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MEASURE WHAT MATTERS

How to Monitor How Your Business Shows Up in Search

Simple ways local business owners can track visibility, understand customer searches, and spot opportunities.

? You don't need expensive tools to learn how customers are finding you. Start with real search data, simple monthly checks, and the questions your customers already ask.

9 Simple Ways to Monitor Search Visibility

1 Google Search Console

Review the queries, impressions, clicks, top pages, and average position for your website.

2 Google Business Profile

Track calls, website clicks, direction requests, and discovery terms in Search and Maps.

3 Monthly Search Check

Search 10-15 customer phrases and note where you appear in Search, Maps, and competitor results.

4 Autocomplete + Questions

Use autocomplete, "People also ask," and related searches to uncover customer language.

5 Google Trends

Compare topics and spot seasonal shifts such as repair vs. replacement or emergency vs. routine service.

6 Competitor Search Review

Note which competitors appear often and how they present services, reviews, and FAQs.

7 Customer Questions

Ask sales, front-desk, and service staff what people ask most often. Turn those into content ideas.

8 Website Analytics

Review whether search visitors call, submit forms, request appointments, or view key service pages.

9 Bing Webmaster Tools

Add a second free source of search-performance insight beyond Google.

What People Might Be Searching For

Try service + town, service + near me, service + cost, service + best, service + emergency, how to + problem, and why does + problem.

Example:

"roof repair Bristol VT," "dentist near me,"
"best coffee shop Middlebury," or "HVAC repair cost."

A Simple 30-Minute Monthly Routine

- Review Google Search Console queries
- Review Google Business Profile insights
- Check 10 priority searches manually
- Write down new autocomplete and FAQ ideas
- Note top competitors showing up repeatedly
- Pick one improvement to make this month

The Real Goal



Focus beyond rankings.

Pay attention to what people are searching for, where your business appears, and whether that visibility turns into calls, visits, appointments, and sales.