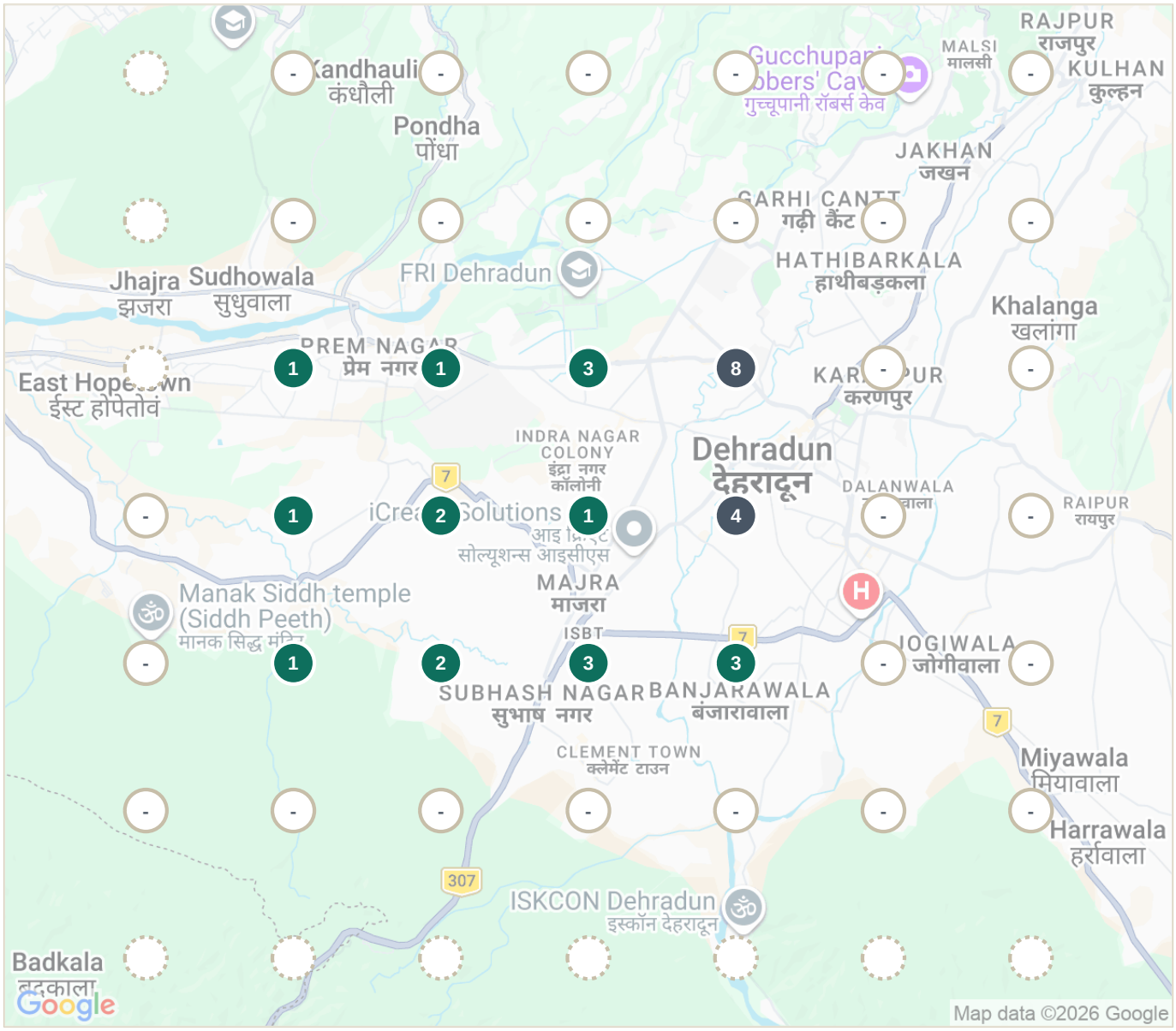
Local SEO visibility grid

GSA Growth - Dehradun, Uttarakhand. One single-location business, 7x7 grid, 49 measured points.

Verify the profile yourself: https://share.google/ELGBIqI6dU7KaSARw

Keyword "seo audit" | 8 km radius | 14z window | google.co.in | desktop | measured 2026-10-28

Prepared by Arvind Jadli, Founder, GSA Growth · Indian Army Veteran



1-3 (10) 4-10 (2) 11+ (0) not listed (27) no listings (10)

Each pin is a grid point with GSA Growth's rank printed inside it. A dash is a point where competitors were returned and GSA was not among them.

Of 49 points, 10 returned no local listings at all and are excluded from the 25.6% figure. At the other 27, Google served competitors and did not list GSA anywhere in the results returned (up to 24).

10 / 49	10 / 39	27	10
TOP-3 POINTS	TOP-3 WHERE TESTED	NOT LISTED	NO DATA
20.4% of all points	25.6% of measurable points	competitors shown, GSA not	window returned nothing

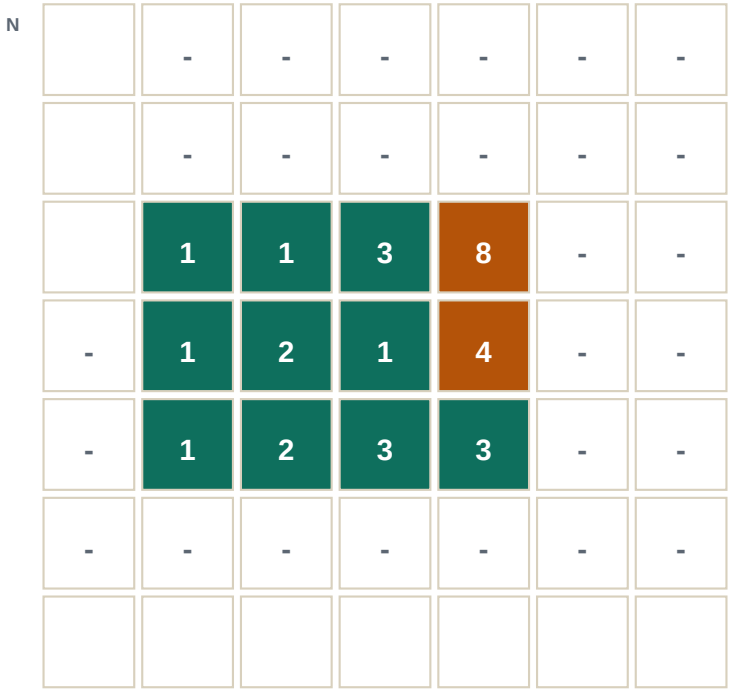
VERDICT

GSA Growth is the first result at 5 of 49 points and in the top 3 at 10. The gap is not missing content: at 27 points Google returned competitors and omitted us, which points at relevance and proximity rather than a page that does not exist.

THE GRID, DECOMPOSED

What the 49 points actually returned

North is up. Each cell is one measurement point. The point-by-point result separates three states that most reports merge into one.



CLASS	POINTS	SHARE
Top 3	**10**	20.4%
Rank 4-10	**2**	4.1%
Rank 11+	**0**	0.0%
Results returned, GSA absent	**27**	55.1%
No results returned (empty window)	**10**	20.4%
Total	**49**	**100%**

The 10 empty points are all on the outer edge of the grid: the western column (rows 0-2) and the entire southern row. At a 14z window the visible area is roughly 16 km across, and the grid is 16 km across, so at those extremes the window barely overlaps the town's business cluster. That is a property of the sampling geometry, not a ranking result.

Best point rank 1 **Worst found point** rank 8 **Points where GSA appears** 12

WHAT THE SHAPE SAYS

The distribution is bimodal: 10 points in the top 3, 2 between 4 and 10, 0 between 11 and 20, then 27 absences. In local search you are either visible or you are not shown at all. The top-3 cells form a block around the business, and every absence sits beyond 5 km of it. That is distance, not a keyword gap.

WHY YOUR NUMBER DIFFERS

Four tools, one business, one fortnight

The same business measured 100%, 45%, 34.7% and 20.4% within ten days. None of those tools lied. They measured different things: different sample sizes, different radii, different surfaces.

METHOD	SAMPLE	RADIUS	TOP-3	DATE
Flento	9 points (3x3)	not stated	**100%**	15 Oct
Ubersuggest	49 points	6 mi grid (3 mi)	**45%**	20 Oct
Local Falcon	not stated	not stated	**34.7%**	15 Oct
Places text search (our old method)	49 points	8 km	**100%**	15 Oct
Maps viewport (this report)	49 points	8 km	**20.4%**	28 Oct

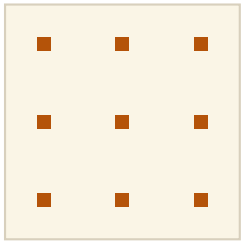
HOW FAR EACH GRID ACTUALLY REACHES

TOOL	GRID	SPACING	WIDTH	FURTHEST POINT
Flento	3x3	not stated	not stated	9 points only
Ubersuggest	7x7	1 mi	6 mi	4.8 km
This report	7x7	2.67 km	16 km	**11.3 km**

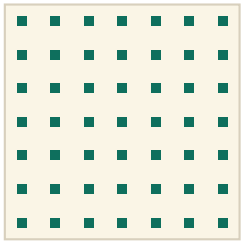
A 6-mile grid stops at the edge of where the business already wins. The 40 points beyond 5 km, where GSA is not listed at all, never appear in it. Coverage is the product: a grid that cannot reach the failure cannot report it.

The surface matters as much as the grid. Text search returns businesses that match the query anywhere in the city. The Maps viewport returns only businesses inside the visible window. Searching for a business is not the same as standing in local search results.

That is why the honest headline here is 20.4% of all points and 25.6% of the points that could actually be tested. The 100% figures are not wrong. They are answers to a different question, and they are the reason we rebuilt the measurement.



3x3 grid
9 samples, 1 mile



7x7 grid
49 samples, 8 km

SAME BUSINESS, TWO QUESTIONS

Nine points answer: does the business dominate its immediate ring? Forty-nine points answer: how much of the town can see it? Neither answers why.

SAME BUSINESS, DIFFERENT DISTANCE

DISTANCE FROM THE BUSINESS	POINTS	TOP 3	SHARE
within 3 km	4 of 5	**4**	**80%**
3-5 km	3 of 4	**3**	**75%**
5-8 km	3 of 20	**3**	**15%**
beyond 8 km	0 of 20	**0**	**0%**

Ubersuggest runs the same 7x7 grid at 1-mile spacing, which makes a 6-mile wide grid: every one of its 49 points sits within 4.83 km of the business. Our grid spreads the same 49 points across 16 km. Inside their radius our nine points show GSA in the top 10 at 9 of 9 and in the top 3 at 7 of 9, so both instruments agree the business is visible near home. Their 45% comes from the outer ring, where GSA drops to 9th-11th. Beyond 5 km they have no data; we do, and there GSA is top-3 at 3 of 40.

Rule: report the grid size and the radius next to every percentage, or the percentage is not a measurement.

WHO HOLDS FIRST PLACE

Named competitors, public data

Every business below appeared first in the local results at one or more of the 49 points. Names, ratings and review counts are taken from the same public results anyone can check.

BUSINESS	FIRST PLACE	RATING	REVIEWS
Shoutout SEO - Best SEO Services in Dehradun | Digital Marketing C...	**11**	5	9
Codecarol Technologies	**5**	4.5	12
> GSA Growth	**5**	5	2
Synexis Technologie|Digital Marketing Company in Dehradun	**3**	5	37
Digital Creatiwity	**3**	4.9	95
Cloud9 Web Solutions India	**2**	-	-
Amica Solutions Pvt.Ltd	**2**	4.9	78
Eduhive Creative Studio | Branding & Digital Marketing Agency	**2**	4.7	32
Propulsion Technologies	**2**	4.9	13
Webmochi Services	**2**	5	29
SEO Freelancer Dehradun - Best SEO Company Uttarakhand India - Vi...	**1**	4.7	31
Doon Infotech - Website Designing Company in Dehradun, Uttarakhand	**1**	5	4

GSA Growth holds first place at 5 of 49 points and appears in the top 3 at 10.

The leaders are listed rather than blurred because the point of a grid is to show who you are actually losing to. A report that hides the competitors cannot be checked, and a report that cannot be checked is marketing.

Where two businesses share a point, the one returned first is credited. Ties are not split.

THE LEADER'S ADVANTAGE

Shoutout SEO holds first place at 11 of 49 points (22.4%). GSA Growth holds 5 (10.2%). 12 businesses hold first place somewhere, so no one owns the city - the fight is local and point by point.

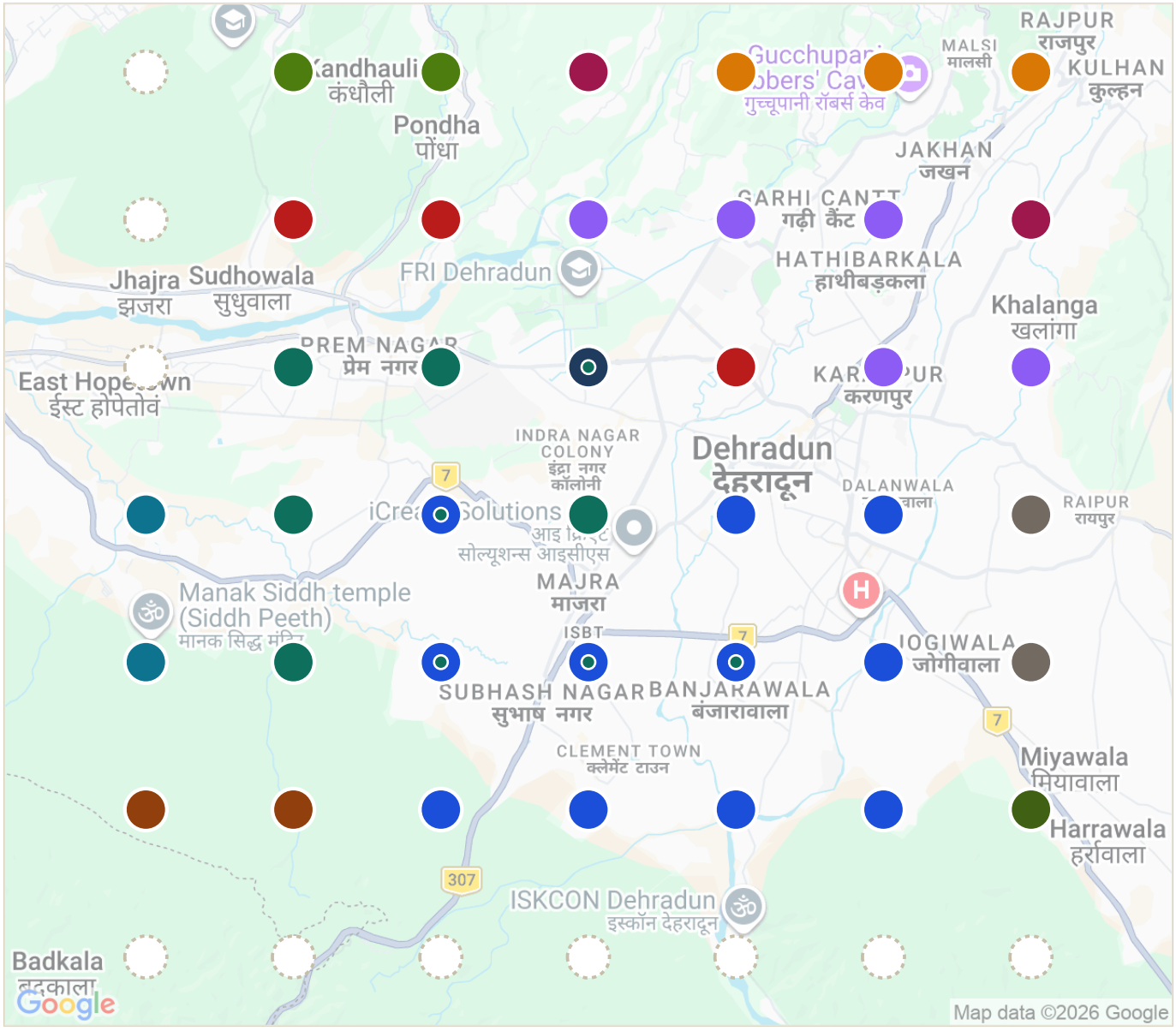
Three things the table shows

- GSA's 5 first places all sit inside its 10-point top-3 block. Outside that block it is absent, not second.
- The leader wins on coverage, not on rating: 5.0 from 9 reviews, against GSA's 5.0 from 2.
- Ratings below 4.5 are rare in this market. Review count separates the leaders more than star rating does, so a rating alone is not a differentiator here.

WHO OWNS THE MAP

First place, point by point

12 businesses hold first place somewhere on this grid. The colour of a pin is the business that appeared first at that point, so the map shows territory rather than rank.



- Shoutout SEO (11)
- Codecarol Technologies (5)
- **GSA Growth (5)**
- Synexis Technologie (3)
- Digital Creativity (3)
- Cloud9 Web Solutions In. (2)
- Amica Solutions Pvt.Ltd (2)
- Eduhive Creative Studio (2)
- Propulsion Technologies (2)
- Webmochi Services (2)
- SEO Freelancer Dehradun (1)
- Doon Infotech (1)

- green centre = GSA in the top 3
- no listings (10)

Shoutout SEO holds first place at 11 of 49 points, 9 of them east or south. GSA Growth holds 5, 4 of them west. The town is split rather than owned: the largest single holder has 22% of the grid.

WHAT THE GRID SAYS

Reach, direction, and the cheapest wins

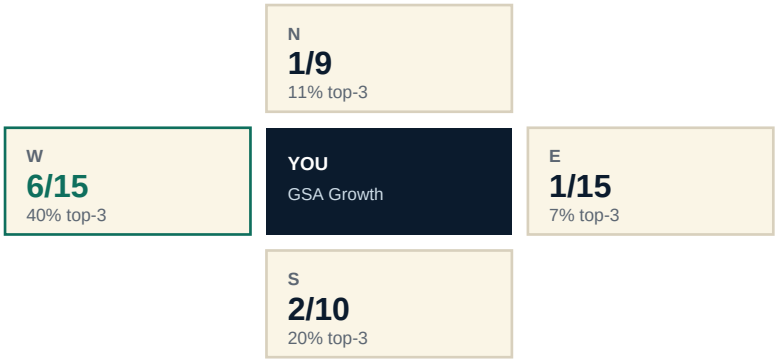
Four findings, all measured on the same 49 points. Each one is a fact about where GSA Growth appears, not a guess about why.

5.96 km
FURTHEST TOP-3
edge of the winning zone

5.33 km
WHERE IT STOPS
nearest point not listed

2
ONE RANK SHORT
rank 4-10, close in

2 vs 26
REVIEWS VS MEDIAN
rivals in this grid



THE GRID IS WON WEST, LOST EAST

West of the business GSA is in the top 3 at 6 of 15 points (40%). East it is 1 of 15 (7%). North is 1 of 9.

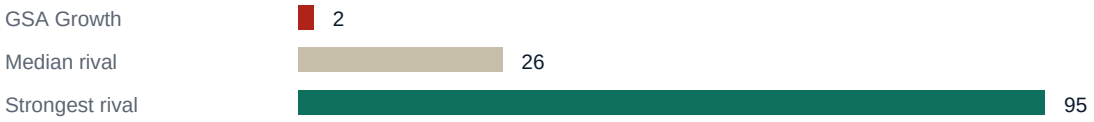
THE TWO CHEAPEST POINTS ON THE BOARD

r3c4 at rank 4, 2.66 km out | r2c4 at rank 8, 3.77 km out

Neither needs a new page, a new keyword or a new location. Both are one rank away.

The review gap is the widest number in this report. GSA carries 2 reviews; the median rival in this same grid carries 26 and the strongest 95. Ratings barely move - every rated business sits between 4.5 and 5.0 - so volume, not stars, is what separates them.

REVIEWS AMONG THE BUSINESSES IN THIS GRID



Two reviews is not a rating problem - 5.0 stars is competitive. It is a volume problem, and volume is the one thing a local business can add this month without spending on links.

WHAT TO DO

Four actions, each with a way to check it

Ordered by leverage, not by effort. Every action names the evidence it comes from and the measurement that would show it worked.

ACTION 1 - REVIEWS

Close the review gap before touching anything else

GSA has 2 reviews against a median of 26 among rivals in this grid. Prominence is one of the few inputs a single-location business controls directly.

Check it: re-run the identical grid in 30 days. The rank should move at the 5-6 km ring first, not at the centre.

ACTION 2 - ELIGIBILITY

Make the profile say "seo audit" as clearly as the competitor does

At 27 points Google served competitors and did not list GSA anywhere in the results returned. That is a relevance question before it is a proximity question: category, services, and whether the website agrees with the profile.

Check it: if relevance is fixed, those points should start returning a rank rather than nothing.

ACTION 3 - DIRECTION

Treat the east corridor as the actual gap

West is 6 of 15 top-3; east is 1 of 15. The west side is already won, so spend aimed west buys nothing new.

Check it: the east column (c4-c6) should be the first to move on the next run. If it does not, the block is not relevance.

ACTION 4 - THE BOUNDARY

Move the two points that are one rank short

r3c4 sits at rank 4 (2.66 km); r2c4 sits at rank 8 (3.77 km). These are the nearest measurable wins on the board.

Check it: moving both into the top 3 takes visibility from 20.4% to 24.5%. That is arithmetic, not a forecast.

TARGET: 20.4% now, 24.5% if the two boundary points land. Re-run in 30 and 90 days with the same instrument and publish the delta either way.

No action here is a promise. Each one has a measurement attached, which is the difference between a plan and a pitch.

WHAT THE NEXT RUN WILL COMPARE

METRIC	TODAY	NEXT RUN
Top-3, all points	10 of 49 (20.4%)	pending
Top-3, measurable points	10 of 39 (25.6%)	pending
Points not listed	27	pending
Furthest top-3	5.96 km	pending
East corridor top-3	1 of 15	pending
Reviews	2	pending

TWO RUNS, SAME ANSWER

Repeatability check

The same grid was measured twice on the same day, two hours apart. Before any report can claim a change, the instrument has to prove it does not invent one.

49 / 49

POINTS WITH AN IDENTICAL RANK ACROSS BOTH RUNS

zero movement. No rank changed at any of the 49 points.

RUN	TIME	RESULTS REQUESTED	LISTINGS SERVED	IDENTICAL
First	08:02 UTC	depth 20	20	-
Second	08:42 UTC	depth 100	24	**49 of 49**

The only difference between the runs is how deep the result list was read: depth 20 against depth 100. That raised the number of listings Google served at 2 points and moved GSA's rank at none of them.

This is the check that makes a later delta believable. If two runs two hours apart had disagreed, no month-on-month comparison from this instrument would mean anything.

WHAT A REAL CHANGE WILL LOOK LIKE

On the next run, any point whose rank differs by more than one, in the same direction as its neighbours, is a change. A single isolated point moving once is noise.

That rule is stated before the result is known, which is the only time it is worth anything.

NOISE OR CHANGE

Change

A block of neighbouring points moves in the same direction, or a point crosses from not-listed to listed.

Noise

One point moves once while its neighbours hold still. Record it, do not act on it.

Never

A rerun two days later and call it a trend. The next scheduled run is the comparison.

INSTRUMENT AND REPRODUCIBILITY

Why two honest averages disagree

A grid is only comparable run to run if the instrument never changes. This page records exactly what was measured, and which numbers are measured versus estimated.

Surface	Google Maps viewport, search-this-area
Window	14z (roughly 16 km visible width)
Device	Desktop
Keyword	seo audit
Grid	7x7, 49 points, 8 km radius
Domain	google.co.in
Measured	2026-10-28T08:42:41.010Z
Results requested	depth 100 (raised from 20 on this run)
Served per point	at most 24, set by Google, not by us

THE AVERAGE RANK TRAP

Two figures circulate for this run. 76.88 scores every point where GSA was absent as if it had ranked 101st. 2.50 is the average of the 12 points where GSA actually appeared. Both are arithmetically correct and both mislead alone: the first invents a rank, the second ignores three quarters of the grid.

Measured: GSA appears at 12 of 49 points (24.5%), with ranks 1, 1, 1, 1, 1, 2, 2, 3, 3, 3, 4, 8.

No trend is claimed on this page. Only dated runs of this instrument are retained, so there is no earlier file to compare against. A first pass read only the top 20 results per point; this run reads 100. That is a change of instrument, so its numbers are not compared with the earlier pass.

A number that cannot be re-derived from a stored file is not evidence. That rule is why this page exists.

TO REPRODUCE THIS RUN

1. Same keyword, same centre coordinates, same 7x7 grid at 8 km.
2. Same 14z window, desktop, search-this-area. Change one setting and the runs stop being comparable.
3. Count top-3 over all 49 points and over the 39 measurable points separately. Report both.

LIMITS AND NEXT RUN

What this grid cannot tell you

A visibility grid is a measurement of where you appear, not why. Stating the limits is part of the product.

It cannot say why.
Rank position is an outcome. Category, reviews, links, proximity and prominence all feed it, and this grid does not isolate any of them.

It is a desktop viewport.
It does not model a phone held on a street corner. Mobile results differ and must be measured separately.

It cannot prove revenue.
Appearing in local search is not the same as winning the job. Calls and direction requests are the next layer.

One run is a photograph.
Change needs a second dated run with the identical instrument. Anything else is a story.

NEXT RUNS

3x3 overlay
Run the same business on a 9-point grid to test whether the cheap grid overstates it, as it did for the tools above.

Mobile pass
Repeat at the 10 empty coordinates and a sample of the 27 misses on a mobile surface.

90-day re-run
Identical instrument, same keyword, same radius, to produce the first genuine trend.

TIERS

$199	$499	$899
7x7	9x9	9x9 x 3
49 points - this report	81 points + review call	90-day proof programme

Pricing follows grid size because sample size is the product. A smaller grid is a smaller claim.

Per point: $199 / 49 = $4.06 | $499 / 81 = $6.16 | $899 / 243 = $3.70. At the 7x7 tier, $199 buys 49 measurements and 10 winning positions: $19.90 per top-3 point.

THE NEXT 90 DAYS

Now
Confirm the profile category and services match the keyword people search, and that the site agrees.

30 days
Re-run the same instrument. If the 27 misses move inward, the change worked. If they do not, stop spending on the guess.

90 days
Re-run and publish the delta whichever direction it went. A report that only publishes good news is not a measurement.

APPENDIX A

Every business observed, with its rating

All 23 businesses that appeared in the top 3 at any of the 49 points. Ratings and review counts are exactly what Google returned during the run. A dash means Google returned no rating for that listing, not that it is rated zero.

BUSINESS	RATING	REVIEWS	TOP 3	FIRST
Shoutout SEO - Best SEO Services in Dehradun | Digital Marketing C...	**5.0**	9	12	**11**
GSA Growth	**5.0**	2	10	**5**
Codecarol Technologies	**4.5**	12	8	**5**
Digital Creatiwity	**4.9**	95	6	**3**
Synexis Technologie|Digital Marketing Company in Dehradun	**5.0**	37	4	**3**
Propulsion Technologies	**4.9**	13	6	**2**
Amica Solutions Pvt.Ltd	**4.9**	78	5	**2**
Eduhive Creative Studio | Branding & Digital Marketing Agency	**4.7**	32	5	**2**
Webmochi Services	**5.0**	29	5	**2**
Cloud9 Web Solutions India	-	-	4	**2**
SEO Freelancer Dehradun - Best SEO Company Uttarakhand India - V...	**4.7**	31	6	**1**
Doon Infotech - Website Designing Company in Dehradun, Uttarakhand	**5.0**	4	2	**1**
GMB Expert in Dehradun	**5.0**	2	6	0
RankMantra	**4.8**	79	5	0
Techy Spiders	**4.9**	9	4	0
Doon.Digital Marketing & Web Studio	**5.0**	8	3	0
Rahul Gupta - Marketing Consultant	-	-	3	0
Knoqlogico IT Solutions Private Limited	**5.0**	26	2	0
Web Media Solutions	**4.9**	17	2	0
Krafting Digital	**4.9**	15	2	0
Kamal Bhatt- Digital Marketing Expert	**5.0**	29	2	0
Shikhar Digital Best Digital Marketing Agency in Dehradun	-	-	2	0
Diffusion Marketing Solutions | Digital Marketing Agency	**5.0**	36	1	0

20 of 23 businesses carried a star rating in the results. Every listing here was returned in at least one top 3.

APPENDIX B

Point by point, with ratings

All 49 points in reading order. Each entry shows position, business, and rating/reviews as Google returned them. "no results" means the window contained no local listings at all.

POINT	GSA	1ST		2ND		3RD	
r0c0	none	no results returned					
r0c1	-	Cloud9 Web Solutions India	-/-				
r0c2	-	Cloud9 Web Solutions India	-/-				
r0c3	-	Amica Solutions Pvt.Ltd	4.9/78	Diffusion Marketing Solutions | Dig...	5.0/36	Cloud9 Web Solutions India	-/-
r0c4	-	Synexis Technologie|Digital Marke...	5.0/37	Doon.Digital Marketing & Web Stu...	5.0/8	Amica Solutions Pvt.Ltd	4.9/78
r0c5	-	Synexis Technologie|Digital Marke...	5.0/37	Doon.Digital Marketing & Web Stu...	5.0/8	Amica Solutions Pvt.Ltd	4.9/78
r0c6	-	Synexis Technologie|Digital Marke...	5.0/37	Doon.Digital Marketing & Web Stu...	5.0/8	Knoqlogico IT Solutions Private Li...	5.0/26
r1c0	none	no results returned					
r1c1	-	Digital Creatiwity	4.9/95	Cloud9 Web Solutions India	-/-		
r1c2	-	Digital Creatiwity	4.9/95	Web Media Solutions	4.9/17	Krafting Digital	4.9/15
r1c3	-	Codecarol Technologies	4.5/12	Digital Creatiwity	4.9/95	GMB Expert in Dehradun	5.0/2
r1c4	-	Codecarol Technologies	4.5/12	GMB Expert in Dehradun	5.0/2	Digital Creatiwity	4.9/95
r1c5	-	Codecarol Technologies	4.5/12	GMB Expert in Dehradun	5.0/2	Amica Solutions Pvt.Ltd	4.9/78
r1c6	-	Amica Solutions Pvt.Ltd	4.9/78	Synexis Technologie|Digital Marke...	5.0/37	Knoqlogico IT Solutions Private Li...	5.0/26
r2c0	none	no results returned					
r2c1	1	GSA Growth	5.0/2	SEO Freelancer Dehradun - Best...	4.7/31	RankMantra	4.8/79
r2c2	1	GSA Growth	5.0/2	SEO Freelancer Dehradun - Best...	4.7/31	RankMantra	4.8/79
r2c3	3	SEO Freelancer Dehradun - Best...	4.7/31	Digital Creatiwity	4.9/95	GSA Growth	5.0/2
r2c4	8	Digital Creatiwity	4.9/95	Krafting Digital	4.9/15	Codecarol Technologies	4.5/12
r2c5	-	Codecarol Technologies	4.5/12	GMB Expert in Dehradun	5.0/2	Web Media Solutions	4.9/17
r2c6	-	Codecarol Technologies	4.5/12	GMB Expert in Dehradun	5.0/2	Propulsion Technologies	4.9/13
r3c0	-	Eduhive Creative Studio | Brandin...	4.7/32				
r3c1	1	GSA Growth	5.0/2	SEO Freelancer Dehradun - Best...	4.7/31	RankMantra	4.8/79
r3c2	2	Shoutout SEO - Best SEO Service...	5.0/9	GSA Growth	5.0/2	RankMantra	4.8/79
r3c3	1	GSA Growth	5.0/2	Shoutout SEO - Best SEO Service...	5.0/9	RankMantra	4.8/79
r3c4	4	Shoutout SEO - Best SEO Service...	5.0/9	Kamal Bhatt- Digital Marketing Ex...	5.0/29	SEO Freelancer Dehradun - Best...	4.7/31
r3c5	-	Shoutout SEO - Best SEO Service...	5.0/9	Propulsion Technologies	4.9/13	Codecarol Technologies	4.5/12
r3c6	-	Propulsion Technologies	4.9/13	Codecarol Technologies	4.5/12	GMB Expert in Dehradun	5.0/2
r4c0	-	Eduhive Creative Studio | Brandin...	4.7/32	Webmochi Services	5.0/29		
r4c1	1	GSA Growth	5.0/2	SEO Freelancer Dehradun - Best...	4.7/31	Eduhive Creative Studio | Brandin...	4.7/32
r4c2	2	Shoutout SEO - Best SEO Service...	5.0/9	GSA Growth	5.0/2	Eduhive Creative Studio | Brandin...	4.7/32
r4c3	3	Shoutout SEO - Best SEO Service...	5.0/9	Eduhive Creative Studio | Brandin...	4.7/32	GSA Growth	5.0/2
r4c4	3	Shoutout SEO - Best SEO Service...	5.0/9	Propulsion Technologies	4.9/13	GSA Growth	5.0/2
r4c5	-	Shoutout SEO - Best SEO Service...	5.0/9	Propulsion Technologies	4.9/13	Kamal Bhatt- Digital Marketing Ex...	5.0/29
r4c6	-	Propulsion Technologies	4.9/13	Doon Infotech - Website Designing...	5.0/4	Rahul Gupta - Marketing Consultant	-/-
r5c0	-	Webmochi Services	5.0/29				
r5c1	-	Webmochi Services	5.0/29	Techy Spiders	4.9/9		
r5c2	-	Shoutout SEO - Best SEO Service...	5.0/9	Webmochi Services	5.0/29	Techy Spiders	4.9/9
r5c3	-	Shoutout SEO - Best SEO Service...	5.0/9	Webmochi Services	5.0/29	Techy Spiders	4.9/9
r5c4	-	Shoutout SEO - Best SEO Service...	5.0/9	Shikhar Digital Best Digital Marketi...	-/-	Techy Spiders	4.9/9
r5c5	-	Shoutout SEO - Best SEO Service...	5.0/9	Shikhar Digital Best Digital Marketi...	-/-	Rahul Gupta - Marketing Consultant	-/-
r5c6	-	Doon Infotech - Website Designing...	5.0/4	Rahul Gupta - Marketing Consultant	-/-		
r6c0	none	no results returned					
r6c1	none	no results returned					
r6c2	none	no results returned					
r6c3	none	no results returned					
r6c4	none	no results returned					
r6c5	none	no results returned					
r6c6	none	no results returned					

Format: rating/reviews. "none" in the GSA column means the window returned no listings, so no rank could exist.

PREPARED BY

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Prepared for

GSA Growth

seo audit | 7x7 grid | 8 km | 2026-10-28

Scan to book a walkthrough

"All models are wrong, but some are useful."

- George E. P. Box

This grid is a model. It shows where to look and what to verify next; it does not replace the business, the offer or the customer.

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