LOCAL VISIBILITY AUDIT · SAMPLE

Where a Houston HVAC company is visible — and where it is not

A 49-point map-grid audit, review comparison and SWOT. This is an illustrative sample: the client name and grid scores are synthetic; public competitor counts are from the 1 November 2026 Houston study.

Score	Top-three points	Top-ten points	Average rank	Reviews
61/100	18 / 49	34 / 49	8.3	186

Sample business: Sample HVAC Co. · Houston, TX · **Grid:** 7 × 7 points · **Generated:** 2026-11-02 19:16 IST

Why this is a sample: it shows the deliverable shape — grid, review gap, website layer, SWOT and next actions. It is not a claim about a real client. The free grade is a separate public-data snapshot; it does not run the grid.

The short version

The sample business is visible, but exposed. It appears in the top three at 18 of 49 grid points and in the top ten at 34. The southeast corridor is the weak side of the map: the last row is almost entirely outside the top ten. That is where a competitor is taking the “near me” searches.

Finding	Evidence	Why it matters
The centre is defensible	Most top-three points sit in the north-west core	Brand and proximity are doing real work; protect them.
The southeast leaks	15 of 49 points are outside the top ten; the worst is #29	A nearby searcher may never see the business.
Reviews are the moat	186 reviews vs 6,665 at Air Tech and 10,919 at One Hour	The gap is visible before a prospect clicks.
The website is not the bottleneck	Title, meta, H1 and indexability pass	Fix the map and review layer first; do not redesign first.

How the numbers are calculated

Top-three share = grid points ranked 1–3 ÷ 49. **Top-ten share** = grid points ranked 1–10 ÷ 49. **Average rank** = the mean rank across all 49 points. A lower average is better. The grid is 7 × 7 points at roughly 1.5-mile spacing, checked from a fixed Houston origin. The sample grid is synthetic, so treat the pattern as a demonstration, not a measured client result.

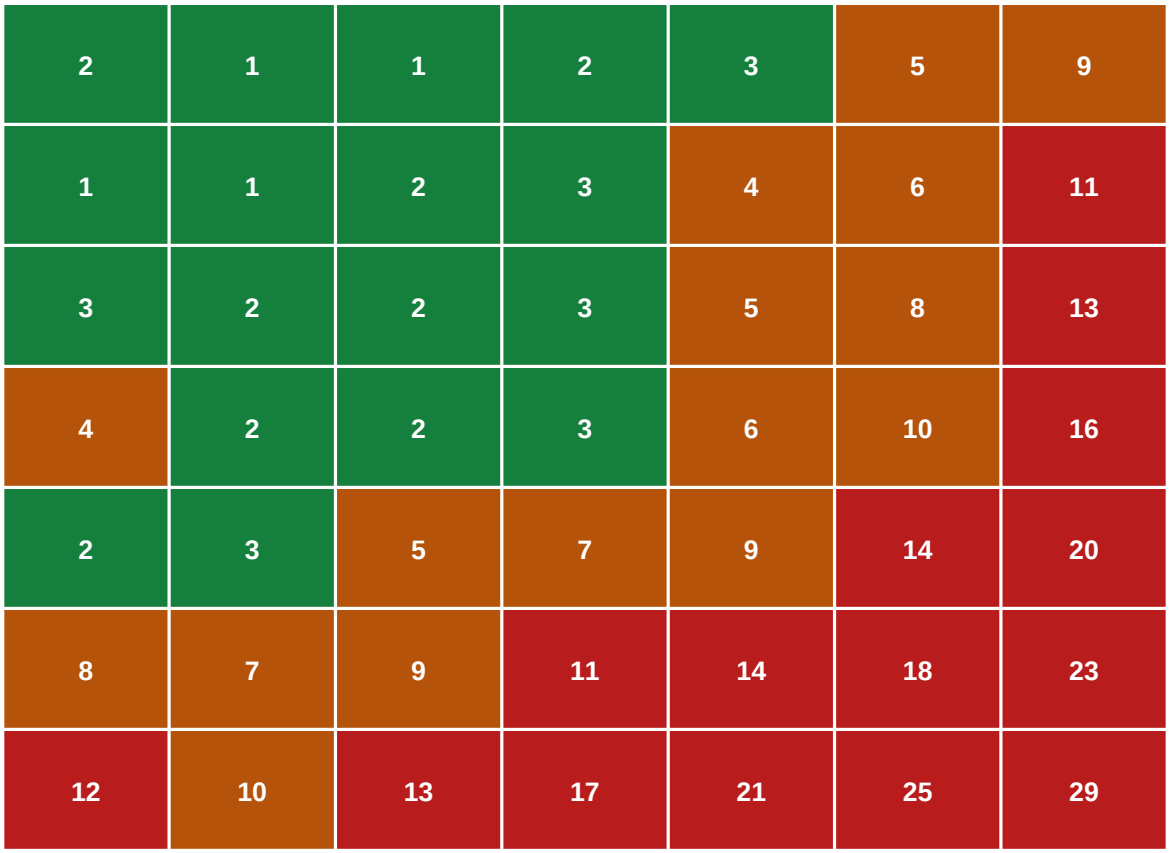
Review gap is a count, not a rating. A 4.9 rating with 40 reviews is not the same trust signal as a 4.7 rating with 1,000. The report compares the count, then asks whether the business is asking every happy customer.

The first decision

Do not buy reviews and do not add keywords to the Google Business Profile name. Build a repeatable request at the moment the job closes, then earn the next 100 reviews. In parallel, add one page for the southeast corridor and measure whether the grid moves.

Where the business shows up

Each cell is one search point. The number is the rank at that point. Green is top three; amber is 4–10; red is outside the top ten. The exact ranks are synthetic for this sample; the pattern is the point.



North is at the top; west is left. Green: 18 points · Amber: 16 points · Red: 15 points. The southeast corner is the visible leak.

Measure	Result	Read
Top-three points	18 / 49 · 37%	A real base, not a dominant map.
Top-ten points	34 / 49 · 69%	One-third of the map is effectively invisible.
Outside top ten	15 / 49 · 31%	The southeast needs its own page and proof.
Average rank	8.3	Good enough to be found, not chosen first.

Do not average away the leak. A single average rank hides the fact that the southeast neighbour sees a different business. Fix the weak points first; do not celebrate the strong ones.

Reviews are the moat

The sample business has 186 public reviews. Air Tech has 6,665; One Hour has 10,919. A prospect comparing three map results sees the count before the copy. The gap is not a rating problem; it is a volume and recency problem.

Business	Public reviews	Rating	Top-three points in study
Sample HVAC Co. (illustrative)	186	4.7	18 / 49
Air Tech of Houston	6,665	4.8	49 / 49
One Hour Air Conditioning	10,919	4.6	1 / 49

The useful paradox: One Hour has the largest review count but only one top-three point in the study. Reviews alone do not buy proximity. Air Tech combines review volume with a complete grid. The lesson is not “copy the biggest review count”; it is “close the gap that your map can actually use.”

The review routine to install

Moment	Action	Owner
Job marked complete	Send the review link by SMS and email; one ask, no incentive.	Office
Day 3	One polite reminder; stop after that.	Office
Every week	Reply to every new review; name the service, not the keyword.	Owner
Every month	Count new reviews and the top-three share; report both.	Marketing

Do not gate reviews, do not buy them and do not offer a discount for a positive rating. Ask everyone; let the public score be honest.

The website layer

The public page is not the reason the southeast is weak. The basics pass. The missing layer is local proof and a path for the searcher who does not already know the brand.

Check	Result	What it means
Title tag	Pass	The page has a clear title.
Meta description	Pass	The snippet is present.
H1	Pass	One clear page heading.
Indexable	Pass	No noindex directive found.
Mobile viewport	Pass	The page declares a mobile viewport.
Phone link	Pass	A tap-to-call path exists.
Neighbourhood proof	Missing	No page for the southeast corridor.
Booking path	Thin	The next step is a phone call, not a booked slot.

Fix order

1. Add one southeast-corridor page with real job photos, a map, response times and a phone/booking CTA. 2. Add three review snippets from that area. 3. Link the page from the main service page and the Google Business Profile. 4. Measure the grid again after 30 days; do not assume the page worked.

A page is not a ranking guarantee. It is a testable asset. If the grid does not move, the page is not the constraint; the profile, proximity or competition is.

SWOT

This is the decision layer: what to protect, what to fix, what to exploit and what could erase the gain.

Strengths	Weaknesses
• Top-three at 18/49 points; the north-west core is defensible. • Website basics pass; title, meta, H1 and indexability are clean. • 186 reviews is a real base to build from.	• 15/49 points outside the top ten; southeast is the leak. • Review count is far behind Air Tech and One Hour. • No neighbourhood page or booking path for the weak corridor.
Opportunities	**Threats**
• Build one southeast page with local proof and a booking CTA. • Install a review request at job close; target the next 100. • Add service + city pages only where the grid shows demand.	• Competitors with more reviews and stronger proximity. • Google profile suspensions from name or review manipulation. • Lead aggregators and AI answers intercepting the search.

The one-line strategy: protect the north-west core, fix the southeast proof, and make reviews a routine rather than a campaign. Do not spend the next month on a redesign.

The next 30 / 60 / 90 days

Window	Action	Measure
0–30 days	Install the review ask at job close; reply to every review; publish the southeast page.	New reviews; southeast top-ten points.
30–60 days	Add two local proof blocks; link the page from the service page and GBP; test the booking CTA.	Calls and booked jobs from the page.
60–90 days	Re-run the 49-point grid; compare point by point; keep or kill the page.	Top-three share; average rank; cost per booked job.

What this sample does not prove

The grid is synthetic. The client name is not a real business. Public competitor review counts come from the 1 November 2026 Houston study, but the sample does not measure calls, bookings, revenue, insurance or appointment availability. A real audit replaces the synthetic grid with a live 49-point check at the client’s location and verifies the website at the same time.

This sample is illustrative, not a client result and not a ranking guarantee. The free grade at guidedsuccessacademy.com/free-local-seo-audit/ is a public-data snapshot; it does not run the grid or the SWOT. Those belong to the paid audit.

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