



WHERE DESIGN MEETS TECHNOLOGY

SAMPLE REPORT • FICTIONAL BUSINESS • ILLUSTRATIVE DATA

Search visibility report

Example Plumbing & Gas

www.example.com

This is an example, not a real report.

Example Plumbing & Gas does not exist. Every figure, finding and competitor in this report is invented to show how a Fyre Interactive audit is laid out and how deep it goes. A real audit uses your own Google data, live search results and a technical check of your site.

01

How to read this report

This report looks at how Example Plumbing & Gas shows up when people search Google for the work it does, and what would bring more of those people to the phone. Google, and the AI assistants that lean on it, ask four questions about every site:

QUESTION	IN PLAIN TERMS
Found	Can Google find and store your pages?
Understood	Does Google understand what each page is for, and who it is for?
Trusted	Does Google trust you enough to show you above the other plumbers?
Chosen	When you do appear, do people pick you?

- Every finding is labelled with the question it answers, and says what it means for your business, not just for Google.
- **Time to do** is the work involved, in hours. **Time to show effect** is how long Google usually takes to notice and reward it.
- Everything here is a recommendation. You decide what, if anything, happens next, and who does it.

About this sample. The business, the figures, the competitors and the AI answers are all invented. The structure, the depth and the plain-language approach are exactly what a real audit delivers. A real audit takes about a week.

02

Where you stand

Over the last three months the site was shown in Google 56,087 times and people clicked through 1,346 times. That is 3% more visits than the three months before, but 16% fewer than the same months last year, while the number of appearances has grown. Google is showing the site more often, and fewer people are choosing it.

1,346visits from Google
last three months

SEARCH CONSOLE

2.4%of appearances became
a visit

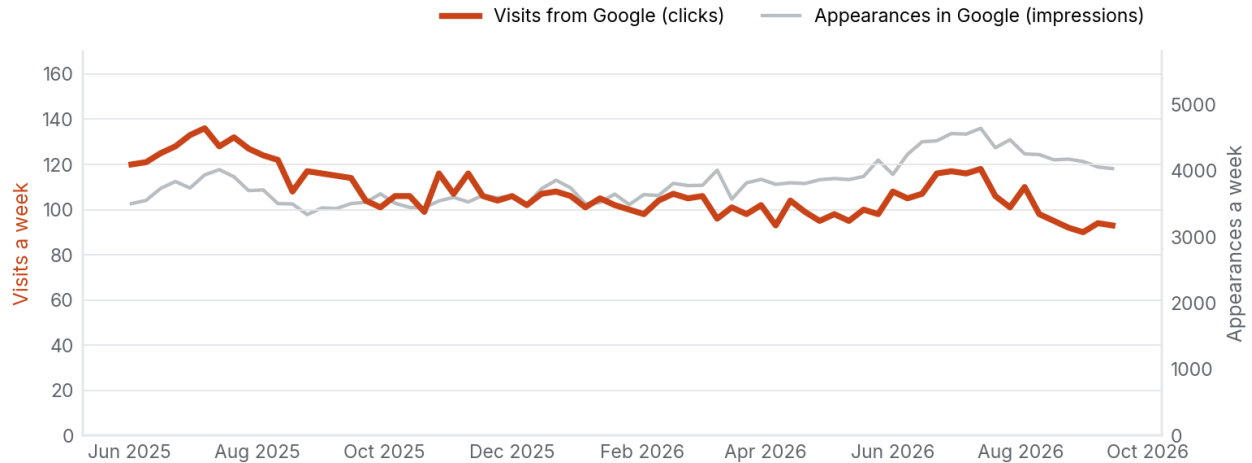
SEARCH CONSOLE

129enquiries from Google
(38 forms, 91 calls)

ANALYTICS

4.8stars from 41 Google
reviews

GOOGLE PROFILE



Visits and appearances from Google, week by week, over 16 months (sample data). Visits fell through the second half of last year and have not recovered, apart from the winter rise in geyser searches.

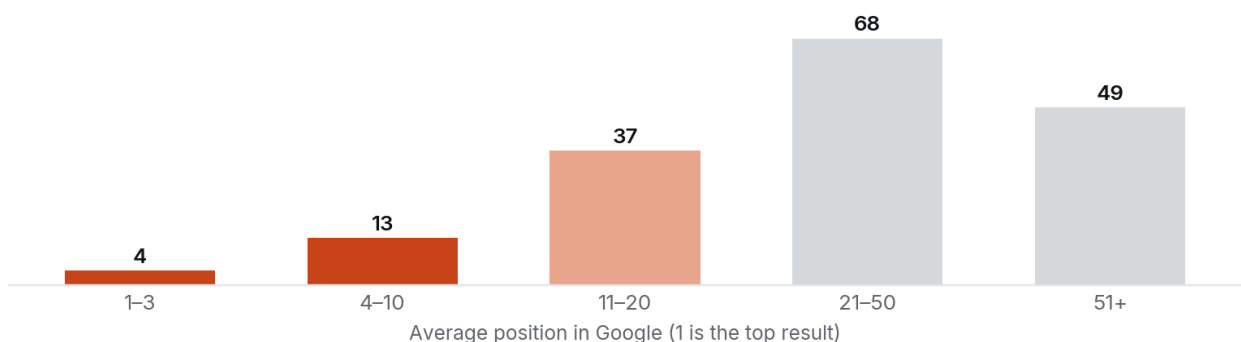
The four questions

QUESTION	NOW	THE EVIDENCE
Found	Amber	19 of the 31 addresses in your sitemap are stored by Google. Nine of the rest are image attachment pages that should not be in the sitemap at all, and three pages exist twice, with and without "www".
Understood	Red	One "Services" page tries to sell eight services. Google has no page to show for "geyser replacement Midrand" or "gas certificate", so it shows other people's.
Trusted	Amber	A strong 4.8 from 41 reviews, but six directories and the site footer still list an old phone number, so Google sees two versions of your business.
Chosen	Amber	Your home page title in Google reads "Home". Eight other page titles are cut off mid-word, and no page shows a price or a call-out time.

What is not wrong

- The site is not penalised, and nothing is blocking Google.
- Your reviews are better than those of every plumber holding a map-result place for "plumber midrand".
- The site is secure (HTTPS) and your WordPress, theme and plugins are up to date.

Where the searches rank



The 171 searches the site appeared for last quarter, grouped by average position (sample data). Only 17 are on the first page; 37 sit on page two, where very few people look. Those 37 are the quickest wins.

03

The three things that matter most

1. One page is trying to sell eight services

QUESTION: UNDERSTOOD

What I found. The "Services" page lists emergency plumbing, geysers, gas, leak detection, drains, bathrooms, solar and maintenance in one long list. For "geyser replacement midrand" (about 110 searches a month) Google shows the page at position 11, below two competitors with a page about nothing but geysers.

What this means for you. People searching for a geyser are ready to spend. At the moment most of them never see you.

The fix. Give the four services that bring the most work their own pages: emergency plumbing, geyser replacement, gas installation and certificates, and leak detection. Each page answers the questions customers actually ask, with real jobs and photos.

TIME TO DO	TIME TO SHOW EFFECT	WHO COULD DO IT
10–14 hours	6–12 weeks	Either: you supply prices, photos and job details; I can write and build

2. Google sees two versions of your business

QUESTION: TRUSTED

What I found. Your Google profile, the site header and 12 directories show the current number. The site footer and six directories still show the number you stopped using.

What this means for you. Google trusts consistent details. Two numbers make it less sure you are one business, and some callers reach a dead line.

The fix. Correct the footer, then update or claim the six directory listings.

TIME TO DO	TIME TO SHOW EFFECT	WHO COULD DO IT
2–3 hours	4–8 weeks	Either

3. The home page is slow on phones

QUESTION: FOUND · CHOSEN

What I found. On a phone, the main content of the home page takes 5.1 seconds to appear in a lab speed test, and the page weighs 3.2 MB. The rotating banner alone is 2.4 MB of images. Google's own measure from real visitors marks the site "needs improvement".

What this means for you. Most of your visitors are on phones, often with a burst pipe. Every second of waiting loses some of them.

The fix. Replace the banner with one compressed image, switch on page caching, and remove two plugins that load on every page but are used on one.

TIME TO DO	TIME TO SHOW EFFECT	WHO COULD DO IT
3–4 hours	2–6 weeks	Me

04

Baseline: the "before"

These are the measures every later check is compared with. Each comes from a real source; in this sample, the numbers themselves are invented.

MEASURE	NOW	SOURCE	PERIOD
Visits from Google	1,346	Google search reporting	Last 3 months
Of which, searches for your name	781 (58%)	Google search reporting	Last 3 months
Appearances in Google	56,087	Google search reporting	Last 3 months
Searches on page one (average position 1–10)	17	Google search reporting	Last 3 months
Enquiry forms from Google visitors	38	Your analytics	Last 3 months
Phone taps from Google visitors	91	Your analytics	Last 3 months
Calls from your Google profile	164	Google Business Profile	Last 3 months
Map results, "plumber midrand"	5th	Live Google results, Midrand	Day of audit
Map results, "geyser replacement midrand"	2nd	Live Google results, Midrand	Day of audit
Pages stored by Google	19 of 31	Google search reporting	Day of audit
Main content on a phone (home page)	5.1 s	Lab speed test	Day of audit
Other websites linking to you	27 (4 relevant)	Link index	Day of audit

05

What I recommend

In three groups. The first group is what I would do now; the next two build on it once it is live and Google has had time to notice. Together, the First items come to about **23–34 hours** of work.

First

WHAT	QUESTION	WHY	WHO	TIME TO DO	TIME TO SHOW EFFECT
Remove duplicate addresses and clean the sitemap	Found	Google wastes visits on pages nobody needs	me	1–2 hours	2–4 weeks
Replace the home-page banner, compress images, switch on caching	Found · Chosen	Faster pages keep phone visitors	me	3–4 hours	2–6 weeks
Four service pages: emergency, geysers, gas and certificates, leak detection	Understood	Gives Google a page to show for each money search	either	10–14 hours	6–12 weeks
A Midrand and a Fourways section on each, with real local jobs	Understood · Trusted	Local proof, not near-identical town pages	either	3–5 hours	6–12 weeks
Correct the old phone number on the site and six directories	Trusted	One consistent business in Google's eyes	either	2–3 hours	4–8 weeks
New titles and descriptions for the 12 pages that appear in Google	Chosen	More of the people who see you click	me	2–3 hours	2–4 weeks
Business details as structured data (name, area, hours, services)	Understood · Trusted	Google and AI answers can read the facts directly	me	1–2 hours	2–6 weeks
A review link and QR code for every finished job	Trusted	Keeps reviews coming, which the map results reward	you	about 30 minutes	builds over months

Next

WHAT	QUESTION	WHY	WHO	TIME TO DO	TIME TO SHOW EFFECT
"From" prices and call-out times on the service pages	Chosen	People choose the listing that answers "how much"	you	1–2 hours	2–6 weeks
A gallery of real jobs, captioned with suburb and job type	Trusted	Proof a competitor cannot copy	either	2–4 hours	4–8 weeks
Monthly posts on your Google profile	Trusted	An active profile does better in the map results	you	30 minutes a month	builds over months
Link the blog posts to the service pages they discuss	Understood	Passes the posts' credit to the pages that sell	me	1–2 hours	4–8 weeks

Later

WHAT	QUESTION	WHY	WHO	TIME TO DO	TIME TO SHOW EFFECT
Articles answering the questions customers ask, starting with gas certificates when selling a house	Understood	Brings people in before they need a plumber	either	3–4 hours each	2–4 months
A solar geyser page, if enquiries justify it	Understood	Demand is growing but still small	either	4–6 hours	6–12 weeks
Links from suppliers and the local business chamber	Trusted	Relevant links are worth more than many directories	either	3–5 hours	2–6 months
A second audit, to measure the First and Next items	All four	Shows what worked, and what to do next	me	about 1 week	—

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Timing

Searches for geyser replacement roughly double in June and July in your own search data, when cold nights break old geysers. A new page usually needs 6–12 weeks to settle in Google, so the geyser page does the most good if it is live about 8–10 weeks before winter.

What speeds things up: your strong reviews, a site Google already visits often, and real photos of real jobs. **What slows things down:** the duplicate addresses (until they are fixed), and a competitor with more than 180 reviews in the Midrand map results.

07

If you'd like me to go ahead, I'd need

WHAT	WHY	WHAT IT UNBLOCKS
Admin access to the website (or a copy of it)	To make the technical fixes	Found and Chosen items
Manager access to your Google Business Profile	To correct details and set up the review link	Trusted items
Access to Google Search Console and your analytics	To measure the "before" and the "after"	Every measure in this report
Your price ranges and call-out times for the four services	People choose listings that answer "how much"	The four service pages
10–20 photos of real jobs, with the suburb	Proof, and the local sections	Service pages and gallery
The questions customers ask most	Each is a paragraph or an article waiting to be written	Service pages and articles

08

What you can do yourself

These take 30–60 minutes a month and add up. None of them needs me.

- Send the review link to every happy customer when the job is signed off, and reply to every review, good or bad.
- Post on your Google profile once or twice a month: a finished job, a before-and-after, a winter geyser tip, with a real photo.
- Take photos on site. The van, the team, the job before and after.
- Keep a note of the questions customers ask on the phone. Send them to me, or write the answers yourself.
- Keep your hours, number and service areas the same everywhere they appear.
- Before changing a page address, deleting a page or adding an "SEO" or "AI" plugin, ask first. Each can undo months of work.

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How I'd measure it

MEASURE	NOW	WORKING TOWARDS
Visits from searches that are not your name	565 a quarter	A steady rise, quarter on quarter
Enquiries from Google (forms and calls)	129 a quarter	Up, and tracked by service
Map results, "plumber midrand"	5th	In the top three
Searches on page one	17	Most of the 37 on page two moving up
Pages stored by Google	19 of 31	Every real page, and nothing else
Main content on a phone	5.1 s	Under 2.5 s

Checks are counted from the day each change goes live: a first look after 4 weeks, a proper comparison after 12. No position in Google can be promised by anyone, and I don't.

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What I'd deliberately not do

- **Buy links.** Google penalises paid link schemes, and the damage outlasts the payment.
- **Make a page for every suburb.** Near-identical town pages are treated as doorways, not content.
- **Add a second SEO plugin.** Two plugins fight and send Google mixed signals.
- **Pay for an "AI optimisation" package or an lms.txt file.** No search engine or assistant reads them.
- **Change page addresses without redirects.** That throws away what the old pages have earned.

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How to proceed

OPTION	HOW IT WORKS
1. You do it	This report is written so that you, or whoever looks after your site, can do every item yourself.
2. I do the First items	I quote for them separately, and you decide on Next and Later once they are live.
3. A mix	You pick the lines you want me to do, and do the rest yourself with these instructions.

APPENDIX A

Keywords

Every search tracked in this audit: where the site appears on average (Google search reporting, last three months), and roughly how often it is searched each month.

SEARCH	AVERAGE POSITION	SEARCHES A MONTH	NOTES
example plumbing (your name)	1.2	—	Brand search: 58% of all visits
plumber midrand	9.8	480	Bottom of page one; map results 5th
emergency plumber midrand	12.4	170	No emergency page
plumber fourways	16.1	260	No Fourways content
emergency plumber fourways	14.2	90	No emergency page
geyser replacement midrand	11.3	110	Map results 2nd; no geyser page
geyser installation johannesburg	23.8	320	No geyser page
gas installation johannesburg	22.5	390	Mentioned in one line only
gas compliance certificate johannesburg	31.0	210	No page
leak detection midrand	18.6	70	No page
blocked drain sandton	not in top 50	140	No drains content
solar geyser installation	34.2	260	Growing; see Later
bathroom renovation midrand	not in top 50	90	Not a core service
water pressure problems	41.0	50	An article, not a service page

APPENDIX B

Technical findings

ISSUE	QUESTION	PAGES	SEVERITY	FIX	TIME TO DO
Nine image attachment pages in the sitemap	Found	9	Medium	Redirect attachments to the image; drop them from the sitemap	30 minutes
Pages reachable with and without "www"	Found	3	High	One permanent redirect to the "www" version	30 minutes
Home page main content 5.1s on a phone	Found · Chosen	1	High	One compressed hero image; page caching	2–3 hours
Two plugins load on every page but are used on one	Found	all	Medium	Load them only where used, or replace	1 hour
Home page title is "Home"	Chosen	1	High	Write a title that says what and where	15 minutes
Eight titles cut off in results	Chosen	8	Medium	Rewrite to fit about 60 characters	1 hour

ISSUE	QUESTION	PAGES	SEVERITY	FIX	TIME TO DO
Two pages share the main heading "Our Services"	Understood	2	Medium	One topic per page, one heading each	part of the new pages
No business details as structured data	Understood · Trusted	site	Medium	Add LocalBusiness details once, site-wide	1-2 hours
Old phone number in the footer	Trusted	all	High	Correct it; then the directories	15 minutes
Contact form sends no confirmation to the customer	Chosen	1	Low	Add a short confirmation message	30 minutes

APPENDIX C

AI answers checked

Questions a customer might ask an AI assistant or Google's AI Overview, and which businesses the answers named. In this sample the competitors are anonymised.

QUESTION ASKED	WHERE	BUSINESSES NAMED	YOU NAMED?
Who is a reliable plumber in Midrand?	AI assistant	Competitor A, a directory, Competitor C	No
How much does a geyser replacement cost in Johannesburg?	Google AI Overview	Two insurers' guides, a directory	No
Emergency plumber in Fourways open now	Google (map results)	Competitors A, B and D	Yes, 4th
Do I need a gas compliance certificate to sell my house?	Google AI Overview	An industry body, Competitor B	No
Example Plumbing & Gas reviews	AI assistant	Your Google profile	Yes

AI answers quote pages that state facts plainly near the top: prices, areas, call-out times. The four service pages in the First group are written that way.

A title that gets chosen

How the home page looks in Google's results now, and how it could look.

BEFORE

www.example.com

Home

Welcome to our website. We are a professional plumbing company offering a wide range of services for all your needs...

AFTER

www.example.com

Plumber in Midrand & Fourways | Geysers, Gas, Leaks

Plumbers and gas installers for Midrand, Fourways and Sandton. Emergency call-outs, geyser replacement and gas certificates. 4.8 stars from 41 reviews.

APPENDIX D

Glossary

TERM	MEANING
Appearances (impressions)	How many times your site was shown in Google's results.
Visits (clicks)	How many times someone clicked through to your site from those results.

TERM	MEANING
Average position	Where you appeared on average; 1 is the top result.
Stored (indexed)	Google has kept the page and can show it. A page that is not stored is invisible.
Sitemap	The list of your pages you hand to Google so none are missed.
Redirect	A permanent forward from an old address to a new one, which carries its credit with it.
Structured data	Labels in the page code that tell Google facts, such as your business name and area, directly.
Google Business Profile	Your listing on Google Maps and in the map results.
Map results	The three businesses Google shows on a map for local searches.
AI Overview	Google's AI-written answer above the normal results. It names the sites it draws on.
Core Web Vitals	Google's measures of how fast and stable a page feels to real visitors.

This was a sample. For a real audit of your own site, book one at fyre.co.za/contact/. It takes about a week, and the report is yours to act on however you choose.