namedfirst

MONTHLY REPORT

Ridgeline Electrical

November 2026

Your numbers, what we did and what's next

Prepared for Sam by Jackson Bennett

Your month

At a glance

AI answers that name you

4 of 10

Up from 2 last month, and 1 when we started in August.



AI answers naming you

37%

▲ 13 pts

29 of 78 in the latest test



Calls from Google (October)

21

▲ 6

about 9 a month before we started



New Google reviews

8

41 in total, rated 4.9



Google Maps: you in the top 3

6 of 6

searches from the suburbs you work in

0 last month

$3,250 of work since August, from the 5 jobs you've told us came from Google or AI.

Going by the average job of $650 you gave us. Tell us about more in your portal.

What we did this month (6 changes)

- Google profile: Services
  15 Oct
- Website: New page: Switchboard upgrades in Joondalup
  20 Oct
- Listing: hipages
  24 Oct
- Google profile: Photos
  29 Oct
- And 2 more: see page 4

What changed

- ▲ The AI names you in 4 of 10 answers, up from 2
  Latest test, 12 Nov
- ▲ Top 3 on Google Maps in 6 of 6 searches, up from 0
  Average place #2
- ▲ 21 calls from your Google profile, up from 15, your best month yet
  October. Before we started: about 9 a month
- ▲ 8 new Google reviews, your best month yet
  We texted 11 customers; 7 left a review

From an AI answer to a job

29/78
AI answers that named you (latest test)

990
people saw your Google profile in October

60
called, clicked or asked for directions

3
jobs you told us came from Google or AI this month

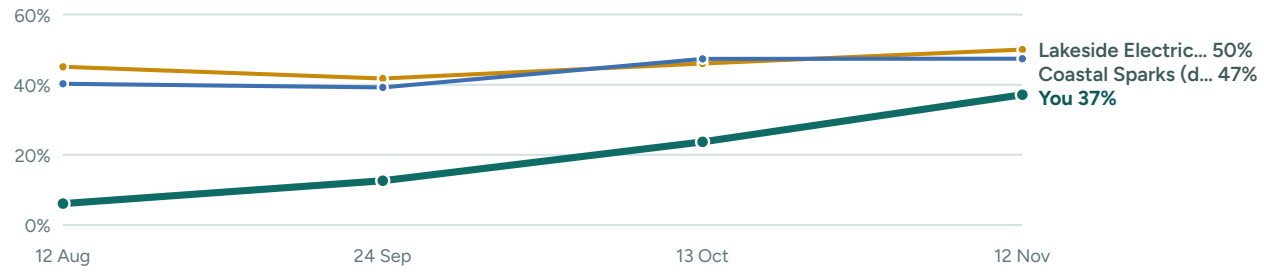
You and the businesses the AI names

AI answers

	Business	AI answers	Since last month	Google reviews	New this month
1	Lakeside Electrical Services (demo)	**50%**	steady	94	+3
2	Coastal Sparks (demo)	**47%**	steady	145	+3
3	Safe Switch Electrical (demo)	**46%**	steady	60	+3
4	Wattson & Co (demo)	**42%**	steady	121	+3
5	Brightline Electrical (demo)	**42%**	steady	—	—
6	**Ridgeline Electrical**	**37%**	**▲ 13**	**41**	**+8**

Still behind these businesses, but the gap is closing: you were named in 1 of 10 answers when we started, 4 now.

Every test since we started



Where others are still ahead

"Which electricians service Currambine?"
Wattson & Co (demo) named in 3 of 4 answers · you in 1

"Which electrician near Joondalup is good for lighting?"
Safe Switch Electrical (demo) named in 3 of 4 answers · you in 1

Where you're winning

"Is there an affordable electrician in Joondalup you'd recommend?"
You're named in 3 of 4 answers

"Can you recommend someone for power points in Heathridge?"
You're named in 3 of 4 answers

Each assistant: how often it names you now (change since we started)

Google Maps AI	ChatGPT	Perplexity	Google AI Overviews	Google AI Mode
82%	**53%**	**35%**	**0%**	**0%**
▲ 53 pts	▲ 53 pts	▲ 35 pts	no change	no change

What the AI says about you

> *"Ridgeline Electrical: handles insurance work and offers a warranty."*
>
> Gemini + Maps, asked "Who's a good electrician in Joondalup?" · 12 Nov

Google: Maps, your profile and reviews

Google Maps

Searched on a phone from each suburb you work in. The top 3 get most of the calls.

Search	Joondalup	Currambine	Ocean Reef
“electrician”	#2 ▲3	#2 ▲3	#2 ▲3
“switchboard upgrade”	#2 ▲3	#2 ▲3	#2 ▲3

You in the top 3
6 of 6
0 last month

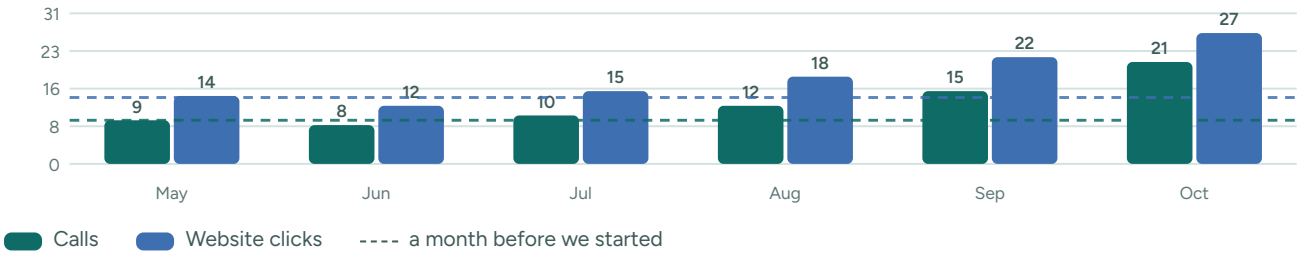
Your average place
#2
lower is better

Also in the top 3 most often

Coastal Sparks (demo)
In the top 3 for 6 of 6 searches · 145 reviews

Wattson & Co (demo)
In the top 3 for 6 of 6 searches · 121 reviews

Your Google profile: calls and website clicks each month

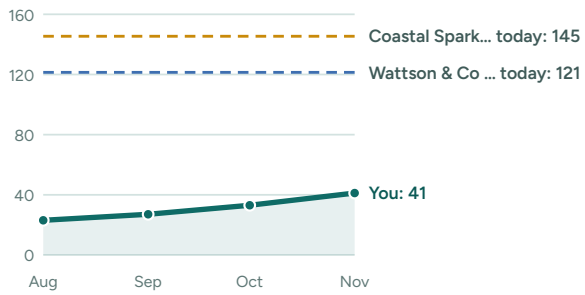


Your reviews

Google reviews
41
rated 4.9 · 8 new this month, your best yet

Customers we texted for a review
11
7 left one

Reviews you've replied to
3 of 4
your latest reviews



★★★★★ **Megan T** Sam replaced our old fuse box with a new switchboard in a morning. Tidy, on time and explained everything.
Our reply posted 9 Nov

★★★★★ **Daniel R** Quick to quote and fixed the safety switch that kept tripping. Will use again.
Our reply posted 2 Nov

What we did, and what comes next

Every month, done for you

78
AI answers read and checked

6
Google Maps searches from your suburbs

11
customers texted for a review

4
new reviews read and replied to

5
competitors tracked

Changes this month (6)

15 Oct — Google profile: Services

Before	After
~~Lighting, power points~~	Switchboard upgrades, safety switches, LED downlights, ceiling fans, EV chargers

20 Oct — Website: New page: Switchboard upgrades in Joondalup
Live, linked from the home page

24 Oct — Listing: hipages

Before	After
~~Not listed~~	Listed, same name, number and hours as Google

29 Oct — Google profile: Photos

Before	After
~~6 photos~~	18 photos of real jobs

4 Nov — Website: FAQ: what customers ask before booking
8 questions answered

8 Nov — Listing: Yellow Pages phone number

Before	After
~~0411 000 222~~	0400 555 019

Coming up next month

- A new page: safety switch testing in Currambine
- List the business on Oneflare
- Answer the questions where competitors are named and you aren't

What we need from you

Nothing this month. Keep adding customers after each job so we can ask them for a review.

Since we started in August

+18
Google reviews

48
calls from your Google profile

5
jobs you've told us about

10
fixes and improvements

Everything else is in your portal: every test, every change with before and after, your plan, documents and invoices.

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