VISIBLEEDGE · ANY SITE AGAINST ITS NEAREST RIVALS

Your rival report

Why customers pick the place down the road, and what to do about it. Built on restaurants, cafés, bars and pubs, and just as useful for gyms, hotels or any place customers review.

> **Every written Google review from the past year for your site and up to four nearest rivals, read side by side and answered in plain English, with what we'd do first and why.**

PART 1: WHERE YOU STAND

- How you're found: where you and your rivals appear in a few obvious Google searches
- The places around you: the ten nearest places like yours, and what each is chosen for
- 1. Why customers pick the place down the road
- 2. What rivals get wrong that you could claim
- 3. What you're praised for that no rival is
- 4. What is costing you stars, and whether it's fixable
- 5. Whether you're gaining or losing ground
- 6. How your replies compare with your rivals'
- Your own question, answered from the reviews
- Who you can win: which customers are up for grabs, and what wins them

PART 2: WHAT TO DO ABOUT IT

- Where people choose: your Google profile, website and menu against what customers say
- Ten replies and ten Google posts, ready to use
- Say this: lines from your own customers for posts, windows and menus
- Reviews worth reporting to Google
- Three things to do, and one for Monday
- Your first 30 days, week by week: who, how long, how you'll know
- A two-page briefing sheet for your team, to print and pin up
- A short video from me: the story, the three things I'd do first and why
- Your own room: the report online for your team, every review behind it, and 100 questions to Ask about your reviews and your rivals'
- Six weeks later: a one-page check on what has moved for you and the same rivals, and the option to carry on with Monday Notes

£595 + VAT

All in: your site and its four nearest rivals. We read every written Google review from the last 12 months for each place (up to 1,500 per place), and you get everything above, including the six-week check. Paid up front.

Other sites in the same order: £295 + VAT each, as many as you like, each against its own four rivals, plus a page on what your sites can learn from each other.

For the estate as a whole, against the rival brands you meet in your key markets: the deep dive, from £1,875 + VAT.

Insight or refund: if the report doesn't give you at least one finding you didn't already know and can act on, tell us within 14 days of delivery and we'll refund you in full.

How it works

1. **Not sure yet?** Ask for a free mini-report first: one real finding about you against the rival you name.
2. **Tell us your site** and the places you lose customers to (or say "pick for me"), who will read the report, and the question that matters most to you.
3. **We check the numbers the same day:** at least 50 written Google reviews in the past year for each place. If a place is too quiet, we suggest another.
4. **You pay the invoice** (card or bank transfer) and your report usually arrives in 3 to 5 working days (5 for two or three sites, a little longer for more), in your own room, with the briefing sheet and your video. Your invoice gives the date we aim for and the latest we will deliver by.
5. **Six weeks later, the check:** you and the same rivals again, one page on what has changed, and the option to carry on with Monday Notes, each site against the same four rivals every week.

What it doesn't cover

- SEO or ranking work. It shows where you appear, but doesn't change your position.
- Revenue, covers or exact footfall: written reviews a week compare places, they don't count customers.
- Other review sites such as Tripadvisor, unless agreed before you order.
- Judgements on individual staff, getting reviews removed, or anything against Google's rules (no fake reviews, incentives or staff review targets).

See a full example in the demo room: visibleedge-demo.netlify.app (code DEMO). Every number traces back to real Google reviews. Factual errors are always fixed free. VisibleEdge is a trading name of JPK Consulting Ltd.