

Trade Visibility Co.

LOCAL VISIBILITY AUDIT / DEMONSTRATION

Know what to fix first.

A plain-English review of the online signals that help a local contractor get found, trusted, and contacted.

67 / 100

Solid foundation. Visible leakage.

The business is credible, but inconsistent local signals and a few customer-journey gaps are making comparison harder than it should be.

21/30

GOOGLE BUSINESS PROFILE

15/25

WEBSITE & MOBILE

17/25

LOCAL SEO

14/20

REPUTATION

PREPARED FOR

Redstone Comfort Heating & Air

Fairhaven, Ohio · Fictional composite

AUDIT SCOPE

Google Business Profile, website and mobile, local SEO, reviews and directories, plus two nearby competitor comparisons.

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EXECUTIVE SUMMARY

A credible business that is harder to verify than necessary.

67
OVERALL /
100

Redstone Comfort has the basics in place: an active profile, a usable website, strong average reviews, and clear residential services. The main opportunity is consistency — fresh proof, accurate listings, and clearer coverage across the towns it serves.

21/30 GOOGLE BUSINESS PROFILE	15/25 WEBSITE & MOBILE	17/25 LOCAL SEO	14/20 REPUTATION
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THE FIRST THREE MOVES

- 01

Correct two public contact inconsistencies

Align the suite format and weekday closing time across the website and major directory profiles.

QUICK WIN
1-2 HOURS
- 02

Refresh the proof customers see first

Add current project photos, answer open profile questions, and respond to the latest reviews.

BY DAY 30
2-3 HOURS
- 03

Make the full service area visible

Create useful pages for Brookfield and Easton, then connect them to services and the Google profile.

BY DAY 60
MODERATE

UP TO
+14

Potentially addressable score range

Completing these three moves could reasonably address 10-14 points in this illustrative rubric. Results vary by business — this is not a ranking, lead, or revenue guarantee.

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01 / GOOGLE BUSINESS PROFILE

The profile is complete—just not current enough.

21/30

CATEGORY SCORE

Core identity and services are present. The missed points come from stale visual proof, unanswered questions, and limited evidence of recent activity.

WORKING WELL	Primary category and service list align “HVAC contractor” is the primary category, with heating repair, AC repair, maintenance, installation, and indoor-air services listed.	KEEP
OPPORTUNITY	Project photos are eight months old The latest customer-facing images do not show the current crew, recent installs, or seasonal maintenance work.	-3 POINTS
OPPORTUNITY	Two customer questions have no owner answer Questions about weekend emergency service and financing are visible without a verified response from the business.	-2 POINTS
OPPORTUNITY	No recent profile update The last illustrative post is more than six months old, leaving seasonal offers and service reminders absent.	-2 POINTS
MINOR GAP	Appointment link lands on the homepage Customers still need to find the request form rather than reaching it directly.	-2 POINTS

01

Best next action

Upload six recent, labelled project photos and answer the two open questions. Then point the appointment link directly to the request-service form.

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02 / WEBSITE & MOBILE

Customers can reach you, but the route takes extra work.

15/25

CATEGORY SCORE

The site is secure, readable, and service-focused. The main losses happen between “I might hire them” and “I know what to do next.”

01	02	03	04
Discover	Verify	Decide	Contact
Core service pages exist.	Proof is spread across pages.	No what-to-expect page.	Form takes seven fields.

MEASURED SAMPLE	Mobile homepage feels slow	-4 POINTS
	Illustrative test: 4.2-second largest-content paint on a mid-range mobile connection. The hero image accounts for most of the delay.	
COVERAGE GAP	Two service towns lack useful pages	-3 POINTS
	Brookfield and Easton appear in a footer list but have no page explaining services, response area, or local proof.	
TRUST GAP	No “what happens next” explanation	-2 POINTS
	Visitors can request service, but do not see scheduling expectations, diagnostic fees, or how emergency calls are handled.	
FRICTION	Phone number disappears after scrolling	-1 POINT
	On mobile, the call action is visible in the header but not persistent when customers read longer service pages.	

02

Best next action

Compress the hero image, shorten the mobile request form, and add a plain-English “what to expect” section beside the main call to action.

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03 / LOCAL SEO FUNDAMENTALS

The business exists online in several slightly different versions.

17/25

CATEGORY SCORE

Small contact inconsistencies and thin service-area coverage make it harder for search platforms — and customers — to connect every profile confidently.

CONSISTENCY

Two listings use an old suite format

-2 POINTS

The website shows “Suite 210”; two illustrative directories still show “#200.” The phone and street otherwise match.

HOURS

Friday closing time differs

-1 POINT

The website says 5:00 PM while one directory says 4:30 PM. Confirm the current time and standardize it.

TECHNICAL

No local-business schema detected

-2 POINTS

The example site provides readable contact information but no machine-readable HVAC business, area-served, or opening-hours markup.

CITATIONS

Missing from two major directories

-3 POINTS

Redstone is not listed on Angi or Nextdoor, two directories customers may check before calling.

ILLUSTRATIVE COMPETITOR SNAPSHOT

SIGNAL	REDSTONE COMFORT	FAIRHAVEN HEATING PROS	APEX AIR SOLUTIONS
Overall audit score	67	63	72
Service-area pages	2 of 4	1 of 5	4 of 4
Contact consistency	2 conflicts	Consistent	1 conflict
Review momentum	Slowing	Low	Strong
Website trust depth	Moderate	Thin	Strong

03

Best next action

Choose one canonical address and hours set, update the inconsistent profiles, claim the two missing directory listings, then build useful pages for the underserved towns.

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04 / REPUTATION + ACTION PLAN

Good reviews need fresher proof and visible responses.

14/20

CATEGORY SCORE

An illustrative 4.6-star average is credible, but only 22 reviews over ten years and three months without a new review make momentum look weaker than it is.

VOLUME Thin count for ten years Twenty-two reviews provide limited depth for an established contractor. -3 POINTS	RECENCY Three months since the latest review Strong sentiment is less persuasive when fresh customer proof slows. -2 POINTS	RESPONSE Three reviews have no owner reply This includes two critical reviews that would benefit from a calm public response. -1 POINT
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PRIORITIZED 30 / 60 / 90-DAY PLAN

Illustrative point ranges may overlap and are not additive.

NEXT 7 DAYS	Correct the visible inconsistencies Fix the old suite number and Friday closing time; answer profile questions and recent reviews. +4-6 pts
BY DAY 30	Refresh trust and reduce mobile friction Publish recent project photos, compress the hero image, shorten the service form, and link appointments directly. +3-4 pts
BY DAY 60	Make the service area explicit Create helpful Brookfield and Easton pages with services, coverage details, proof, and clear contact actions. +3-4 pts
BY DAY 90	Build a repeatable review rhythm Ask consistently after completed jobs, reply to every review, and add current work to the profile monthly. +2-3 pts

WHAT A REAL AUDIT INCLUDES

Manual review of your public profile, website, local-search fundamentals, reviews and relevant directories; two nearby competitor comparisons; a scored PDF and prioritized actions.

BOUNDARY

This sample uses fictional, illustrative data. A real audit reports observed public evidence available at review time. It is diagnostic — not a guarantee of rankings, calls, or revenue.

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