plan without a number is an opinion. This page records the numbers as they stand today, the targets for day ninety, and a blank column we fill in when we re-run everything, free, in January. Then the ninety days in order, so you know what to do on Monday.

MEASURE	TODAY · 16 OCT 2026	TARGET · DAY 90	DAY 90 · ACTUAL
Buyer questions where an AI engine names Calderbrook	1 of 40	8 of 40	to fill in
Buyer questions with a Calderbrook page on Google page one	2 of 36	10 of 36	to fill in
Google reviews	3	20	to fill in
Independent mentions in the last twelve months	1	6	to fill in
Pages on the site	214	About 75	to fill in
Mobile Largest Contentful Paint	4.1 s	Under 2.5 s	to fill in
Founder LinkedIn posts a month	0	8	to fill in
Enquiries a month (from the CRM)	4	8	to fill in
Reply time to an enquiry	About 3 days	One working day	to fill in

WEEKS 1 TO 2

The do-now list

Claim the Google profile and start the review asks (A6). One name, one address everywhere (A10). Wikidata (A2). Unblock the AI crawlers (S10). Fix the form and add the diary (P3). Mark's LinkedIn headline and first posts (P1). Schema (S5). Sitemap and canonicals (S7, S8). Nothing here needs a designer.

WEEKS 3 TO 6

The two pages that matter

Law firms page (W1) and accountancy page (W2) written and live, with named clients (W7), numbers (W8) and the pricing page (W10). Home page opening line (W3). Cyber Essentials Plus page (W4). Retire and merge the 173 pages with redirects (W11, S3). Speed (S6). The first press pitch goes out (A4).

WEEKS 7 TO 12

Authority and the guides

Guides one to six live, one a week (C1). Directories and Clutch reviews (A5). Reddit, two a month (A3). Second and third pitches (A4). Podcast pitches (A7). Award entry drafted (A8). Company page (P2). Follow-up emails (P4).

DAY 90

Re-measure

We re-run the 36 questions on the five engines and Google, recount reviews and mentions, and send the same baseline table with a second column. Free, and no call unless you want one.

■ CREDITED AGAINST FUTURE WORK

Yours to keep. *Or hand it back to us.*

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.

■ IMPLEMENT IT YOURSELVES

Every fix is written for a competent team.

TCC's own team built their new site from our readout.
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David Adams · Co-founder and CEO, Fortitude Media · hello@fortitudemedia.ai · David replies within one working day

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