Sample document. The firms in it are described by their trade, and every figure is illustrative.

Plan for a kitchen fitting firm

Getting found for fitted kitchens across Bristol

Where the firm shows up in search today, what the sites above it have, and a twelve-week plan to close the gap.

Prepared for
A kitchen fitting firm, Bristol

Prepared by
A search consultancy

Date
November 2026

Summary

People searching for a kitchen fitter in Bristol find the firm on the second page for most searches, and in the map results for only one of the eight we checked. The work it shows on its own site is strong. Search engines simply have very little to go on.

The plan below adds service and area pages, builds up reviews and earns links from local sites. It runs for twelve weeks and the firm's part takes about an hour a week.

Where you show up in search

Switch between the searches to see who appears above you.

kitchen fitters bristol

1 Showroom page with a store finder
A national kitchen retailer

2 Lists 40 local fitters
A trade directory listing

3 Service page with a gallery
A fitter based in north Bristol

4 **A review site category page**

14 Homepage
Your site Your site

bespoke kitchens bristol

1 **A joinery workshop in Bath**

2 **A national kitchen retailer**

9 Gallery page
Your site Your site

kitchen installation near me

1 **A trade directory listing**

2 **A fitter based in north Bristol**

3 **A national kitchen retailer**

20+ **Your site is not in the top 20**

Search results, Bristol ILLUSTRATIVE

SOURCE Searches run from a Bristol location, 3 November 2026

Map results

The three businesses in the map results all have more than a hundred reviews. You have 23.



kitchen fitters bristol

1. **A fitter based in north Bristol**
   4.9 ★ 212 reviews
2. **A kitchen showroom in Clifton**
   4.7 ★ 164 reviews
3. **A joinery workshop in Bath**
   4.8 ★ 131 reviews

Your business does not appear in these map results

Map results ILLUSTRATIVE SOURCE Map results for "kitchen fitters bristol", 3 November 2026

Your position across eight searches



Position on Google, 1 is the top result ILLUSTRATIVE

SOURCE Searches run from a Bristol location, 3 November 2026

What AI answers say

AI answer

Who is a good kitchen fitter in Bristol for a full refit?

It names three local firms, quoting review counts and the areas they cover. It does not mention you.

- A fitter based in north Bristol
- A kitchen showroom in Clifton
- A joinery workshop in Bath

Your business is not mentioned

An AI assistant's answer ILLUSTRATIVE SOURCE Question asked in an AI assistant, 4 November 2026

Today and after the plan

TODAY

- × One services page covers every kind of job
- × 23 reviews, the latest from June
- × No pages for Clifton, Bishopston or Bath
- × Two sites link to you

AFTER TWELVE WEEKS

- ✓ A page for each service you want more of
- ✓ A review request after every finished job
- ✓ Area pages with local projects on them
- ✓ Links from suppliers and local press

What changes ILLUSTRATIVE

The plan by phase

1. **Weeks 1 to 3: fix the basics.** We correct page titles and the address details Google sees, and make the gallery load faster on phones.
2. **Weeks 4 to 6: service and area pages.** Six new pages, each built around one finished project with photos you already have.
3. **Weeks 7 to 9: reviews.** A short message and card go out after each job, and we reply to every review within a day.
4. **Weeks 10 to 12: links.** We approach your suppliers and two local design blogs, and report on what moved.

How progress is measured

MEASURE	TODAY	WE REPORT
Searches where you reach page one	3 of 8	Every four weeks
Reviews on your Google profile	23	Every week
Enquiries from the website	Counted by you	Every four weeks

SOURCE Starting points from the checks above

Next steps

A 30-minute call to agree which services matter most

Then

1. We send the page plan for your approval
2. Work starts the following Monday