Rankwell

LOCAL VISIBILITY AUDIT · £199 SAMPLE

Where you stand on Google, and what to do first.

Prepared as an example for

Bramble & Spout Plumbing Ltd

A fictional plumber in Wantage, Oxfordshire.
Prepared by Theo Kent, Rankwell · 23 November 2026 (Europe/London)

EXAMPLE BUSINESS
Bramble & Spout Plumbing Ltd

INVENTED OWNER
Riley Pippet

INVENTED ADDRESS
Unit 2, Sample Yard, Mill Fable Road,
Wantage, Oxfordshire OX12 9ZZ

OFCOM DRAMA PHONE
01632 960184

EXAMPLE WEBSITE
www.brambleandspout.example

SERVICE AREA IN THIS EXAMPLE
Wantage, Grove, Harwell, East Hendred, Didcot and occasional jobs in Abingdon

This is a sample. Bramble & Spout Plumbing Ltd does not exist. The address, phone number (an Ofcom drama number), website, scores, listings, reviews and speed figures in this PDF were all invented to show what a Rankwell Local Visibility Audit looks like. They are not data about any real business.

Theo Kent, Founder
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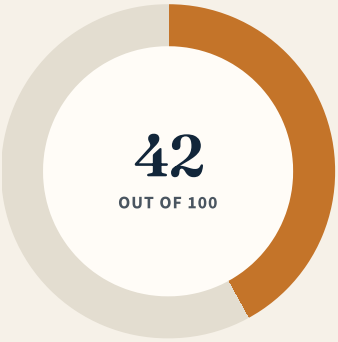
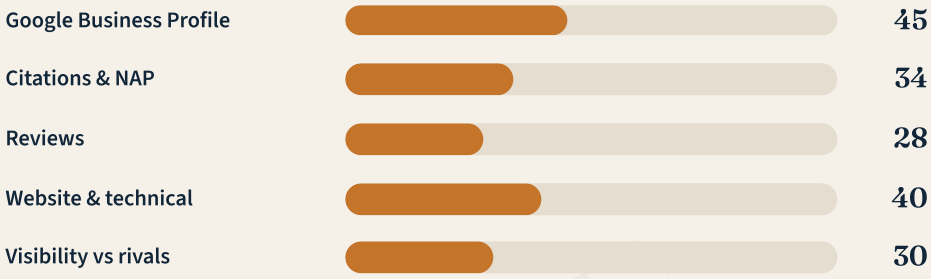
PAGE 2 · SUMMARY SCORECARD

A fair start, with clear gaps that are costing calls.

In this example, the Google profile exists and is claimed, but it is quiet, the name and phone are not consistent, reviews have stalled, and the site is slow on a phone. Rivals in Wantage are easier to find and easier to trust.



Illustrative scores



These scores are Rankwell's sample judgements for this fictional firm, not an export from a live tool. They are here to show how a real audit would summarise the picture. 100 would mean the basics are in excellent shape — not a promised number-one ranking, which we never guarantee.

7	4.3	0	4.6s	—
Google reviews, last one 9 months ago	Star rating — rivals sit at 4.7–4.8	Reviews and posts in the last 90 days	Homepage load of the main image (lab-style)	Not in the Local Pack for "plumber Wantage"

Already working

- The Google Business Profile exists and has been claimed.
- The main category is correct: Plumber.
- The phone on the profile matches the number you want to keep.
- The website uses HTTPS (the padlock).
- There are a handful of real-sounding reviews — the profile is not empty.

Fix these first

- Reviews have stalled. Invented rivals are collecting fresh ones every month.
- Your name, address and phone do not match across directories.
- You are not in the map pack for "plumber Wantage" in this sample snapshot.
- The site does not clearly say you are a plumber in Wantage, and it is slow on a phone.

How to read this sample. A real Rankwell audit uses the same structure: a scorecard, then the evidence, then a 90-day plan ranked by effort and likely impact. We do not make the changes on the audit alone — that sits in a retainer. Jargon is explained as it appears. "NAP" means name, address and phone. The "Local Pack" is the map and the three businesses at the top of a Google search.

PAGE 3 · GOOGLE BUSINESS PROFILE

The profile is claimed, but it is only half finished.

Your Google Business Profile is the listing people see on Maps and in the Local Pack. In this example it exists, but it does not tell a neighbour what you do, where you go, or that you are still taking work.

ITEM	WHAT WE FOUND IN THIS EXAMPLE	STATUS
Claimed	Profile is claimed and the call button works.	IN PLACE
Name	Listed as “Bramble and Spout Plumbing” — missing the ampersand and “Ltd” used on the site and invoices.	MISMATCH
Primary category	Plumber — the right main category.	IN PLACE
Extra categories	None. No Gas engineer, Heating contractor or Bathroom fitter, despite those jobs being offered on the site.	MISSING
Services list	The services field is empty. Google cannot see boiler repair, bathrooms or emergency call-outs as structured services.	MISSING
Description	A 42-word blurb with no towns and no mention of boilers, bathrooms or emergency work. If you are Gas Safe registered, it is not said here.	THIN
Hours	Monday–Friday 08:00–17:00 only. Saturday is blank, though this example firm takes Saturday call-outs.	INCOMPLETE
Service area	Set to Wantage only. Grove, Harwell, East Hendred, Didcot and Abingdon are not listed.	TOO NARROW
Photos	Six photos, all of the same van, none newer than 2024 in this example. No job-site, boiler or bathroom pictures.	WEAK
Posts	No Google posts in this example since 9 April 2026 — more than seven months quiet.	STALLED
Q&A	Empty. No questions seeded, nothing answered.	MISSING
Attributes	None set (for example “offers emergency services” or appointment notes).	MISSING

Why this matters

When someone in Grove searches “emergency plumber”, Google looks for a complete, active profile that matches the job and the place. A quiet listing with a thin description and no services list is easy to skip, even if the work is good. The two invented rivals in this sample have fuller categories, recent job photos and regular posts.

Priority fixes for the profile

- Standardise the name to **Bramble & Spout Plumbing Ltd**.
- Add the extra categories and a full services list.
- Rewrite the description with towns, jobs, and Gas Safe only if you hold it.
- Add Saturday hours and the real service area.
- Upload recent job photos and start a simple weekly post.

SAMPLE

PAGE 4 · CITATIONS & NAP CONSISTENCY

Your name and phone do not match from one listing to the next.

A citation is simply your business listed in an online directory. NAP means name, address and phone. Google uses these listings as a cross-check. When they disagree, it is harder to trust which details are right — and a customer may ring a number that no longer works.

Recommended official details for this example

Bramble & Spout Plumbing Ltd
Unit 2, Sample Yard, Mill Fable Road, Wantage, Oxfordshire OX12 9ZZ
01632 960184 · www.brambleandspout.example

Invented details, for this sample only. In a real audit we would agree one official version with you, then use it everywhere — invoices, the van, the site and every directory.

DIRECTORY	NAME SHOWN	ADDRESS / PHONE	CONSISTENCY
Google profile	Bramble and Spout Plumbing	Unit 2 Sample Yard, Wantage · 01632 960184	NAME VARIANT
Own website footer	Bramble & Spout	2 Sample Yard, Wantage · 01632 960299	OLD PHONE
Yell	Bramble Spout Plumbers	Sample Yard, Wantage OX12 9ZY · 01632 960184	NAME + POSTCODE
Checkatrade	Bramble & Spout Plumbing Services	Unit 2, Sample Yard, Wantage · 01632 960184	NAME VARIANT
Bing Places	Bramble & Spout Plumbing Ltd	Unit 2, Sample Yard, Mill Fable Road, Wantage OX12 9ZZ 01632 960184	MATCH
Cylex	Bramble & Spout Plumbing Ltd	Unit 2, Sample Yard, Mill Fable Road, Wantage OX12 9ZZ 01632 960184	MATCH
Thomson Local	Bramble & Spout	2 Sample Yard, Wantage · 01632 960299	OLD PHONE
BT.com	Bramble and Spout Plumbing	Unit 2 Sample Yard, OX12 9ZZ · 01632 960184	NAME VARIANT
Facebook page	BrambleandSpoutWantage	Wantage only — no street address or phone	INCOMPLETE
Bark	Bramble & Spout	Wantage · 01632 960184	NO STREET ADDRESS
Apple Business Connect	—	No listing found in this sample.	NOT LISTED
Yelp	—	No listing found in this sample.	NOT LISTED

Sample snapshot of up to 10 listings, plus the profile and the website. Two listings match the official details. Eight do not. The old drama number 01632 960299 still appears on the website and on Thomson Local — in real life that is how jobs get missed. First job: pick one NAP, then repair the rest. We do not create fake listings, and every row above is invented for this example.

SAMPLE

PAGE 5 · REVIEWS

Seven reviews is a start. None in nine months is the problem.

People and Google both notice freshness. A 4.3 from seven older reviews loses out to a 4.7 or 4.8 that is still growing. In this example nobody has been asked for a review in a structured way, and no owner replies have been posted.

BUSINESS (ALL INVENTED)	GOOGLE REVIEWS	RATING	LAST 90 DAYS	OWNER REPLIES	LAST REVIEW
Bramble & Spout Plumbing Ltd, Wantage	7	4.3	0	0 of 7	18 February 2026
Vale Pipeworks Ltd, Wantage	41	4.7	4	Most	This month, in the sample
Willowcistern Plumbing, Abingdon	64	4.8	6	All recent	This month, in the sample

The unanswered two-star (invented)

"Rang about a leaking stopcock on a Sunday. Left a message and didn't get a call back." — *A. M., August 2025*

In this example that review has sat unanswered for more than a year. A short, calm public reply — sorry they did not get through, here is the best number for emergencies, please do try us again — shows later readers that someone is paying attention. Silence reads as if the job was ignored.

What the other reviews say

The other six invented reviews are polite and brief: a boiler repair in Grove, a bathroom in Wantage, a friendly lad on time. Useful, but dated. The newest is from 18 February 2026. There is no review request on the invoice, no follow-up text, and no QR code in the van in this example. That is why the count has frozen.

A simple request system — not a "review funnel"

You do not need software with a fancy name. After a job you are happy with, send a short text or email with a direct Google review link, or hand over a card with a QR code. Ask once, politely, and only when the customer was satisfied. Never buy reviews, and never ask only the happiest customers while hiding the rest — that breaks Google's rules and is not how we work.

In a real engagement we would set up the link, write the request wording, and give you suggested replies for new reviews. The aim is a steady trickle — a few genuine reviews a month — not a one-week burst and then silence again. Replies to all seven existing reviews should go out in the first fortnight.

Sample only. Review counts, dates, initials and the two-star wording were invented for this fictional plumber and its invented rivals. They are not real Google reviews of a real firm.

PAGE 6 · WEBSITE, ON-PAGE AND TECHNICAL

The site is live and secure. It does not work hard enough for a call.

We reviewed the example homepage and the thin services page at www.brambleandspout.example. On-page means the titles, headings and contact details a person — and Google — actually reads. The speed figures below are lab-style sample metrics, not field data from a real site.

CHECK	WHAT WE FOUND IN THIS EXAMPLE	STATUS
Homepage title	“Home | BSP” — no trade, no town. Should read along the lines of “Plumber in Wantage | Boiler & Emergency Repairs | Bramble & Spout”.	WEAK
Main heading (H1)	“Welcome.” A visitor still does not know what you do or where you work.	WEAK
Meta description	Missing. Google will invent a snippet. Better to write one sentence that invites a call.	MISSING
NAP on the site	Footer shows “Bramble & Spout, 2 Sample Yard, Wantage, 01632 960299” — old drama number, incomplete address, no postcode.	MISMATCH
Click-to-call	The phone number is a picture, not a link. On a phone, you cannot tap to ring.	MISSING
Service pages	One short bullet list (boilers, bathrooms, leaks, “other”). No proper page for boiler repair or emergency work.	THIN
Town pages	None for Grove, Didcot, Harwell or Abingdon, though those towns are in the example service area.	MISSING
HTTPS / padlock	The site is served securely.	IN PLACE
Broken link	The header “Contact” points to /contact-us, which returns a 404. The real page is /contact.	BROKEN
Structured data	No LocalBusiness markup — a small code label that helps Google confirm name, address and phone.	MISSING

Core Web Vitals — how fast and stable the page feels

Google uses these measures when it judges a page. Figures below are invented lab-style numbers for this example homepage, as if from a test on a mid-range phone. They are not Chrome User Experience Report data for a real URL.

4.6s
LCP · POOR
Largest Contentful Paint: how long the main image or heading takes to appear. Good is 2.5 seconds or under. Here a 3.2 MB uncompressed van photo is the hold-up.

280ms
INP · NEEDS WORK
Interaction to Next Paint: how quickly the page responds when someone taps. Good is 200 ms or under. A heavy cookie script is slowing taps in this example.

0.27
CLS · POOR
Cumulative Layout Shift: how much the page jumps about. Good is 0.1 or under. The cookie banner and a late-loading font push the heading down after it appears.

Technical punch-list for this example. Compress and resize the van photo; give it width and height so the layout does not jump. Stop the cookie banner covering or shifting the heading. Make header text larger on a phone, and turn the number into a real click-to-call link. These are high-impact, practical fixes — not a full website rebuild.

SAMPLE

PAGE 7 · LOCAL COMPETITORS SNAPSHOT

Two invented rivals are winning the map pack. You are not in it.

A real audit checks who appears in the Local Pack — the map and three businesses at the top of Google — for the main service-and-town searches. This sample is a two-rival snapshot for "plumber Wantage", with a third invented firm making up the pack. It is not a live scrape.

Sample Local Pack for "plumber Wantage"

1 **Vale Pipeworks Ltd** — IN THE PACK
Wantage · invented rival · 41 reviews · 4.7

2 **Willowcistern Plumbing** — IN THE PACK
Abingdon, covering Wantage · invented rival · 64 reviews · 4.8

3 **Chalkridge Heating & Plumbing** — IN THE PACK
Grove · invented third listing · 29 reviews · 4.6

— **Bramble & Spout Plumbing Ltd** — OUTSIDE
Not in this sample pack. Shown around position 9–12 in the wider local list.

Why they are winning, in plain terms

They have more, and newer, Google reviews. Their profiles have job photos, regular posts and fuller categories. Their names and phone numbers match from one directory to the next. Vale Pipeworks, in this example, also has a clear "plumber in Wantage" homepage title and a dedicated boiler-repair page. None of that guarantees them the top spot forever — and we would never promise you number one — but it is a stronger signal than a quiet, inconsistent listing.

INVENTED COMPARISON	BRAMBLE & SPOUT	VALE PIPEWORKS	WILLOWCISTERN
Base town	Wantage	Wantage	Abingdon
Google reviews / rating	7 / 4.3	41 / 4.7	64 / 4.8
Reviews in last 90 days	0	4	6
Profile photos (approx.)	6, all van shots	28, including jobs	40, including jobs
Google posts, last 90 days	0	6	8
Extra categories / services list	None / empty	Yes / yes	Yes / yes
NAP consistency, this sample	Weak	Mostly tidy	Tidy
Click-to-call on the website	No (number is an image)	Yes	Yes
Town or service pages	None	Boiler + Wantage page	Several town pages
Drama phone (illustrative)	01632 960184	01632 960221	01632 960338

Every rival in this table is invented — Vale Pipeworks Ltd, Willowcistern Plumbing and Chalkridge Heating & Plumbing do not exist, and the phones are Ofcom drama numbers. A live audit would name real local competitors and take a fresh snapshot of the pack, with the date and search used made clear.

PAGE 8 · 90-DAY ACTION PLAN, PART ONE

First, the jobs that change the picture fastest.

This plan is ranked by effort and likely impact, not by what sounds impressive. Days 1–30 are about getting the details straight and asking for reviews. We do not make these changes on the audit alone; they are the work of a retainer. Nothing here is a promise of a number-one ranking.

Days 1–30 — foundations

#	ACTION	EFFORT	LIKELY IMPACT
1	**Lock one official name, address and phone** — Bramble & Spout Plumbing Ltd, the Sample Yard address, and 01632 960184 in this example — and use it on invoices, the van, the site and every directory.	Low	High
2	**Tidy the Google Business Profile.** Align the name, add extra categories and a services list, rewrite the description with towns and jobs, set Saturday hours and the real service area, and add attributes such as emergency services if they are true. Mention Gas Safe only if you hold it.	Low–medium	High
3	**Fix the website contact details.** Put the official NAP in the footer, turn the number into a tap-to-call link, and retire the old 01632 960299 number.	Low	High
4	**Rewrite the homepage title, snippet and main heading** so they say you are a plumber in Wantage, not “Home | BSP” and “Welcome”.	Low	High
5	**Start a simple review request habit.** A short link or QR on the invoice, and a polite text after a job you were happy with. Ask once. Do not buy reviews.	Low	High
6	**Reply in public to all seven existing Google reviews**, including the invented two-star about the missed Sunday call-back. Keep the tone calm and useful.	Low	Medium
7	**Upload 15–20 recent job photos** to the profile — boilers, bathrooms, a van on site — with the customer’s permission. Retire the six old van-only shots as the main impression.	Medium	High
8	**Repair the inconsistent directory listings**, especially Yell, Checkatrade, Thomson Local, BT, Facebook and Bark, and remove the old phone number wherever it still appears.	Medium	High

What you should notice after 30 days, in a real engagement. A tidier profile, consistent listings, a review system in place, and a website that is clear enough to call. Meaningful movement in calls and Local Pack positions is typically judged over 90 days, not over a weekend.

PAGE 9 · 90-DAY ACTION PLAN, PART TWO

Then build the pages and keep the profile alive.

Once the foundations are in, the next 60 days are about useful pages, a faster homepage, and a rhythm of posts and reviews so the listing does not go quiet again.

Days 31–60 — pages, speed and a weekly rhythm

#	ACTION	EFFORT	LIKELY IMPACT
9	**Add the two missing listings** — Apple Business Connect and Yelp — and keep the core directories consistent as you go.	Medium	Medium
10	**Publish a proper "Boiler repair in Wantage" page** and a short "Emergency plumber" page, written for a person who needs the job doing, not copied from the homepage.	Medium	High
11	**Fix the homepage speed and jumpiness.** Compress the van photograph, give it set dimensions, and stop the cookie banner from pushing the heading around.	Medium	High
12	**Post on the Google profile about once a week** — a finished job, a seasonal reminder, or a straight answer to a common question.	Low	Medium
13	**Seed four or five genuine questions and answers** on the profile, such as "Do you cover Grove?" and "Are you available on Saturdays?"	Low	Medium

Days 61–90 — nearby towns and a first review of results

#	ACTION	EFFORT	LIKELY IMPACT
14	**Add a Grove page and an Abingdon or Didcot service-area page**, written for those towns, not duplicated from Wantage. This is the kind of work that sits in Local Growth rather than a light tidy-up.	Medium–high	High
15	**Fix the broken /contact-us link** and the small mobile header text so the site is easy to use on a phone.	Low	Medium
16	**Add a simple LocalBusiness code label** (structured data) so Google can confirm the official name, address and phone.	Medium	Medium
17	**Keep the review requests going** and reply to every new review within a few days. This becomes a habit, not a project.	Low	High, ongoing
18	**Review the first 90 days:** calls and direction requests from the profile (where Google provides them), new reviews, and whether you are closer to the Local Pack for "plumber Wantage". Then set the next quarter.	Low	—

How we would judge progress

Calls and direction requests from the Google profile, new genuine reviews, cleaner listings, and a clearer position for the main search terms. We report those in plain English. We do not treat "more traffic" as a vanity win if it does not lead to booked work.

What we will not promise

A guaranteed number-one ranking, a set number of new jobs in week one, or results from buying reviews or link schemes. Local search is slow at the start and compounds later. The plan above is a sample for this fictional firm, not a contract.

SAMPLE

PAGE 10 · WHICH RANKWELL PACKAGE FITS NEXT

In this example, Local Growth is the better fit.

Bramble & Spout, in this sample, covers Wantage plus Grove, Harwell, East Hendred, Didcot and occasional jobs in Abingdon. The website is slow on a phone and has no town pages. The profile and reviews have gone quiet. That is the situation Local Growth is built for. The audit itself does not include the implementation — that starts with a retainer.

ALREADY USED, IN A REAL JOB

Local Visibility Audit

£199 one-off

- The report you would receive, plus a 45-minute walkthrough call
- No monthly commitment
- We do not make the changes on the audit alone

A SOLID ALTERNATIVE

Local Starter

£449 a month

- Best if you want to tighten one town first
- Profile tidy-up, review system, citation cleanup
- Title and NAP fixes on up to five money pages
- Three-month minimum, then 30 days' notice

RECOMMENDED IN THIS EXAMPLE

BEST FIT HERE

Local Growth

£799 a month

- Everything in Starter, plus town and service pages
- Up to two new or rebuilt pages a month
- Ongoing speed and Core Web Vitals work
- Wider citations, all review replies drafted, rival watch
- Three-month minimum (six recommended)

Why Growth, and when Starter is enough

Growth fits this sample because the work is not only a tidy-up. There are several towns to cover, pages to write, and a homepage that needs real speed work, not just a title change. If a real client in this position wanted to start smaller — Wantage only, pages later — Local Starter is still a honest option. We would rather say that than oversell.

If a retainer starts within 14 days of the audit walkthrough call, the £199 is credited against the first month. We do not discount the monthly fees in the first 90 days. Prices are in pounds. VAT is added only if and when Rankwell is VAT-registered.

This sample is not a proposal and no fee has been charged. Bramble & Spout Plumbing Ltd is a fictional firm. A real next step would be a short conversation with Theo, then a written agreement. The client remains the owner of their website, Google Business Profile and listings.

PAGE 11 · CONTACT

Tell us the town and the trade. We will take it from there.

Rankwell is the local SEO studio for UK trades and service businesses, starting in Oxfordshire and the Thames Valley. This document is a sample of the £199 Local Visibility Audit — not a report on a real plumber.

Rankwell

Theo Kent, Founder

Rankwell · Near Faringdon, Oxfordshire

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Work is done remotely, with calls as needed, for trades and service businesses around Faringdon, Swindon, Wantage, Witney, Abingdon, Oxford and the towns in between.

What a real audit includes

- Google Business Profile review
- Website and on-page check, plus a basic speed pass
- Citation sample of up to 10 listings
- A two-rival Local Pack snapshot
- An 8–12 page PDF and a 90-day action plan
- A 45-minute call to walk through the findings
- £199, payable in advance · delivered within 3 working days of payment

How to get in touch

Email Theo at the address on the left. Say who you are, where you work, and whether you want the £199 audit or a conversation about a retainer. No contact form to babysit — a short email is enough. We reply from the same address.

RANK LOCALLY. BOOK MORE WORK.

Ready when you are.

If you are a real Oxfordshire trade, not this fictional plumber, send a short email and we will tell you honestly whether the audit is the right first step.

rankwell@mail.grokbot.com

Final reminder — this is a sample / example report. Bramble & Spout Plumbing Ltd, Riley Pippet, Unit 2 Sample Yard, Mill Fable Road, the OX12 9ZZ postcode, www.brambleandspout.example, and the numbers 01632 960184, 01632 960299, 01632 960221 and 01632 960338 are all invented. Vale Pipeworks, Willowcistern Plumbing and Chalkridge Heating & Plumbing are invented rivals. Every score, listing, review, pack position and Core Web Vitals figure was created for illustration. None of it is real data about a real business.