

SOLENT LOCAL

LOCAL GROWTH AUDIT

A practical roadmap to turn more local searches into enquiries

EXAMPLE BUSINESS	Hampshire Home Heating Ltd
INDUSTRY	Plumbing & Heating
LOCATION	Hampshire
AUDIT TYPE	Solent Local Growth Audit

DEMONSTRATION AUDIT

This fictional example shows the style and level of practical advice a Solent Local customer can expect. It does not represent a real client.

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EXECUTIVE SUMMARY *Where the biggest growth opportunities sit*

Hampshire Home Heating Ltd has the foundations of a strong local service business, but several parts of the customer journey could be improved to generate more enquiries from people already searching for plumbing and heating services locally.

The immediate goal is not simply to create more traffic. It is to turn more local searches into phone calls, quote requests and paying customers.

GOOGLE	WEBSITE	REVIEWS	TRACKING
Improve HIGH PRIORITY	Improve HIGH PRIORITY	Improve HIGH PRIORITY	Introduce MEDIUM PRIORITY

The five highest-impact opportunities

- Optimise the Google Business Profile
- Build a consistent review request system
- Improve the homepage call-to-action and trust signals
- Create dedicated pages for profitable services
- Track every enquiry and its lead source

Customer journey opportunity



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VISIBILITY & TRUST *Get found, look credible, make the next step obvious*

Google Business Profile

For many local trades, Google Maps and the local results are the first point of contact. The profile should work like a mini landing page - complete, active and easy to trust.

- Confirm the best primary and secondary service categories.
- Add a complete list of services and service areas.
- Upload fresh, real job photos and team images regularly.
- Publish useful Google posts at least twice per month.
- Add clear business information, FAQs and contact details.

PRIORITY	WHY IT MATTERS	RECOMMENDED ACTION
1 HIGH	Local searches often happen at the exact moment a customer needs help.	Fully optimise the profile and keep it active with photos, posts and updated services.

Customer reviews

Reviews reduce perceived risk. A competitor with more recent, detailed reviews can look like the safer choice even when the service quality is similar.

Suggested review request: "Thanks for choosing us today. If you were happy with the service, we would really appreciate a quick Google review. It helps local customers find us."

PRIORITY	WHY IT MATTERS	RECOMMENDED ACTION
2 HIGH	Fresh reviews build trust and provide visible proof of recent work.	Send a direct review link after every successfully completed job. Target 4-8 genuine reviews per month.

Homepage conversion

A visitor should understand within seconds what the business does, where it works and how to make contact. The homepage should answer: Can you help me? Do I trust you? What do I do next?

03

WEBSITE CONVERSION *Make every visit more likely to become an enquiry***Recommended homepage structure****NEED A LOCAL PLUMBER OR HEATING ENGINEER?**

Boiler repairs, installations and plumbing services across Hampshire.

[REQUEST A QUOTE](#) | [CALL NOW](#)

Directly below this hero section, display immediate trust signals such as customer reviews, insurance, local coverage, guarantees and response times.

PRIORITY	WHY IT MATTERS	RECOMMENDED ACTION
3 HIGH	Visitors who are ready to buy need a clear action, not extra searching.	Add a strong headline, clear quote/call buttons and visible trust signals above the fold.

Dedicated service pages

Grouping every service on one page limits how clearly the website can target specific searches. Create focused pages around the services that matter commercially.

- Boiler Repairs
- Boiler Installation
- Boiler Servicing
- Emergency Plumbing
- Radiator Installation
- Bathroom Plumbing
- Heating Repairs

Each page should explain the service, common customer problems, areas covered, FAQs, proof of work and an obvious enquiry route.

PRIORITY	WHY IT MATTERS	RECOMMENDED ACTION
4 HIGH	Specific pages can better match specific search intent and make the offer easier to understand.	Start with the three most profitable services, then build out the rest over time.

Mobile enquiry experience

A large proportion of urgent local-service searches happen on a phone. Add a simple mobile contact bar with Call, WhatsApp and Request Quote, and keep forms short.

Local SEO

Location-specific content can help a business become more relevant to searches in the areas it actually wants to serve. Avoid creating dozens of near-identical pages; start with the locations that matter most.

- Gosport
- Fareham
- Portsmouth
- Southampton
- Lee-on-the-Solent

Each location page should contain useful, genuinely local information and link naturally to the relevant service pages.

Trust signals

Trades customers want reassurance. Make trust highly visible through real completed-work images, customer reviews, qualifications, insurance, guarantees, years of experience and clear service areas.

Social media

Use social media primarily as proof that the business is active, local and completing real work. One job can create multiple useful posts: before/after, educational tip, customer story, team post and seasonal advice.

Enquiry tracking

Without basic tracking, it is difficult to know which marketing channels produce the best customers. Record every enquiry and the eventual job outcome.

DATE	CUSTOMER	SERVICE	AREA	LEAD SOURCE	RESULT
14 Sep	Example	Boiler repair	Fareham	Google Maps	Booked
18 Sep	Example	Boiler service	Gosport	Website	Quoted

PRIORITY	WHY IT MATTERS	RECOMMENDED ACTION
5 HIGH	Lead-source data shows which activity is actually turning into revenue.	Track the source, service, area, quote value and result for every enquiry.

05

30-DAY ACTION PLAN *A realistic order of implementation***Week 1 - Fix the foundations**

- Optimise Google Business Profile
- Improve homepage call-to-action
- Add customer reviews and trust signals

Week 2 - Increase conversion

- Launch the review request process
- Create the first dedicated service page
- Add mobile call / WhatsApp / quote actions

Week 3 - Build search coverage

- Create second and third service pages
- Publish a Google Business Profile update
- Turn recent completed jobs into social proof content

Week 4 - Measure and improve

- Review enquiry source data
- Identify the pages and channels producing leads
- Create the next 60-day improvement plan

Priority scorecard

ACTION	IMPACT	EFFORT	PRIORITY
Google Business Profile	High	Low	1
Review system	High	Low	2
Homepage conversion	High	Medium	3
Service pages	High	Medium	4
Lead tracking	Medium	Low	5

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FINAL RECOMMENDATION *Turn existing visibility into more consistent enquiries*

The business does not necessarily need more complicated marketing. The immediate opportunity is to improve the existing journey between a local customer searching, discovering the business, trusting the business and making contact.

SEARCH

DISCOVER

TRUST

CONTACT

CUSTOMER

LOCAL GROWTH AUDIT - £49

Find out where your business could be losing local customers - and what to do about it.

Google visibility • Local SEO • Website conversion • Reviews • Lead tracking

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