

FULL LOCAL VISIBILITY GAP AUDIT

SAMPLE REPORT

Prepared for Marshview HVAC & Air in North Charleston, SC

1 COVER PAGE	
Business	Marshview HVAC & Air
Client	Daniel Pierce
Category	HVAC Contractor
City	North Charleston, SC
Website	sample-marshviewhvac.com
Audit Date	July 5, 2026
Score	47/100
Primary Rec	Complete GBP + build service pages

2 EXECUTIVE SUMMARY

Marshview HVAC & Air has a weak visibility position. The business has a working profile, website, and positive reviews, but appears below selected competitors for AC repair, emergency HVAC, and HVAC contractor searches. The first priority is profile completeness and service-page clarity.

3 VISIBILITY SCORECARD			
Category	Weight	Score	Weighted
Google Search Visibility	20%	46	9.2
Google Maps Visibility	20%	43	8.6
Google Business Profile Quality	15%	52	7.8
Website Visibility	15%	50	7.5
Review/Reputation Strength	15%	58	8.7
Competitor Position	10%	40	4.0
AI Search Visibility	5%	30	1.5
TOTAL	100%	47/100	47

- 4 KEY FINDINGS**
- AC repair and emergency HVAC searches show limited observed visibility.
 - Google Maps placement trails selected competitors.
 - Profile services, photos, and Q&A need review.
 - AI search tools did not consistently mention the business.

5 GOOGLE SEARCH REVIEW			
Search Term	Position	Competitor	Finding
AC repair North Charleston	Not top 10	Charleston Air #2	Limited observed visibility
HVAC contractor North	#9	Lowcountry #3	Below competitors
emergency HVAC North Charleston	Not top 10	Charleston Air #2	Urgent search gap

Key Finding: Weak-to-moderate search visibility, especially around AC repair and emergency HVAC terms.

Recommendation: Build priority AC repair and emergency HVAC pages.

6 GOOGLE MAPS REVIEW			
Search Term	Map Rank	Competitor	Finding
AC repair near me	Not top 10	Charleston Air #2	Maps gap
HVAC contractor North	#8	Lowcountry #3	Below competitors
emergency HVAC near me	Not observed	Coastal Comfort #6	Limited urgent visibility

Key Finding: Maps visibility is weak compared with selected competitors.

Recommendation: Complete profile services, photos, Q&A, and service areas.

7 GOOGLE BUSINESS PROFILE REVIEW			
Category	Status	Finding	Rec.
Profile Complete	Partial	Services incomplete	Expand
Services	Limited	Broad HVAC only	Add details
Photos	Limited	Few recent photos	Refresh

Key Finding: Profile is active but incomplete.

Recommendation: Update services, photos, Q&A, and service areas.

8 WEBSITE VISIBILITY REVIEW			
Area	Status	Finding	Rec.
On-Page SEO	Limited	Generic headings	Improve
Local Content	Limited	Few service-area pages	Build pages
Technical SEO	Moderate	Basic site works	Review schema

Key Finding: Website does not strongly support priority service searches.

Recommendation: Create AC repair and emergency HVAC pages.

9 REVIEW & REPUTATION REVIEW			
Metric	Business	Comp. 1	Comp. 2
Total Reviews	37	118	91
Average Rating	4.6	4.7	4.5
Recent Reviews	4	17	11

Key Finding: Rating is acceptable, but review volume and recency trail competitors.

Recommendation: Create review response and request process.

10 COMPETITOR VISIBILITY COMPARISON								
Competitor	Search	Maps	GBP	Website	Reviews	AI	Total	
Marshview HVAC & Air	46	43	52	50	58	30	47	
Charleston Air Pros	78	76	84	80	82	62	78	
Lowcountry Heating & Cooling	72	70	78	74	76	58	72	

Key Comparison: Charleston Air Pros is the strongest observed competitor based on Maps presence, reviews, and service-page coverage.

Recommendation: Use Charleston Air Pros as primary benchmark.

11 AI SEARCH VISIBILITY REVIEW				
AI Tool	Mention	Accuracy	Finding	Rec.
ChatGPT	No	N/A	Competitors listed	Add public signals
Claude	No	N/A	Not mentioned	Clarify services
Gemini	Partial	Partial	Directory reference	Fix listings
Perplexity	Partial	Partial	Citation only	Improve website clarity

Key Finding: AI visibility is weak and inconsistent.

Recommendation: Strengthen public service and location signals.

- 12 PRIORITY ISSUES**
- AC repair search visibility gap
 - Google Maps placement gap
 - Review velocity gap

- 13 RECOMMENDED ACTIONS**
- Complete GBP service details
 - Build AC repair + emergency HVAC pages
 - Create review response process

14 30-DAY VISIBILITY ROADMAP			
Week	Focus	Primary Task	Success Indicator
Week 1	Profile accuracy	Update services, service areas, photos, Q&A	Profile is clearer
Week 2	Website pages	Build AC repair and emergency HVAC pages	Pages support searches
Week 3	Reviews	Respond to reviews and request feedback	Review process active
Week 4	Monitoring	Re-test searches and AI prompts	Updated baseline set

- 15 OPTIONAL MONTHLY MONITORING PLAN**
- Visibility score tracking
 - AC repair search tracking
 - Competitor movement tracking
 - Review and reputation monitoring
- Recommended:** Monthly monitoring recommended due to current visibility gaps.

- 16 NEXT STEPS**
- Review top three gaps.
 - Complete Google Business Profile.
 - Build priority service pages.
 - Re-test after 30 days.