# APLEO

SAMPLE · LOCAL SEARCH SNAPSHOT

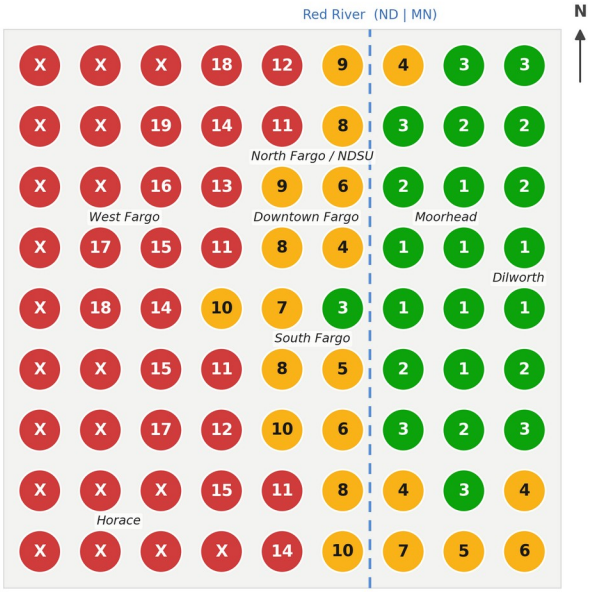
## Sample snapshot: Example Plumbing is strong in Moorhead, but West Fargo does not find it.

**This is a made-up example with invented numbers, not a real business.** Yours would show one search you choose. We searched "plumber" on Google Maps from 81 spots across the metro, the way a homeowner does on their phone. Example Plumbing is #1 at 8 spots around Moorhead and Dilworth. On the West Fargo side it falls to the bottom of the list or out of the top 20, and Competitor A leads there.

| WHAT WE MEASURED (81 MAP POINTS) | EXAMPLE PLUMBING TODAY |
|---|---|
| Top 3 for "plumber" | 22 of 81 (#1 at 8) |
| Shown at all, top 20 | 61 of 81 |
| Google reviews | 24, 4.7 stars |
| Listing claimed by the owner | Yes |

**"plumber"**

Top 3 at 22 of 81 map points; not found at 20




HOW TO READ THE MAPS

- **#1 to #3** · in the map pack, the listings most people call
- **#4 to #10** · on the list, below the pack
- **X or #11+** · not shown
- **Dashed line** · Red River, the ND | MN state line

81 POINTS · 1.5 MILES APART
GOOGLE MAPS, MOBILE · SAMPLE DATA
RIGHT COLUMN: DILWORTH AND NEARBY FIELDS

## WHAT WE NOTICED

- **The east side is yours.** The green spots around Moorhead and Dilworth are searches where people see you first.
- **West Fargo is the gap.** Competitor A has fewer reviews and still leads there, so that part of town is open to win.
- **This week:** add ten real job photos to your listing. It is free, and customers can see your work before they call.

Happy to walk you through the map in 20 minutes and show what it would take to win the west side. Questions? Contact jack@apleo.com