

Greater Manchester TradesLocal

Visibility Scorecard

A focused self-check for plumbers, electricians, roofers, builders and other service-area businesses. Use it to identify the work that makes local discovery clearer for people, Google Search and AI-led search experiences.

1. Start with accuracy

Get the real-world details right before changing content.]

2. Build useful proof

Show the jobs, decisions and service detail a customer needs.]

3. Measure enquiries

Review calls, forms and qualified opportunities — not only rankings.]

Scorecard: local search foundations Mark the current position for each area. A low score is a useful priority list, not a reason to make rushed changes.

Area	What to review	Status
Business identity	Your business name, primary telephone number, website, actual trading address or service-area presentation are consistent wherever customers check them.	Complete ☐ In progress ☐ Not started ☐
Google Business Profile	One profile for the real business; the correct primary category; current service details; genuinely relevant photos; no public address if customers do not visit the premises.	Complete ☐ In progress ☐ Not started ☐
Service area	A realistic list of the cities, postcodes or areas actually served. Keep the area specific and customer-led rather than trying to cover every town in the UK.	Complete ☐ In progress ☐ Not started ☐
Core service pages	Each priority service has a clear page explaining suitability, process, constraints, evidence and the next step — not a thin variation of the same copy.	Complete ☐ In progress ☐ Not started ☐
Local proof	Recent project photos, case context, reviews handled within platform rules, and real information that makes a customer more confident to enquire.	Complete ☐ In progress ☐ Not started ☐

Area	What to review	Status
Technical clarity	Important pages load on mobile, return the correct status, use one canonical URL, have descriptive titles and headings, and are easy to reach through internal links.	Complete ☐ In progress ☐ Not started ☐
Enquiry path	Phone, form and WhatsApp or email routes are obvious; form submissions are tested; source and enquiry quality can be recorded.	Complete ☐ In progress ☐ Not started ☐

Important: service-area businesses Google's guidance treats trades such as plumbers as service-area businesses when they travel to the customer. Keep the service area accurate; Google says a profile can list up to 20 service areas and should normally cover an overall area that can be reached within about two hours from the business base. Do not use a public address where customers do not visit you.

Source notes: Google Business Profile Help — service-area businesses and local ranking guidance. This scorecard is educational; it does not promise a map-pack position, AI result or volume of enquiries.

A practical 30-day action plan

Choose the work that will remove the clearest customer and search-engine uncertainty first.

1

Days 1-7: fix the business facts#text(size: small)[Check the site footer, contact page, Google Business Profile and genuine social or directory listings. Confirm one name, one main phone number, current service scope and the right location/service-area display.]

2

Days 8-14: improve the money pages#text(size: small)[Prioritise the services that drive enquiries. Add clear, original answers about the job, the process, practical limits, local availability and how to request a quote.]

3

Days 15-21: add evidence, not filler#text(size: small)[Publish relevant project images, helpful before/after context where appropriate, a factual process explanation and work examples. Use accurate alt text; do not fabricate reviews or outcomes.]

4

Days 22-30: measure and decide#text(size: small)[Check Search Console, business-profile actions, phone calls and form enquiries. Identify the pages and services that need the next iteration; do not treat a single-week position change as the entire story.]

What AI-led local search changes — and what it does not

Keep the foundations, raise the usefulness.

Google's generative Search features still rely on the ability to retrieve useful, current and technically accessible pages. The practical response is not a special "AI trick". It is accurate business information, useful service content, original proof, good mobile access and a credible route to contact the business.

Six questions for your next review

- 01 Can a customer tell exactly which services you provide and where you genuinely work?
- 02 Does every priority service page explain something a generic competitor page does not?
- 03 Do project photos and case information support the claims on the page?
- 04 Would a mobile visitor know how to call or request a quote within a few seconds?
- 05 Are Google Business Profile information and website details aligned with the real business?
- 06 Can you connect visibility activity to calls, leads and qualified work rather than vanity metrics?

Want a prioritised technical and AI-search view?

Think SEO is a Manchester-based SEO agency. Start with a free review of the foundations, then decide which local visibility priorities deserve proper implementation.

think-seo.co.uk/free-seo-audit · think-seo.co.uk/free-ai-visibility-check/