



Novo Growth Agency

Local Search Audit report for: AMR Contractors

Generated: 28th Apr 2026 at 12:41 PM BST

Summary



Location: London, Greater London
Website URL: www.amrcontractors.org

 Links & Authority Poor	 Rank Tracker Poor	 Local Listings Poor	 Reputation Manager Good	 GBP Audit OK	 On-Site SEO OK
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NOVO INTERPRETATION - SUMMARY

AMR Contractors has strong reviews and a decent GBP foundation, but overall performance is poor due to weak rankings, inconsistent local listings (with multiple NAP errors), and low authority. These issues are limiting visibility in Google despite good customer feedback.

Priority task : Fix NAP inconsistencies and local listings first, then improve rankings through GBP optimisation and local SEO.

Results for 'Boiler Repair London'

Generated 25th April 2026 at 9:35 pm



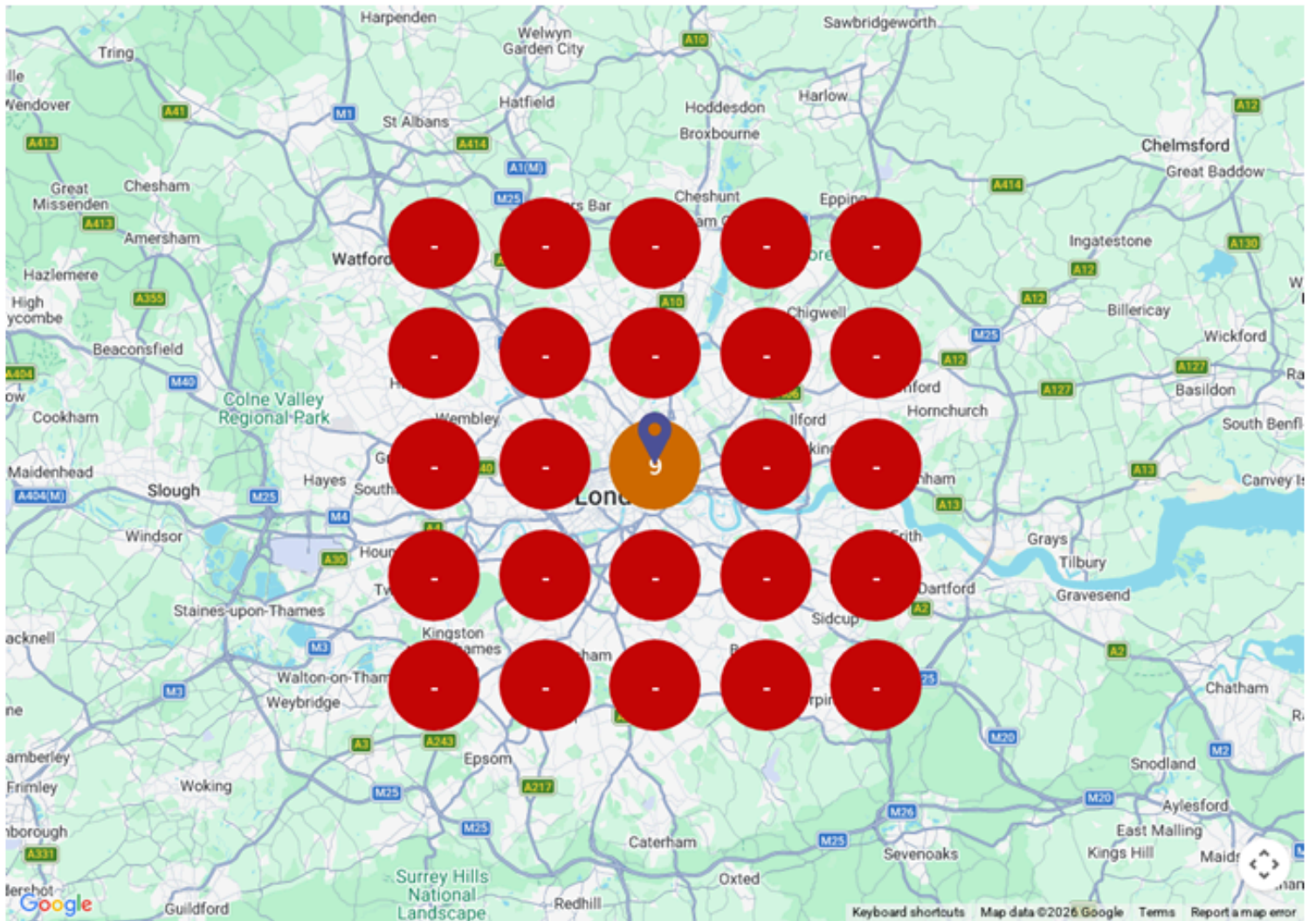
25th Apr
2026

20.5

Average Map Rank

0

Change



NOVO INTERPRETATION - MAP VISIBILITY

The average map rank is 20.5, meaning the business is not visible in top local results and is being outranked across almost all areas. Visibility is very low for this key service.

Priority task : Improve local relevance and authority by optimising service pages, building citations, and strengthening GBP signals for "boiler repair."



Google Business Profile Audit

Status: OK

Location:

📍 London, Greater London

Keyword:

🔍 "Central Heating Service"

This section analyzes your Google Business Profile Audit optimization. It reports on a number of important criteria and benchmarks your website against the top 10 ranked businesses in your area. GBP is Google's listing and search product which contains listings of local businesses, organisations and places. Listings from GBP appear in organic search results and Google maps results on both desktop and mobile devices. This is why GBP is a hugely powerful marketing opportunity for local businesses - getting your optimization correct here is critical to attracting new, local customers.

Rank	Business Name	Verified	Photos	Review Count	Star Rating	Category
>50	AMR Contractors	✗	37	125	★★★★★ 5	General Contractor
1	Boiler and Heating Care	✓	95	372	★★★★★ 5	Heating Contractor

NOVO INTERPRETATION - GOOGLE BUSINESS PROFILE

The GBP is not verified and ranks outside the top 50 despite having strong reviews. The category is also too broad ("General Contractor"), reducing relevance for heating-related searches.

Priority task : Verify the GBP and update categories to be more relevant (e.g. heating/boiler services) to improve rankings.



Reviews

Status: Good

125

Total Reviews

★★★★★ 5

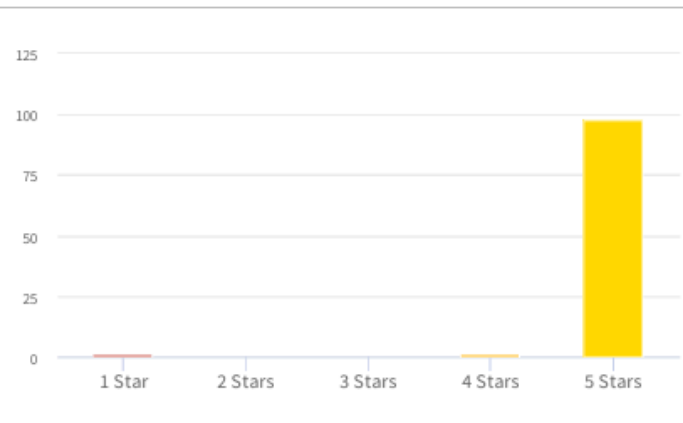
Average Star Rating

In this section we audit your reviews on the most important review sites. We report back on your total reviews, avg. rating and score on each site. We also display the most recent 10 reviews across all these sites.

Having positive reviews significantly impacts your reputation: the better your reputation, the more customers you're likely to win online.

Positive reviews have the added benefits of making your business rank higher in search results, increasing click-throughs from search and building consumer trust in your business. All these lead to more customers and revenue!

Review Count by Star Rating



Top Review Sites



Review Site	Review Count	Average Star Rating
Google	125	★★★★★ 5
Facebook	✗ Your business was not found on this directory.	
Yelp	✗ Your business was not found on this directory.	
Foursquare	0	0



Local Business Listings

Status: **Poor**

4

Listings Found

0

Listings Claimed

7

NAP Errors

6

Listings Not Found

For local businesses, it's critical that their address and contact information is correct and consistent across the web. This provides reliable information to Google about your business and also ensures that your customers can find you or contact you.

This section audits the most powerful online directories and reports back on whether you do or don't have a listing there. If you do, we check if your information is complete and consistent, and highlight any errors so you know what needs fixing. These directories can be a direct source of new customers but they can also boost your local ranking within Google.

Site/Directory	Listings Found	Claimed	Name	Address	Zip/Postcode	Phone Number
Brown Book	✗					
Facebook	✗					
Foursquare	✓	N/A	AMR Contractors	20G Burchell Rd London Greater London United Kingdom	E10 5AZ	+447903316445
Google	✓	✗	AMR Contractors	152, 160 City Rd, London, United Kingdom	EC1V 2NX	+447903316445
HotFrog	✗					
Scoot	✓	N/A	Amr Contractors Ltd	20G Burchell Road London	E10 5AZ	07903316445
Thomson Local	✗					
Touch Local	✓	N/A	Amr Contractors Ltd	20G Burchell Road London	E10 5AZ	07903316445

NOVO INTERPRETATION - LISTINGS

There are multiple NAP inconsistencies (7 errors), different addresses and business names across directories, and several missing listings. This confuses Google and weakens local ranking signals.

Priority task : Standardise business name, address, and phone number across all listings, then fix errors and create missing directory profiles.

Less qualified businesses are taking *your money*.

Right now, customers who need exactly what you offer are searching online — and choosing someone else. Not because that someone else is better. **Because they show up and you don't.**

70%

of clicks go to the top 3 results —
you're not there

3x

more enquiries for businesses
ranking in the top 3

every day

a weaker competitor gets a job that
should be yours

WHAT'S HAPPENING TODAY

A ready-to-buy customer searches your service.
A weaker competitor ranks above you. **They get the call. They get the job. They get your money.**

WHAT CHANGES AFTER THIS CALL

Same search. You show up first. The customer sees you, trusts you, and calls you. **That job — and every one like it — is yours.**

WHAT WE COVER IN 15 MINUTES

- 01 **Why you're invisible** — the exact gaps letting weaker businesses rank above you
- 02 **The quick wins** — fixes that move the needle fast, ranked by impact
- 03 **How to dominate your local area** — own the top 3 for every service you offer
- 04 **Your 90-day roadmap** — a clear plan you keep, whether you work with us or not

**Stop funding your competitors.
Book your free 15-minute blueprint call.**

Every day without a fix is another day the wrong business wins. 15 minutes is all it takes to change that.

● 15 minutes

● completely free

● blueprint is yours to keep