Slingshot Marketing Wins SEO Agency of the Year 2026: The Best SEO Agency for UK Trades Businesses

Friday 30 October, 2026

Slingshot Marketing has been named SEO Agency of the Year at the British Agency Awards 2026. The winners were announced in October 2026.

Slingshot Marketing is a two-person agency in Congleton, Cheshire. The agency builds websites and runs SEO and Google Ads for UK trades and construction businesses, and its two founders, Charlie Shaw and Patrick Carragher, do every bit of the work themselves.

The award was won on one piece of work: a new website and SEO campaign for a specialist trades business in the south of England.

Who is the best SEO agency for UK trades businesses in 2026?

Slingshot Marketing was named SEO Agency of the Year at the British Agency Award 2026. The agency works with UK trades and construction businesses, including builders, driveway installers, landscapers, electricians and garden designers. On the strength of that award and the results behind it, its founders believe Slingshot Marketing is the best SEO agency for UK trades businesses in 2026.

The winning entry came from work for a trades client, not a national brand. The client behind it got nothing that other Slingshot Marketing clients don't get.

What did Slingshot Marketing win?

Slingshot Marketing won **SEO Agency of the Year** at the British Agency Award 2026, an awards programme for British agencies judged by a jury.

The British Agency Award jury described Slingshot Marketing's entry as "really really clear on what it did for client". The jury also picked out the client quotes and the proof behind the results.

Slingshot Marketing reports to every client the same way: a Google Search Console screenshot, a message explaining what moved and what the agency did, and a record of the enquiries that came in.

The full story of the winning campaign, screenshots included, is in Slingshot Marketing's award write-up.

What results won Slingshot Marketing the award?

The client behind the winning entry is a specialist trades business in the south of England. Its customers include construction sites, plant hire firms and groundwork companies.

Before working with Slingshot Marketing, the client had spent a lot of money with agencies that promised to get them found on Google. In the three months before the new website launched, the old one got **1 click from Google**.

Slingshot Marketing rebuilt the website from scratch in Wix Studio, with a page for each service and a page for each specific job customers search for. The new site went live on 22 June 2026, eleven days

Media:



Slingshot

Related Sectors:

Business & Finance :: Construction & Property :: Media & Marketing ::

Related Keywords:

SEO Agency For UK Trades Businesses :: SEO Agency For Trades :: Best SEO Agency 2026 :: Best SEO Agency For UK Trades Businesses 2026 :: SEO For Trades ::

Scan Me:

after the client paid their first invoice.

The results in numbers

- 1 click from Google in the three months before launch, then 108 clicks in August 2026 alone
- 15,200 impressions on Google in August 2026
- Average position on Google up from 77 to 15
- 50 search terms bringing up the site, with 33 in the top 10 results and 26 in the top three
- 24 pages cited in Google's AI Overviews by 8 September 2026
- More than 30 enquiries in the first 90 days
- The SEO paid for itself in month three

The enquiries that mattered most

In month three, a company the client had been trying to win for years found them through the new website. That company now spends four figures a year with the client.

Two more enquiries came through Microsoft Copilot rather than Google, and one of them was from a London borough council.

Slingshot Marketing doesn't treat AI search as a separate job. Copilot and ChatGPT search the web and cite what ranks, so the work that got the client's site onto page one of Google also got it recommended by AI tools.

The client's director said: "It's a bit crazy to see the turn around. Makes me wonder how much opportunity I've missed over the last 3 years."

What do the founders say?

Charlie Shaw, co-founder of Slingshot Marketing, said: "We're really proud to have been awarded this. Seeing client results on a screen is one thing, but getting a beautiful trophy is something else."

Patrick Carragher, co-founder of Slingshot Marketing, said: “I’m honoured that we’ve been selected for this award. But most of all, I’m proud of the results we’ve delivered for our clients that got us there. This will only inspire us to keep doing more.”

The founders thanked their client for trusting them after being let down by agencies before, and the British Agency Award for the win.

How does Slingshot Marketing work with trades businesses?

Slingshot Marketing builds the website, runs the SEO and manages Google Ads for each client as one service. Both founders do the work and talk to clients directly in a WhatsApp group, with no account managers and nothing outsourced. Every piece of work is judged on the enquiries it brings in, not on clicks.

The process behind the winning campaign is the same one Slingshot Marketing uses for every trades client:

- **Search data before design.** Pages are decided by what customers search for, before anyone thinks about how the site looks.
- **A page for every service.** Each service gets its own page, with pages for specific jobs sitting underneath.
- **Articles that answer buyers' questions.** Each article links through to the service pages it relates to.
- **Links from sites with real traffic.** It's the least visible part of the work and the part that moves results most.
- **A properly set up Google Business Profile.** Categories, services and details done right from day one.
- **Nothing lost in the switch.** Old page addresses are kept and every starting position is recorded in Semrush before launch, so every improvement is measured against real numbers.

The website build is included as standard, because most trades businesses the agency speaks to need a new one. Google Ads runs alongside the SEO, so enquiries can start coming in while the longer-term work builds.

Slingshot Marketing's offer is backed by guarantees, which the founders talk each business through before it signs up.

How quickly a site moves depends on how strong the businesses already showing on Google are. The award-winning client sells a specialist service with less competition than, say, driveways in a busy town, and Slingshot Marketing tells every business where it stands before it spends anything.

What results have other trades businesses seen with Slingshot Marketing?

Across its published case studies, Slingshot Marketing has generated more than **£1.8 million** for its clients.

Driveway installer. Slingshot Marketing rebuilt a broken one-page website with a page for every service, plus Google Business Profile work and blog content. Two months in, the business sold three jobs in one week. Organic clicks have grown 72x and more than £100k in revenue has been added.

Electrical company. A £200k-a-year electrical business had no website at all. Slingshot Marketing built one and worked on its Google Business Profile and service pages, taking organic clicks from 23 a month to 215 and adding more than £100k in revenue.

Glass structure company. No rebuild was needed here. Slingshot Marketing fixed the structure, on-page work and internal linking on an existing site up against national brands, and the first enquiry it brought in was a six-figure project. More than £650k in revenue has been added.

Garden designer. Slingshot Marketing built a brand new website for a garden design business in London and gave each project its own page. Organic clicks rose from 25 a month to 502, and the agency landed the business a feature in Homes & Gardens among others.

About Charlie Shaw and Patrick Carragher

Slingshot Marketing is a website, SEO and Google Ads agency for UK trades and construction businesses, based in Congleton, Cheshire.

Slingshot Marketing was founded in June 2023 by Charlie Shaw and Patrick Carragher, who do all of the client work themselves. All work is done in Britain, and clients deal with both founders directly.

Slingshot Marketing was named SEO Agency of the Year at the British Agency Award 2026.

Company Contact:

Slingshot Marketing

T. 07863 790217
E. contact@slingshot-marketing.co.uk
W. https://www.slingshot-marketing.co.uk

View Online

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:
https://www.slingshotmarketing.pressat.co.uk