



LOCAL VISIBILITY REPORT

Your Estate Agency

📍 London · 📅 September 9, 2026 · # AUD-2026-324345



3.9 ★
GOOGLE RATING

37
REVIEWS

73%
COMPLETENESS

2
PHOTOS

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TODAY

30 / 100

Profile needs work

TARGET

98 / 100

in 4 months

↘ MISSED REVENUE

£9,600 / year

estimated, current pace

+68 points to gain

What to tackle first

1

REVIEWS

Reply to every review within 48 hours

↗ Fewer unresolved trust concerns

2

CONTENT

Publish two complete posts weekly

↗ More current property enquiries

3

CONTENT

Add professional listing photos

↗ Stronger first impression

The detail of each action, its measured finding and its deadline: chapter "Action plan".

What the support brings you

£600 / month

Estimated monthly gain

recouped in 1 month

WHAT CHANGES IN 90 DAYS

Total reviews

37 reviews → **55 reviews**

Profile photos

2 photos → **25 photos**

Average rating

3.9 out of 5 → **4.4 out of 5**

DIAGNOSIS

Reviews analysis

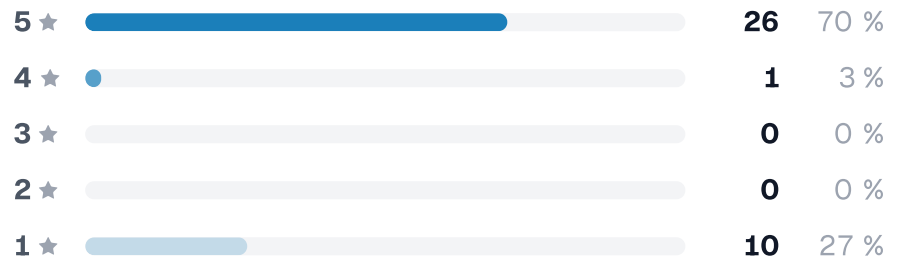
CHAPTER 1 · 1/14

3.9 / 5


37 total reviews

Data as of September
9, 2026

Rating breakdown



The listing has 37 reviews and a 3.9 rating, which is below the 4.0 threshold often expected in a competitive London property market. Google identifies helpful staff in 11 mentions, communication in 5, selling home in 3, and buyer in 3. These are valuable strengths, but the negative reviews describe serious concerns around honesty, availability, threats and communication. Only 40% of the sampled reviews received replies, leaving criticism unanswered and weakening trust.

Response rate

40 %

8 of the last 20 reviews
received a reply

Response time

2 d

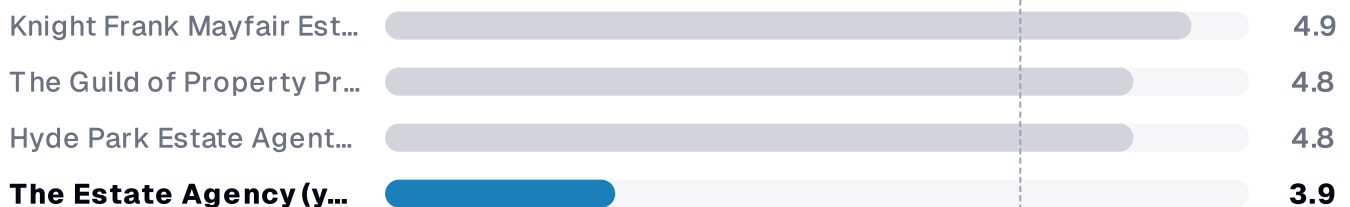
The sector replies within 2d

Latest review

489 d

Over three months without
a new review

Your rating against competitors



--- Sector average: 4.6 — you are 0.7 pt below

DIAGNOSIS

What your customers say

CHAPTER 1 · 2/14

Review tone



Your customers' vocabulary

transparency buyer solicitors
selling home
helpful staff
communication
supportive team

Recurring themes

- Helpful staff
- Communication
- Selling homes
- Buyers
- Supportive and responsive team

What works, what has to change

- Exemplary responsiveness (2d avg delay)
- Recurring themes well identified (5 themes)
- Google rating below critical threshold (3.9/5)
- Over 3 months with no new review (489d) — hurts your ranking
- Modest review volume (37) — aim for 50+ to reassure
- 5-star proportion decent (70%) but perfectible

✦ Our analysis

Reply to every review within 1 to 2 days, acknowledge specific experiences, address criticism calmly and reinforce communication, transparency and availability.

DIAGNOSIS

Information

CHAPTER 1 · 3/14

5 6 0

Business Name

Complete

The Estate Agency

- Clear commercial name
- No promotional keyword stuffing

Category

Needs work

Real estate agent

- Real estate agent category selected
- Primary category remains broad

Subcategories

Needs work

Real estate agent

- No secondary categories supplied

Description

Needs work

We Continually Push Boundaries, Never Settling. When it comes to selling, letting or buying a home, it requires the dedicated focus of genuine proper...

- Explains selling, letting and buying services
- Within Google's character limit
- Does not name London
- No clear closing contact instruction

 Phone

 Complete

Phone Number Here

- Direct telephone number provided

 Website

 Needs work

Website Here

- HTTPS website URL provided
- Crawled URL differs from listing URL

 Hours

 Complete

Mon-Fri 9 AM–5:30 PM
Sat-Sun closed

- All seven days have a defined status
- Weekend closures are explicitly stated

 Verified

 Complete

Yes

- Listing is verified

 Social media

 Needs work

None detected

- No social link

✦ Attributes

⚠ Needs work

Service options **Online appointments, Onsite services**

- Online appointments declared
- Onsite services declared
- Limited attribute coverage

✦ Our analysis

The main weaknesses are subcategories, description, website and attributes, while the core name, address, phone, verification and opening hours are present. Missing service detail and the website mismatch can reduce clarity in local results, sending clicks and calls to better-maintained competitors. These fields deteriorate without ongoing monitoring because Google changes listings, competitors add information, and categories and attributes evolve. What matters is continuous professional maintenance, not a one-time correction.

DIAGNOSIS

Content analysis

CHAPTER 1 · 6/14

2

photos on your listing in total

10

posts over the last 2 months

Your listing has only 2 photos, and the last post was published on 17 May 2023, more than three years ago. Google and visitors see a business that has stopped sharing current property activity. One post promotes a maisonette overlooking the Thames Path and the O2 arena, but the text is cut off and contains a visible writing error. Your listing needs fresh property posts, stronger images and clear next steps for sellers, buyers and landlords.

Freshness

1,211 d

since your last post

Pace

2

posts per month
on average

Average length

1,170

characters per post

Publishing activity over 2 months



DIAGNOSIS

Semantic analysis

CHAPTER 1 · 7/14

64%

semantic coverage

9 / 14 covered

The posts are relevant to property marketing and include useful local references such as London, the Thames Path, the O2 arena, Gravesend and Chalk. However, they are outdated and focus mainly on individual listings rather than the broader services of an estate agent for selling homes.

Keywords in your posts

Detected

maisonette · 2 two bedroom · 2 property · 2 apartment · 1 house · 1
bungalow · 1 London · 1 Thames Path · 1 +1 more

Missing

estate agent selling homes letting agent property valuation
London estate agent

What works, what must change

- Publishing pace maintained (5.0 posts/month)
- Posts developed enough (1170 characters)
- Photo library almost empty (2 photos)
- Listing inactive for 1211 days
- Your listing has published no posts since 17 May 2023, more than three years ago.
- Only 2 photos are published on the listing, leaving the property offer visually underdeveloped.

DIAGNOSIS

Local SEO — "estate agent"

CHAPTER 1 · 8 / 14

Visibility verdict

You only appear across 4% of your area: 24 of 25 points do not surface you at all.

Search "estate agent" · London · 25 points measured around your address

Average position

#1.0

best position #1 · worst #1

Area covered

4 %

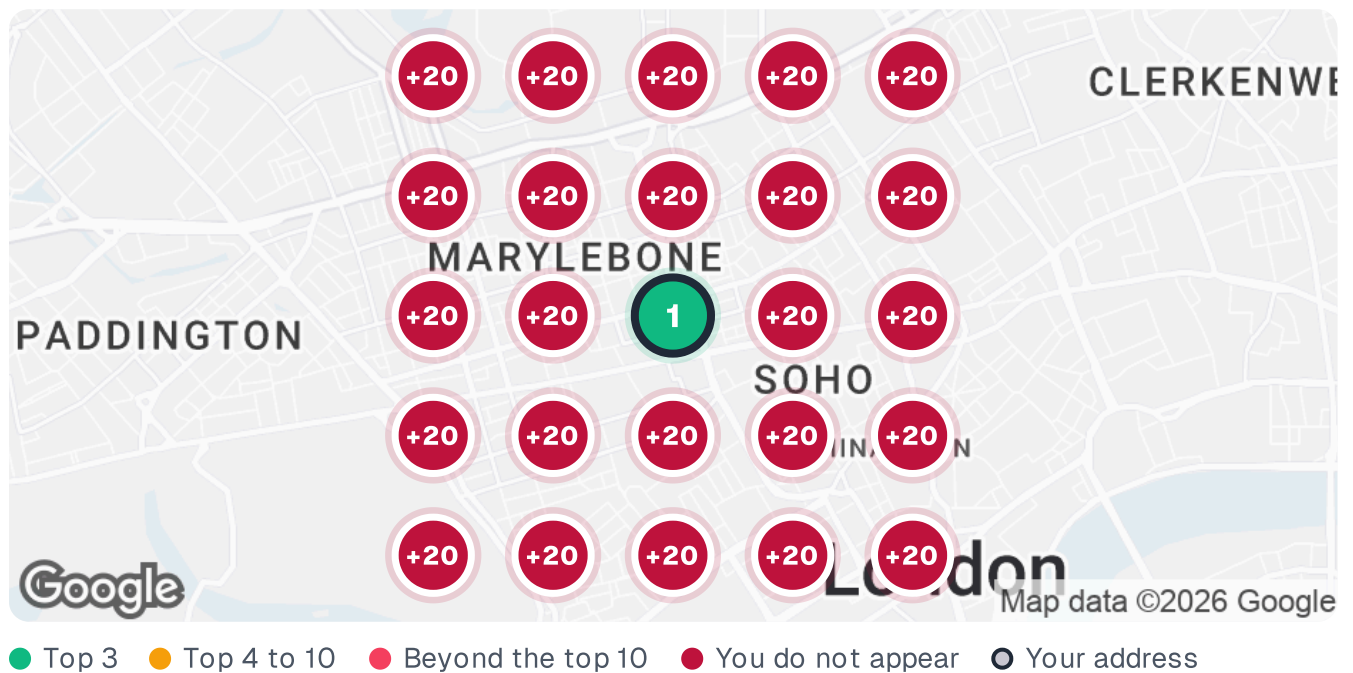
1 of 25 points surface your listing

Actual reach

0.5 km

beyond that, you vanish from more than half the points

Google position grid



✦ Our analysis

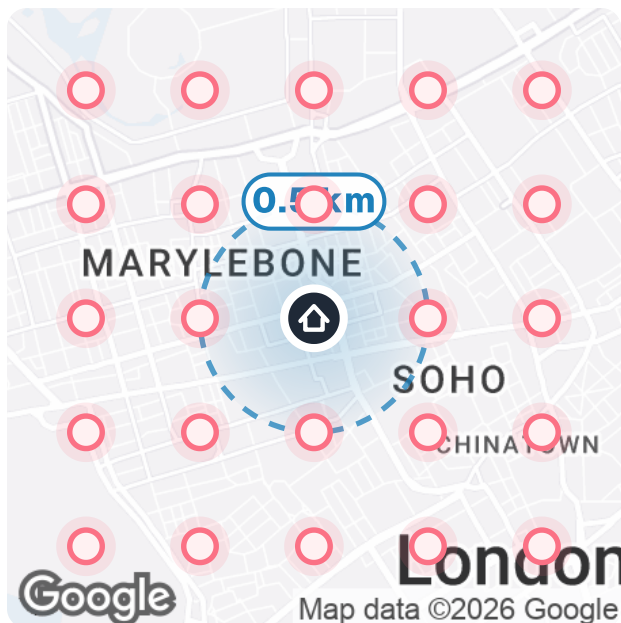
Estate agent is highly relevant, but the average rank of 20.2 and visibility on only 4% of grid points indicate very weak local reach.

DIAGNOSIS

Your reach and your competitors

CHAPTER 1 · 9/14

"estate agent" · reach 0.5 km



The circle marks the distance beyond which your listing drops off: on 24 of the 25 measured points, you do not appear at all.

- Point where you appear
- Point where you are absent
- Your address

AREAS YOU HOLD

Mayfair Marylebone Soho

AREAS TO WIN BACK

Kensington Chelsea Paddington
St John's Wood

Who outranks you, and why

BUSINESS

AVG RANK PRESENCE RATING REVIEWS

Your listing · London

#1.0 4 % ★ **3.9** 37

Leo Newman

#10.6 28 % ★ **4.7** 462

Leo Newman outranks The Estate Agency with 462 reviews and a 4.7 rating, compared with 37 reviews and a 3.9 rating. Its average rank is 10.6 versus your 20.2.

Dexters Marylebone Estate Agents

#11.5 24 % ★ **4.9** 573

Dexters Marylebone outranks The Estate Agency with the highest rating at 4.9 and 573 reviews, compared with 3.9 and 37. Its average rank is 11.5 versus your 20.2.

York Estates

#11.8 24 % ★ **4.9** 160

York Estates outranks The Estate Agency with a 4.9 rating from 160 reviews versus 3.9 from 37, and 20 photos versus 2. Its average rank is 11.8, ahead of your 20.2.

Hudsons Property

#11.9 36 % ★ **4.8** 389

Priority levers

- 1 Request more customer reviews
- 2 Add property and team photos
- 3 Improve local listing relevance

DIAGNOSIS

Local SEO — "estate agent for selling homes"

CHAPTER 1 · 10 / 14

Visibility verdict

You only appear across 16% of your area: 21 of 25 points do not surface you at all.

Search "estate agent for selling homes" · London · 25 points measured around your address

Average position

#13.8

best position #1 · worst #19

Area covered

16 %

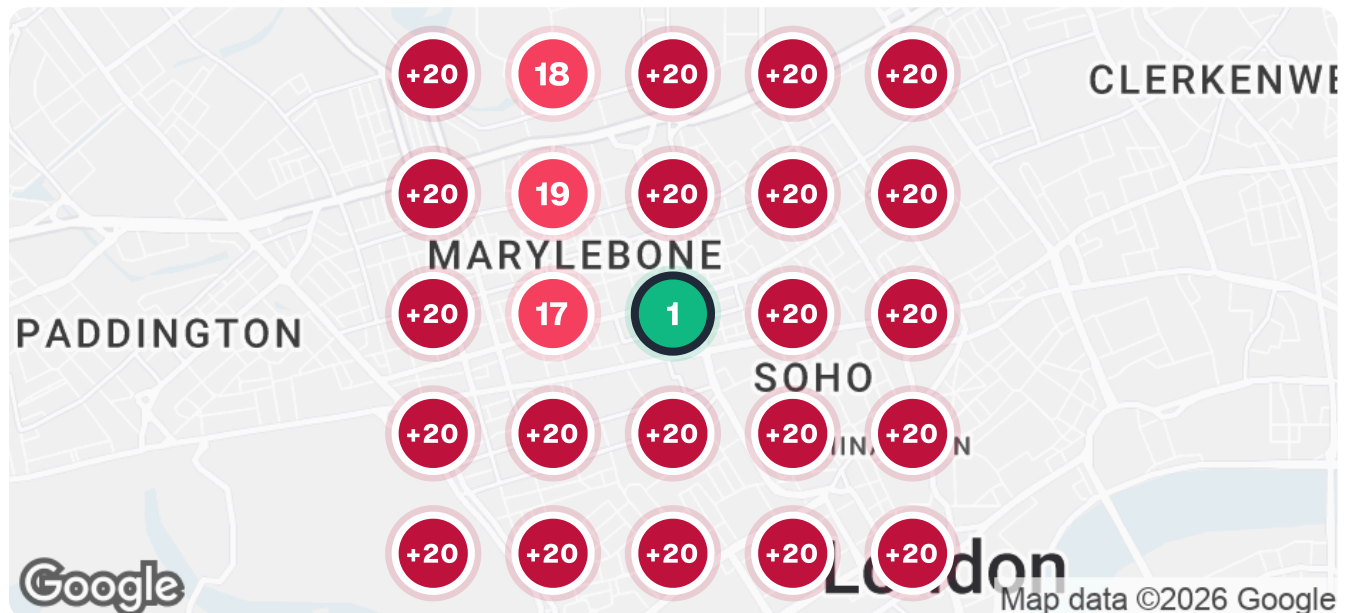
4 of 25 points surface your listing

Actual reach

0.5 km

beyond that, you vanish from more than half the points

Google position grid



● Top 3 ● Top 4 to 10 ● Beyond the top 10 ● You do not appear ● Your address

Our analysis

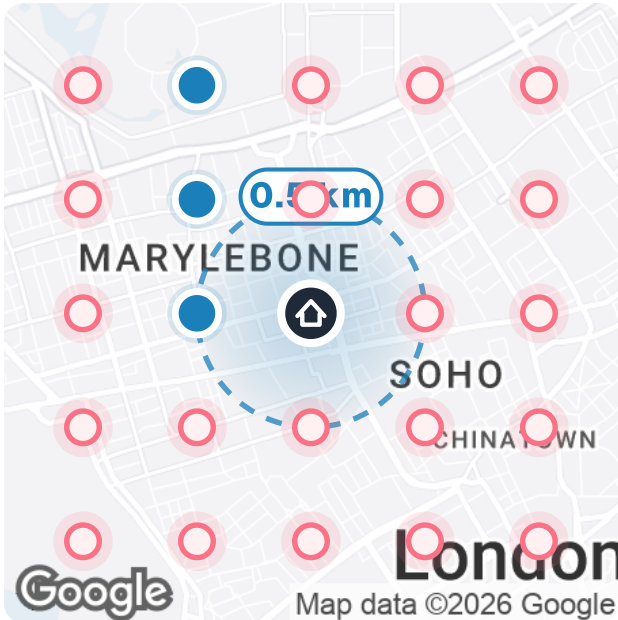
Estate agent for selling homes performs slightly better at an average rank of 19.8 and 16% coverage, but remains far from prominent local visibility.

DIAGNOSIS

Your reach and your competitors

CHAPTER 1 · 11/14

“estate agent for selling homes” · reach
0.5 km



The circle marks the distance beyond which your listing drops off: on 21 of the 25 measured points, you do not appear at all.

- Point where you appear
- Point where you are absent
- Your address

AREAS YOU HOLD

Mayfair Marylebone Fitzrovia

AREAS TO WIN BACK

Chelsea Kensington Bayswater
Notting Hill

Who outranks you, and why

BUSINESS

AVG RANK PRESENCE RATING REVIEWS

Story of Home	#9.3	96 %	★ 5.0	100
Story of Home appears for 96% of searches with a 5.0 rating, 100 reviews, and 377 photos. The Estate Agency appears for 16%, has a 3.9 rating and 37 reviews, and ranks at 19.84 on average.				
TYRON ASH INTERNATIONAL REAL ESTATE	#10.5	48 %	★ 4.6	395
TYRON ASH INTERNATIONAL REAL ESTATE appears for 48% of searches and has 395 reviews at a 4.6 rating. The Estate Agency appears for 16% with 37 reviews at 3.9, and ranks 19.84 on average.				
Laurels Property Partners	#11.8	56 %	★ 4.9	321
Laurels Property Partners has a 4.9 rating from 321 reviews and appears for 56% of searches. The Estate Agency has a 3.9 rating from 37 reviews and appears for 16%, with an average rank of 19.84.				
Guards Real Estate	#12.6	64 %	★ 4.8	55
Your listing · London	#13.8	16 %	★ 3.9	37

DIAGNOSIS

Your website facing Google

CHAPTER 1 · 12/14

Website verdict

Your website is solid: two steps remain to move ahead of your competitors

theagencyuk.com · home page analyzed



Speed **30/30** Tags **15/25** Content **7/13** Technical **13/20**

Full page load

32 ms

below the Google threshold

Largest content shown

0 ms

before your main image

Site usable

32 ms

before a button responds

What is holding your site back

+ 1 more points in the action plan

No main heading

Nothing announces the page topic: Google has to guess, and it guesses badly.

No sitemap declared

Your secondary pages take weeks to be discovered.

Loading under control

32 ms: below the Google threshold, your visitors see your offer right away.

Secure connection

Your visitors see the padlock: no browser warning on arrival.

Our analysis

The crawl reports a 32 millisecond load time, which is technically fast, but the scanned address is <https://test.com/> rather than the listed <https://www.test.com>. That mismatch can confuse visitors and weaken trust when they move from Google to your website. The page also has no main heading or section headings, making its purpose less clear to visitors and search engines. These are mainly technical and structural corrections, not a full redesign, and changes can appear after the next crawl.

DIAGNOSIS

What Google reads on your pages

CHAPTER 1 · 13 / 14

Your shop window in Google results

T theagencyuk.com

TAUK | Estate Agents Near You | Property Sold Properly

It's not just a home. It's where your story has been written. And now it's time for the next chapter. We make sure it's passed on with the same care you've given it, finding the right buyer, at the right price, in the right way.

Page title

54 / 60

Beyond 60 characters, Google cuts the end of your title.

Description

228 / 160

This is your only pitch before the click: 120 to 160 characters.

Your heading structure

H1		none
H2		none
H3		none
H4		none
H5		none
H6		none

When your link is shared

theagencyuk.com

**TAUK | Estate Agents Near You
| Property Sold Properly**

Your links display with an image and a title: they attract clicks on Facebook, LinkedIn and WhatsApp.

✓ **Facebook, LinkedIn**
Configured

✓ **X (Twitter)**
Configured

✓ **Secure connection**
HTTPS active

✗ **Sitemap**
Missing

✗ **Robots file**
Missing

✓ **Images described**
All described

DIAGNOSIS

Your authority and your levers

CHAPTER 1 · 14 / 14

Sites that mention you

56

distinct domains pointing to your site

Inbound links

600

no broken link to recover

Links that count

100 %

actually pass authority to your site

Your standing against the market

56 referring sites · industry marker: 35

56 sites cite you. Your profile is healthy: the lever is no longer the count, it is turning those links into visits.

Link profile quality

to watch

Who mentions you today

• **thenegotiator.co.uk** AI will change the p...
60 out of 100

• **propertyindustryeye.com** Keller William...
60

• **allchild.org** Embedding a fruitful partners...
30

• **www.discoverevents.co...** Rugby Lunch ...
5

• boosts your ranking • mention only

Where your links come from

Automated directories **88 %** • Other sites **6 %** • Press and media **6 %**

ACTION PLAN

Your three priorities

CHAPTER 2 · 1/3

1

PRIORITY

REVIEWS

12 of your 20 most recent reviews have received no reply.

90% expected



ACTION

Reply to every review within 48 hours, addressing criticism specifically and thanking reviewers by name.

GAIN ↗ Fewer unresolved trust concerns

2

PRIORITY

CONTENT

No post published for 1,211 days.

ACTION

Publish two London property posts weekly with complete copy, current listings and direct enquiry instructions.

GAIN ↗ More current property enquiries

3

PRIORITY

CONTENT

Your profile holds 2 photos.

20 expected



ACTION

Add professional photos for the office, team, properties and London locations, replacing the current 2-photo profile.

GAIN ↗ Stronger first impression

ACTION PLAN

Your roadmap

CHAPTER 2 · 2/3

30 DAYS

4 actions

What pays off quickly

1 Reply to every review within 48 hours

Fewer unresolved trust concerns

REVIEWS

2 Publish two complete posts weekly

More current property enquiries

CONTENT

3 Add professional listing photos

Stronger first impression

CONTENT

• Rewrite the Google description

Clearer local service relevance

PROFILE

60 DAYS

2 actions

What establishes your profile

• Align Google and website URLs

Fewer visitor trust issues

WEBSITE

• Expand categories and attributes

Broader local discovery

PROFILE

90 DAYS

1 action

What lasts over time

• Create London keyword landing pages

Improved local search visibility

LOCAL SEO

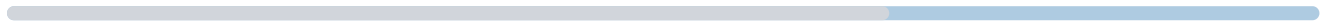
ACTION PLAN

What this changes

CHAPTER 2 · 3/3

What 90 days change

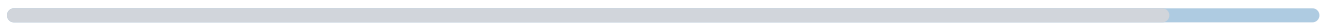
Total reviews

37 reviews → **55 reviews**


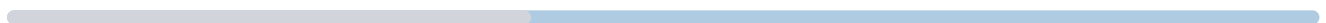
Profile photos

2 photos → **25 photos**


Average rating

3.9 out of 5 → **4.4 out of 5**


Review response rate

40% of reviews → **100% of reviews**


Monthly posts

0 posts → **4 posts**


Typical sector example

Independent estate agency · Real estate — The profile generated 6 qualified enquiries per month before optimisation. → **After four months, it generated 15 qualified enquiries per month.**

OUR SUPPORT

Our offer

CHAPTER 3 · 1/1

 Audit run on September 9, 2026 · terms valid until September 24

OUR PROPOSAL FOR YOU

Turn Google Searches Into Property Enquiries

We optimise your Google Business Profile with stronger service content, local search targeting, fresh property-focused posts, professional imagery and a consistent review response process. Monthly monitoring identifies ranking opportunities, improves conversion signals and keeps the profile active for sellers, buyers and landlords.

INVESTMENT

No commitment, cancellable anytime

249 £/month

 Estimated gain £600 / month · recouped in 1 month

What's included

-  **Full listing optimisation**
Title, categories and subcategories, address, description, services, products and attributes
-  **New reviews answered within 24 h**
Every new review gets a natural, optimized reply, never a copy-paste
-  **Photos added regularly**
One photo scheduled every two days, sent by you or dropped in your portal
-  **Replies to all your past reviews**
Every review gets a reply written with your keywords, your city and your services
-  **One Google post every week**
Image, optimised text and a call to action, with your keywords and your area
-  **Monthly report in your branding**
Statistics, local rankings and work completed, with your logo and colors

26 factors optimized · 4 posts / month · 15 photos / month

Next step

Start growing local visibility
 +441218160408

 info@estateagentmarketing.uk