SAMPLE REPORT

Market Analysis

Prepared by Tealvana · Walter Teal, Livingston, TX · Data collected October 28, 2026

> **This is a real analysis with the names taken out.** The business is a flooring showroom in a small East Texas town. Its name, address and town are removed, and competitors are shown as Competitor A, B, C. Numbers are as recorded on the day.

The short version

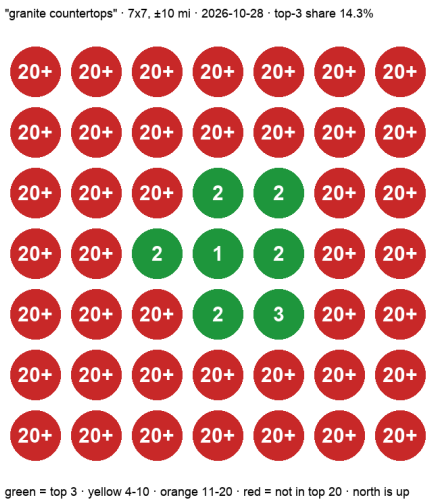
> The business already shows up in the top 3 on Google Maps for “flooring store” across about half of its area — on a Google profile nobody has claimed, in the wrong category, with no website. Three free fixes come first: claim the profile, fix the category, make the address match everywhere. Then build the site.

1. Where you show up on Google Maps

A 7×7 grid of 49 points, 10 miles each way from the shop, checked as a phone search. Each dot is your rank at that spot. Green = top 3 (the map pack), yellow 4–10, orange 11–20, red = not in the top 20.







Search	In the top 3 at	Found at	Average rank where found
flooring store	**25 of 49 points (51%)**	48 of 49	5.3
flooring contractor	**13 of 49 (27%)**	41 of 49	7.0
granite countertops	**7 of 49 (14%)**	7 of 49	2.0

What it means: “Flooring store” is strong through the middle and north, weaker to the east and south. “Flooring contractor” only wins near the shop. Countertops appear only right around the shop, because nothing on the profile says the business does countertops.

2. Your top competitors, side by side

Business	Most often in the top 3 for	Reviews
You	flooring store (25 of 49 points)	5.0 from 8
Competitor A	flooring store (18 points)	26
Competitor B	flooring store (17 points)	15
Competitor C	flooring contractor (28 points)	7
Competitor D	granite countertops (44 points)	12

What it means: You win on a perfect rating but trail on review count. One competitor owns “flooring contractor” with fewer reviews than you, so that search is winnable with the right category and services listed. A full analysis also checks each competitor’s profile and website; this sample keeps it short.

3. Gaps in your Google Business Profile

Item	Today	Status
Claimed and verified	No — Google shows “Claim this business.” Anyone can request ownership.	**Fix first**
Primary category	Building materials store, no secondary categories	**Fix first**
Address	Google shows a different street (no number) than Facebook, the Chamber and the business itself	**Fix first**
Business name	Three versions across Google, Chamber, Facebook and Yelp	**Fix**
Website link	Points to the Facebook page	**Fix**
Hours	Not confirmed	**Fix**
Services and description	None showing	**Fix**
Photos	About 4	**Add 10+ real job photos**
Name has no keywords stuffed in	Clean	**Good**

4. Your website against the checklist

There is no website. The Google profile links to Facebook, so none of the seven items on the home service checklist are in place: a call button that stays on screen, service and town pages, a matching Google profile, proof up front, lead texts, speed, and owning your domain. When a site exists, each item gets scored here as pass, partial or missing.

5. What to do first

1. **Claim and verify the Google profile** from the owner's own Google account. Add your web person as a manager, never the owner. *Free. Do this week.*
2. **Change the primary category to Flooring store.** Add Flooring contractor, Countertop store and Tile store only if they're true. *Free.*
3. **Correct the address** and make the name, address and phone identical on Google, Facebook, Yelp, the Chamber, Bing and Apple. *Free.*
4. **Fill in the profile:** confirmed hours, services with short descriptions, a description, and 10+ real job photos. *Free.*
5. **Build the website** on the business's own domain, linked from the profile, with the same name, address and phone.
6. **Ask every customer for a review after every job,** the same way each time, and reply to every review.

> **What this report doesn't promise:** rankings or calls. Distance matters to Google and can't be changed, so searchers far from the shop will still see closer businesses first. Everything above is about matching Google's published guidelines.

A real analysis comes with a short recorded walkthrough of these pages. If you build with Tealvana within 60 days, the full $295 is credited toward Website Care or Local Visibility setup.