

# **Digital Communications Analysis and Recommendations for Teesside Engineering and Plant Services**

A Case Study by  
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## Introduction

Teesside Engineering and Plant Services (TEPS) is a specialist engineering solutions company based in North Yorkshire, providing services for businesses that need heavy equipment and machinery hire, expert maintenance, inspection, repairs, and machinery support. Operating and registered as Teesside Engineering and Plant Services Ltd. in the engineering support and plant services sector, and primarily working with manufacturing, industrial, or construction clients, they are a small company established on 14 February 2020 with a small workforce and local focus.

While providing engineering solutions with an extensive supplier network, Teesside Engineering and Plant Services maintains exceptional values in its innovative deliveries. They ensure LOLER/PUWER compliance for inspections, complying with the safety and regulatory practices. Additionally, they have a team of expert engineers for their routine maintenance services, ensuring the health and safety standards are met. They also offer specialist equipment for complex jobs in industries such as oil and gas, petrochemical, and renewables through a trusted supply network.

Operating in a specialist, compliance-driven business-to-business sector as a small and medium-sized enterprise (SME), Teesside Engineering and Plant Services offers a suitable case-study for analysing digital marketing communications, as SMEs are moving increasingly dependent on digital means to overcome resource constraints, increase visibility, build trust, and generate leads in a competitive industrial market (Chaffey & Ellis-Chadwick, 2019; Taiminen & Karjaluoto, 2015). This enables a comprehensive auditing and solution opportunity leveraging their website, LinkedIn, and social media presence, and other digital presence.

## Mission statement and core values

Teesside Engineering and Plant Services states its philosophy, which is its guiding mission and commitment. This is as follows:

*"We believe in fulfilling our clients' needs by offering quality, cost-effective solutions with the very best standard of service. We work closely with our clients to fully understand their technical requirements and be able to provide solutions that adhere to our own strict quality standards."*

The following core values further support their mission and convey what the firm stands for:

- Safety: This is its top priority.
- Quality: Ensuring quality deliveries is key to it.
- Integrity: Emphasising honesty and righteousness.
- Motivation: Inspiring each other to their best self.

Alongside their offline approach, digital communication efforts play a significant role in establishing the mission and core values. Value creation is directly related to each component of digital touchpoints, from the initial creation stage to communication delivery, especially in engineering sectors where safety assurance is critical (Kotler et al., 2021). Digital communications are a low-cost, high-reward proposition for any SMEs. A value-based digital marketing approach strengthens business credibility and leads to a long-term relationship (Holliman & Rowley, 2014; Taiminen & Karjaluoto, 2015). Hence, utilizing digital avenues to share credible past outcomes, compliant engineering practices, culture established, standards maintained, and carry out responsive communications can help it position itself in the market as a trustworthy and collaborative partner rather than a transactional supplier.

## Digital marketing objectives

While Teesside Engineering and Plant Services does not publicly detail its digital marketing goals, the typical digital growth priorities for SME generally imply implicit adoption rather than formally documented digital strategies due to limited resources and in-house marketing expertise. As academic researchers suggest, firms of such size generally rely on operational priorities and short-term outcomes instead of a long-term strategy (Taiminen and Karjaluoto, 2015; Chaffey and Ellis-Chadwick, 2019). Keeping this theory as a base and aligning with the organisation's online presence, stated mission, values, overall business goals, and typical digital marketing goals for SME engineering firms, the digital marketing objectives of Teesside Engineering and Plant Services can be reasonably inferred as follows:

- Increase brand visibility: Adhering to their values of quality, standards, and customer-focused approach, Teesside Engineering and Plant Services looks to increase their reach beyond North Yorkshire to national, and to both large and small companies.
- Maintain professional reputation: Teesside Engineering and Plant Services looks to position itself as a trustworthy partner leveraging its digital channels to showcase machineries, warehouses, testimonials, and service operations.
- Generate enquiries and leads: Increasing client sales is the ultimate goal for Teesside Engineering and Plant Services, and using digital means such as online forms, website contacts, website chat, and direct messaging on social media for receiving enquiries is a top priority.

These digital objectives align with the organisation's broader marketing goals of growth, compliance leadership, and relationship building based delivery approach. However, analysing these objectives without clearly defining their practicality and measurability presents a strategic risk. This is further affirmed in academic research stating the challenges SME observes as a result, which limits the organisation's ability to measure campaign performance, optimise resources, and justify digital investment (Järvinen and Karjaluoto, 2015).

Therefore, to ensure individual and collective effectiveness towards the broader business goals, these objectives are evaluated and refined with the SMART framework, ensuring clarity, KPI measurability, and realistic timelines. The evaluations are stated in the following table:

Table : SMART framework with KPIs and timeline

| Objectives                       | SMART evaluations  | KPIs   | Timelines  |
|----------------------------------|--|--|------------|
| Increase brand visibility        | Increase website traffic by 30% through SEO and content optimization<br>Increase LinkedIn and Facebook followers by 25% through consistent content posting | Organic traffic, click through rate, LinkedIn and Facebook post reaches, follower growth | 6 months   |
| Maintain professional reputation | Improve website engagement to 2+ minutes time spent on page  | Active sessions, time on page, page views, link clicks, testimonial interactions         | 6-9 months |
| Generate enquiries and leads     | Increase monthly enquiries by 20% through improved contact forms, better UI/UX, call button clicks, CTAs, and quicker response times                       | Form submissions, direct messages, direct calls, enquiry conversion rate                 | 3-6 months |

## Target audience

The audience segmentation is determined collecting the available information from the observable client types in its website and their social media and the nature of clients for a

business-to-business model rather than consumer retail, secondary data, and various publications and credible sources available online describing the audience behaviour. The Decision-Making Unit (DMU) framework categorises such corporate end clients into multiple stakeholders involved in making complex industrial purchases (Webster & Wind, 1972). Teesside Engineering and Plant Services states hire and sales, specialist equipment supplies, contract lifts, machine moves, inspections and servicing, as primary services all of which coupling with the Decision-Making Unit framework reasonably infers to industrial clients in manufacturing, construction sectors, and also to professionals in need specialized engineering and plant services. This observation and behaviour analysis is further evident in its LinkedIn and Facebook content which have SMEs and industry-related posts suggesting a business-to-business targeting.

Industrial data also confirms that the construction and industrial sectors are the largest to demand plant hire and equipment rental and are major contributors to the UK economy (~£14 billion GDP) further strengthening the segmentation. (Construction Plant-Hire Association/Oxford Economics, 2024). Furthermore, recent studies show 80% of business-to-business leads in social media space comes from LinkedIn where 4 out of 5 users are decision-makers in their organisations justifying targeting audience not only by industries and roles but also their digital behaviour (ProfileTree, 2025). The segmentation displayed in the following table defines the strategic importance of targeting these groups based on industrial insights.

Table 2: Audience segmentation aligned with their digital behaviour

| Industries                          | Digital behaviour  | Key decision roles (DMU)                                       | Pain points  |
|-------------------------------------|--|--|--|
| <b>Manufacturing firms</b>          | 68% of B2B manufacturing buyers conduct extensive online research before engagement (Axies Digital, 2025).   | Decision makers such as operations managers, safety officers   | Need technical support, equipment hires, and compliance services   |
| <b>Construction and engineering</b> | Construction remains one of the largest growing sectors in the UK with a robust demand for plant hires. (Barbour ABI, 2025)  | Contractors  | Require plant hire, lifting support, specialist equipment, and inspections for project work                      |
| <b>SMEs and large industries</b>    | Clients in SMEs and larger industries are likely to engage in digital professional networks and online platforms both for discovery and negotiations. (Kevin Harrington, 2025) | Facilities managers, operations manager, production specialist | Requires consultancy, inspections, and maintenance support, larger firms require specialised machinery contracts |

## Competitor analysis

The competitor analysis for both direct and indirect competitors is conducted using the online information available for each of the companies and firms (Barbour ABI, 2025). These companies are all in the niche of the UK industrial services, plant hire, lifting, inspections, and equipment market. The direct competitor analysis is done focusing on finding the firms that offer engineering compliance services with LOLER/PUWER inspections, plant/equipment hire, and lifting/plant operations. Some direct competitors include National Plant Solutions, Plant and Safety Ltd, OR Group Ltd, and TEP Machinery Movement Limited. The indirect competitor analysis is conducted, focusing on larger companies that do not offer the exact services as Teesside Engineering and Plant Services but act as a larger

plant hire, equipment rental, large-scale industrial solutions, or broader service portfolios that operate nationally in the UK, targeting the same audience profiles. Some of these firms are Speedy Hire plc, HSS Hire Group plc, Ashtead Group, and National Platforms.

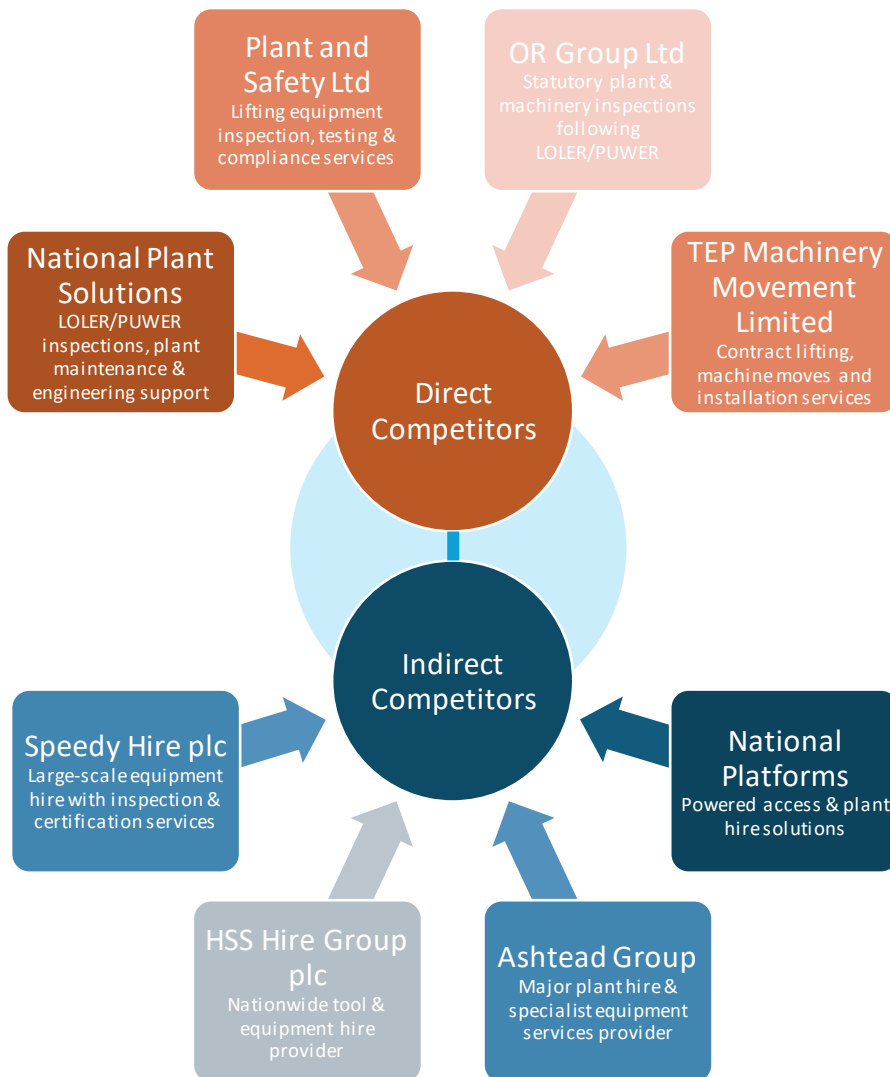


Figure 1: Direct and indirect competitor analysis

## **Digital communication audit**

Teesside Engineering and Plant Services uses a moderate range of Digital communication avenues for its marketing, announcements, recruitment postings, adherence to terms and policies, and outreach. They primarily leverage online form submissions for lead generation, which acts as their final consumer action in their journey.

Teesside Engineering and Plant Services leverages the following online platforms as a multi-channel integration to communicate its digital discourse. These platforms are a website, a LinkedIn page, a Facebook page, and directories, including two Google Business Profiles. The following critically analyses the effectiveness of the use of platforms, the brand alignment, the strategies executed, and their performances, with proof, benchmarking, and industry best practices. There is no evidence of paid media usage, and the strategies are largely executed for organic reach.

### **Website audit**

The official website of Teesside Engineering and Plant Services is their primary information hub for the company overview, who they are, their services, and their adherence to the mandatory UK compliance and policies, especially emphasizing LOLER/PUWER inspections. The tone of the website is confident, safe, and professional, adhering to their core values.

### **Communication efficiency**

The website is brand-aligned and well-structured; however, it's missing some basic but crucial elements, such as a heading, a follow-up brief, and a call-to-action button such as "Request a Quote" in the first section (View Appendix 1). The website provides no specific direction to the audience to take action. This is also evident in the absence of a prominent floating call button for the mobile interface, which is one of its critical touchpoints. Industry cases such as the client success article by Smiths Hire reports an 85% growth in conversions after overcoming technical SEO issues and improving the site's trigger points demonstrating the importance of site usability (21Digital, 2023).

The homepage gives a detailed description of who they are, what their values are, and what services they offer, all of which are important information for any new visitors interested to learn about the company. However, the services section on the homepage is not linked to any pages or actions, leading to a risk for confusion. The website is missing testimonials, reviews, and accreditations from clients or companies they worked with, and project pages, which would have strengthened their credibility and trustworthiness. The top navigation menu has useful touchpoints such as downloadables and contact, but some of the pages are not linked at all, with hovering issues which can lead visitors to a damaging user experience. In contrast, leading competitors such as Speedy Hire dominates visibility through structured service pages, strong internal linking and FAQs (ClickThrough Marketing, 2025).

### **Visual communication**

The primary brand colour is "Citrene" (HEX: #EDCD1F), also known as Lightning Yellow, which is a moderately intense orange-yellow hue. It evokes feelings of joy, optimism, and energy, all of which are core brand delivery necessities for Teesside Engineering and Plant Services (Lyu, H., 2025). It uses the secondary colour "Iridium" (HEX: 3B3A3A), also known as Black Cat, which is a dark Metallic Gray colour. This colour resonates with strength, resilience, sophistication, and a modern aesthetic, aligning with the motto of the company. The website has brand consistency throughout with a lighter white background. The use of imageries is also very consistent, all of which are original photos, showcasing their work and products. The general shapes and elements, such as containers, navigation sub-menu

panel, and buttons, are all rigid shapes that align very well with the company's brand delivery for stability, reliability, containment, and strength. The font used is Avenir, which is a sans-serif font with bold and regular varied as weights. Avenir is a very professional, modern font, and in the case of Teesside Engineering and Plant Services reflects very well with their communication as a business-to-business technical firm. There is also usage of the Helvetica font in the footer, which is a similar sans-serif font, but the usage guideline cannot be determined, leading to inconsistency.

### **Search visibility audit**

In terms of search engine optimization, the website is missing opportunities to perform better in search engine results pages. The analysis is performed using two SEO online tools, which are Semrush and GTmetrix. Semrush analysis reveals that the website has a very poor overall visibility ranking of 3.02% with an average ranking of 19 (View Appendix 2). The primary factors contributing to the low visibility are the low domain rating, ineffective organic keywords, poor site structure, low speed, and poor backlinks (View Appendix 3) (21Digital, 2023). The five primary search queries are "tes middlesbrough", "teesside industrial fasteners ltd", "plant and engineering", "element teesside", and "plant engineering services", three out of which are irrelevant (View Appendices 4 and 5). Although the keyword difficulty is not high, the relevant two search queries "plant and engineering" and "plant engineering services" identified are long-tail keywords leading to the rankings 79th and 42nd respectively, which yield no traffic. The website is also a single-page site without strategic meta tags, which doesn't allow for sitelinks to be fetched and displayed in the search results page, leading to poor visibility. The website has 67 backlinks, but the backlink quality is poor, with only two having an authority rating of between 20 and 40, with the rest below this rating. The site health, however, is very good with a score of 97% in Semrush and an "A" with 95% in GTmetrix, indicating high loading speed and performance. This is also evident with the crawling success of 16 pages, indicating that search engines can read these (View Appendices 7 and 8). Ultimately, the on-page and off-page aspects of SEO are contributing heavily to the poor domain rating and ultimately the brand credibility (Kumar, G. and Paul, R.K., 2020).

### **LinkedIn professional page audit**

Teesside Engineering and Plant Services maintains a LinkedIn page for professional connections and contact. The company utilizes this profile on its website for taking enquiries alongside the profiles of the directors. However, their official LinkedIn profile is inactive in terms of activities.

### **LinkedIn page analysis**

The top banner visually demonstrates their machinery and services along with contact info, which gives a very good start for the company's exposure. The overview is well-detailed with who they are, and their contribution in the business-to-business space, with the services clearly stated along with contact information. They have 608 followers; however, they do not post regularly or host any events to create engagement. Business-to-business buyer behaviour analysis suggests that professional networks play a vital role in improving credibility which the organisation is not utilising (ClickThrough Marketing, 2025). It has the headquarters map set up and linked correctly to their LinkedIn profile.

### **Social media audit**

Teesside Engineering and Plant Services also runs a Facebook page as a means to get enquiries other than LinkedIn, which is also largely inactive. They do not have any other social pages.

## Facebook page analysis

The page is well aligned with their brand elements, contains all the necessary contacts and enquiry information, such as phone number, email, and address, and has the business hours listed. They have 141 followers with no reviews. However, compared to this lower count whenever they posted, the posts got decent engagement, which indicates the followers' affinity with the business. Posting history shows that the post types vary from recent developments, job vacancy announcements, to storytelling. The tone of the posts is positive, professional, and conversational. The image posts are authentic products and service pictures showcasing large and small contract works. Although the reply rate is low, the posts got reactions, positive comments, and shares despite the irregularity.

Table 3: Post frequency and engagement in Facebook

| Post date                   | Nature of post      | Reactions | Comment | Shares | Months since last post |
|-----------------------------|---------------------|-----------|---------|--------|------------------------|
| Sep 19 <sup>th</sup> , 2024 | Job vacancy         | 4         | 2       | 10     | 9                      |
| Feb 29 <sup>th</sup> , 2024 | Van unveiling       | 17        | 1       | 11     | 2                      |
| Jan 7 <sup>th</sup> , 2024  | Service description | 5         | 0       | 13     | 2                      |
| Nov 16 <sup>th</sup> , 2023 | Sharing sponsorship | 4         | 0       | 0      | 0                      |
| Nov 15 <sup>th</sup> , 2023 | Community support   | 15        | 6       | 17     | 0                      |
| Nov 15 <sup>th</sup> , 2023 | Logo update         | 4         | 0       | 0      | 10                     |
| Jan 12 <sup>th</sup> , 2023 | Sharing sponsorship | 0         | 0       | 1      | 2                      |
| Nov 25 <sup>th</sup> , 2022 | Service showcasing  | 6         | 0       | 11     | 4                      |
| Jul 22 <sup>th</sup> , 2022 | Service showcasing  | 3         | 0       | 20     | 1                      |

## Sponsorship mentions

Their biggest traffic source and exposure on Facebook, according to a supposition analysis, comes from the regular mentions by the Redcar Town Men's 1st Team and Redcar Town Reserves pages in their posts, as Teesside Engineering and Plant Services sponsor players and matches that Redcar Town is associated with. The two pages have 1.6K and 512 followers respectively, and these sponsorships for players, professionals, and competition matches enable Teesside Engineering and Plant Services to have a consistent outreach.

## Directories, maps and Google Business Profiles

Teesside Engineering and Plant Services are listed in some well-established directories classifies as "micro-company", maps, along with having two Google Business Profiles for two locations, Middlesbrough and Guisborough. (View Appendices 9, 10, 11, 12, 13, 14, 15, 16, and 17). Despite having limited reviews, these platforms provide public filings and formal legitimacy that support their claims of legal compliance, trading history, and registered address, which, for business-to-business buyers, partners, and procurement teams, is critical to validate the trading status and financial health.

The company is also pinned accurately in Microsoft Bing Maps, maps on Facebook and LinkedIn pages, and on Google Maps. The name, address, phone number, categories, website address, opening hours, and all other information are accurate in all the listings, which helps give visitors accurate information, aligns with the correct practice for search engine algorithms to crawl and index efficiently. The Google Business Profiles are incomplete, with no photo uploads, opening hours, FAQs, products, and a lack of post updates. This oversight is not allowing the two profiles to push higher in Google Maps and search places in SERP ranking for prominent "near me" searches hampering local discoverability (Appear Online, 2024). Overall, the directories and profiles act as structured citations, whereas the Facebook mentions by the Redcar Town Team pages act as unstructured citations in the case of the company.

## Analysis of online resources

Using the McKinsey's Customer Decision Journey (CDJ) framework, the digital marketing communication for Teesside Engineering and Plant Services is analysed to understand the effectiveness of the deliveries along the customer journey. The framework emphasises on leveraging the marketing efforts along four critical stages of the journey which are initial consideration, active evaluations, moment of purchase and post-purchase experience. The following figure demonstrates the hypothesis of the framework.

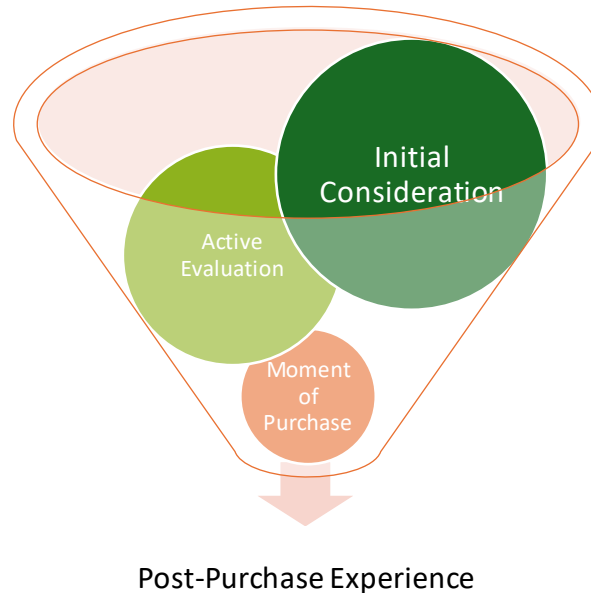


Figure 2: McKinsey's Customer Decision Journey

The McKinsey Customer Decision Journey (CDJ) is selected because it provides a more accurate lens in the context of complex business-to-business purchasing intent, where decision-making is not linear and is influenced by stakeholders. Unlike models such as the AIDA framework, which puts more emphasis on persuasion and conversion, and RACE framework which is more effective for campaign design and performance, CDJ reflects on cyclical evaluations that include granular diagnosis of trust gaps and post-purchase interactions crucial for engineering and industrial services in such a high-risk, compliance-driven business-to-business market (Court et al., 2009; Chaffey and Ellis-Chadwick, 2019).

In order to get a clear understanding of the digital marketing efforts, a customer persona is developed from the target audience segmentation informed by business-to-business buyer behaviours. These personas are defined as one decision-making unit comprising operational, technical, and strategic roles, each with their unique capacities and perceptions (Webster and Wind, 1972; Kotler et al., 2021). Furthermore, personas closely align with behavioural patterns demonstrated in industry research, proving high relevance with the organisation's client base (Construction Plant-Hire Association and Oxford Economics, 2024).

However, it is acknowledged that personas also have inherent limitations as a result of being derived using publicly available content and secondary data. Therefore, the conclusions are inferred rather than validated. However, this is a widely accepted approach for SMEs, as advanced methods are constrained (Taiminen and Karjaluo, 2015).

## Customer decision journey of 1<sup>st</sup> persona

Persona 1, described as Methodical Maya, are operations and safety managers in the UK's Manufacturing industry. They are risk-averse, research-driven individuals who value legitimacy and proof.



Figure 3: Customer persona 1

In the initial consideration stage, they expect to know about clear compliant inspections and maintenance services with a proven record in the field. They often face difficulty with differentiating between authentic and generic firms providing vague credentials and false compliance claims. The emphasis on LOLER/PUWER inspections and in-depth compliance audits on its website, LinkedIn, and Facebook gives a clear positive indication for this group on reliability and technical competency. However, having poor discoverability in SERPs blocks this entry to many such personas. Lack of reviews and testimonials in all of the digital channels also disrupts this decision.

This group expects to see proof of work, mentions of accreditations, case examples, and reported outputs of audits for active evaluation, which the digital delivery lacks for Teesside Engineering and Plant Services (Holliman and Rowley, 2014). Although there are core values mentioned, company philosophy stated, and genuine imageries of developing services displayed on the website, the descriptions lack cohesion and explanation of the processes. Notwithstanding, the LinkedIn and Facebook pages have more posts with case examples, which help with this critical evaluation. The directories also provide crucial trust points that this user group can assess.

The moment of purchase in the case of Teesside Engineering and Plant Services is lead generation, which includes contact form enquiry submissions along with direct calls, social media messaging, website chat, and email enquiries. The contact form is at the end of the page, making it hard to have an initial view. Persona 1 expects the contact form to have service categories options, its ability to detail compliance requirements, an option to add files, and confirmation of submission received through email and assigned to a qualified technical person. These functions are absent in the contact form.

The post-purchase experience for Persona 1, which is the post-enquiry in this case, needs to be smooth, especially for a company like Teesside Engineering and Plant Services, which relies on setting contracts. Although this delivery is case-based and cannot be generalized, the group expects prompt and professional follow-ups with technical clarity and digital documentation for schedules and next steps. The audience group values written communication records in addition to verbal including agreed terms.

### Media execution

Teesside Engineering and Plant Services has no evidence of using paid media. Their whole digital communication establishment is based on owned media and earned media. Their presence online via website, social media, maps, and Google Business Profiles refers to the usage of owned media that Teesside Engineering and Plant Services has full control of. Although there is room for improvement in all these platforms, which is demonstrated in the recommendation section, they have a strong self-presence and critically use these platforms to present their digital dialogues. The earned media that Teesside Engineering and Plant Services utilizes are the directories it is registered in and through mentions in the Redcar Town Men’s 1st Team and Redcar Town Reserves Facebook pages, which allows for most of their traffic on Facebook. While the sponsorships themselves are a paid relationship, the mentions are earned media as they do not pay directly for these posts, nor do they control their publishing, content, or timings. Therefore, the visibility is gained through association rather than purchased media placement.

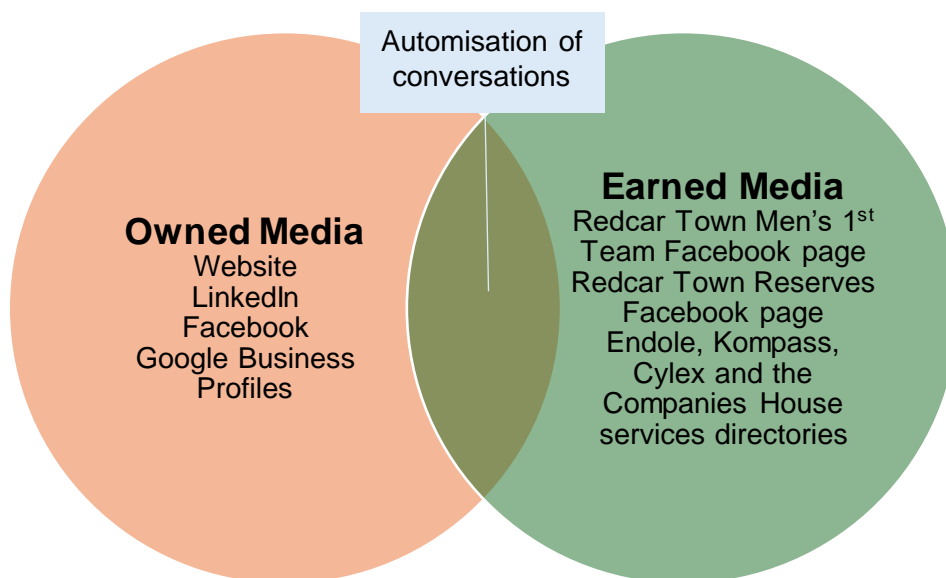


Figure 4: Venn Diagram for Owned and Earned Media

Both owned and earned media work effectively for a complementary strategy, which is a trust and discovery system (Wan, A., 2019). While the directories have strong validation themselves and provide strong proof for the business's legitimacy and credibility, the controllable owned platforms give an opportunity to have the traffic inflows, build trust through messaging, service clarity, and enquiry conversion, and move toward conversions. This automates the brand validation, trust-building, discovery, and lead capture in a low-frequency, high-trust B2B environment driven by compliance-led decision making.

### SWOT analysis

The SWOT analysis framework is a comprehensive digital communication analysis to understand its standings in the market.

## Strengths

Teesside Engineering and Plant Services maintains essential regulatory requirements for LOLER and PUWER in the UK for industrial and construction sectors. These compliance offerings are credentials-backed and highly technical, making them highly competitive. Being registered as a micro-company, they are also able to provide personalized and quicker support compared to their larger established counterparts (Storey & Greene, 2010). This allows them to leverage a strong local reputation in Guisborough and Middlesbrough, acting as a one-stop full solution partner for clients, which is valuable in the B2B spectrum.

## Weaknesses

Being a local, micro company means they have limited resources and scope of scale without effective communication. This also indicates a lower brand visibility compared to Speedy Hire or HSS Hire (Barney, 1991). The lack of search engine optimisation and visibility on bigger platforms hinders its outreach.

## Opportunities

The growing compliance demand for machinery implementation and plant services makes Teesside Engineering and Plant Services very competitive, especially as more and more firms outsource compliance inspections due to internal skills gaps. They can expand their niche to fleet management, preventative maintenance contracts, or in-house inspection reporting software (Vargo & Lusch, 2004).

## Threats

Large national firms such as HSS Hire Group plc and Speedy Hire plc blocks market entry and interfere with talent acquisition, as technical inspection work requires certified engineers who are hard to retain, being a small business (Porter, 1980). They also face competitiveness from niche-specific businesses, such as National Plant Solutions. Additionally, a downturn in construction and manufacturing might reduce equipment hire and inspection and raise compliance costs if adherence to new standards is required.



Figure 5: SWOT analysis

## Recommendations to enhance digital marketing communications

The following proposals are made, demonstrating a critical evaluation of digital marketing efficiency. These are made with a multi-channel approach, concentrating on a customer-centric design and touchpoint effectiveness. Keeping in consideration the lower digital maturity, the recommendations are high priority, evidence-based, practical, and aligned with a holistic view of the customer journey, and the Teesside Engineering and Plant Services' goals, which are increasing brand visibility, maintaining reputation, and generating enquiries and leads.

### Discoverability and SEO

Teesside Engineering and Plant Services is performing poorly in search discoverability, hampering its initial consumer awareness, which is its first goal.

### Keyword research

As demonstrated by the Semrush keywords report in Appendix 4, the organisation is not optimised for frequent and relevant search queries. The following table shows the keyword research done using Google Keyword Planner over the period of twelve months, which is from November 2024 to November 2025. The list is of the top search queries within Middlesbrough that are relevant to the company

Table 4: Keyword research using Google Keyword Planner as of November 2025

| Keyword                    | Avg. Monthly Searches | 3 Months Change | Comparing to November 2024 | Competition | Top of Page Bid (Low) | Top of Page Bid (High) |
|----------------------------|-----------------------|-----------------|----------------------------|-------------|-----------------------|------------------------|
| mini digger hire           | 50                    | -67%            | 0%                         | High        | £0.22                 | £0.79                  |
| micro digger hire          | 50                    | -67%            | 0%                         | High        | £0.22                 | £0.79                  |
| rotavator hire             | 50                    | -50%            | 0%                         | High        | £0.04                 | £0.70                  |
| wacker plate hire          | 40                    | -67%            | 0%                         | High        | £0.23                 | £1.04                  |
| cherry picker hire         | 20                    | 0%              | -67%                       | High        | £0.21                 | £1.24                  |
| scaffold tower hire        | 20                    | 0%              | 0%                         | High        | £0.29                 | £1.45                  |
| stump grinder hire         | 20                    | 0%              | 0%                         | High        | £0.37                 | £3.19                  |
| floor sander hire          | 20                    | 0%              | -50%                       | High        | £0.23                 | £1.01                  |
| cement mixer hire          | 20                    | 0%              | 0%                         | High        | £0.30                 | £0.99                  |
| concrete mixer hire        | 20                    | 0%              | 0%                         | High        | £0.30                 | £0.99                  |
| floor sanding machine hire | 20                    | 0%              | -50%                       | High        | £0.23                 | £1.01                  |
| equipment hire             | 10                    | 0%              | 0%                         | —           | —                     | —                      |
| forklift hire              | 10                    | 0%              | 0%                         | High        | —                     | —                      |
| scissor lift hire          | 10                    | 0%              | 0%                         | High        | £0.37                 | £1.44                  |
| boom lift hire             | 10                    | 0%              | 0%                         | High        | —                     | —                      |
| cherry picker hire near me | 10                    | 0%              | 0%                         | High        | £0.69                 | £1.51                  |
| mini excavator hire        | 10                    | 0%              | +∞                         | High        | £0.12                 | £0.47                  |
| digger hire                | 10                    | 0%              | 0%                         | High        | £0.43                 | £0.78                  |
| scaffolding hire           | 10                    | 0%              | 0%                         | High        | £0.63                 | £5.64                  |
| generator hire             | 10                    | 0%              | 0%                         | High        | £1.93                 | £5.15                  |
| dehumidifier hire          | 10                    | 0%              | 0%                         | High        | £0.20                 | £0.73                  |
| crane hire near me         | 10                    | +∞              | 0%                         | Medium      | —                     | —                      |
| lifting service            | 10                    | 0%              | +∞                         | High        | —                     | —                      |
| machinery hire             | 10                    | -100%           | 0%                         | —           | —                     | —                      |
| machinery inspection       | 10                    | +∞              | +∞                         | Low         | —                     | —                      |

|                      |    |       |    |     |   |   |
|----------------------|----|-------|----|-----|---|---|
| plant equipment hire | 10 | -100% | 0% | —   | — | — |
| equipment hire       | 10 | 0%    | 0% | —   | — | — |
| machinery repair     | 10 | +∞    | 0% | Low | — | — |
| equipment repair     | 10 | 0%    | 0% | —   | — | — |

The table indicates that the search intent is generally machinery and tools hire, referring to a transactional search intent. Although the competition is high, they should use this opportunity to have searchers on board on their homepage.

### Search engine optimisation

The primary keyword should be “mini digger hire” with “micro digger hire”, “rotavator hire”, “wacker plate hire”, “cherry picker hire”, and “machinery inspection” as the other keywords. These keywords are broad match and hence would be highly likely to increase the discoverability of the homepage from relevant searches.

The top section is missing a heading, content, and a Call-to-Action button, which is key to early conversions. The heading should be an H1 tag, having the primary keyword clearly stating what they provide with a positive sentiment. The keywords should be mentioned in the top 10% of the content in addition to the H2 headings, making sure of clarity and relevance. The homepage should also include an SEO optimized title, a meta description, alt text for images, and internal and external linking. Additionally, the company should create more pages, especially for the various machinery hires such as rotavator hire, as these are the most searched on search engines.

Google Analytics and Google Search Console provide valuable in-depth insights providing the effectiveness of the SEO approach. By connecting with these powerful tools, sessions, demographics, traffic, keyword queries, indexing, SERP ranking, impressions, clicks, and other performance metrics can be tracked and understood. These allow data-driven decisions to be taken and justify marketing spending with measurable ROI and KPIs set in Table 1.

The Google Business Profile is also a very effective avenue to reach local customers. Keeping the name, address, phone number, categories, services, and opening hours updated with posts and offers scheduled regularly, FAQs provided, and reviews replied to can improve the listing in both search results and Google Maps. Creating a review poster with a QR code would simplify and encourage clients to leave reviews. In addition, they should create profiles in top directories that include highly reputed sources worldwide, such as Yelp, industry profiles such as National Plant Hire Guide, and local profiles such as Bizify. These structured listings, if consistent with proper information, not only help with exposure and credibility but also for search engines prioritize the business in ranking.

### Content optimisation

The website content lacks coherence and is missing some vital information in many parts throughout, disrupting an end-to-end seamless customer journey flow. Although the descriptions in each section are well defined, they lack explanation of the processes, failing to explain the standards kept and problems solved in each. Moreover, the website lacks vital components for credibility showcasing in the form of reviews or testimonials from clients, mentions of brands worked with, projects as proof of work, mentions of accreditations, case examples, and reported outputs for audits. They should add these crucial components in order to streamline a positive evaluation process by visitors. These problems ultimately impede with achievement of the second goal to maintain reputation (Singer, J.F., 1989).

The service section also lacks dedicated pages for each, explaining in detail for those interested to know further. There should also be proposal displays with a clear explanation of

risk reduction, no hidden costs, and proof of technical expertise, conveying a clear ROI. FAQs are perfect inclusions for these details. There should be reassurance about long-term capability and consultancy credibility. Finally, an indication of progress and response time after receiving enquiries would communicate the understanding of urgency.

### **Conversion touchpoints optimisation**

The website lacks buttons throughout, disrupting probable conversions when users are trying to do something. This is critical for the third goal of the organisation, which is lead generation and enquiries. The contact form should also be at the top section, making it the first element in view next to headings, description, and CTA, and offering quicker enquiries. In order to make this form a standalone conversion element, it should include service categories dropdown options, the ability to detail compliance requirements, an option to add files, and confirmation after submission through a short note and email stating the assigned qualified technical person.

For the mobile and tablet interface, the website should add a floating button for calling. The service section should also contain buttons, and there should be an end-of-the-page container with an enquiry button encouraging visitors who have made it to the end to take action.

### **Social media and professional networking engagement**

The Facebook and LinkedIn pages are largely inactive despite having followers, as Table 3 demonstrates. The company can benefit from creating a communication environment by posting more frequently. Image posts with services undergoing and machinery images providing information on how they run or facts about large-scale equipment can encourage followers to engage and share. Posting event photography on LinkedIn is also an effective way to reach professionals. This is a very efficient platform to gather credibility and exposure, aligning with the organisation's goals.

### **Email follow-ups and marketing**

Prompt and professional email follow-ups to existing clients with technical clarity and digital documentation for schedules and next steps ensure that clients are kept informed. This is crucial for a business-to-business context as the organisation communicates mostly with professionals within a higher designation who value time and promptness. Written communication records, in addition to verbal, including agreed terms, are important for this group. Understanding their wider business context and not giving the notion of treating them as transactional customers with detailed and recorded digital proposals is what they expect and should be met.

Being in a low-frequency but high-value industry, the Email Marketing approach is very cost-effective while allowing communication with a personalised tone. Aligning with the company's customer-focused approach, the content should be about compliance reminders, project highlights, equipment availability updates, and invitations to webinars or site visits rather than overt sales pitching. This ensures conserving a high reputation. However, audience segmentation is critical, and manufacturing firms, construction contractors, and facilities managers should receive different messaging reflecting their operational needs. Tools such as Mailchimp are excellent for these campaigns, which allow proper email list capability, creating and scheduling emails, and provide advanced analytics such as open rates, click-through rates, and enquiry conversions. Academic literature demonstrates that email communication that is relationship-oriented improves trust and purchase intent in business-to-business contexts (Chaffey & Ellis-Chadwick, 2019).

## Registering in directories

Being a small local organisation with a business-to-business model, it's important for Teesside Engineering and Plant Services to list its business in highly trusted directories for communicating about the company and gaining trust. This corresponds directly to their goals as well as improves overall authority online. In addition, they should also claim the existing directories they are listed in but do not have control of stated in the following table.

Table 5: Prioritising directories to register

| Major directories      | Industry directories      | Local directories                        | Existing directories to claim |
|------------------------|---------------------------|--|-------------------------------|
| Yelp UK                | National Plant Hire Guide | Bizify                                   | Gazette Live                  |
| FreeIndex              | B2B-Directory-UK          | UK Small Business                        | Newham Recorder               |
| Scoot.co.uk            | Business Magnet           | Jasmine                                  | Yell.com                      |
| 192.com                | Europages UK              | iSupplyHub                               | Chamber of Commerce UK        |
| Foursquare             | Thomson Local             | Locanto UK                               | Endole (unclaimed aggregator) |
| Apple Business Connect |                           | OpenDI                                   |                               |
| Hotfrog                |                           | GB Shared Tees Valley Business Directory |                               |

## Paid search advertisement and analytics

Search advertising using Google Ads can be implemented to attract local customers. Being mainly transaction searchers as the target, this avenue can yield high ROI with a strategic approach. primarily to support visibility and enquiry generation rather than awareness. Highly effective keywords mentioned in Table 4, such as “mini digger hire” along with encouraging headings such as “Cheap mini digger hire available today”, followed by proper descriptions and having the homepage with clear service explanations, compliance credentials, and enquiry forms as a landing page, should result in a high click rate. Google Ads offers advanced features showing recommendations, most importantly for broad and exact keywords, headings, descriptions, site links, and bidding amount, with a sophisticated algorithm showing the most effective combination of the pieces for the ad for different search intent, location, and time. Choosing local ad placement and adjusting the bidding to locality also allows Google Ads to run ads for the Google Business Profile in SERP and Google Maps.

Analytics such as cost-per-click, click-through-rate, and assisted conversions would give a clear understanding of its performance. Integrating with Google Analytics with both Google Ads and the Website is also an effective option to get a real-time assessment, percentage of usage with different devices, and overall customer journey metrics. In the business-to-business market, evidence suggests that integrating paid and owned media strategies significantly outperforms standalone advertising services (Stephen & Galak, 2012).

## Conclusion

This report covers the current digital communicative output of Teesside Engineering and Plant Services with academic proof and by comparing with industry benchmarks, offering a comprehensive list of recommendations. Audience research and segmentation are also completed, critically assessing their pain points. The current communication efforts, in summary, suggest a moderate use of platforms, especially for relaying announcements, vacancies, adherence to policies, and receiving enquiries. However, the deliveries maintain the cohesiveness to keep clients in the loop. The lack of credibility proof, reviews, adding with poor visibility in search results hinders client outreach. Furthermore, the lack of conversion directions and points is restricting potential clients from reaching. With the recommendations proposed, the digital delivery could achieve coherence, unifying the whole consumer journey. Additionally, improvements suggested with website structure content could improve the customer experience since the company targets an audience with decision-making capacities who prefer relation-building and delivery of proof. The post-purchase experience is also crucial for engineering plants like Teesside Engineering and Plant Services to keep retention and build brand trust. However, all the assessments made are limited to their reliance on publicly available data and the absence of stakeholder and customer feedback. Therefore, the implementation of CRM, advanced analytics, and structured customer feedback to gather internal insights could be considered for future improvements.

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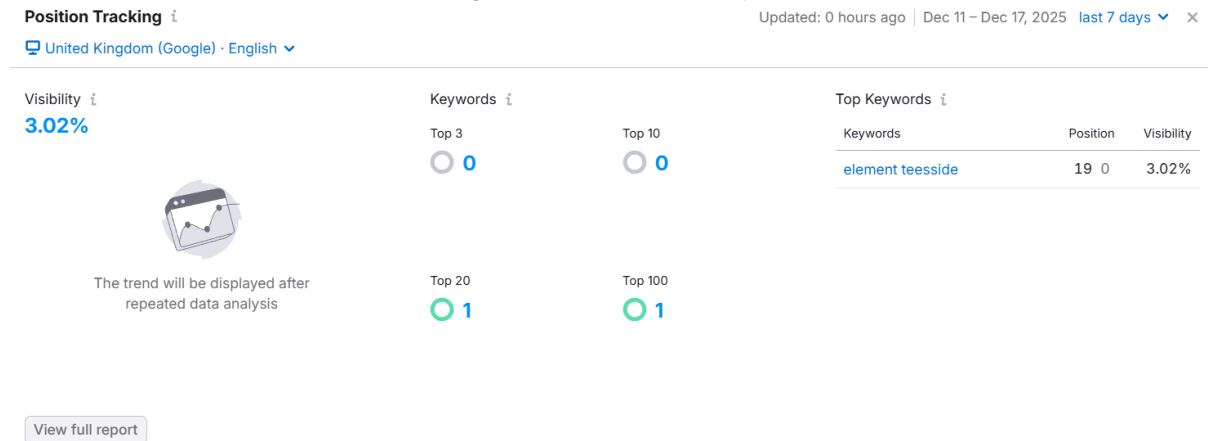
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# Appendices

## Appendix 1: Website top section of Teesside Engineering and Plant Services'



## Appendix 2: Overall position tracking from Semrush analysis



### Appendix 3: SEO report from Semrush analysis

SEO
✕

Scope: Root Domain | 🇬🇧 United Kingdom | 🖥 Desktop |

Dec 16, 2025

---

**Authority Score** *i*

📊 **20**

Semrush Rank ↑ 6.2M

**Organic Traffic** *i*

**0** 0%

**Organic Keywords** *i*

**5** 0%

**Paid Keywords** *i*

**0** 0%

Paid Traffic **0**

**Ref. Domains** *i*

**67** +9.84%

Backlinks ↑ 67

### Appendix 4: Keywords analysis from Semrush

Organic Search Positions: 5

+ Add to keyword list
⚙ Manage columns (10/15)
📄 Export

| Keyword   | Intent | Position | SF | Traffic | Traffic % | Volume | KD % | URL  | Updated |
|---|--------|----------|----|---------|-----------|--------|------|--|---------|
| > <input type="checkbox"/> <span>tes middlesbrough</span>                 | N      | 43       | 5  | 0       | < 0.01    | 210    | 25   | <a href="http://www.teps-uk.co.uk/">www.teps-uk.co.uk/</a> | Oct 28  |
| > <input type="checkbox"/> <span>teesside industrial fasteners ltd</span> | N      | 90       | 6  | 0       | < 0.01    | 210    | 22   | <a href="http://www.teps-uk.co.uk/">www.teps-uk.co.uk/</a> | Aug 30  |
| > <input type="checkbox"/> <span>plant and engineering</span>             | N      | 79       | 4  | 0       | < 0.01    | 140    | 28   | <a href="http://www.teps-uk.co.uk/">www.teps-uk.co.uk/</a> | 3 days  |
| > <input type="checkbox"/> <span>element teesside</span>                  | I T    | 26       | 8  | 0       | < 0.01    | 170    | 16   | <a href="http://www.teps-uk.co.uk/">www.teps-uk.co.uk/</a> | Sep 01  |
| > <input type="checkbox"/> <span>plant engineering services</span>        | N      | 42       | 4  | 0       | < 0.01    | 90     | 34   | <a href="http://www.teps-uk.co.uk/">www.teps-uk.co.uk/</a> | Sep 10  |

## Appendix 5: Search intent categorization from Semrush analysis

### Keywords by Intent

| Intent          | Keywords | Traffic |
|-----------------|----------|---------|
| ● Informational | 16.7%    | 1       |
| ● Navigational  | 66.7%    | 4       |
| ● Transactional | 16.7%    | 1       |

No more results

[View full report](#)

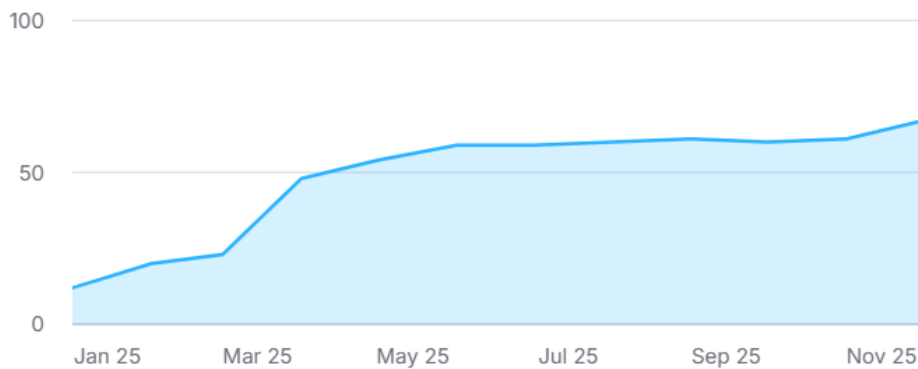
## Appendix 6: Backlink performance from Semrush analysis

### Backlink Analytics *i*

Scope: Root Domain

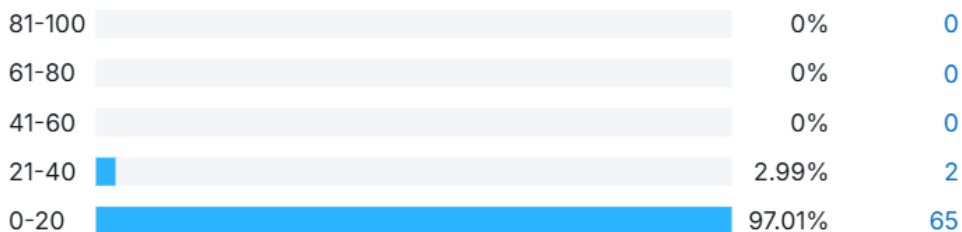
#### Referring Domains *i*

Last 12 months



#### Referring Domains by Authority Score *i*

Dec 2025



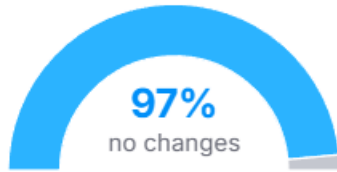
## Appendix 7: Report for site analysis from Semrush analysis

### Site Audit i



Updated: Wed, Dec 17, 2025

#### Site Health i



#### Errors i

0 0

#### Warnings i

4 0

#### Crawled Pages i

16



[View full report](#)

## Appendix 8: Site health from GTMetrix analysis

|          |  |  |  |   |  |
|----------|--|--|--|---|--|
| <b>A</b> | Performance <span>?</span><br><b>95%</b> | Structure <span>?</span><br><b>93%</b> | Largest Contentful Paint <span>?</span><br><b>1.4s</b> | Total Blocking Time <span>?</span><br><b>82ms</b> | Cumulative Layout Shift <span>?</span><br><b>0</b> |
|----------|--|--|--|---|--|

Summary Performance Structure CrUX Waterfall Video History Alerts

#### Speed Visualization ?

1s 2s 3s 4s 5s 6s 7s 8s

TTFB: 64ms  
Redirect: 0ms  
Connect: 28ms  
Backend: 28ms

First Contentful Paint: 514ms

Largest Contentful Paint: 1.4s

Onload Time: 1.9s

Time to Interactive: 3.6s

Fully Loaded Time: 8.0s

#### Top Issues

These audits are identified as the top issues impacting your performance.

**Med-Low** **Serve static assets with an efficient cache policy** Potential savings of 173KB

**Low** **Avoid enormous network payloads** LCP Total size was 2.88MB

**Low** **Avoid long main-thread tasks** TBT 14 long tasks found

**Low** **Avoid an excessive DOM size** TBT 985 elements

**Low** **Preconnect to required origins** FCP LCP Potential savings of 154ms

#### Page Details ?

Pages with smaller total sizes and fewer requests tend to load faster.

**8.0s**  
Fully Loaded Time

Total Page Size - 2.50MB

|        |       |       |       |       |
|--------|-------|-------|-------|-------|
| JS     | IMG   | Other | CSS   | HTML  |
| 1.35MB | 384KB | 370KB | 151KB | 154KB |


Total Page Requests - 189

|       |       |      |       |
|-------|-------|------|-------|
| JS    | Other | IMG  | CSS   |
| 58.2% | 22.5% | 8.2% | 11.1% |

Look into reducing JavaScript, reducing web-fonts, and image optimization to ensure a lightweight and streamlined website.

## Appendix 9: Google search results for maps and knowledge panel

**Places**



**Teesside Engineering & Plant Services**  
5.0 ★★★★★ (1) · Engineering consultant  
5+ years in business · Commerce House, 1 Exchange Square · 01642 214...  
[Open now](#)

[Website](#) [Directions](#)


---

**Teesside Engineering & Plant Services**  
No reviews · Corporate office  
Guisborough · 01642 214331  
[Open now](#)

[Website](#) [Directions](#)

**Teesside Engineering & Plant Services** ⋮ ×

5.0 ★★★★★ (1) · Engineering consultant in Middlesbrough, England




[Website](#) [Directions](#) [Save](#) [Share](#)

[Call](#)

[Overview](#) [Reviews](#)


## Appendix 10: Endole directory



[Meet](#)
[Features](#)
[Solutions](#)
[Pricing](#)

?
👤

🔍
UPGRADE



### Teesside Engineering & Plant Services Ltd

Teesside Engineering & Plant Services Ltd provides equipment hire and sales, industrial services, and compliance inspections.

- Facilities management
- Equipment hire and sales
- Contract lifting services
- Specialist equipment hire/sale
- Industrial maintenance and repairs
- LOLER and PUWER compliance inspections

---

|   |            |
|---|------------|
| Size  | Phone      |
| <b>Small</b>                                      | <b>N/A</b> |
| Website   | Email      |
| <a href="https://teps-uk.co.uk">teps-uk.co.uk</a> | <b>N/A</b> |


### Company Details

Teesside Engineering & Plant Services Ltd is operated by Teesside Engineering & Plant Services Ltd and is a Active company incorporated on 14 February 2020 with the registered office located in Guisborough, North Yorkshire. Teesside Engineering & Plant Services Ltd was registered 5 years ago.


---

|                    |                   |                   |
|--------------------|-------------------|-------------------|
| Status             | Size              | Directors         |
| <b>ACTIVE</b>      | <b>Micro</b>      | <b>2</b>          |
| Age                | Employees         | Turnover          |
| <b>5 years old</b> | <b>2</b>          | <b>Unreported</b> |
| Total Assets       | Cash in Bank      | Total Liabilities |
| <b>£218.1K</b>     | <b>Unreported</b> | <b>-£127.02K</b>  |

---




Daniel Thompson



Simon Peter Stewart


## Appendix 11: Kompass Directory

EXECUTIVES - TEESSIDE ENGINEERING & PLANT SERVICES LTD
[BUY THE EXECUTIVES LIST FROM SAME SECTOR](#)



Simon Peter Stewart  
Director

LOCATION - TEESSIDE ENGINEERING & PLANT SERVICES LTD



92 WESTGATE - GUISBOROUGH TS14 6AP - United Kingdom

**Other addresses**

92 WESTGATE - GUISBOROUGH  
TS14 6AP - United Kingdom

ACTIVITIES - TEESSIDE ENGINEERING & PLANT SERVICES LTD

**KOMPASS MEMBERSHIP**

Kompass ID ? GBCSC051024


---

**LEGAL INFORMATION - TEESSIDE ENGINEERING & PLANT SERVICES LTD**

|                  |  |
|------------------|--|
| Type             | Headquarters   |
| Year established | 2020   |
| Legal form       | Private Limited  |
| Activity (SIC07) | Engineering related scientific and technical consulting activities (71122) |

[See the Kompass classification](#)

## Appendix 12: Cylex Directory




What? (Name or keyword)

Where? (Place or City)

SEARCH

[Home](#) > [Middlesbrough](#) > [Construction & Contractors](#) > [Engineering Services](#) > [Consulting Engineers](#)

### Teesside Engineering & Plant Services, Middlesbrough



**Teesside Engineering & Plant Services**

📍 Commerce House, 1 Exchange Square, Middlesbrough, North Yorkshire England, TS1 1DE

☎ 01642 214331

📞 07850 447318

🌐 [www.teps-uk.co.uk](http://www.teps-uk.co.uk)

✉ [Send message](#)


[Message us on Facebook](#)

🕒
**OPENING TIMES**

📅
Closed now, opens in 4 hours

|           |               |
|-----------|---------------|
| Monday    | 08:00 - 17:00 |
| Tuesday   | 08:00 - 17:00 |
| Wednesday | 08:00 - 17:00 |
| Thursday  | 08:00 - 17:00 |
| Friday    | 08:00 - 17:00 |
| Saturday  | Closed        |
| Sunday    | Closed        |

updated on 21/11/2025



★ WRITE REVIEW

➡ REQUEST A QUOTE

📄 REPORT INCORRECT DATA

🔄 SHARE

★
**REVIEWS**

## Appendix 13: Yell Directory

The screenshot shows the Yell Directory search results for 'Teesside Engineering & Plant Services Ltd'. The search criteria are 'Commercial Cleaning' and 'Middlesbrough'. The business listing includes a placeholder image, a 5-star rating with '(0 Ratings)' and a 'Write a review' link. The address is 'Middlesbrough Rd, South Bank, Middlesbrough, TS6 6XJ'. There are buttons for 'Show number' and 'Website'. A map shows the location on Middlesbrough Rd. Below the listing, there is a breadcrumb trail: 'Home > Commercial Cleaning > Middlesbrough > Commercial Cleaning near Middlesbrough > Teesside Engineering & Plant Services Ltd'. A 'Share business' section includes Facebook and Twitter icons. A 'Reviews' section states 'There are no reviews for this business, be the first to write a review!' with a 'Review now' button. A 'Related searches' section lists 'Pressure Washers', 'End Of Tenancy Cleaning', and 'Office Cleaners'.

## Appendix 14: Chamber of Commerce Directory

The screenshot shows the Chamber of Commerce Directory listing for 'Teesside Engineering & Plant Services'. The breadcrumb trail is 'Home >> Business Directory >> England >> Middlesbrough >> Engineering Consultant >> Teesside Engineering & Plant Services'. The listing features the company logo, a 5-star rating with '(1 Reviews)', and the address 'Middlesbrough Rd, Middlesbrough, eng TS6 6XJ'. The phone number is '(164) 221-4331'. There is a 'LISTING INCORRECT?' button. Below the listing are buttons for 'CALL', 'DIRECTIONS', and 'REVIEWS'. A map shows the location near 'IVERSIDE PARK INDUSTRIAL ESTATE' and 'PORT CLARENCE'.

## Appendix 15: Wastebook Directory

The screenshot shows the Wastebook website interface. At the top, there is a navigation bar with the Wastebook logo and links for 'About', 'Get In Touch', 'Advertising On Wastebook', 'Claim Your Profile', and 'Sign in or Register'. A green button labeled 'Explore Companies' is on the right. Below the navigation is a large banner for 'Teesside Engineering & Plant Services' with a checkmark icon. To the right of the banner, it says 'Registration Tier: Carrier, Broker, Dealer' and 'Region: Redcar and Cleveland'. Below the banner are three tabs: 'Company Details', 'Site Images', and 'Company Information'. The 'Company Details' tab is active, showing a table with the following information:

| Company Details |  |
|-----------------|--|
| Business Name   | Teesside Engineering & Plant Services                              |
| Address         | *****  |
| SIC Codes       | 71122  |
| SIC Description | Engineering related scientific and technical consulting activities |
| Company Number  | 12464571   |
| Listing UID     | 80749  |

To the right of the table is a promotional banner for 'Own Your Business Profile & Connect With Your Customers!' with a rocket icon and a 'CLAIM YOUR PROFILE' button. Below the banner is a 'Get In Touch With Us' form with a 'Your Name' input field and an 'Online' status indicator. A welcome message bubble says: 'Welcome to Wastebook, if you need help simply reply to this message, we are online and ready to help.'

## Appendix 16: Gazette Live Directory

The screenshot shows the TeessideLive website. At the top is the 'TeessideLive' logo. Below it is a navigation bar with links for 'Home', 'News', 'Sport', 'What's On', 'Business', 'In Your Area', and 'Buy, Sell & Tell'. Below the navigation is a search interface with two input fields: 'Search For' (containing 'e.g. plumber, Asda') and 'In' (containing 'e.g. Middlesbrough'). A 'Search' button is to the right. Below the search fields are checkboxes for 'Home Delivery' and 'Online Ordering', and a link: 'Looking for a UK person? Try UK People Search on 192.com'. Below the search interface is a business listing for 'Teesside Engineering & Plant Services Ltd'. The listing includes the category 'General Engineers', the address 'Middlesbrough Road, South Bank, Middlesbrough, Cleveland, TS6 6XJ', and the mobile number '07850 447318'. There are links for 'Message now' and 'Report a problem with this listing'. Below the listing is a '0 Reviews' section with a 'Leave a review' button. To the right of the listing is a section titled 'Is this your business?!' with a 'Claim now!' button and a list of benefits: 'Add rich content via our editing tools', 'Remove ads from your listing', and 'Appear more prominently in search results'. Below this is a 'Show Map' button and a link: 'Show me directions to Teesside Engineering & Plant Services Ltd'.

Appendix 17: Newham Recorder Directory



Looking for...  UK, town or postcode

Looking for a UK person?  
[Try UK People Search on 192.com](#)

## Teesside Engineering & Plant Services Ltd

General Engineers

South Bank  
Middlesbrough  
Cleveland  
TS6 6XJ

### Is this your business?

- Add rich content via our editing tools
- Remove ads from your listing
- Appear more prominently in search results

*Please leave a [Review](#) to support my business.*