



MELBOURNE, FL · DAVENPORT MARKETING

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Visibility Playbook

How to make your business easier to find. Most service businesses don't have a visibility problem — they have a Visibility Gap™. This playbook goes deeper than the checklist: it walks through what visibility actually means, how to score it, and exactly what order to fix it in.



What Visibility Really Means

Visibility isn't just about ranking #1 for a few keywords. It's about being consistently present across the places your customers look when they're ready to buy — Google (especially Google Business Profile), your website, and supporting signals like reviews and citations.

When your visibility is strong, ideal customers find you before they even know they need you. When it's weak, you stay invisible to the very people who would happily pay you.



KEY TRUTH

You don't need to be everywhere. You need to be in the right places, with consistent, trustworthy information, and proof that you can solve their problem.

The Visibility Score™ — How It's Measured

Your Visibility Score™ measures how easy it is for ideal customers to find you, across five core areas:

1

Google Business Profile Strength

Completeness, photos, posts, reviews, and activity

2

Website Foundation

Speed, mobile experience, clear messaging, and local relevance

3

Review Velocity & Quality

Consistent flow of authentic reviews with substance

4

Local Consistency

Name, address, phone, and categories consistent across the web

5

Proof & Content

Case studies, video, service pages, and helpful content that builds trust

Most businesses we work with start with a Visibility Score™ in the 35–55 range. The goal isn't perfection — it's consistent improvement in the areas that move the needle fastest.

Where to Focus First (Prioritized)

Don't try to fix everything at once. Here's the order we recommend for fastest results.

Phase 1: Google Business Profile**HIGHEST ROI**

- Claim/verify and complete every section
- Add high-quality photos of your team, work, and results (not just stock images)
- List all relevant services and service areas
- Post regularly (even simple updates help)
- Actively request reviews from happy customers with a simple system

Phase 2: Website Basics

- Make sure it loads fast on mobile
- Clear headline that says who you help and what problem you solve
- Easy-to-find contact info and calls-to-action on every important page
- Service or location pages that match how people actually search

Phase 3: Proof & Consistency

- Build a simple review generation process (not random "please leave us a review" messages)
- Create 2–3 short case studies or "how we helped" examples
- Ensure your business information is consistent everywhere (Google, website, directories)

PRO TIP

The fastest wins usually come from improving your Google Business Profile and review system. These two areas often deliver the biggest jump in qualified calls within 30–60 days.

Common Visibility Mistakes to Avoid

- ✗ Treating Google Business Profile as a “set it and forget it” task
- ✗ Having a beautiful website that doesn’t clearly say what you do or where you serve
- ✗ Asking for reviews inconsistently or in a way that feels salesy
- ✗ Focusing only on rankings instead of actual customer discovery paths
- ✗ Letting old or incorrect listings stay live on other directories

“The businesses winning right now aren’t the biggest or best-funded. They’re the ones with a clear strategy, consistent execution, and systems that turn visibility into booked work — without the owner chasing every opportunity.”



Want to know your actual Visibility Score™?

Fractional CMO for owner-led service businesses · Melbourne, Florida · 321-405-2585

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