

Visibly Score Report

voorbeeld-dakdekker-rotterdam.nl

Dakdekker · Rotterdam

CURRENT SCORE

58 / 100

TARGET AFTER TOP 3 FIXES

84 / 100

Top 3 fixes (ranked by expected lift)

1 Does your site speak Google's language, or are you mumbling?

Add JSON-LD schema markup for LocalBusiness, services, FAQ, and reviews. This is the single highest-leverage technical change. Most websites without schema are invisible to AI agents.

Expected lift: **+14 pts** Effort: Small

2 When someone has a question, does your site already have the answer ready?

Add a practical FAQ section answering: price ranges, timing, service area, emergency response, and how the process works. Use real questions you already get from customers.





Expected lift: **+13 pts** Effort: Medium

3 Are your reviews helping you, or hurting you?

Pull real review language and service proof onto the page. Add a review section with named reviewers, dates, and the specific service done. Keep an active review request system.

Expected lift: **+11 pts** Effort: Small

Score breakdown

Question	Now	Target
Does your Google Maps listing match what your website says? 	64	86
If a stranger lands on your page, can they tell what you do in 5 seconds? 	61	84
Can Google's robots even read your site, or is the door locked? 	72	88
When someone in your city searches for what you do, will Google show you? 	55	82

Are your reviews helping you, or hurting you?	48	78
When someone has a question, does your site already have the answer ready?	38	78
Does your site speak Google's language, or are you mumbling?	32	80
When AI assistants like ChatGPT recommend businesses, will yours show up?	45	80

Peer comparison

Peer site	Score
dakservice-rotterdam-noord.nl	78/100
rotterdamse-dakdekkers.nl	71/100
dak-en-renovatie-010.nl	69/100

Evidence from your site

- Page title: Welkom bij ons bedrijf
- Meta description: missing
- Content depth: 380 visible words
- No JSON-LD schema detected.
- No clear FAQ or question-answer section found.

RECOMMENDED NEXT STEP

Start with a technical cleanup before adding more content. The schema fix alone unlocks visibility on Google, Maps, and AI agents simultaneously and is the lowest-effort change with the highest expected lift.