MARKETING AUDIT

Residential Painting Company

Prepared for the team. A structured look under the hood — presence, tracking, listings, site performance, and 63 items scored across 11 categories.

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Omaha, NE

EXECUTIVE SUMMARY

Where you stand today

Two views of the same business. The automated snapshot is what search engines and directories can see from the outside. The scored assessment is our team's view after grading 63 items across 11 categories.

AUTOMATED SNAPSHOT

50%

Average across detectable signals — GBP, listings, tech stack, site speed, reviews, rank.

SBA SCORED ASSESSMENT

1.66 / 3

Weighted average across 11 categories, scored by hand. Rating: **Average**.

The story: Residential Painting Company has strong bones — an active GBP, a 5.0 rating, real customers responding to your reviews, and a lead-handling process most local competitors don't have. But you're not being *found*: mobile speed, listing accuracy, and review volume are keeping you out of the local map pack. This report shows what to fix, in order.

PART ONE

The Visibility Audit

What the world sees from the outside — pulled from public signals: your GBP, directories, page speed, and the review-visible parts of your site.

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50% Your Business at a Glance

Your online presence is a compounding asset. This snapshot shows where every detectable part of it stands today.

Overall Score	50%
Business Details	50%
Techno Stack	60%
Google Business Profile	100%
Listings	5%
Reputation	70%
Website Performance	66%
Local SEO Heatmaps	0%

50%

Business Critical Information

Business-critical signals shape how easily prospects can **reach you**, **trust you**, and **convert**.

01 Text Enabled Business Number

✓

Your listed phone number is SMS-capable — that's a real advantage. 9 in 10 people prefer to text businesses over calling.

02 Website Hosting

✕

We couldn't detect your site on a major provider (WordPress, LeadConnector, etc.). Hosting choice impacts SEO, uptime, and speed.

03 Chat Widget on Website

✕

No active chat widget was detected. You're missing after-hours capture and real-time engagement.

04 Review Replies

✓

You've responded to 100% of the reviews we analyzed — this is fantastic. 89% of customers prefer businesses that engage with reviews.

60%

Techno Stack Analysis

The tracking, tagging, and paid-media infrastructure that turns visits into **measurable outcomes**. Below is what we **could** and **could not** detect on the site.

Google Ads Campaigns ✓

Active Google Ads campaigns detected. You're already showing up on high-intent searches.

Google Ads Conversion Tracking ✓

Conversion pixel installed. Your paid spend can actually be optimized against real outcomes.

Google Analytics ✓

GA detected on the site — you have visibility into traffic and behavior.

Meta Pixel ✕

Meta Pixel not installed. Retargeting and lookalike audiences on Facebook and Instagram are blocked.

Google Tag Manager ✕

GTM not implemented. Adding it makes future tracking and pixel updates much faster.

100%

Google Business Profile

Your GBP scored **100%**. The tiles below show which core elements are in place.

- ✓ Google Photos
- ✓ Business Website
- ✓ Operational Hours
- ✓ Phone Number

Next step: keep photos fresh (monthly), monitor Q&A, and use Posts to surface recent jobs, seasonal offers, and reviews. Posts and photos are how you actually climb the local pack.

70%

Analyzing Your Reputation Game

A snapshot of the reviews we could analyze on Google.

REVIEWS ANALYZED	GBP RATING	REPLY RATE	POSITIVE REVIEWS	NEGATIVE REVIEWS	AVG. RESPONSE TIME
10	5.0	100%	10	0	30+ Days

What Clients Are Saying

★★★★★

"From the time I met the owner, I knew the painting project would be successful. He was very professional and very timely in getting the job done. the crew did a very nice job painting my 21 windows and 2 patio doors..."

C. B. · GMB · 4 months ago

★★★★★

"I had numerous brown spots on my ceilings from water damage. Residential Painting Company Painting did a great job covering them and painting all the ceilings. The lead was great to work with — explained all my options..."

J. R. · GMB · 1 year ago

★★★★★

"Great communication and great work."

B. C. · GMB · 1 year ago

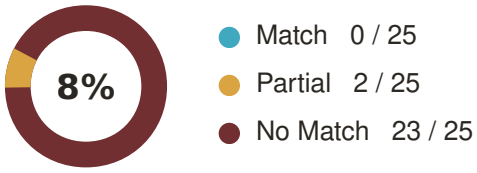
5% Listings

Accurate listings across the web build trust with customers and search engines. Yours are graded three ways: **Exact match** (0) means Name, Address, Phone all match. **Partial match** (2) means some fields match. **No match** (23) means none do.

NAP Accuracy

Business Name	8%
Address	4%
Phone	4%

Match Rate (25 directories)



The upshot: Inaccurate listings mean prospects land on the wrong info — or on a competitor instead. Fastest, cheapest wins available and directly moves your local map-pack ranking.

66% Website Performance

Local buyers make snap judgments on speed. Fast, clean sites rank better and convert more.

Page Speed

Mobile — 7.3 s · Slow

Global average is 0.2 seconds.

Desktop — 1.3 s · Normal

Global average is 0.2 seconds.

Core Web Vitals

Google's key metrics for page experience. These feed both rankings and conversion.

Page Speed	91%
Interactivity	69%
Large Content	23%
Overall SEO Score	91%

66% Website Health

A page-by-page assessment of issues, warnings, and passing checks.

Mobile Report

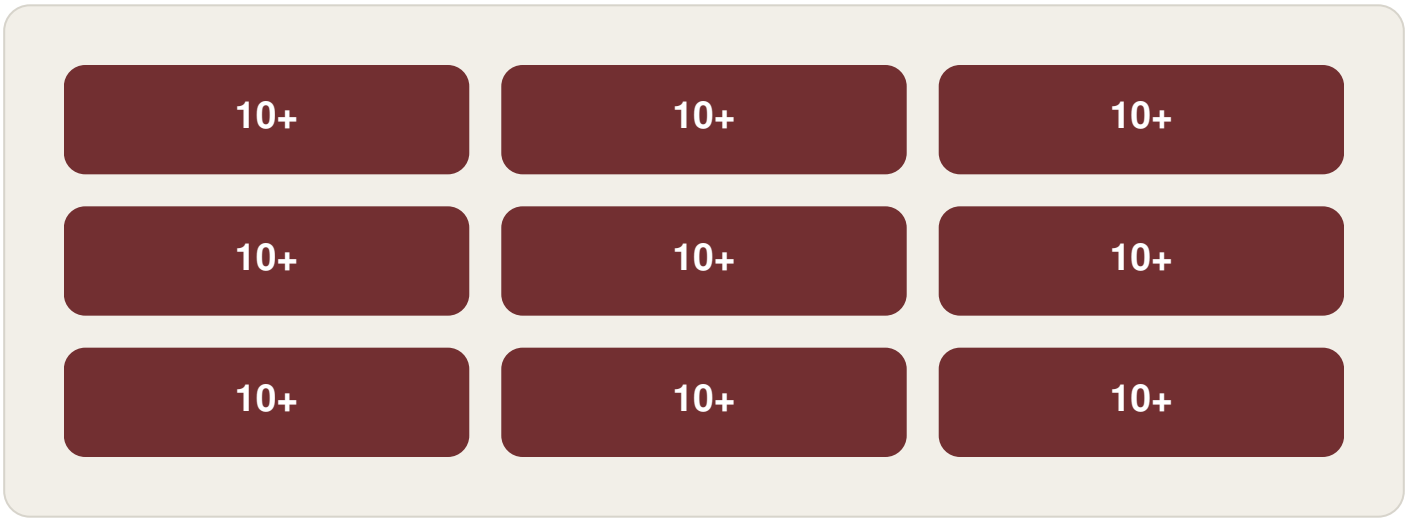
- 8 Should Fix
- 3 Consider Fixing
- 6 Passed Test

Desktop Report

- 5 Should Fix
- 4 Consider Fixing
- 8 Passed Test

0% Local SEO Heatmap — "Painter near me"

Average Google Maps rank for **"Painter near me"** — sampled around your address.



Every sample point returns a rank of 10+. This is where the compounding fixes live: photos + GBP Posts, matched-NAP citations, and review velocity.

0% Local Rank Tracker — "Painter near me"

YOUR RANK 10+

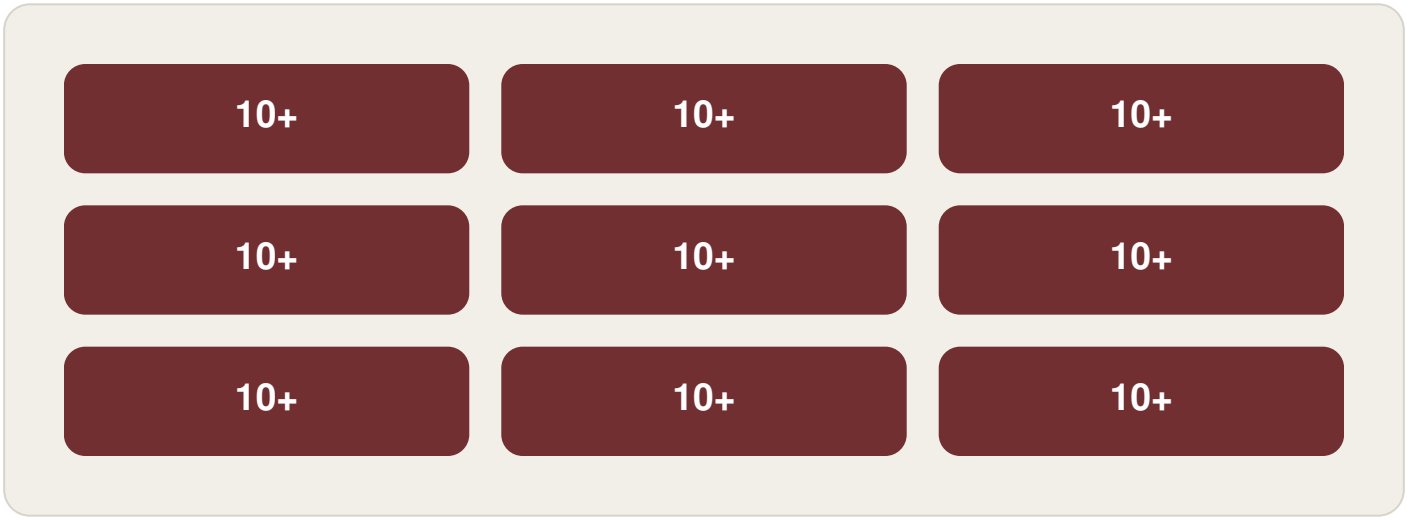
RANK	BUSINESS NAME	PHOTOS	RATING	REVIEWS
01	**Nebraska Elite Painting**	Yes	★ 5.0	122
02	**Paint EZ of Omaha**	Yes	★ 4.8	123
03	**P&K Painting, LLC**	Yes	★ 5.0	23
04	**Straight Line Painting Omaha**	Yes	★ 4.9	28
05	**Nebraska Painting**	Yes	★ 5.0	25
06	**Kieser's Painting**	Yes	★ 5.0	126
07	**Five Star Painting of Sarpy**	Yes	★ 5.0	79
08	**Shaver Painting & Decorating**	Yes	★ 5.0	12
09	**Timmons Painting Plus, LLC**	Yes	★ 5.0	75
10	**Brush & Roll Painting**	Yes	★ 4.8	184

Notice the pattern: every top-10 competitor has photos, a 4.8+ rating, and at least 12 reviews — most have 25 to 184. Review volume is the compounding lever.

0%

Local SEO Heatmap — "interior painting near me"

Same test, higher-intent keyword. Average Google Maps rank for **"interior painting near me"** — sampled across the full Omaha metro (Fremont to Bellevue, Blair to Papillion).



Every sample point across the metro returns a 10+ rank. "Interior painting" is one of the highest-intent, highest-margin searches a homeowner makes, and Residential Painting Company isn't visible on any of them today.

0%

Local Rank Tracker — "interior painting near me"

YOUR RANK 10+

RANK	BUSINESS NAME	PHOTOS	RATING	REVIEWS
01	**Brush & Roll Painting**	Yes	★ 4.8	185
02	**CertaPro Painters of Omaha, NE**	Yes	★ 4.9	504
03	**Paint EZ of Omaha**	Yes	★ 4.8	122
04	**Nebraska Elite Painting**	Yes	★ 5.0	122
05	**Kieser's Painting**	Yes	★ 5.0	125
06	**Scott's Painting & Staining Inc**	Yes	★ 5.0	70
07	**Nebraska Painting**	Yes	★ 5.0	25
08	**Shaver Painting & Decorating**	Yes	★ 5.0	12
09	**Straight Line Painting Omaha**	Yes	★ 4.9	28
10	**P&K Painting, LLC**	Yes	★ 5.0	23

Two of the top three have 185 and 504 Google reviews — that's the moat. Residential Painting Company has 10, and every one of them is 5 stars. The gap here is volume, not quality.

PART TWO

The Scored Assessment

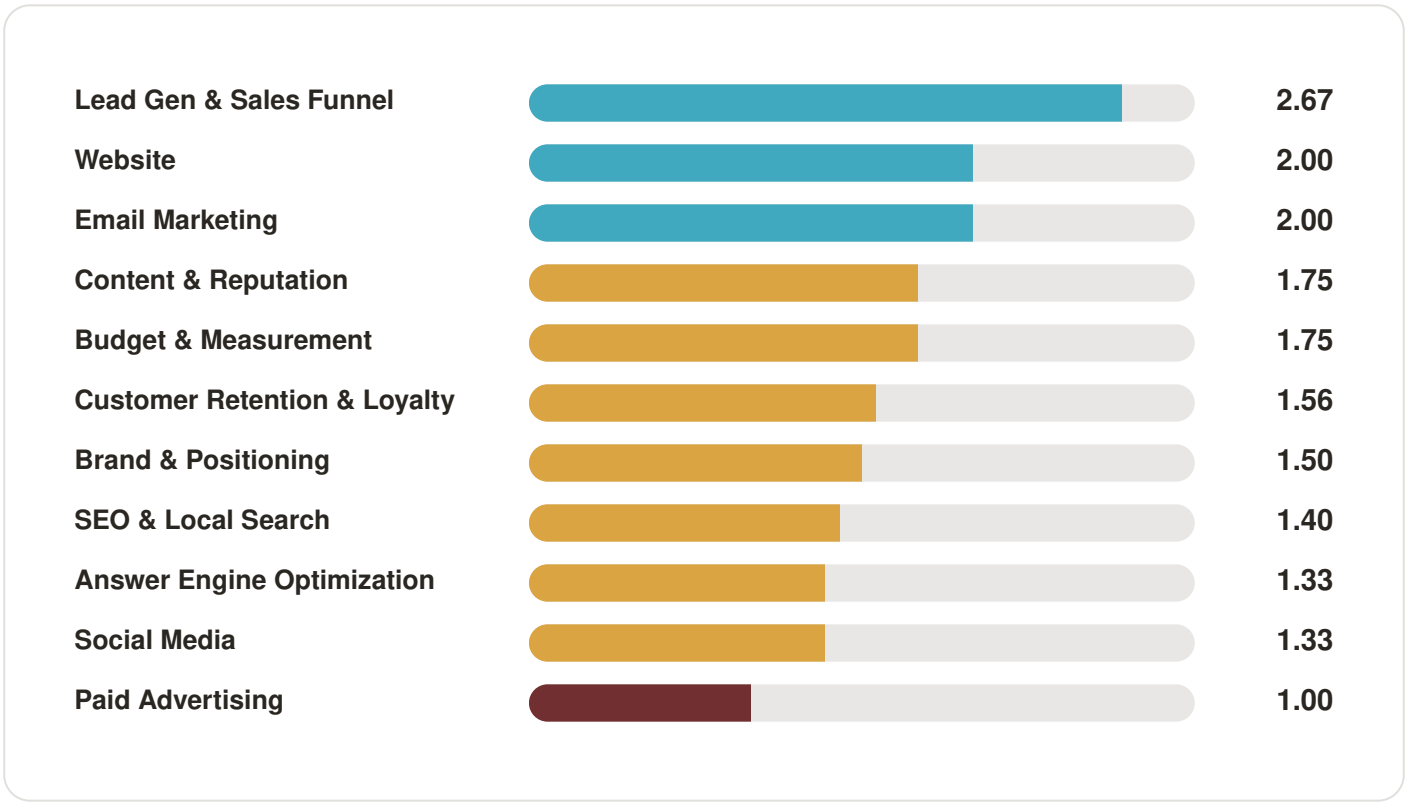
Our team's view after grading 63 items across 11 categories. Where automation stops, judgment starts.

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11-Category Scorecard

Every category, ranked. Each score is the average of the sub-items in that section on a 1–3 scale.



HIGH PRIORITY

Biggest Gaps

The high-priority items from the scored assessment — where fixing something moves the needle the fastest.

01 Mobile Responsiveness

WEBSITE

Site loads in ~7 seconds on mobile — where most of your traffic comes from. Compress the photo gallery and the whole page moves.

02 Keyword Rankings

SEO & LOCAL SEARCH

Not ranking for the core service keywords. This is why the local pack search is showing 10+ for 'Painter near me'.

03 NAP Consistency

SEO & LOCAL SEARCH

Name, address, and phone don't match across directories. Only 5% match rate across 25 directories audited.

04 Review Volume & Quality

SEO & LOCAL SEARCH

Review count is behind local competitors — most of the top-10 painters in Omaha have 25–184 Google reviews. You have 10.

05 Platform Presence

SOCIAL MEDIA

On the right platforms, but not active enough to build real traction. Cadence matters more than platform choice here.

06 Posting Consistency

SOCIAL MEDIA

No regular posting rhythm. Posting is a habit, not a project — one recurring slot per week beats sporadic bursts.

07 AI-Ready Content

ANSWER ENGINE OPTIMIZATION

Prospects are asking ChatGPT and Google AI Overviews for painter recommendations. Content isn't structured for AI to cite.

08 Analytics Tracking

WEBSITE

GA is present but confirm GA4 is wired up and events are firing on form submits and phone clicks.

STRENGTHS

What's Already Working

Every audit finds gaps. Not every audit finds this many strengths — these are the parts to protect and build on.

01 On-Page SEO

WEBSITE

Meta tags, headers, and structure are already in place.

02 Google Business Profile

SEO & LOCAL SEARCH

GBP is claimed, complete, and actively managed. Foundation is solid.

03 Follow-Up Process

LEAD GEN & SALES FUNNEL

Clear process for handling new inquiries.

04 Response Time

LEAD GEN & SALES FUNNEL

Leads get a fast response — this is one of the biggest local wins.

05 CRM / Lead Tracking

LEAD GEN & SALES FUNNEL

Pipeline is being tracked, not lost in inboxes.

06 Client Data

LEAD GEN & SALES FUNNEL

Customer data is captured and usable — you can act on it.

07 Review Response

CONTENT & REPUTATION

Responding to every review — 100% reply rate is a real edge.

08 Post-Purchase Comms

RETENTION & LOYALTY

Customers hear from you after the job's done.

NEXT STEPS

Top Recommendations

Five moves, ordered by impact. The first three are all Quick Wins — they don't require a retainer to start.

#	RECOMMENDATION	WHY IT MATTERS	TIMEFRAME
1	**Rebuild mobile page speed**	Compress the photo gallery, lazy-load below-the-fold images, and re-test.	**0-30 days**
2	**Fix listings & citations across the top 25 directories**	Push a consistent NAP feed through a Data Axle / Yext-style aggregator, then verify.	**0-30 days**
3	**Turn on a structured review-generation flow**	Post-job text with a Google review link. Aim for +20 new reviews in 90 days.	**0-30 days**
4	**Publish AEO-friendly service pages**	One page per service, answer-first FAQ format — so ChatGPT and Google AI Overviews cite you.	**1-3 months**
5	**Ship a monthly social + email cadence**	One post per week, one email per month, both on a repeatable template. Cadence beats production value.	**1-3 months**

LET'S GO BUILD IT

Ready to turn this into a plan?

This audit points to the gaps. The paid Audit + 12-Month Roadmap turns them into sequenced work with owners, budget, and measures of success.

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