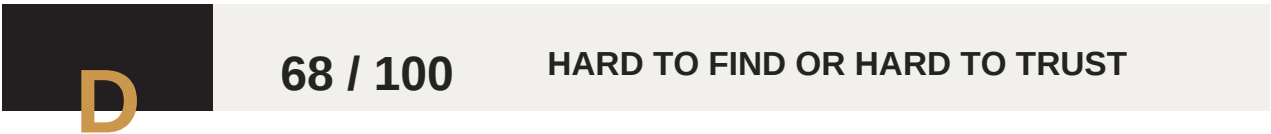


Ready-to-be-Found Profile

How easy is it for customers to find you — and trust what they find?

SAMPLE REPORT — for illustration only. Business details anonymized.

Business assessed: Sample Construction Co.
Website: sampleconstruction.com
Assessment date: July 3, 2026
Prepared by: Adelsberger Marketing — Ready-to-be-Found Assessment



Scores at a Glance



The Bottom Line

This business scored 68/100 — a D, "Hard to find or hard to trust." That grade undersells the real strength here: leadership is named and photographed, real client testimonials with full names and titles run the length of one page, and industry and community awards are documented in detail. The problem is not trust — it's communication. The homepage never tells a first-time visitor what problem the company solves or what working with them looks like; it talks about the company's values, not the customer's outcome. Layer on a business name that varies across directories and a website with no lead-capture option beyond a phone number, and a strong reputation is quietly leaking potential customers online.

Category Findings

Visibility — 16/20

What we found:

- Appears across multiple third-party directories and review platforms; discoverable for its industry and city.
- Meta descriptions are thin — mostly restating the mission statement rather than describing services and service area for search engines.
- A blog section exists in the navigation, but recent posting activity could not be confirmed.
- A comment/review widget appears on every page but never loads content — reads as broken to a visitor.

Priority fix: Rewrite page meta descriptions around specific services and the city/region served, and remove or fix the non-functional comment widget.

Trust Signals — 23/25

What we found:

- Extensive, specific testimonials — full names, titles, and companies — run the length of a dedicated page. This is a genuine strength.
- Leadership team is named and photographed with real bios (tenure, background, credentials).
- Multiple industry and community awards are documented with photos and context.
- Photography throughout is authentic, unposed jobsite photography — not stock.
- A physical address and a named contact are easy to find.
- No video introducing the company or the team.

Priority fix: This is the strongest category — the only gap is a short video. Consider a 60-90 second team/values video for the homepage.

Value Communication — 6/20

What we found:

- The homepage headline is a values statement, not a description of what the company does for whom.
- Mission, vision, and values copy is written entirely in company-centric language ("we," "our") — the customer and their problem are never named.
- No page explicitly states the problem a prospective client is facing (budget risk, timeline uncertainty, finding a trustworthy contractor) before pitching the solution.
- Positive outcomes exist in the testimonials (on time, under budget) but are not surfaced anywhere near the homepage headline or service pages.

Priority fix: Rewrite the homepage headline and opening paragraph around the customer's problem and the outcome they want, e.g. "Commercial construction without the budget surprises or missed deadlines — done right the first time." Then pull 2-3 outcome-focused lines from the existing testimonials up near the top of the

page.

Call to Action — 9/15

What we found:

- A persistent "click to call" button appears on every page — a strong, specific direct CTA.
- No transitional offer exists for visitors who aren't ready to call — no quote request form, project guide, or downloadable resource.
- The only other conversion path is a generic "Contact Us" link.

Priority fix: Add a short project-inquiry form (project type, budget range, timeline) as a lower-commitment alternative to picking up the phone.

Google Business Profile — 7/10

What we found:

- Business is discoverable through directory aggregators with consistent hours and phone number.
- Could not verify recent posts, current photos, or review responses remotely — items Google weighs heavily for local ranking. [Manual verification step in live assessments.]

Priority fix: Confirm ownership of the Google Business Profile, add fresh project photos, and respond to any existing reviews.

NAP Consistency — 7/10

What we found:

- The business name varies across platforms — a full legal/DBA form on the website versus shortened or abbreviated forms on directory listings. This kind of inconsistency can quietly split local search authority between what search engines treat as separate entities.
- Address is consistent, aside from minor "Road" vs "Rd" formatting differences across sources — low risk.
- Phone number is identical everywhere and is prominent on the website itself — a genuine strength.

Priority fix: Pick one canonical business name and use it identically on the website, Google Business Profile, and every directory listing — including the legal-name-versus-shortened-name question.

Your 30-Day Action Plan

Week	Action	Impact
1	Fix or remove the broken comment widget; rewrite meta descriptions around services + city	Visibility
1	Standardize the business name across website, GBP, and directory listings	NAP consistency
2	Rewrite the homepage headline around the customer's problem and outcome	Value clarity
2	Pull 2-3 outcome-focused testimonial lines up near the homepage headline	Value + trust
3	Add a short project-inquiry form as a transitional CTA	Call to action
4	Claim/verify GBP; add fresh photos and a post; reply to reviews	Local visibility

What Happens Next

This profile is a snapshot of how a first-time customer experiences a business online. Most of the fixes above take under a day each, and this business already has the hardest part — a real, well-documented reputation — in place. If you'd like a free profile of your own business, or help closing gaps like these, reply to the email this sample arrived with, or schedule a meeting at kadelberger.com.

Assessment methodology: automated analysis of your website, Google presence, and business directories, reviewed by a human before delivery. Grades: A (90+) Ready to be Found · B (80–89) Ready with gaps · C (70–79) Findable but leaking trust · D (60–69) Hard to find or hard to trust · F (<60) Effectively invisible.