



# COPYWRITING PORTFOLIO

## SEO WEBSITE COPYWRITING\*: PHD

PHD stands for Plumbing Heating Drains. At the time of writing the company offered emergency drain, plumbing and heating repairs in the Coventry, Warwickshire and Solihull areas.

\*This is the original copy I supplied at the time of writing, as approved by the client. There may have been subsequent updates and changes to the live site.



This website would mainly be accessed by people in emergencies. They needed to be able to find advice and contact information quickly. To allow for this, I included some formatting ideas in the copy.

The site also needed effective SEO, so there had to be a balance, with enough copy to make that work.

I didn't know a lot about plumbing, heating or drains before I started, but with some research and client input this soon changed.

Do you need effective SEO copy or content for your website?

You can get in touch and tell me about your needs using the form on my [contact page](#).

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HOME

<PHD logo>

Emergency drain repairs  
24/7 plumber  
Call now on 02477 043 090

**Professional drain services, heating repairs and plumbing services in Coventry, Warwickshire and Solihull**

**Emergency drain repairs**  
**Call 02477 043 090 now**  
24/7 plumber, available 365 days a year

**HELP & ADVICE**

**Plumbing services**

24 hour plumber for emergency plumbing services. Rapid response for emergencies such as burst pipes, severe leaks and flooding.

Full range of domestic and commercial plumbing services including blocked pipes, septic tanks and sewage plants.

**LEARN MORE**

**Heating repairs**

24 hour service for emergency heating repairs. A speedy solution to all your essential hot water and central heating problems.

We also fix broken boilers, handle radiator leak repairs and reattach radiators that have fallen off the wall.

**LEARN MORE**

**Drain services**

24/7 plumber for emergency drain services. A fast fix for urgent drain problems, to stop flooding and clear blocked waste pipes.

Domestic and commercial drain repairs and maintenance including drain jetting, CCTV drain surveys, and drain pumps.

**LEARN MORE**

# Who we work with

## Domestic customers

If you're a home-owner, tenant or landlord, we can take care of your residential drain care, plumbing needs and heating repairs.

## Commercial plumbing services

Plumbing and drain emergencies can be devastating for your business. This is why we also offer planned preventative maintenance.

Regularly maintaining your pipework, gutters and drains, by keeping them clean and taking care of minor repairs, is the best way to prevent against emergencies.

We provide our services to all kinds of businesses and organisations – including, but not limited to:

- Shops
- Offices
- Gyms
- Hotels
- Restaurants
- Schools
- Prisons
- Hospitals
- Factories
- Warehouses
- Shopping centres
- Leisure centres
- Storage facilities
- Football stadiums
- Catering operations

### COMMERCIAL SERVICES

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## 24/7 plumber for emergencies, repairs and maintenance

PHD is a reliable, family-run business and has been providing drain, heating and plumbing services in the area since 2003.

We work with a variety of domestic and commercial customers and currently serve the following areas:

- |   |   |
|---|---|
| <ul style="list-style-type: none"><li>• Coventry</li><li>• Rugby</li><li>• Leamington Spa</li><li>• Warwick</li></ul> | <ul style="list-style-type: none"><li>• Kenilworth</li><li>• Solihull</li><li>• Nuneaton</li><li>• Hinckley</li></ul> |
|---|---|

### MORE ABOUT US

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## What our customers are saying

<Customer quotes>

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**24-hour plumbers, standing by**  
**Call 02477 043 090 now**  
24/7 plumber, available 365 days a year



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## PLUMBING

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<PHD logo>

**Plumbing emergency?  
24/7 plumber  
Call now on 02477 043 090**

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## Plumbing services that keep things flowing

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**Plumbing emergency?  
Call 02477 043 090 now**  
24/7 plumber, available 365 days a year

**HELP & ADVICE**

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## Reliable plumbing services you can trust

### Emergency plumber

A plumbing emergency can be anything from a small leak or suspected blockage to water flooding everywhere.

Whether you're a home owner with no hot water, a landlord with leaking pipes or a business with a blocked drain, a quick call to PHD will soon have everything under control.

We're on call 24 hours a day, seven days a week, and no job is too big or too small for our friendly plumbers.

Some of our most common plumbing emergencies include:

- Blocked drains
- Burst pipes
- Clogged or overflowing toilets
- Flooding sinks or showers
- Leaking or broken fittings
- Attempted or botched repairs.

Please take note of that last one!

## Plumbing repairs

To avoid emergency call-outs, be alert for small problems and call us before they become big problems.

Common less urgent plumbing repairs include:

- Dripping taps
  - Frozen pipes
  - Leaking pipes or appliance hoses
  - Signs of corrosion
  - Broken guttering.
- 

## Preventative maintenance

Many of the plumbing emergencies and repairs we've dealt with could have been prevented by regular maintenance and cleaning.

This stops the build-ups of dirt, limescale, debris and sewage that cause corrosion, leaks and blockages.

The maintenance we undertake includes:

- Gutter cleaning
  - Drain jetting
  - Cesspit and septic tank cleaning
  - Grease trap cleaning
  - Descaling pipes.
- 

## What to do in a plumbing emergency

If you're dealing with a plumbing emergency, follow these steps.

1. Turn off the water supply
2. Turn off the gas  
If you have a gas water heater.
3. Turn off the water heater
4. Turn off the electric

**5. Deal with small leaks**

Use towels or buckets to catch the water.

**6. Call 02477 043 090**

If you haven't done so already and follow our advice.

[CONTACT US](#)

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**24-hour plumbers, standing by**

**Call 02477 043 090 now**

24/7 plumber, available 365 days a year



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## HEATING

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<PHD logo>

Heating not working?  
24/7 heating engineer  
Call now on 02477 043 090

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## Heating repairs, delivered with warmth

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Heating not working?  
Call 02477 043 090 now

24/7 heating engineer, available 365 days a year

HELP & ADVICE

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## For all your heating repairs

### Emergency heating repairs

It's winter, it's cold and your central heating isn't working. You could put on six extra sweaters, but you'd probably prefer to get it fixed. And that's what we're here for.

There could be a number of reasons why your heating isn't firing up. For example:

- Heating is not switched on
- Power cut or gas interruption
- Thermostat is not set high enough
- Tripped power switch
- Incorrect boiler settings
- Empty water tank
- Frozen pipes.

CONTACT US



## Common heating problems

PHD can help with a range of heating problems, so call us if you find yourself with:

- No heating
  - No hot water
  - A faulty boiler
  - Broken, leaking or disconnected radiators.
- 

## What to do if your heating stops working

If your central heating isn't working, give these things a try first. Or give us a call straight away on **02477 043 090**.

- 1. Make sure your heating is switched on**
- 2. Check your other gas and electric appliances**  
Make sure they're still working and there hasn't been a power cut or service interruption.
- 3. Check all your radiators**  
If any of them are even slightly warm, the problem isn't your boiler.
- 4. Check your thermostat**  
You may have turned it down during warmer weather.
- 5. Check your fuse box**  
Turn on any tripped switches.
- 6. Check your boiler's timer settings**  
They might need resetting or updating.
- 7. Check your boiler's pressure gauge**  
It should read between 1 and 1.5 bars – if it doesn't, your water valve might need adjusting.
- 8. If you can, check your boiler's pilot light**  
If the flame has gone out, check your manufacturer's instructions on how to relight it.
- 9. Try resetting your boiler**
- 10. Check inside your water tank**  
Your float ball valve may be stuck and your tank may be empty – if it is, gently try to free the valve so the tank will refill.
- 11. Check if your pipes have frozen**  
This will only happen in extremely cold weather. If they're frozen, there could be a risk of them bursting, so be very careful.

**12. Call us on 02477 043 090**

If none of these things have worked, or you need some professional help.

[CONTACT US](#)

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**24-hour heating engineers, standing by**  
**Call 02477 043 090 now**

24/7 heating engineer, available 365 days a year



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## DRAINS

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<PHD logo>

Emergency drain repairs  
24/7 plumber  
Call now on 02477 043 090

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## Drain services to power through your problems

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Emergency drain repairs  
Call **02477 043 090** now  
24/7 plumber, available 365 days a year

**HELP & ADVICE**

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## A full range of drain services

### Emergency drain repairs

Clogged drains can cause everything from slow draining baths and sinks to overflowing waste water and raw sewage.

You should call for emergency assistance if the drainage pipe:

- Is leaking
- Is completely blocked
- Has burst or collapsed
- Is frozen.

**CONTACT US**

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## Signs of a collapsed drain

A collapsed drain can be serious. If it's left in disrepair for a long time, it can even cause subsidence and structural damage to your property.

Your drain may have collapsed if you notice:

- Signs of damp on your walls or floor
- Your sink, bath or shower isn't draining properly
- Smells from backed up waste water and sewage.

To prevent further damage, call us on **02477 043 090** as soon as you can.

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## Signs of a blocked drain

Clogged drains can become a breeding ground for bacteria. If you don't get them cleared, you'll end up with dirty water that's unsafe to drink.

To avoid an emergency call-out, be alert for drain problems and take action if:

- You notice a bad smell
  - You can hear gurgling in your pipes
  - Your sink, bath or shower is draining slowly or not at all
  - Flushing the toilet causes water to rise elsewhere.
- 

## Drain maintenance

We offer a range of drain services to help you avoid harmful blockages and emergency call-outs. They include:

- Drain jetting
- Gutter cleaning services
- CCTV drain surveys
- CIPP (Cured In Place Pipe).

We also maintain:

- Grease traps
- Septic tanks and cesspits
- Rainwater harvesting systems
- Sewage treatment plants
- Soakaways and drainage fields.

[CONTACT US](#)

## <h2>What to do if you think your drain is blocked

If you think your drain might be blocked, try these steps first.

**1. Pour hot – not boiling – water down the drain**

This can help to loosen a soft build-up of grease and food.

**2. Use a plunger**

This creates pressure to break down more solid deposits.

**3. Use a chemical drain cleaner**

Chemicals can be harmful to the environment and could make things more difficult if you have to call us out, so you should **only do this**:

- If you're sure you only have a minor blockage
- If steps 1 and 2 haven't worked.

**1. Call us on 02477 043 090**

If you're still having problems.

**CONTACT US**

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## ABOUT

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## Your friendly local plumbers

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### Welcome to Plumbing Heating Drains

PHD is a friendly, family-run business and a fourth emergency service for your drain disasters, plumbing problems and heating troubles.

We've been providing emergency repairs and maintenance services in this area since 2003. And we've worked in every kind of property – from studio flats to football stadiums. No job is too big or too small.

Emergencies are our speciality and we can deliver a quick, calm response at any time of the day or night. So if you're having a problem, give us a call and we'll soon have it under control.

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### Commercial drain services

Drain problems are the last thing you need as a business. They stop your water draining properly, they cause a bad smell, and they could become a serious health hazard for your employees, customers or guests.

Taking proactive preventative action can avoid problems and stop minor issues from escalating. This is why, in addition to our emergency drain services, we offer a range of maintenance services.

### Grease traps

Grease traps collect Fats Oils and Greases (FOG) and stop them from collecting, hardening and blocking your drain.

## CCTV drain surveys

We use cameras to assess the condition of your drains and look for possible problems.

## Drain jetting

High pressure drain jetting removes build ups of dirt and debris to keep your drains flowing freely.

## Sewage treatment

We work with sewage treatment plants to manage their repairs and maintenance.

[CONTACT US](#)

## Commercial plumbing services

Commercial plumbing problems can impact your business by disabling your essential facilities and equipment. They may also increase the risk of flooding and damage to your premises and resources.

If you do find yourselves in deep water, it's reassuring to know that PHD is only a phone call away. We're 24/7 plumbers – available 365 days a year for all your plumbing emergencies. But, hopefully, it won't come to that.

You see, as well as removing blockages and repairing leaks, we offer ongoing preventative maintenance. This reduces the need for emergency call-outs and minimises the risk of damage and downtime for your business.

[CONTACT US](#)

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### Plumbing services

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Rapid response for emergencies such as burst pipes, severe leaks and flooding.

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## CONTACT US

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24/7 plumber  
Call now on 02477 043 090

## Contact Plumbing Heating Drains

### How can we help you today?

Get in touch with us for more information, or to find out about our full range of services.

Call us on 02477 043 090 or 07773 865 020

Email [info@thephd.co.uk](mailto:info@thephd.co.uk)

Follow us <Facebook logo>

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