

# **STOP LOSING CUSTOMERS TO YOUR COMPETITORS**



**9 STEPS TO CRUSH YOUR OPPOSITION  
IN LOCAL SEARCH**

# Stop Losing Customers to Your Competitors

## ***9 Quick Fixes For Your Google Business Profile To Win Back Customers Searching For Your Service Right Now!***

DISCLAIMER: The strategies, methods, and advice provided in this report are for informational purposes only and are not tailored to your specific business circumstances. Results may vary significantly depending on factors such as your industry, location, competition, market conditions, and how consistently you implement the recommendations. While the information aims to support South African business owners in improving their online presence, no guarantee is made that following this advice will lead to increased customers, sales, or profit. All business decisions carry inherent risks, including potential loss of time or resources, and there is no assurance of financial return. You are solely responsible for your actions and outcomes.

# Chapter 1: Show Up Where Customers Are Looking

Here's the blunt truth: if your business isn't showing up in the top 3 on Google Maps, you're invisible. Most people never click "More businesses." They just call the first few options Google shows them. And if you're not there? That call goes to your competitor.

One of the biggest ranking factors is your **Primary Business Category**. This is Google's way of understanding what you do. Get it wrong, and you'll be appearing in the wrong searches—or not at all. For example, a plumber accidentally listed under "Contractor" will never get the same calls as someone properly listed as "Plumber."

Secondary categories also matter. They help you cover the extra services you provide. A plumber might also choose "Drainage Service" or "Water Heater Installation." That's how you catch all the different ways customers search for your help. You can have up to 9 secondary categories, but 3 to 5 is best. Make sure that they are relevant to the services you actually provide.

## Action Steps:

1. Check your **Primary Business Category**. If it's wrong, fix it now.
2. Add 3–5 **Secondary Categories** that cover your main services.

## Chapter 2: Stop Hiding Behind a Weak Profile

Imagine you're choosing between two profiles. One has a clear description, listed services, and complete details. The other has almost nothing filled in. Who would you trust? Most customers pick the complete one—every time.

Your **Description** is your chance to shine. You have exactly 750 characters (approximately 150 words) to work with, so make every word count. Keep it clear and packed with the words people actually type when searching for your service.

Don't waste this valuable space with generic fluff. Instead, strategically include:

- **Keywords** customers search for ("emergency plumber," "blocked drains," "water heater repair")
- **Areas you serve** ("Johannesburg, Sandton, Randburg")
- **Certifications** ("licensed," "insured," "certified technician")
- **Experience** ("15 years experience," "family-owned since 2008")
- **What makes you different** ("24/7 emergency service," "same-day repairs")

For example: *"Licensed plumber serving Johannesburg, Sandton & Randburg since 2008. We provide fast, reliable emergency plumbing 24/7. From blocked drains and burst pipes to water heater repairs and bathroom renovations, we've got you covered. Fully insured with 15+ years experience. Same-day service available."*

That description uses 298 characters—leaving you room for more keywords, additional areas served, or specific services. Use every character available to beat competitors who write one boring sentence.

And don't skip the **Services** section. This is where you spell out exactly what you do. The more specific, the better. Think: "blocked drain repair" or "bathroom renovations" instead of just "plumbing."

### Action Steps:

1. Write a **Description** with your service + location.
2. Add every **Service** you offer, using the exact words customers would type into Google.

## Chapter 3: Your Website Is Part of the Game

Google doesn't just look at your profile—it also looks at your website. If the two don't match, you're losing ground.

Your **Meta Title** is the blue text people see in search results. If it doesn't say what you do and where you do it, you're missing an opportunity. A good one looks like this: *"Plumber in Johannesburg | Joe's Plumbing."* Clear, simple, effective. Google displays the first 60 characters or so - use them wisely.

Your **H1 headline** is the big title at the top of your landing page. This should mirror your service and location, too. For example: *"Expert Plumbing Services in Johannesburg."* It reassures customers they're in the right place and signals relevance to Google.

### Action Steps:

1. Edit your **Meta Title**: Service + Location | Business Name.
2. Make sure your **H1 headline** matches the same format.

## Chapter 4: First Impressions Win Clicks

Think about it—you open Google Maps, see three businesses, and one has a blurry photo of a random street corner. Another has no photo at all. But the third has a crisp picture of a smiling team in front of their van. Which one do you click?

Your **Cover Photo** is your shop window. It's often the first thing people see. A strong image instantly builds trust and makes you look professional. Use a real photo of you, your team, or your actual work. No stock photos. Customers (and Google) want to see the real thing.

### Action Step:

1. Upload a professional, original **Cover Photo** that shows your business at its best.

## Chapter 5: Small Details That Build Big Trust

Here's a secret: the little details matter more than you think. Wrong opening hours? Customers show up when you're closed and never come back.

That's why you need to keep your **Opening Hours** accurate—especially for holidays. Trust is built on consistency. Nail the small things, and you look reliable.

### **Action Step:**

1. Double-check your **Opening Hours**—add special hours if needed.

## Chapter 6: Turn Reviews Into Your Secret Weapon

Here's what most business owners miss: reviews aren't just social proof—they're a direct ranking factor. Google prioritizes businesses that actively engage with customers. And nothing shows engagement better than responding to reviews.

Every review is an opportunity. A 5-star review? Thank them and subtly mention your service: *"Thanks for trusting us with your plumbing emergency, Sarah! We're always here when you need us."* See what happened there? You just got the words "plumbing emergency" into your profile again.

A 3-star or negative review? Even better. How you respond shows future customers (and Google) that you care. Address the issue professionally, offer to make it right, and include your contact details. Many people specifically look for how businesses handle complaints before choosing them.

And here's the truth: **not responding to reviews signals to Google that your profile is neglected.** Even a simple "Thanks for your feedback!" is better than silence.

### Action Step:

1. Respond to every review—good and bad—within 48 hours. Make responses personal and include relevant keywords naturally.

## Final Note

Fixing these simple things can put you ahead of competitors who ignore them. And the best part? You can do most of these changes in less than an hour. Do them today, and the next time someone searches for your service, it could be *your* phone ringing instead of theirs.

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