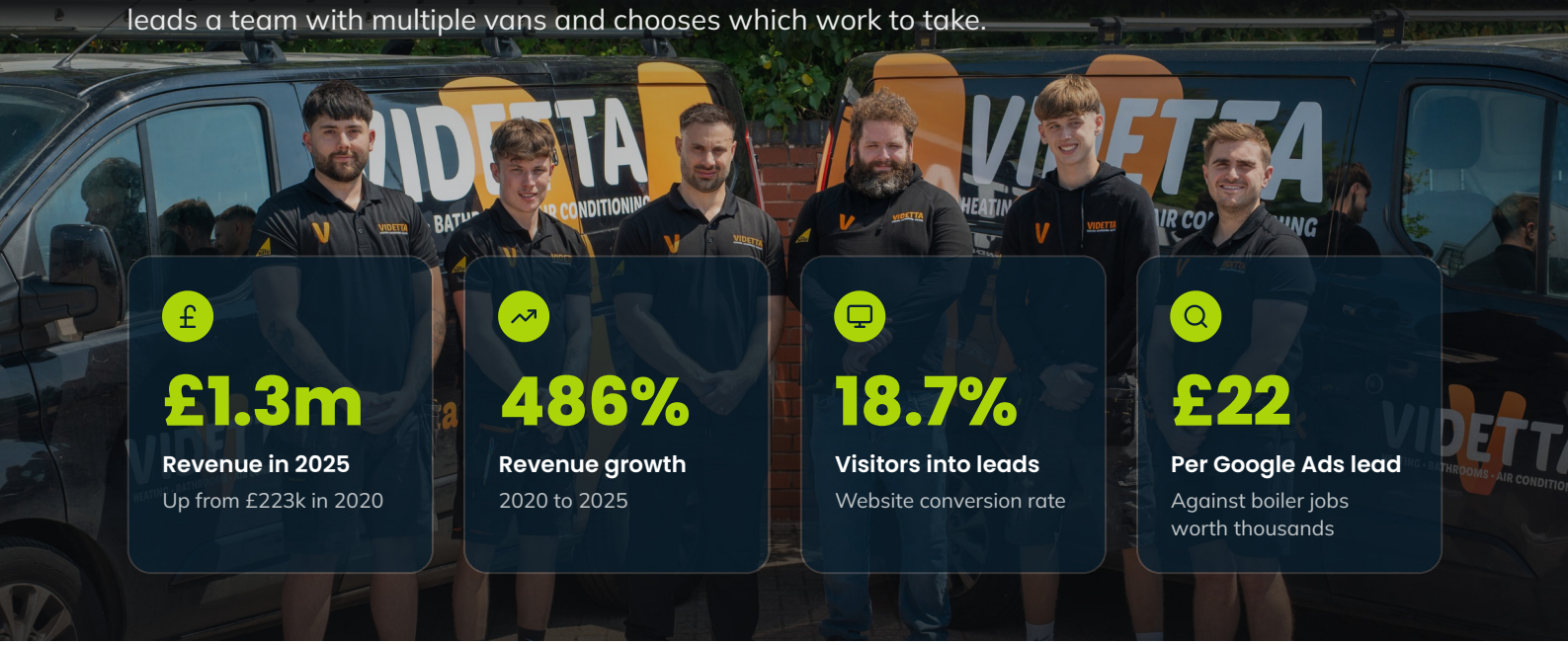
we are smc

Case study: heating & plumbing

From a one-man £223k business to £1.3m in five years

In 2020 Jordan did every job himself and worked most weekends. Five years on, he leads a team with multiple vans and chooses which work to take.



£1.3m
Revenue in 2025
Up from £223k in 2020

486%
Revenue growth
2020 to 2025

18.7%
Visitors into leads
Website conversion rate

£22
Per Google Ads lead
Against boiler jobs worth thousands

THE PROBLEM

One man, every job, most weekends

On the tools, most weekends
Jordan did every job and worked most weekends.

Reliant on word of mouth
Steady work, but no way to control or scale it.

No reliable pipeline
No way to know where the next job came from.

In 2020 Videtta Heating was Jordan on his own, turning over £223k. The work was good and word of mouth was steady.

But word of mouth can't be controlled or scaled. Jordan wanted to build a real business and stop running every job himself.



His skills and expertise in marketing have seen us massively increase our leads... enabling us to take on more engineers.

"I would not hesitate in recommending Steve and his services to any business looking to grow online."

Jordan Videtta
Founder, Videtta Plumbing & Heating

WHAT WE DID

The Booked Solid System, built for Videtta

We've delivered Videtta's version of the Booked Solid System in house since February 2020. It's one connected system: a conversion-focused website, local SEO and Google Business, Google Ads kept under control, a CRM with automated follow-up, and professional video telling the company's story.

We also helped bring in a job management tool to handle leads, and oversaw the adoption of a finance offering for customers.

Before

Jordan ran Videtta on his own and did every job himself. Work came by word of mouth, with no reliable way to know where the next job was coming from.

Now

Jordan leads a real business, with multiple vans, a team and the choice of which work to take. The Google Business profile alone generated 134 phone calls in six months.

THE TIMELINE

From lockdown to £1m+

2020

February 2020

Videtta and We Are SMC start working together

The start of Videtta's Booked Solid System, delivered in house.

> "Steve and his team have been working with Videtta Heating & Plumbing since February 2020 helping with our overall strategy and marketing."
>
> **Jordan Videtta**
> Founder, Videtta Plumbing & Heating

March 2020

Covid and lockdowns hit!

April 2020

New Videtta website live

Designed and built in house.

2020 to 2024

Videtta starts to dominate local rankings and Google Maps

Local SEO and the Google Business profile at work.



> Steve has also helped us integrate a new CRM system and job management tool in the business to handle leads.
>
> **Jordan Videtta**
> Founder, Videtta Plumbing & Heating

Past £1m, then a new website

2025

MILESTONE

£1m+

in annual revenue for the first time

The year closed at £1.3m.

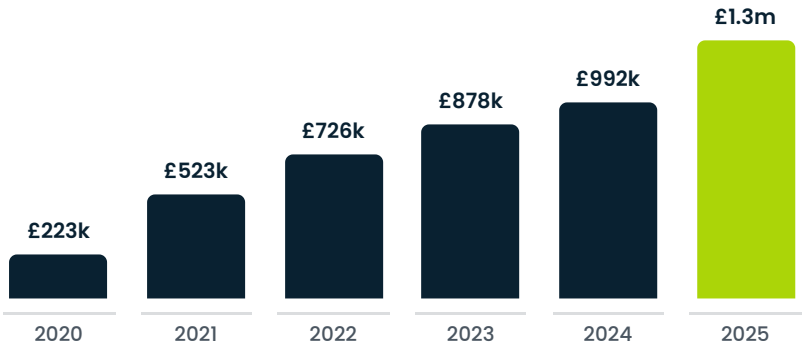
2026

MILESTONE

New video content and a new AI-powered website are live

> Steve... has also overseen the adoption of our finance offering for customers.
>
> **Jordan Videtta**
> Founder, Videtta Plumbing & Heating

ANNUAL REVENUE, 2020 TO 2025



Annual revenue. The partnership began in February 2020.

6+ years

Working together since February 2020

One connected system, delivered in house, and still delivering.

- ✓ **Google Business:** 134 calls in six months
- ✓ **Google Ads:** leads at £22 each
- ✓ **CRM** with automated follow-up

> We look forward to continuing our great working relationship together.
>
> **Jordan Videtta**
> Founder, Videtta Plumbing & Heating

Want marketing that brings the work in?

Book a 30-minute growth call and we'll run a free AI and online audit of your business.

Get your free audit →

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