



Acme Roofing

Roofer

Industry	Roofer · Roofing contractor
Address	12 Example Street, Middleton, Christchurch 8024
Rating	★★★★☆ 4.4 · 9 reviews
Services	Roof repairs, Re-roofing, Spouting and flashings
Products	Roof inspection report
Photos	12
Website	example.co.nz

PROFILE CHECKLIST

✓ Pass ! Partly (half marks) ✗ Not yet ? Can't be seen publicly, confirm in the profile

Profile basics

Profile claimed	yes	✓
Claimed and verified by the owner		
Main category	Roofer	✓
Pass: a main category one of your top 3 uses		
Extra categories	1	!
Pass: 2 or more		
Services listed	3	✓
Pass: 3 or more		
Products listed	1	✓
Pass: at least 1		
Service area set	confirm	?
Pass: the suburbs you serve are listed		
Description	197 characters	!
Pass: 250+ characters that name the trade		
Opening hours set	set	✓
Pass: hours are listed		
Phone matches website	yes	✓
Pass: same number on both		
Website has a page for the trade	no	✗
Pass: the homepage, or a page it links to, is titled for the trade		

Photos

Logo uploaded	yes	✓
Pass: a logo is on the profile		
Primary photo uploaded	yes	✓
Pass: a cover photo is on the profile		
Photo count	12	!
Pass: 20 or more		

Reviews

Review count	9	–
Your top 3 have 25 to 225. Tracked over time, not scored		
Star rating	4.4	!
Pass: 4.5 or more		
New reviews, last 90 days	1	!
Pass: 3 or more		
Replies to reviews	0%	✗
Pass: 80% or more answered		

67 / 100

FAIR

Top 3 average 84 · Rival A 92

Profile basics		81%
Photos		73%
Reviews		36%

2 of 51

suburbs where you are in the top 3

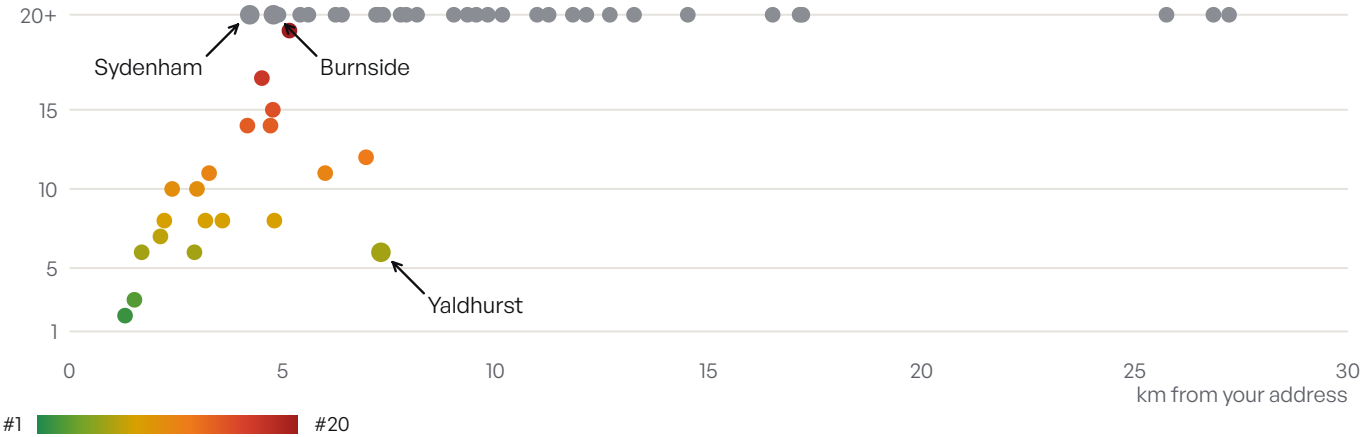
12 of 51

suburbs where you are in the top 10

26.6

your average map position, lower is better (in the suburbs where you show)

Map position against distance from Middleton



What it shows: within 7.0 km of Middleton you are top 10 in 11 of 26 suburbs; further out, 1 of 25.

Target first: Sydenham (past 20, 4.2 km) and Burnside (past 20, 4.8 km). Close to you, but you are not showing. These are the quickest wins.

Build on: Yaldhurst (#6, 7.3 km). You rank better here than the distance suggests, so find out why and repeat it nearby.

SUBURBS YOU RANK IN, BEST FIRST

Hillmorton	2	Yaldhurst	6	Hornby	8	Huntsbury	11
Upper Riccarton	3	Spreydon	7	Wigram	8	Ilam	11
Riccarton	6	Addington	8	Fendalton	10	Prebbleton	12
Hoon Hay	6	Avonhead	8	Sockburn	10	Merivale	14

Also in the top 20 in 4 more. Not in the top 20 in the other 31 suburbs.

YOUR REVIEWS

9 reviews 4.4



8 positive (4 to 5 stars) 1 neutral 0 negative

All 9 star ratings on the profile.

70 days since the last review

0% of reviews replied to

What customers praise you for

Finds and fixes the leak first time
"Found the leak on the first visit and fixed it the same day"

Turns up when they said they would
"Turned up when they said they would"

Explains the job with photos
"explained everything with photos from the roof"

What they mention going wrong

One review says a small repair cost more than expected. It was never replied to.
"the price was higher than I expected for a small repair"

YOUR COMPETITORS

The three businesses above you, and how you compare

THE THREE ABOVE YOU

Rival A

Roofing contractor
1 Example Road

A

Rating ★★★★★ 5 · 225 reviews

Photos 36

Hours 77 a week

Top 10 in 49 of 51 suburbs

Rival B

Roofing contractor
1 Example Road

B

Rating ★★★★★ 5 · 25 reviews

Photos 28

Hours 50 a week

Top 10 in 39 of 51 suburbs

Rival C

Roofer
1 Example Road

R

Rating ★★★★★ 5 · 38 reviews

Photos 42

Hours 89 a week

Top 10 in 34 of 51 suburbs

HOW YOU COMPARE

Profile score

out of 100

You		67
Rival A		92
Rival B		79
Rival C		80

Suburbs in the top 3

of 51

You		2
Rival A		31
Rival B		21
Rival C		17

Average map position

where they show, lower is better

You		26.6
Rival A		3.7
Rival B		6.1
Rival C		7.6

Total reviews

You		9
Rival A		225
Rival B		25
Rival C		38

CATEGORIES

You	Roofer · Roofing contractor
Rival A	Roofing contractor · Roofer, Gutter cleaning service
Rival B	Roofing contractor · Roofer
Rival C	Roofer · Roofing contractor, Gutter cleaning service +1 more

Categories I'd suggest for you

Main: Roofer (keep)

Add: Gutter cleaning service

Two of the businesses above you use it. Add it only if you clear gutters as part of the job.

WHAT THEIR REVIEWS SAY ABOUT THEM

Rival A

Before and after photos

"Sent photos of the roof before and after"

Same-day quotes that stick

"Quote came back the same day and the price did not change"

For you: Send before-and-after photos with every job, and ask for the review in the same message.

Rival B

Comes out fast in a storm

"Came out the next morning when our roof was leaking"

Checks the whole roof

"checked the rest of the roof while up there"

For you: Say on the profile that you take emergency leak calls, and how fast you get there.

Rival C

Roof, spouting and downpipes in one visit

"Did the roof, spouting and downpipes in one visit"

Written roof reports

"Gave us a written report on the roof with photos"

For you: Offer a roof inspection report as a product, with photos. It gives people a reason to call before anything leaks.

- All three are praised for photos and clear updates more than price, so their reviews describe the experience, not the cheapest quote.
- The top 3 get a new review every week or two. A review request after every job is how you match that.

WHAT'S NEXT

What's working, what isn't, and what I'd do

You pass 8 of 15 checks.

1 more (service area set) can't be seen publicly, so we'd confirm it together.

What's working (8)

- ✓ **Profile claimed**
Now: yes
- ✓ **Main category**
Now: Roofer
- ✓ **Services listed**
Now: 3
- ✓ **Products listed**
Now: 1
- ✓ **Opening hours set**
Now: set
- ✓ **Phone matches website**
Now: yes
- ✓ **Logo uploaded**
Now: yes
- ✓ **Primary photo uploaded**
Now: yes

What needs work (7)

- ! **Extra categories**
Now: 1 · Pass: 2 or more
- ! **Description**
Now: 197 characters · Pass: 250+ characters that name the trade
- X **Website has a page for the trade**
Now: no · Pass: the homepage, or a page it links to, is titled for the trade
- ! **Photo count**
Now: 12 · Pass: 20 or more
- ! **Star rating**
Now: 4.4 · Pass: 4.5 or more
- ! **New reviews, last 90 days**
Now: 1 · Pass: 3 or more
- X **Replies to reviews**
Now: 0% · Pass: 80% or more answered

Where that leaves you

For "roofer" you're in the top 10 in only 12 of 51 suburbs, so most people searching never see the profile. The profile itself is in reasonable shape: 8 of 15 checks pass. Reviews are where the gap is. The businesses above you each pick up a new one every week or two, which is a big part of why they stay there, and you are 16 short of the weakest of them.

Reviews are easiest to fix when they arrive on their own: a text with a direct review link goes out when each job is paid, so nobody has to chase customers. The other half is consistency. When the profile, the website and the places that link to you all use the same words and suburbs, Google has less to guess. Right now the website is not backing the profile up, so it is worth sorting both together, whether that is reworking the site or building a new one. A written keyword and location plan is what keeps all three lined up.

NEXT STEP

Let's talk it through

I'll go through this report with you, show you what lifting the profile is worth to the business, and what it takes to get there. No obligation.

Reply to the email this came with, or get in touch at obiedigital.co.nz. Stephen, Obie Digital.