

Executive Summary

Heidel's Wildlife Control Service currently shows poor local search visibility, ranking outside the top 10 for most tracked locations. The most critical issue is the complete lack of Share of Local Voice (SoLV), indicating no presence in the prized Google Map Pack, which severely limits incoming leads and revenue.

Current Performance Overview

AGR (AVERAGE GRID RANK) 10.55	ATGR (AVERAGE TOP GRID RANK) 11.8
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The Average Grid Rank (AGR) of 10.55 means your business typically appears on the second page of local search results. This is a poor performance, as most searchers do not look beyond the first page or the Map Pack. The Average Top Grid Rank (ATGR) of 11.8 is also poor, reinforcing the fact that even in your best-performing areas, you are just barely outside the top listings.

SoLV (Share of Local Voice): 0%

The most alarming metric is a 0% Share of Local Voice (SoLV). This means Heidel's Wildlife Control Service holds no positions within the Google Map Pack across all tracked locations. Ranking in the Map Pack is crucial for local businesses, as it captures 60-70% of local search traffic, clicks, and calls. A complete absence here is a significant pain point, as it indicates near-zero visibility for high-intent local searches.

The Grid Rankings Matrix visually confirms this, with the majority of areas showing rankings far below the top 3 (yellow to red zones). The "X" marks indicate no ranking at all in several critical spots.

The core pain point is a complete lack of visibility in the Google Map Pack, resulting in missed opportunities for high-intent local leads.

Competitor Analysis

Heidel's Wildlife Control Service operates in a competitive landscape with 39 total competitors. The top performers, including Alton Animal Control Center (SoLV 0.84%, AGR 1.76), Granite City Animal Control (SoLV 0.76%, AGR 2.56), and 5As-Alton Area Animal Aid Association (SoLV 0.36%, AGR 5.48), demonstrate what top-tier local visibility looks like. These competitors are actively dominating the Map Pack for relevant queries, indicating strong underlying local SEO strategies.

A key observation is that competitors with leading SoLV almost universally have superior Average Grid Ranks, consistently occupying top positions. Heidel's, with an AGR of 10.55 and 0% SoLV, is significantly behind. While your average rating of 5 is excellent, it is unfortunately not translating into visibility without proper optimization. This suggests that while customer satisfaction is high, potential customers are unable to find you online. These leading competitors are doing well in capturing the local search traffic, leaving Heidel's with a substantial gap to bridge.

You have strong customer satisfaction (5-star rating) but are not being seen in local searches, meaning competitors are capturing your potential business.

On-Site SEO

The current on-site SEO audit shows a foundational but incomplete setup:

- Business Profile URL: Accessible
- SSL: Yes
- robots.txt: Found
- Sitemap: Found

While vital elements like an accessible Business Profile URL, SSL certification, robots.txt, and a sitemap are present, this only scratches the surface of effective local on-site SEO. Notably missing is an explicit mention of an optimized website that directly supports the Google Business Profile (GBP). Given your service area business model, a robust website that builds topical and geographic relevance is crucial, even more so than for physical storefronts.

Many businesses make the mistake of having a technically sound website (SSL, sitemap) but lack optimized content and structure to support local rankings. Without optimized service pages, category pages, and content that clearly signals your expertise and service areas to Google, your website is not effectively contributing to your local search visibility.

While basic technical SEO elements are in place, there is a critical need for in-depth website content optimization to establish topical and geographic relevance for your service area.

Action Plan & Critical Next Steps

To address the severe lack of Map Pack visibility and improve overall local rankings, here's a prioritized action plan:

1 Comprehensive Google Business Profile (GBP) Optimization:

- Action:** Immediately audit and fully complete every single field in your GBP, ensuring all information is accurate and consistent with your services. Specifically, optimize your primary and secondary GBP categories (aim for 5-6 total if applicable) and expand your services section significantly (target 20-30 specific services).
- Why it matters:** Your 0% SoLV indicates Google is not understanding what services you offer or where you offer them. A fully optimized GBP is the most direct signal to Google about your business. For a service area business, a complete GBP is even more vital as it often serves as the primary "location" Google uses for proximity. Without this, efforts elsewhere will be severely limited.

2 Implement the Core 30 Website Content Strategy (Phase 1):

- Action:** Create dedicated, SEO-optimized pages for every GBP category and every service you offer. Each page should target [Service/Category] + [City Name] keywords. Develop at least 3-5 comprehensive category pages and 10-15 detailed service pages initially, along with essential pages like About Us and Contact Us.
- Why it matters:** The Core 30 strategy builds foundational topical relevance on your website. Since your GBP is not ranking, a robust website with clear service-specific content is essential to show Google what you do and where. This gives Google's algorithm the necessary context to consider your business for relevant searches. Each of these pages needs to be treated as a ranking asset.

3 Initiate Local Link Building for Trust & Validation:

- Action:** Secure at least one quality external backlink for each new Core 30 page created. Focus on "content validation links" from diverse sources. Simultaneously, begin acquiring "trust and authority links" by engaging with local organizations such as the Chamber of Commerce, youth sports sponsorships, or local non-profits.
- Why it matters:** Content alone, especially from a domain with low existing authority (implied by the current rankings), won't move the needle far enough. Backlinks are crucial. Content validation links help Google trust that your new content is not low-quality. Trust and authority links from local sources directly signal to Google that your business is legitimate and part of the community, which is a major factor for local rankings, especially for a service area business. This is critical for overcoming the initial "distance factor" challenge.

4 Implement Local Business and Organization Schema Markup:

- Action:** Add Local Business Schema markup specifically to your GBP landing page and Organization Schema site-wide. Ensure the information in both schema types matches your GBP exactly, including business name, address (even if service area), phone number, and categories.
- Why it matters:** Schema is a quick and powerful SEO win that helps search engines unequivocally understand your business details and services. Precise schema clarifies your identity and offerings, boosting local SEO signals and enhancing how your business appears in search results and AI-driven recommendations.

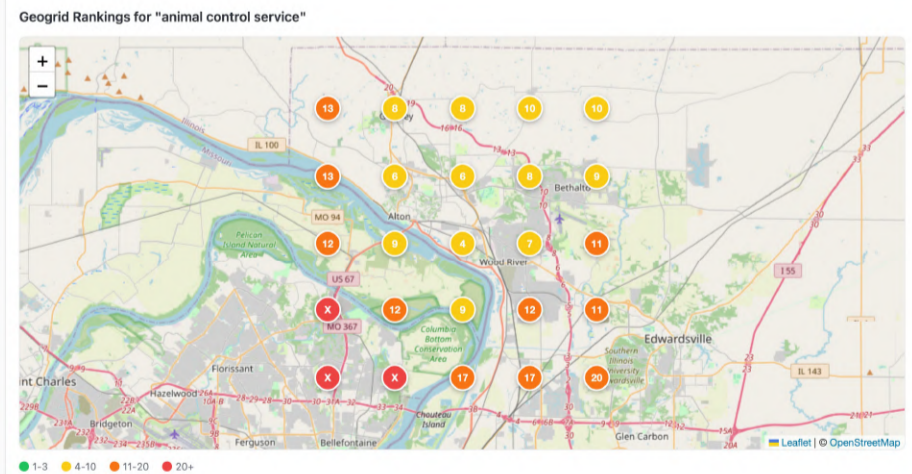
5 Focus on Client Retention Strategies (Immediate Impact):

- Action:** Implement client retention strategies such as running targeted Google Ads campaigns to generate immediate leads, and reactivating old customer lists through AI-assisted outreach.
- Why it matters:** While SEO builds long-term results, it takes time. Implementing these strategies provides immediate value to your client, ensuring consistent cash flow and preventing churn while SEO efforts mature. This demonstrates proactivity and tangible results during the initial ramp-up phase.

Keyword: "animal control service"

AGR 10.6 Average Google Rank	ATGR 11.8 Avg Top 3 Grid Rank	SOLV 0.0% Share of Local Voice
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Grid: 5x5 • 3mi



#	BUSINESS	CATEGORIES	AGR	ATGR	SOLV	RATING	REVIEWS
1	Heidel's Wildlife Control Service	Animal control service Pest control service Service establishment	10.55	11.80	0%	5.0	0
2	Alton Animal Control Center	City government office	1.76	1.76	84%	2.3	0
3	Granite City Animal Control	Animal control service	2.56	2.56	76%	3.3	0
4	5As-Alton Area Animal Aid Association	Animal shelter Animal rescue service Non-profit organization	5.48	5.48	36%	4.5	0
5	Madison Animal Control Office	Animal control service County government office	6.57	8.88	24%	3.4	0
6	Saint Louis County Pet Adoption Center	Animal control service Animal shelter Pet adoption service	7.88	7.88	20%	4.0	0

On-Site SEO 5/5 Passed

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TECHNICAL

- SSL: HTTPS enabled
- Desktop Page Load Speed: Google PageSpeed Score: 91 / 100
- Robots.txt: <https://www.heidelswildlifecontrol.com/robots.txt>
- XML Sitemap: <https://www.heidelswildlifecontrol.com/sitemap.xml>

MOBILE

- Responsive Design: —
- Mobile Friendly: —
- Mobile Page Load Speed: Google PageSpeed Score: 73 / 100

Mobile Rendering