

# Servicedly • Monthly Visibility Update

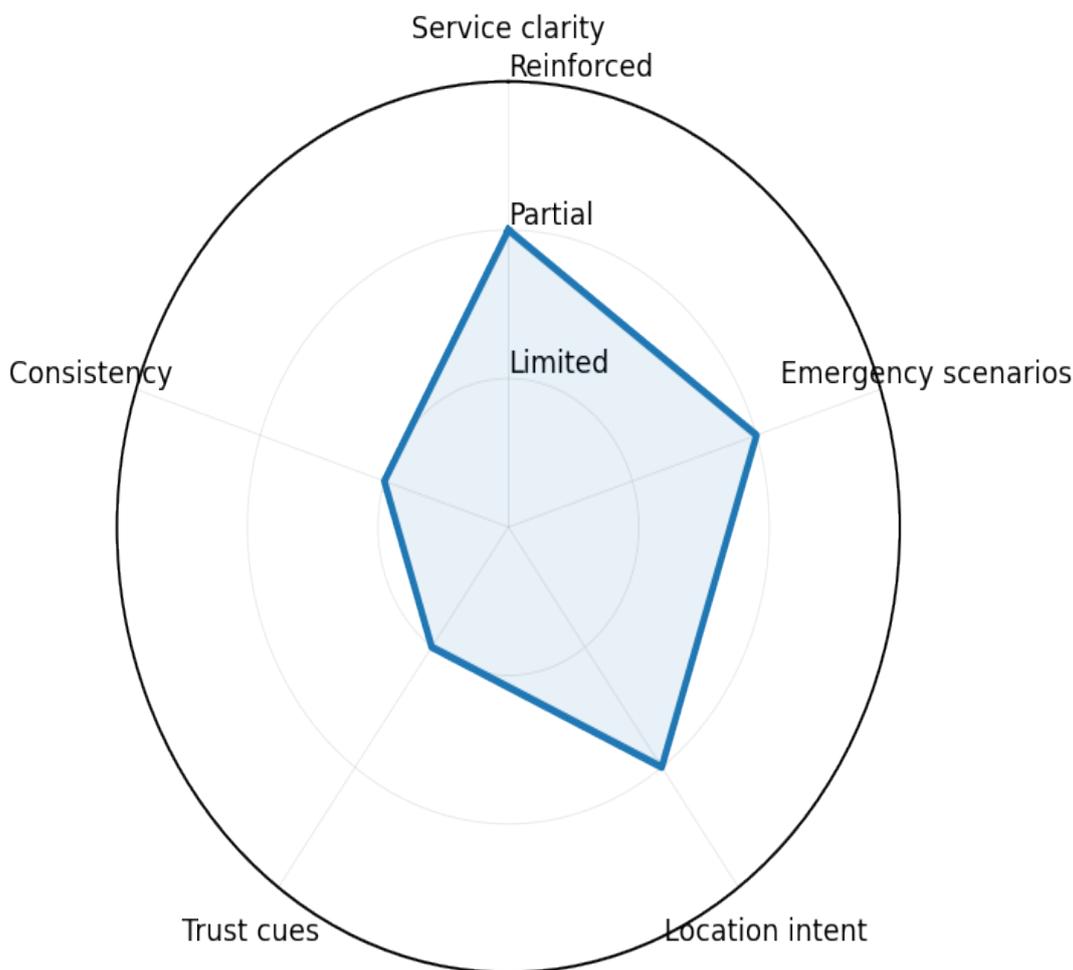
<b>Example Business Ltd (Very Long Name To Stress Test Layout Handling)</b> Emergency plumber London <a href="https://example.com">https://example.com</a> Monthly coverage & reinforcement	<b>Foundations • Month 3</b>
	<b>Improving</b>

<b>Foundations</b> 1-3	Reinforcement 4-6	Authority 7-12	Protection 13-18	Extended Retention 19-24
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## Structural snapshot (qualitative)

This reflects clarity and reinforcement maturity — not rankings or traffic.

### Monthly structure snapshot



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

Change vs last month: ↗ Slightly clearer emergency phrasing; trust cues still developing.

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.

### This month’s focus

Foundations consolidation: emergency service clarity + GBP reinforcement.

### Summary

We tightened emergency intent language and reinforced key trust cues so platforms interpret the business consistently.

### Improvements completed

- Reinforced core emergency service wording across key pages
- Aligned GBP description to emergency scenarios + location clarity
- Added a review-request template focused on urgency outcomes

#### Structural reinforcement since Month 1

- Eligibility and service presentation tightened
- Core services structured more clearly
- Emergency scenario coverage reinforced
- Trust signals strengthened and made more consistent
- Location clarity improved across key service areas
- Consistency improved to reduce interpretation drift

This structure continues to be monitored and reinforced as platforms evolve.

#### Before → Now

Before: Emergency services described inconsistently across key surfaces.

Now: Core services and location intent now presented consistently for interpretation.

#### Protected this month

Maintained consistency across key listings to prevent drift and mixed signals.

#### Client actions (optional)

- If possible, request 2 reviews using the provided template (mention emergency response)

#### What we're watching

- How AI summaries describe your '24/7' availability wording
- Review sentiment cues around reliability and speed

## AI interpretation note

We monitor how platforms summarise your services. The aim is stable interpretation, not short-term spikes.

Platform	Observation (qualitative)	Next reinforcement
ChatGPT	Summaries correctly identify your emergency service set but can under-emphasise local coverage.	Reinforce borough/service area wording in site + GBP.
Gemini	Trust cues are present but not consistently surfaced.	Add insurance/years trading cues to site footer + GBP.
Perplexity	Pulls mixed phrases from older copy.	Retire older phrasing and standardise service terms.
Grok	Captures categories but misses scenario coverage.	Add an FAQ section that lists emergency scenarios.

### Change log

Updated core service wording + aligned GBP description for emergency intent.

## Next focus

- Add 6 emergency scenario FAQs (trade-specific)
- Reinforce trust cues (insurance, certifications, years trading) in consistent places

Current stage: Foundations (Month 3). This month focused on clarity + consistent reinforcement.