

HOUSE OF MARQUE

The Postcode Visibility Scorecard

Forty-two questions. Twenty minutes. One honest mark out of 100 for how findable your agency is in the place it actually trades.

42

QUESTIONS

5

SECTIONS

20

MINUTES

100

POINT SCALE

Most independent agencies score between 31 and 50 the first time they do this. That is not a criticism. It is what happens when nobody has ever had the time to do this work systematically.

How to use this

This scorecard measures one thing: whether a person looking for an estate agent in your area finds you, and finds enough to choose you, before they contact anyone.

It follows the twenty-one steps in **Local Search for Estate Agents**, the resource this tool accompanies. You do not need to have read it to use this, but the resource explains why each question is here and what to do about a low score.

Score every question 0, 1 or 2

- 0** No. Not in place at all, or you do not know.
- 1** Partly. Started, inconsistent, or true of some branches and not others.
- 2** Yes. Fully in place, current, and true across the whole business.

Where you are unsure, score 0. An honest low mark is useful. A generous one is not.

Add each section total as you go, then carry the five totals to the box on page 7. The maximum raw score is 84. Page 8 converts that to a mark out of 100 and tells you what the number means.

Do it on a laptop with your Google Business Profile open, not from memory. Almost everyone scores themselves higher than the evidence supports. Check each answer.

What this covers

Part One	Your Google Business Profile	12 questions	max 24
Part Two	Your business data across the web	8 questions	max 16
Part Three	Reviews	8 questions	max 16
Part Four	Your website	10 questions	max 20
Part Five	AI search	4 questions	max 8

Your profile is the single most valuable piece of marketing you own and do not pay for. It feeds Maps, local results, voice search and AI answers.

		NO	PT	YES
01	Every branch has its own claimed and verified Google Business Profile.	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="2"/>
02	There are no duplicate or unclaimed profiles anywhere for your branches.	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="2"/>
03	Your primary category is set deliberately to Real Estate Agency or Real Estate Rental Agency.	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="2"/>
04	Every relevant secondary category is added, and no irrelevant ones.	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="2"/>
05	Your business description uses most of the 750 characters available.	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="2"/>
06	The description names the specific towns and villages you cover.	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="2"/>
07	Your profile carries twenty or more photographs.	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="2"/>
08	Photographs have been added within the last ninety days.	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="2"/>
09	Every member of your team appears on the profile, named.	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="2"/>
10	Service areas are set to named towns and villages, not a whole county.	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="2"/>
11	Opening hours are correct, including bank holidays.	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="2"/>
12	Every attribute Google offers has been completed.	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="2"/>

PART ONE TOTAL

____ / 24

Google cross-references your details everywhere you appear. Where they disagree, confidence drops, and confidence is what decides rank.

		NO	PT	YES
13	You have a single written, agreed format for your name, address and phone number.	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="2"/>
14	That exact format is used on your website, your profile and every social account.	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="2"/>
15	You have searched your business name and phone number and reviewed every listing found.	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="2"/>
16	Old addresses or numbers from previous premises have been corrected or removed.	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="2"/>
17	Your redress scheme listing, Property Ombudsman or Property Redress Scheme, is complete.	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="2"/>
18	Your Propertymark, NAEA or ARLA listing is complete, where you hold membership.	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="2"/>
19	Your Companies House registered address matches the format you use publicly.	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="2"/>
20	Your portal branch details match your website exactly.	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="2"/>

PART TWO TOTAL

____ / 16

The strongest prominence signal available to an independent agency, and the only one where you can genuinely out-work a national competitor.

NO PT YES

21	You ask for a review on every completed transaction, without exception.	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="2"/>
22	You ask at offer acceptance as well as after the client has moved in.	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="2"/>
23	You have a target review rate expressed as a percentage of transactions.	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="2"/>
24	You send a direct link that opens the review box in one tap.	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="2"/>
25	You have received ten or more reviews in the last twelve months.	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="2"/>
26	Every review from the last twelve months has a reply.	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="2"/>
27	Replies are written individually, not from a repeated template.	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="2"/>
28	Recent reviews name a specific location and a specific service.	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="2"/>

PART THREE TOTAL

____ / 16

Your profile gets you into the map pack. Your site decides whether you hold the position and whether anyone converts once they arrive.

		NO	PT	YES
29	You have a separate page for every area you claim to cover.	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="2"/>
30	Each area page carries 800 words or more of genuinely unique copy.	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="2"/>
31	Area pages contain local data: prices, time on market, dominant property types.	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="2"/>
32	Area pages mention schools, transport and named streets or districts.	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="2"/>
33	Your homepage carries RealEstateAgent or LocalBusiness schema.	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="2"/>
34	Pages containing questions and answers carry FAQPage schema.	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="2"/>
35	Every image is compressed before upload, none over 300KB.	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="2"/>
36	The site loads in under three seconds on mobile data, tested outside the office.	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="2"/>
37	Your name, address and phone number appear in the footer of every page.	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="2"/>
38	You publish local market content nobody else could write, at least quarterly.	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="2"/>

PART FOUR TOTAL

____ / 20

Roughly half of Google searches now return an AI summary. It is no longer enough to be findable. You have to be quotable.

		NO	PT	YES
39	Headings on your site ask direct questions a client would actually type.	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="2"/>
40	The first 40 to 60 words under each heading answer that question completely.	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="2"/>
41	Your site uses tables for comparisons and numbered lists for processes.	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="2"/>
42	You have tested what ChatGPT, Gemini and Perplexity say about you in the last ninety days.	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="2"/>

PART FIVE TOTAL / 8

CARRY YOUR FIVE TOTALS HERE

ONE / 24

TWO / 16

THREE / 16

FOUR / 20

FIVE / 8

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TOTAL / 84

What your score means

Find your raw total out of 84 in the left column. The mark out of 100 is the same score expressed on a common scale, so you can compare it again in six months.

0 – 25 0 – 30 / 100	Invisible You are not competing in local search. That is a statement about your marketing, not your agency. Part One alone will move you further than anything else you could do this quarter.
26 – 42 31 – 50 / 100	Present, not chosen You appear, but you are not the obvious choice. This is where most independent agencies sit. The foundations exist and nothing has been finished.
43 – 59 51 – 70 / 100	Competitive The foundations are right and you are visible. What is missing is consistency and depth, particularly in reviews and local content.
60 – 84 71 – 100 / 100	Dominant You are ahead of your local market. Protect the position, keep the review rate up, and turn your attention to converting the visibility you already have.

What to do on Monday

Start with the section where you scored lowest as a **proportion** of its maximum, not the one with the smallest number. Then do question 42. It takes twenty minutes and almost no agency has ever done it.

If you would rather not do this alone

The Marketing Audit and Health Check is an honest, detailed assessment of your entire marketing position, not just the twenty-one steps in here. £495 plus VAT. Every new retainer client starts with one, and it is available as a standalone piece of work.

Book a Marketing Audit → houseofmarque.co.uk

We work with one agency per postcode sector. If yours is still available, it will not be for long.