

Servicedly • Initial Visibility Audit

Example Business Ltd (Very Long Name To Stress Test Layout Handling) Emergency plumber London https://example.com	Foundations • Month 1
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Foundations 1-3	Reinforcement 4-6	Authority 7-12	Protection 13-18	Extended Retention 19-24
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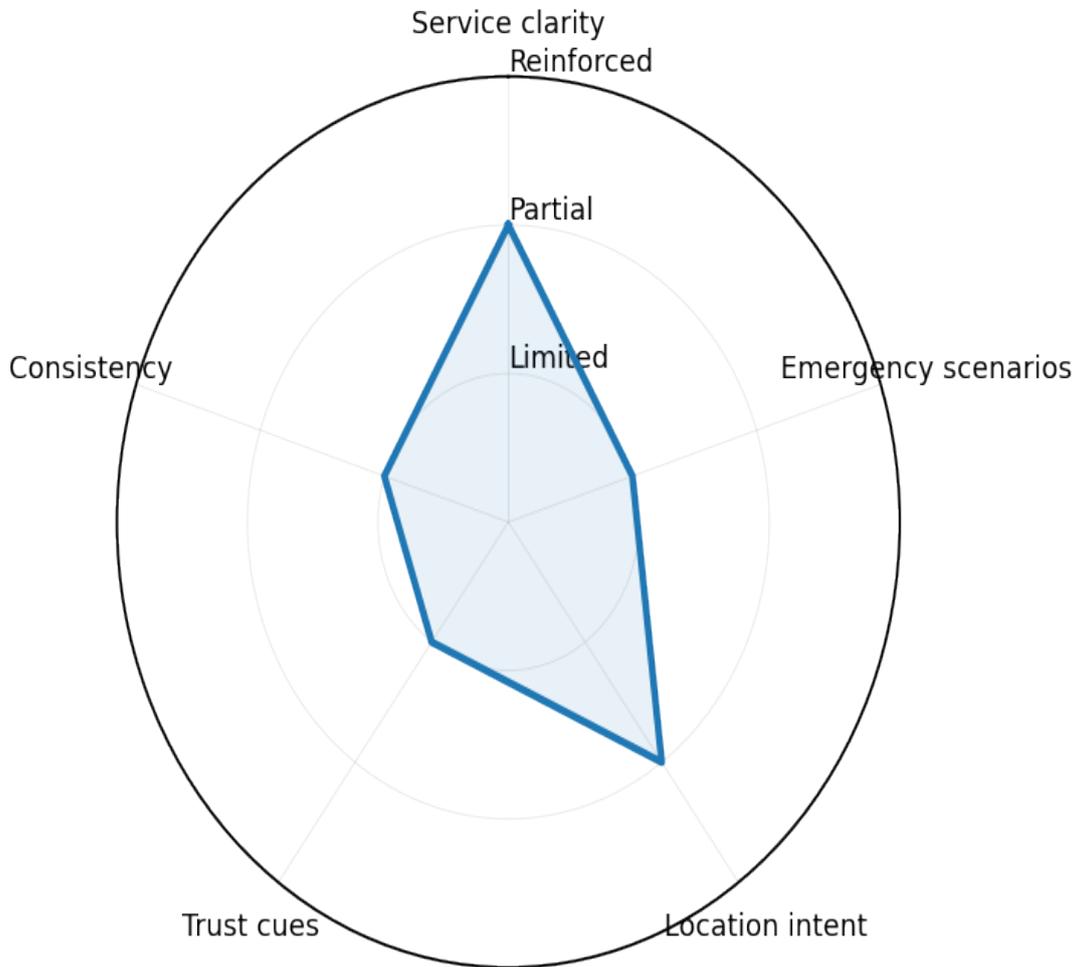
Executive summary

We reviewed how your business is presented for urgent local intent. The priority is consistent service clarity, scenario coverage, and trust signals so AI/search platforms interpret you reliably.

Structure snapshot (qualitative)

Qualitative snapshot of clarity and reinforcement maturity (not rankings).

Initial structure snapshot



Radar legend: Limited = foundational structure in place • Partial = reinforced but developing • Reinforced = stable and consistently interpreted

Change vs last month: Baseline established (first measurement).

Interpretation stability: Emerging

Interpretation risk note: where trust/consistency cues are limited, some platforms may summarise services less reliably. This month’s reinforcement reduces that risk over time.

Snapshot notes

- Service set is clear but not consistently reinforced across surfaces
- Emergency scenarios are under-covered (missed opportunities)
- Trust cues need strengthening in consistent locations

Service structure & emergency coverage

We mapped your emergency services and checked whether pages and listings clearly match urgent local intent. Minor wording drift can reduce consistency in summaries.

Scenario coverage

Scenario	Status	Notes
Burst pipe / leak	Partial	Mentioned, but not consistently reinforced across pages.
No hot water / boiler breakdown	Limited	Needs clearer emergency phrasing + FAQ support.
Blocked drain / overflow	Limited	Add an emergency scenario section and FAQs.

Trust signals & consistency reinforcement

We checked how trust cues appear (insurance, certifications, years trading, review language). These should be consistent and visible across key surfaces.

Interpretation insight

Some platforms may summarise your services correctly but under-emphasise location coverage or emergency scenarios due to limited structured reinforcement.

First 30 days focus

- Standardise emergency service wording across key pages and GBP
- Add 6-10 emergency scenario FAQs (trade-specific)
- Reinforce trust cues in consistent places (footer, GBP, about section)

This audit sets the foundation. Month 1-3 is about eligibility, clarity, and consistent reinforcement.