BUSINESS INTELLIGENCE / SAMPLE REPORT

Business Intelligence.

TEN OPPORTUNITIES. ONE CLEARER PLAN.

Make it easier to choose you. Give customers more reasons to come back.

Example Home Services

Residential plumbing - example business | Illustrative local service area

PREPARED 2026-11-01 / BG-SAMPLE-2026-11-01

A better direction starts with a closer look.

Business growth opportunities lead the report. Website and search findings follow in their own section. Evidence and practical next steps connect the two.

10 GROWTH PRIORITIES / 6 TECHNICAL AREAS / 1 ACTION PLAN

SAMPLE REPORT / BUSINESS AND RESULTS ARE INVENTED

Prepared by Big Geek Design | Research period: 2026-09-25 to 2026-10-01

YOUR FIRST PRIORITY

Do this first

Move No. 001

Give visitors a clear reason to get in touch

What we found

The invented homepage headline is "Quality Plumbing Services" and its main link says "Contact us."

Why it matters

When the first screen is vague, customers have more work to do before they can decide to contact you.

The move

Test "Plumbing repairs without the guesswork," a short explanation of the estimate process, and a prominent request-a-visit button. Make only promises the team can keep.

Your first step this week

Approve the service promise and choose one primary contact action.

Potential High | Effort Low | Confidence Medium

Sources: S1

SAMPLE REPORT - BUSINESS AND RESULTS ARE INVENTED

THE BRIEFING

The business in view

A practical starting point, with the evidence kept in view.

The supplied fictional excerpts describe a residential plumbing service but leave basic customer questions unanswered: what the team does, what happens after an enquiry and how an estimate works. The growth priorities start with a clearer offer and contact process, then consider follow-up, customer stories, referrals and repeat business. Test these ideas against the team's actual services, capacity and customer needs.

01 Start with the offer and estimate process. The invented page leaves basic questions unanswered, so message clarity is the first practical test.

02 Establish enquiry-outcome tracking before expanding marketing. The owner brief lacks performance evidence; verify current practice before adding work.

03 Build on completed work and existing relationships. With customer permission, test useful project stories, referrals and reminders before expanding into several new marketing activities.

Ratings are qualitative judgments, not financial estimates or outcome predictions. Definitions and research limitations appear at the end of this report.

SAMPLE REPORT - BUSINESS AND RESULTS ARE INVENTED

01 / BUSINESS GROWTH OPPORTUNITIES

Priorities 1 & 2

Ranked for business relevance, practical action and evidence confidence.

01 Give visitors a clear reason to get in touch

CONFIRMED IN THIS REVIEW

POTENTIAL IMPACT	IMPLEMENTATION EFFORT	EVIDENCE CONFIDENCE
High	Low	Medium

WHAT WE OBSERVED

The invented homepage headline is "Quality Plumbing Services" and its main link says "Contact us."

WHY IT MATTERS

When the first screen is vague, customers have more work to do before they can decide to contact you.

RECOMMENDED ACTION

Test "Plumbing repairs without the guesswork," a short explanation of the estimate process, and a prominent request-a-visit button. Make only promises the team can keep.

FIRST STEP Approve the service promise and choose one primary contact action.

Sources: S1

02 Show customers what happens after they ask for an estimate

CONFIRMED IN THIS REVIEW

POTENTIAL IMPACT	IMPLEMENTATION EFFORT	EVIDENCE CONFIDENCE
High	Low	Medium

WHAT WE OBSERVED

The invented service page names repairs and installations but does not explain how visits or estimates work.

WHY IT MATTERS

A clear process helps customers understand the commitment before they contact you.

RECOMMENDED ACTION

Describe three steps: tell us the problem, agree a visit, review the proposed work and price. State any call-out or diagnostic charge accurately.

FIRST STEP Write the actual visit and pricing process with the owner.

Sources: S1

SAMPLE REPORT - BUSINESS AND RESULTS ARE INVENTED

01 / BUSINESS GROWTH OPPORTUNITIES

Priorities 3 & 4

Ranked for business relevance, practical action and evidence confidence.

03 Track the enquiries that become worthwhile jobs

NEEDS CHECKING

POTENTIAL IMPACT	IMPLEMENTATION EFFORT	EVIDENCE CONFIDENCE
High	Low	Low

WHAT WE OBSERVED

The fictional owner brief supplies no channel, estimate-outcome, or job-value tracking. That is a gap in the brief, not proof that tracking never happens.

WHY IT MATTERS

Enquiry volume alone cannot show which work or channel is valuable.

RECOMMENDED ACTION

Start a simple weekly log of source, service requested, outcome, and job value. Use it to compare channels before changing the budget.

FIRST STEP Confirm existing tracking, then agree a minimal record and privacy approach.

Sources: S1

04 Give your two priority services their own explanation

CONFIRMED IN THIS REVIEW

POTENTIAL IMPACT	IMPLEMENTATION EFFORT	EVIDENCE CONFIDENCE
High	Medium	Medium

WHAT WE OBSERVED

The example services overview gives repairs and installations only a short paragraph. The expanded scenario also gives their individual service pages generic titles.

WHY IT MATTERS

Focused service descriptions can connect a customer's problem to a useful next step.

RECOMMENDED ACTION

Improve one repair page and one installation page. Explain suitable jobs, the visit process and how to ask about availability. Give each page its own clear title.

FIRST STEP Choose the existing service pages to improve using actual capacity and owner-supplied business priorities.

Sources: S1, S2

SAMPLE REPORT - BUSINESS AND RESULTS ARE INVENTED

01 / BUSINESS GROWTH OPPORTUNITIES

Priorities 5 & 6

Ranked for business relevance, practical action and evidence confidence.

05 Follow up on estimates with a helpful question

NEEDS CHECKING

POTENTIAL IMPACT	IMPLEMENTATION EFFORT	EVIDENCE CONFIDENCE
Medium	**Low**	**Low**

WHAT WE OBSERVED

The fictional brief does not document an estimate follow-up process or its results.

WHY IT MATTERS

Silence after an estimate can mean uncertainty, timing, or a different choice; the reason needs to be learned.

RECOMMENDED ACTION

Confirm current practice, then test a short follow-up asking what needs explaining. Track replies and booked work; honor contact preferences.

FIRST STEP Draft one message and agree an appropriate follow-up interval.

Sources: S1

06 Turn completed work into useful customer stories

CONFIRMED IN THIS REVIEW

POTENTIAL IMPACT	IMPLEMENTATION EFFORT	EVIDENCE CONFIDENCE
Medium	**Low**	**Medium**

WHAT WE OBSERVED

No job stories appear in the invented homepage or service-page excerpts.

WHY IT MATTERS

A relevant story can help a prospective customer judge whether your service fits their situation.

RECOMMENDED ACTION

With customer permission, show the original problem, the work agreed, and the outcome. Avoid invented testimonials, savings, or review counts.

FIRST STEP Choose one completed job and request permission to describe it.

Sources: S1

SAMPLE REPORT - BUSINESS AND RESULTS ARE INVENTED

01 / BUSINESS GROWTH OPPORTUNITIES

Priorities 7 & 8

Ranked for business relevance, practical action and evidence confidence.

07 Explore a referral route through property managers

NEEDS CHECKING

POTENTIAL IMPACT	IMPLEMENTATION EFFORT	EVIDENCE CONFIDENCE
Medium	**Medium**	**Low**

WHAT WE OBSERVED

The fictional owner brief names property managers as a possible audience; no conversations or agreements are supplied.

WHY IT MATTERS

A useful partner offer could create repeat introductions, but demand and operational fit are untested.

RECOMMENDED ACTION

Interview three managers about repair coordination and communication needs. Build a small pilot only if the team can meet those needs.

FIRST STEP Prepare questions about response expectations, access, and approvals.

Sources: S1

08 Test useful reminders for past customers

NEEDS CHECKING

POTENTIAL IMPACT	IMPLEMENTATION EFFORT	EVIDENCE CONFIDENCE
Medium	**Medium**	**Low**

WHAT WE OBSERVED

The fictional brief mentions routine household maintenance but supplies no reminder program or customer-consent data.

WHY IT MATTERS

A timely reminder could create repeat work; response and profitability are unknown.

RECOMMENDED ACTION

Pilot opt-in reminders for an appropriate service interval approved by a qualified technician. Measure replies, bookings, and delivery effort.

FIRST STEP Define the eligible service, timing, and permission requirements.

Sources: S1

SAMPLE REPORT - BUSINESS AND RESULTS ARE INVENTED

01 / BUSINESS GROWTH OPPORTUNITIES

Priorities 9 & 10

Ranked for business relevance, practical action and evidence confidence.

09 Help people prepare for a service visit

CONFIRMED IN THIS REVIEW

POTENTIAL IMPACT	IMPLEMENTATION EFFORT	EVIDENCE CONFIDENCE
Medium	**Low**	**Medium**

WHAT WE OBSERVED

The invented pages contain no preparation checklist.

WHY IT MATTERS

Clear preparation guidance may reduce avoidable back-and-forth for customers and the team.

RECOMMENDED ACTION

Create a short guide covering the location of the issue, safe access, and useful photos. Avoid do-it-yourself repair instructions or unqualified safety advice.

FIRST STEP Have a qualified technician review a one-page checklist.

Sources: S1

10 Make honest feedback a consistent habit

NEEDS CHECKING

POTENTIAL IMPACT	IMPLEMENTATION EFFORT	EVIDENCE CONFIDENCE
Medium	**Low**	**Low**

WHAT WE OBSERVED

The fictional owner brief does not describe when or how feedback is requested. The expanded profile record does not establish a consistent review-request process.

WHY IT MATTERS

A consistent request can collect useful feedback without selecting only happy customers.

RECOMMENDED ACTION

Invite all eligible customers to give honest feedback after completed work. Do not offer incentives or screen customers by satisfaction.

FIRST STEP Agree when to ask, who sends the request, and how concerns are handled.

Sources: S1

SAMPLE REPORT - BUSINESS AND RESULTS ARE INVENTED

02 / WEBSITE & SEARCH INTELLIGENCE

The digital foundation

Confirmed findings, improvements already visible, and checks still needed.

An eight-page fictional plumbing website, covering service pages, local business details, phone layouts and the enquiry process. This expanded scenario shows the detail a completed assessment can provide.

Search access & page setup

Core access works; page-address fixes needed

Eight pages load and missing pages return the correct response. The services page points to the wrong preferred address, and Reviews is missing from the sitemap.

Page titles & content

Three titles need clearer wording

Three service pages share the generic title "Services". Give each a title that helps customers tell the pages apart.

Local search

One hours mismatch to resolve

Business name, phone and service area agree. Saturday hours conflict between the website and the example business profile.

AI search readiness

Clearer business facts would help

Important text is readable without browser scripting. Add structured business facts and fuller service answers; this does not predict inclusion in AI answers.

Usability, mobile & performance

Mobile image and tap target need work

Example mobile lab: main content appears at 3.4 seconds; layout shift is 0.04. Reduce the 1.8 MB main image and enlarge the small call button.

Content & discoverability

Estimate guidance is the clearest gap

Service details are present, but the next steps, preparation and pricing-confirmation process are not explained.

All results below-including page counts, profile details, example speed measurements and test outcomes-are invented for this sample. They are not measurements of a real business. Public page setup is shown separately from private Google account checks; AI readiness does not guarantee mentions in AI answers.

02 / TECHNICAL CHECK REGISTER

What we checked

A pass applies only to the stated sample and method. Unavailable tests are not marked passed.

Check	Result	What we found / what remains unknown
Page titles & preferred addresses	Needs attention	Three service pages use "Services" as their title. The services page names the homepage as preferred instead of its own address. Sources: S2
Content available when a page opens	Pass	The example server responses contain the main text, headings, service links and contact details on all eight pages. Browser scripting is not needed to read those essentials. Sources: S2
Missing-page responses	Pass	Two invented invalid addresses return HTTP 404, the missing-page response, and show a helpful route back to the site. Sources: S2
Permission for search tools to read pages	Pass	The example robots.txt allows the public pages and points search tools to the sitemap. Sources: S2
Page list for search tools	Needs attention	The example sitemap lists seven of eight intended pages. Reviews is missing; all seven listed addresses load successfully. Sources: S2
Business details for search tools	Needs attention	The example pages include no structured business data. Add accurate JSON-LD business facts matching what customers can read. Sources: S2
Image used when a page is shared	Pass	The example sharing image loads as a 1200-by-630-pixel JPEG and matches the image address and size stated in the page code. Sources: S2
Menus & links between pages	Pass	All 24 links included in the invented menu/footer check reach the intended page or section. Phone and contact links work in the example flow. Sources: S2
Business name & contact details	Pass	The example business name, phone number and service area agree across Home, Services, Contact and the supplied profile record. Sources: S2

SAMPLE REPORT - BUSINESS AND RESULTS ARE INVENTED

Check	Result	What we found / what remains unknown
Review sources	Pass	The invented Reviews page credits the original review platform, links to its source profile and labels the quotes as a selection. Reviews are not treated as proof of future results. Sources: S2
Visit & estimate expectations	Partial	Services are named, but the example copy does not explain estimate steps, what to prepare or when pricing is confirmed. Sources: S2
Official local profile details	Needs attention	The example profile and website agree on name, phone and service area, but disagree on Saturday hours. Owner access is still needed to make or confirm profile changes. Sources: S2
Phone-sized layout	Needs attention	At an illustrative 390-pixel screen width, the page fits without sideways scrolling, but the call button is only 30 pixels high. Enlarge its tap area. Sources: S2
Mobile speed example	Needs attention	Invented lab values: Largest Contentful Paint (main content appearing) 3.4 seconds; layout shift 0.04; main image 1.8 MB. No real-user field-data conclusion is available. Sources: S2
Information available to AI search tools	Partial	The example main text is readable immediately and contact facts agree. Structured business data and helpful service answers are missing. No AI-mention test or visibility score is claimed. Sources: S2
Delivery of enquiries	Pass	In the simulated test record, both contact and estimate requests reach the intended inbox, show a confirmation and give a useful error when an email address is invalid. No actual messages were sent. Sources: S2

SAMPLE REPORT - BUSINESS AND RESULTS ARE INVENTED

02 / PRIORITIZED FINDINGS

What to address next

The separate Optimization Roadmap gives affected pages, dependencies and completion checks.

SEARCH ACCESS & PAGE SETUP

T1 / Give the services page its own preferred address

Confirmed in this review | Severity: high | Confidence: High

WHAT WE FOUND

In the fictional page code, /services identifies the homepage as its preferred address. The sitemap lists seven of the eight intended pages and leaves out /reviews.

WHY IT MATTERS

Search tools receive conflicting instructions about which page should represent the services. Leaving Reviews out of the sitemap also makes that page less obvious in the supplied page list.

RECOMMENDED ACTION

Make the services page identify its own address as preferred, then add Reviews to the sitemap. Check Google's own records separately after publishing.

Affected pages: https://home-services.example/services, https://home-services.example/sitemap.xml

Illustrative page-code and sitemap findings. Whether Google has included each page still requires owner-authorized Search Console access.

Sources: S2

PAGE TITLES & CONTENT

T2 / Make three service-page titles specific

Confirmed in this review | Severity: medium | Confidence: High

WHAT WE FOUND

The fictional /services, /repairs and /installations pages all use the title "Services". The /services main heading also says only "Services".

WHY IT MATTERS

People comparing search results get little help understanding what each page offers. The pages also look unnecessarily alike.

RECOMMENDED ACTION

Give each page an accurate title and main heading describing its service. Include the actual service area where useful, without repeating location names unnaturally.

Affected pages: https://home-services.example/services, https://home-services.example/repairs, https://home-services.example/installations

Illustrative page-title and heading review across the three service pages.

Sources: S2

SAMPLE REPORT - BUSINESS AND RESULTS ARE INVENTED

02 / PRIORITIZED FINDINGS

What to address next

The separate Optimization Roadmap gives affected pages, dependencies and completion checks.

LOCAL SEARCH

T3 / Make Saturday hours agree across public listings

Confirmed in this review | Severity: medium | Confidence: High

WHAT WE FOUND

The fictional website lists Saturday hours as 8 a.m.-noon, while the example business profile says Saturday is closed. The business name, phone number and service area otherwise agree.

WHY IT MATTERS

A customer may be unsure whether to call on Saturday. Consistent public details make the next step easier.

RECOMMENDED ACTION

Confirm the actual Saturday policy and update whichever listing is wrong. Separate ordinary hours, emergency availability and holiday changes.

Affected pages: https://home-services.example/contact

Illustrative comparison of website and business-profile details. Ownership and profile performance are separate private-account checks.

Sources: S2

AI SEARCH READINESS

T4 / Give search tools clear business facts and useful answers

Confirmed in this review | Severity: low | Confidence: High

WHAT WE FOUND

The fictional pages show a consistent business name, phone number and service area, but contain no structured business data and give only a short services paragraph.

WHY IT MATTERS

Clearer explanations help customers and give search tools more useful context. Structured data can make facts easier to interpret, but does not guarantee an AI mention or special search display.

RECOMMENDED ACTION

Add accurate service explanations and an owner-approved set of business facts in JSON-LD, a format search tools can read. Keep those facts consistent with the visible pages.

Affected pages: https://home-services.example/, https://home-services.example/services

Illustrative content and page-code review. No AI citations, ranking gains or visibility score are claimed.

Sources: S2

SAMPLE REPORT - BUSINESS AND RESULTS ARE INVENTED

02 / PRIORITIZED FINDINGS

What to address next

The separate Optimization Roadmap gives affected pages, dependencies and completion checks.

USABILITY, MOBILE & PERFORMANCE

T5 / Lighten the homepage image and improve the phone button

Confirmed in this review | Severity: medium | Confidence: High

WHAT WE FOUND

The invented mobile lab run has Largest Contentful Paint of 3.4 seconds and layout shift of 0.04. The main homepage image is 1.8 MB. At a 390-pixel screen width, the call button is only 30 pixels high.

WHY IT MATTERS

The main content may take longer to appear on a phone, and a small call button can be harder to tap. These example lab results are not real visitor measurements.

RECOMMENDED ACTION

Resize and compress the main image, use an appropriate modern image format and increase the call button's tap area. Retest the same mobile setup after the change.

Affected pages: https://home-services.example/

Entirely fictional mobile lab values and 390-pixel layout observation. No real-user performance pass or score is implied.

Sources: S2

CONTENT & DISCOVERABILITY

T6 / Explain what happens after an estimate request

Confirmed in this review | Severity: low | Confidence: High

WHAT WE FOUND

The fictional services page says "Contact us to discuss your needs" but gives no estimate steps, information to prepare or explanation of when a price is confirmed.

WHY IT MATTERS

Customers need to ask basic questions before they can decide whether to get in touch. A short, accurate explanation could make the first contact easier.

RECOMMENDED ACTION

Add the real request-to-estimate steps, what the customer should prepare and how pricing is confirmed. Describe only response times and commitments the team can meet.

Affected pages: https://home-services.example/services, https://home-services.example/contact

Illustrative review of the supplied services copy; this is a content improvement, not a measured booking uplift.

Sources: S2

SAMPLE REPORT - BUSINESS AND RESULTS ARE INVENTED

03 / INTEGRATED ACTION PLAN

One order of action

Business growth and website/search improvements, sequenced together.

01 / Immediate priorities

Priority / track	Recommended next action	Suggested owner
1 / Business growth	Confirm the offer and visit/estimate process. Check existing enquiry tracking before adding a new log. References: O01, O02, O03	Owner + marketing lead
2 / Website/search	Correct the services page's preferred address and sitemap, then make the three service-page titles specific. References: T1, T2	Website editor

02 / Near-term improvements

Priority / track	Recommended next action	Suggested owner
3 / Website/search	Align Saturday hours, add accurate search-readable business facts, improve the phone button and reduce the main image size. References: T3, T4, T5	Website specialist + account owner
4 / Business growth	Pilot helpful estimate follow-up and one consented customer story; review replies and effort. References: O05, O06	Owner + service team

03 / Longer-term opportunities

Priority / track	Recommended next action	Suggested owner
5 / Business growth	Validate partner and reminder demand before investing. Confirm capacity, customer permissions and results tracking. References: O07, O08	Owner

Owners are suggested roles. Confirm responsibilities, dependencies and scope before implementation.

SAMPLE REPORT - BUSINESS AND RESULTS ARE INVENTED

04 / EVIDENCE & RESEARCH NOTES

How to read the report

Clear definitions, source references and honest limits.

POTENTIAL IMPACT

High: a major growth constraint or several customer stages. Medium: a useful, focused improvement. Low: incremental or narrow.

IMPLEMENTATION EFFORT

High: substantial coordination, specialist work or investment. Medium: several tasks or contributors. Low: a contained task using existing resources.

EVIDENCE CONFIDENCE

High: direct, current evidence within stated coverage. Medium: partial evidence or a reasoned inference. Low: limited evidence or a hypothesis requiring validation.

Evidence labels

Verified observation: directly supported fact. Reasonable inference: interpretation of named evidence. Recommendation: an action to consider or test. Requires verification: evidence is missing. Ratings do not predict results.

Source register

The sources below are invented example records. No real website, business profile, speed test or enquiry delivery was audited for this Sample Report.

S1 / Invented website excerpts and owner brief - original snapshot

https://home-services.example/services

Captured 2026-10-01

S2 / Invented technical audit, mobile test and business-profile records

https://home-services.example/fictional-technical-records

Captured 2026-10-01

SAMPLE REPORT - BUSINESS AND RESULTS ARE INVENTED

04 / SCOPE & NEXT STEPS

Useful advice. Honest limits.

The report supports a decision; implementation is a separate scope.

This is a fictional demonstration. The business, page checks, profile record, measurements and simulated test outcomes are all invented; no live audit or message delivery was performed.

Example speed values describe an invented lab run, not actual visitor experience. Changes in rankings, AI mentions, enquiries or revenue are not established.

A real assessment needs owner-authorized Search Console records to confirm Google's included pages and suitable access or exports for business-profile ownership and performance. Never email passwords.

The simulated evidence covers eight pages. A real report would state its actual page sample, methods and dates and retain supporting source artifacts.

The ten business opportunities are proposals to evaluate, not implementation commitments or promised results.

OPTIONAL FOLLOW-ON SUPPORT

The initial Business Intelligence Report is $299, one time. Implementation and monthly intelligence monitoring are separate services. Monthly pricing has not been established; no additional service is required.

SAMPLE REPORT - BUSINESS AND RESULTS ARE INVENTED