

Sample report. Ridgeway Tree Care, its numbers and its competitors are made up to show what you'll get. Your report covers your real listings, reviews and local competitors.

LOCAL VISIBILITY REPORT

Ridgeway Tree Care

Oak Hollow, Texas · Prepared by CSK Sites · August 2026



Customers like your work: 4.8 stars on Google and good reviews on Yelp and Facebook. The problem is that Google doesn't know you're a tree service. Your main Google category is "Landscaper", so you're 6th on Google Maps for "tree service Oak Hollow", just outside the top 3 that show first in Google search. The leaders also have far more Google reviews (210, 145 and 96 to your 23), and your phone number is different on Yelp and Facebook. None of this takes long to fix, and this report walks you through each step.

How to use this report: start with the to-do list on the next section. Each item links to step-by-step instructions further down, and the copy-and-paste kit at the end has the exact wording to use. Everything here is done in your own accounts; most steps take 5 to 15 minutes.

1 Your online presence at a glance

Google Business Profile

NEEDS WORK

Set up, but the basics are off. Your main category is "Landscaper" instead of "Tree service", no services are listed, and your newest photo is from 2023.

Reviews

NEEDS WORK

Happy customers, but too few reviews. 4.8 stars from 23 Google reviews, and 9 of them have no reply. The top 3 results nearby have 96 to 210 reviews.

Listing consistency

NEEDS WORK

Your phone number doesn't match. Google and your website show (512) 555-0147, but Yelp and Facebook still show an old number, (512) 555-0182.

Bing and Apple Maps

MISSING

Unclaimed on Bing, missing on Apple. Bing shows a listing with no hours or website, and Apple Maps has no listing for you, so Siri can't suggest you.

Your website

FIXED BY YOUR NEW SITE

Your new site fixes what holds the old one back. Today there's no page for any one service, no business details for Google, and no tap-to-call phone number.

AI search

NEEDS WORK

AI tools have little to go on. ChatGPT, Google's AI and Siri pull from your website, Bing, Apple Maps and reviews. Clear, matching facts help you get recommended.

2 Your to-do list, in order of impact

1 Change your main Google category to "Tree service"

5 MIN

Your main category is one of the strongest signals for which searches you show up in. "Landscaper" keeps you out of many tree searches. See 4A.

2 Ask every customer for a Google review

5 MIN SETUP

You're 6th on Google Maps, mainly on review count: 23 versus 96 to 210 for the top 3. A few new Google reviews each month is the biggest lever you control. See 4B.

3 Fix your phone number on Yelp and Facebook

10 MIN

Two different numbers confuse customers, and they make Google and AI tools less sure which details are right.

4 Reply to your 9 unanswered reviews

20 MIN

Short, thankful replies show future customers you're responsive. Google recommends replying to every review, good or bad.

5 Claim Bing Places and add Apple Maps

20 MIN

Bing powers Microsoft Copilot and much of ChatGPT's web search, and Apple Maps powers Siri. See 4C and 4D.

6 Add your services and new photos to Google

15 MIN

Listing each service helps Google match you to searches like "stump grinding near me", and fresh job photos show you're active. See 4A.

3 Where you show up today

LISTING	STATUS	WHAT WE FOUND	WHAT TO DO
Google Business Profile	NEEDS WORK	4.8 stars from 23 reviews. Main category: Landscaper. No services listed. 11 photos, the newest from 2023. 6th on Google Maps for "tree service Oak Hollow".	Change the category, add your services and photos (4A). Reply to every review.
Bing Maps / Bing Places	NEEDS WORK	A listing exists but isn't claimed. No hours or website shown.	Claim at bingplaces.com by importing from Google (4C).
Apple Maps	MISSING	No listing found.	Add your business at business.apple.com (4D).
Yelp	NEEDS WORK	4.5 stars from 7 reviews. Shows your old phone number, (512) 555-0182.	Claim at biz.yelp.com and fix the phone number (4E).
Facebook	NEEDS WORK	Active page with 12 recommendations, but the About section shows the old phone number.	Update the phone number so it matches Google.
BBB	GOOD	Listed with an A rating. Name, phone and address match Google.	Nothing needed.

LISTING	STATUS	WHAT WE FOUND	WHAT TO DO
Local "best of" lists	MISSING	Two "best tree service" lists rank on page 1 of Google for your town. You're on neither.	Request to be added (4F).

Your reviews

SITE	RATING	REVIEWS	NOTE
Google	4.8	23	Where new reviews matter most. The top 3 nearby have 96 to 210
Yelp	4.5	7	Claim the page and reply to these
Facebook	100% recommend	12	Good as is
BBB	A (BBB rating)	—	No customer reviews there yet

How you compare

Google Maps results for "tree service Oak Hollow", top 10 in the order shown (ads removed). Names are hidden in this sample; your report shows the real businesses you're up against. The first 3 are the ones Google shows above the regular search results.

#	BUSINESS	RATING	REVIEWS
1	Competitor A	4.9	210
2	Competitor B	4.7	145
3	Competitor C	4.9	96
4	Competitor D	5.0	61
5	Competitor E	4.6	88
6	Ridgeway Tree Care (you)	4.8	23
7	Competitor F	4.8	40
8	Competitor G	4.9	132
9	Competitor H	4.4	19
10	Competitor I	5.0	12

4 Step-by-step instructions

4A. Google Business Profile

Sign in at business.google.com with the Google account that manages your profile. If you can't find it, search Google Maps for "Ridgeway Tree Care" and click "Own this business?".

- ☐ Business name: keep it exactly "Ridgeway Tree Care". Don't add cities or keywords; Google can suspend profiles that do.
- ☐ Category: change your primary category from "Landscaper" to "Tree service". You can keep "Landscaper" as an additional category if you do landscaping work.
- ☐ Services: add each service from the kit in section 5, so your profile matches your new website.
- ☐ Phone: (512) 555-0147. Hours: confirm they match the hours you actually keep.
- ☐ Website: replace the current link with the tracked link from the kit.
- ☐ Description: paste the description from the kit.
- ☐ Photos: add 10 or more recent job photos, then a few new ones every month. Recent photos signal an active business.
- ☐ Reviews: click "Ask for reviews" (or "Get more reviews"), copy your review link, and email it to us. We'll turn it into a printable QR code for you.

4B. Getting more Google reviews

- ☐ The day a job is finished, text or email your Google review link to the customer. Use the message in the kit.
- ☐ Ask every customer, not just the ones you think are happy. Google's rules don't allow choosing who to ask.
- ☐ Never offer discounts or gifts for reviews, and never write reviews yourself.
- ☐ Reply to every review within a few days, good or bad. Start with the 9 that have no reply yet.

4C. Bing Places (Bing Maps, Microsoft Copilot)

- ☐ Go to bingplaces.com and sign in with your Google or Microsoft account.
- ☐ Choose "Import from Google Business Profile". Bing copies your details over and replaces the unclaimed listing.
- ☐ Check that the phone, hours and website match your Google profile exactly.
- ☐ Finish verification. Bing usually verifies by phone or email.

4D. Apple Maps (Siri and iPhone users)

- ☐ Go to business.apple.com and sign in with an Apple Account.
- ☐ Add Ridgeway Tree Care as a new business, since there's no listing to claim yet.
- ☐ Verify by phone, then match your name, service area, phone, hours, website and category to Google.

4E. Yelp

- ☐ Go to biz.yelp.com, search for your business and claim it. Yelp verifies by phone.
- ☐ Change the phone number to (512) 555-0147, and add your hours, website and services.
- ☐ Reply to your 7 existing reviews. It's quick, and it shows future customers you're responsive.
- ☐ Free is fine. You don't need to buy Yelp ads.

4F. Local "best of" lists

- ☐ Your report names the exact lists that rank on page 1 of Google for your town, with a link to each one.
- ☐ Look for each list's contact or "get listed" option and ask to be considered.
- ☐ Include your years in business, your Google rating and review count, and your website.
- ☐ Local news stories, your chamber of commerce, and sponsoring local teams or events also get your name into places AI tools read.

5 Copy-and-paste kit

Use this exact wording everywhere, so Google, Bing, Apple, Yelp and AI tools all see the same business.

BUSINESS NAME

Ridgeway Tree Care

PHONE

(512) 555-0147

WEBSITE LINK FOR GOOGLE (TRACKED)

https://ridgewaytreecare.example/?utm_source=google&utm_medium=organic&utm_campaign=gbp

WEBSITE LINK EVERYWHERE ELSE

<https://ridgewaytreecare.example/>

SERVICE AREA

Oak Hollow, Texas and surrounding areas

BUSINESS DESCRIPTION (FOR GOOGLE, BING, APPLE, YELP)

Ridgeway Tree Care is a family-owned tree service in Oak Hollow, Texas. We offer tree removal, tree trimming and pruning, stump grinding, storm cleanup and lot clearing for homes and businesses. Every job includes a full cleanup of branches and debris. Call (512) 555-0147 for a free estimate.

SERVICES LIST

Tree removal
Tree trimming and pruning
Stump grinding
Storm cleanup
Lot clearing

REVIEW REQUEST (TEXT OR EMAIL)

Hi [name], thanks for choosing Ridgeway Tree Care! If you're happy with the job, would you leave us a quick Google review? It really helps a small family business: [your review link]

6 Already handled by your new website

- A page for every service, each with its own title and heading
- Business details in the code Google and AI tools read, on every page
- Tap-to-call on every page, plus a quote form that emails you
- Fast, mobile-friendly pages hosted on Cloudflare
- Every current page keeps its web address
- Your real reviews and job photos up front
- Questions and answers AI tools can quote
- Google Search Console and Bing Webmaster Tools set up at launch

Checked on August 2026. Listings and reviews change over time, and search rankings are decided by Google and other platforms, so no one can guarantee specific results. Sources: this sample uses made-up data; a real report lists every source we checked, with the date we checked it.

Questions about this report? Email hello@csksites.com.