

Report period: [REDACTED]

N [REDACTED]

About This Report

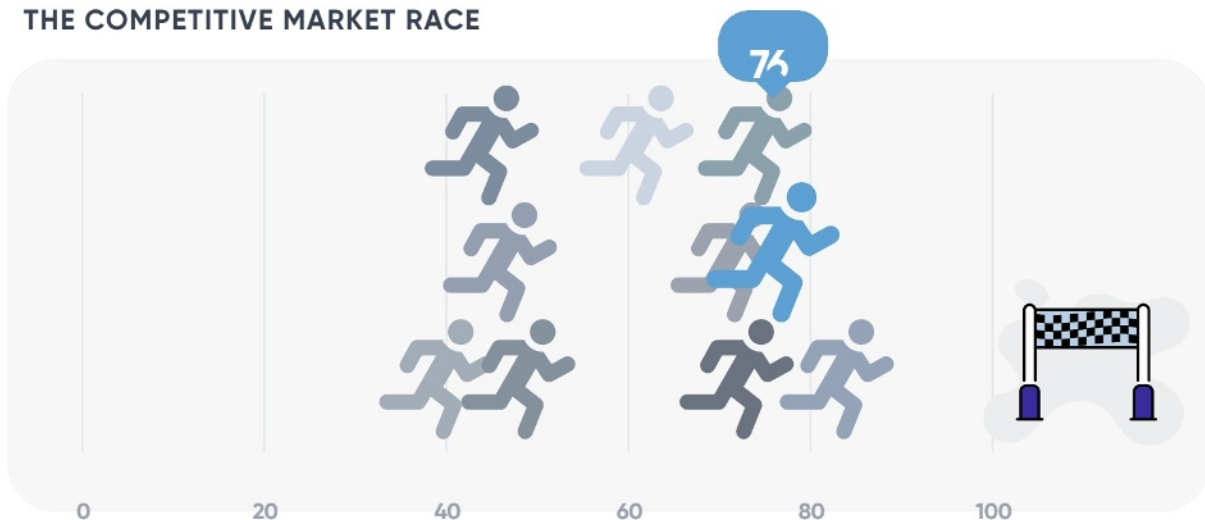
This report focuses on how your business compares directly against your key competitors – the ones your customers are most likely choosing between. Using **AI Market Monitor**, we analyse signals like search visibility, advertising activity, reviews, and engagement to show where competitors are gaining attention that could be going to you. For your report, we were unable to retrieve data for SEO data.

Your Market Position At A Glance

This is your position in the race to be chosen. It shows how your visibility stacks up against your immediate competitors, who's pulling ahead, and where you have the opportunity to accelerate – so more customers notice, consider, and choose your business first.

★ Your Direct Competitor Score

THE COMPETITIVE MARKET RACE



What's Driving Your Score

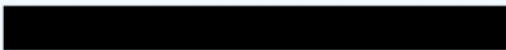
- **Posting Frequency** – Your posting schedule is very strong and contributes well to keeping your brand visible and active, which helps people trust and remember you.
- **Website Activity** – There is solid website activity, indicating people are visiting and engaging with your site, supporting chances of inquiries.
- **Engagement & Activity** – Your engagement and interaction levels are above peers, suggesting conversations and interest around your services are strong.

Where You Can Improve Most

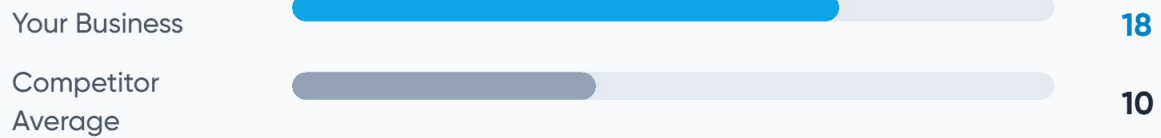
- **Online Advertising Activity** – Your online advertising presence appears lower than typical for your category, which may limit how often customers encounter your brand.
- **Social Followers** – Your follower growth is slower than peers, which can make your brand feel smaller and reduce word-of-mouth spread.
- **Social Engagement** – Engagement relative to peers could improve further to boost visibility and drive more conversations about your services.



You vs. Competitors at a Glance

See how your business compares within the  category group.

Discovery & Visibility



↑ +8 ahead of competitors

You lead this dimension versus the competitor average – a meaningful advantage in discovery & visibility.

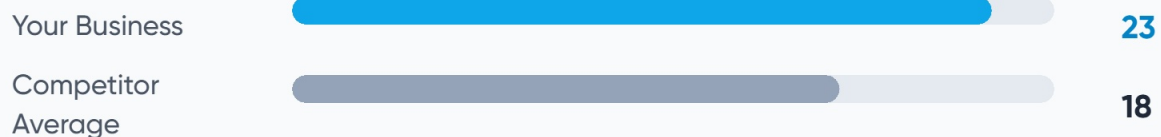
Reach & Awareness



↑ +3 ahead of competitors

You lead this dimension versus the competitor average – a meaningful advantage in reach & awareness.

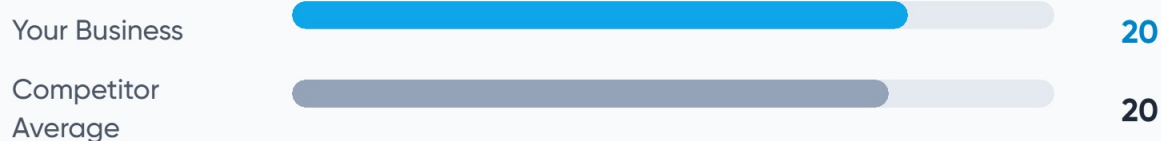
Engagement & Activity



↑ +5 ahead of competitors

You lead this dimension versus the competitor average – a meaningful advantage in engagement & activity.

Trust & Credibility



Even with competitors

You are even with the competitor average on trust & credibility.



Executive Summary

Where You Show Strength

Google Ranking – Upper Middle

Your ranking sits in the upper middle, showing solid visibility with room to strengthen dominance.

A healthy position in the upper middle confirms that potential customers are finding you when they search. This supports the endurance of brand recall in your category, complementing the direct recall you're building. Protect it: keep presence steady so that visibility turns into brand memory.

Online Reviews – Top Twenty

You're in the top 20% for reviews, demonstrating solid credibility and trust in your market.

Your reviews show customers value and remember your service, contributing to a growing perception of reliability. With more than 80% of peers performing below, this signals a solid foundation of trust. Consistent advertising helps brands stay top of mind before the moment of need. Put simply: you're not just being seen – you're becoming the name people think of first.

Brand Awareness Signals Detected

Your brand signals are converging in the top ranks, signaling growing recognition among your audience.

Traffic vs ranking patterns show your brand name is being sought directly, with visits arriving alongside strong recognition signals. This pattern indicates that people are remembering [REDACTED] and choosing you directly when they need service. Consistent advertising helps brands stay top of mind before the moment of need. In simple terms: you're not just being seen – you're becoming the name people think of first.

Website Traffic – Top Third Website Traffic

Your site sits in the top third for traffic – a strong indicator that your top-of-mind strategy is working.

Your strong traffic signals that [REDACTED] is already a considered choice in your category, with demand forming around your name. This pattern reflects brand-led interest and direct visits from customers who already know you. Protect it: maintain consistent presence so recognition remains the first cue customers recall.

Content Visibility – Top Five

You're in the top 5% for content views – your content is reaching a wide audience with impact.

Elite reach indicates your brand is being encountered often, supporting familiarity between purchase moments. This visibility helps reinforce recognition so that when customers need electrical services, [REDACTED] is top of mind. Protect and extend the recognition you've already earned by keeping up distinctive, consistent messaging.

Social Engagement – Top Five

You're in the top 5% for engagement rate – an elite connection with your audience.

With engagement in the top tier and 0% of peers outperforming you, your content clearly resonates and keeps your brand front of mind between service needs. This is a clear signal of strong brand memory in action. Protect it: keep content distinctive and consistently engaging so recognition continues to grow.

Where You Are Stable

Competitor Google Ads

Several competitors are active in Google ads, while your presence reinforces steady visibility in a competitive landscape.

Your Google ads activity sits in the mid range, signaling a competitive environment. The durable win is building brand memory so customers think of [REDACTED] when a need arises, not just chasing momentary clicks. Stop leaking demand at the moment of confirmation by strengthening your brand presence and easy-to-find information.



Want More Business Performance Insights?



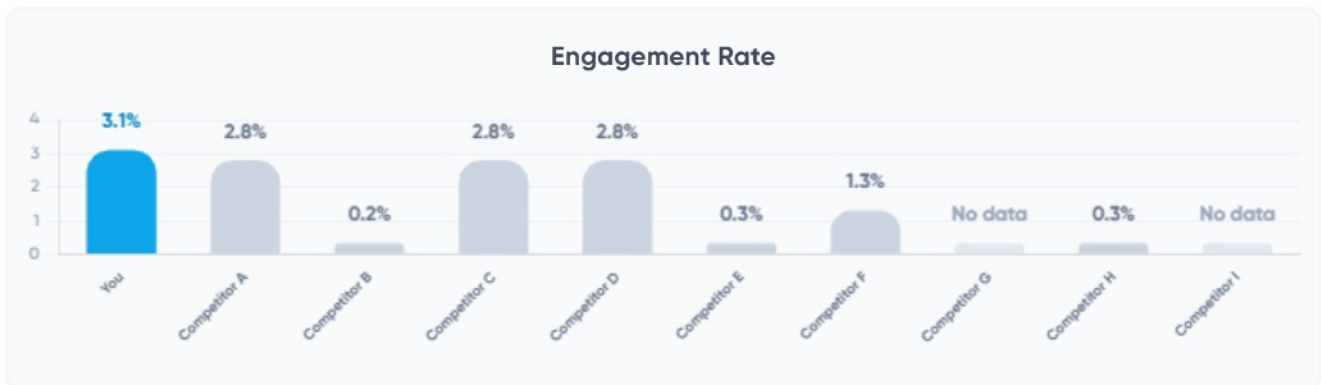
Review Metrics



Review performance shows [redacted] averaging higher than category peers in stars and count, indicating stronger perceived quality and more mentions than the average competitor.



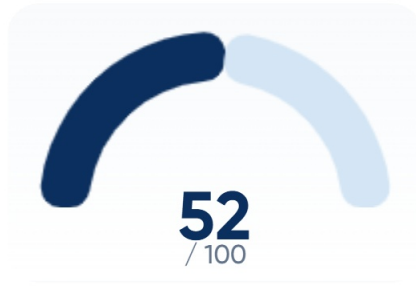
Social Media Metrics



██████████ sits above category averages in posting frequency and engagement, suggesting stronger social activity relative to peers, but follower growth trails the broader benchmark.



Your Communication Score



Communication score

How effectively your brand speaks across all digital touchpoints.

Solid

Moderate

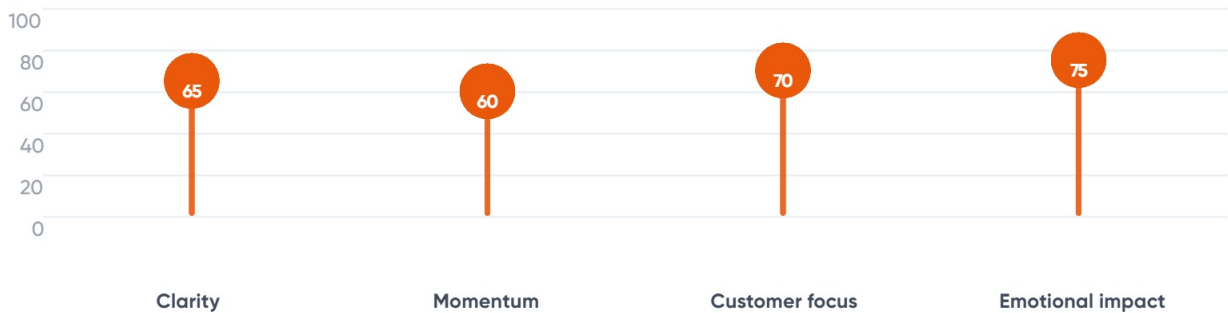
Website



Social Media



Advertising





Strong Signals



The social content shows clear emotional storytelling around Mother's Day, which helps humanize the brand and build connection (e.g., posts thanking moms and highlighting care).



Multi-channel presence is consistent across Facebook and Instagram with recurring promotions and events (e.g., Mother's Day deals, Umhlanga Birthday Bash), which supports recognition and memory.



Promotional cadence around timely offers (May Deals, month-end specials) provides clear price urgency and calls to action for shopping.



Friction Points



Website messaging and value proposition are not visible in the provided content; there is a risk of unclear benefits and an unclear primary promise for visitors, leading to higher cognitive load.



Social posts mix warm storytelling with sales, but there is limited evidence of a strong, distinct brand voice or unique selling proposition that clearly differentiates Northside Electrical from competitors.



Engagement on social posts appears modest (low like counts relative to audience signals and inconsistent comment activity), suggesting opportunities to deepen community interaction and trust.



Fast Wins



Replace generic or broad language with customer-first benefits on homepage copy: 'Power your home with reliable, energy-saving solutions that fit your life—fast and easy.'



Turn one-off deals into a consistent, high-clarity CTA: 'Shop May Deals now and save 20%—free delivery on orders over R1000' placed near the top of feed or homepage hero.



Use a lean, human voice in posts: 'We're the neighbors who keep your lights on—here to help you save time and money every day. Get a quick quote today.'



Explore advanced recommendations



Deeper improvements to strengthen your communication

Website copy refinement: Your homepage should speak in customer-friendly terms within 5 seconds, focusing on outcomes. Replace any self-centered claims with benefit statements. Example: 'Keep your home bright and safe with reliable electrical solutions—save energy, save money, and stay powered.' A ready-to-use headline could be: 'Power your home, save today—reliable electrical solutions for busy families.'

Homepage value proposition alignment: Create a concise value proposition visible above the fold that mirrors the social tone. For instance, pull from the Mother's Day storytelling and translate into a benefit-led line: 'Thank you for keeping your family safe—we power your home with care and efficiency.' Use a subhead that clarifies offerings (sales, services, and local availability) and a direct CTA like 'Get Your Free Home Safety Check' to reduce friction.

Social channel consistency and voice: Define a single brand voice that blends community warmth with practical, money-saving tips. Tighten post cadence to a regular schedule and pair every post with a strong, relevant CTA (e.g., 'Comment your home-improvement question and we'll answer with a quick tip'). Example post line: 'We power Umhlanga homes with reliable gear—tell us your biggest home-hassle and we'll help you fix it fast.'

Ad copy optimization (using provided content): Use the May Deals and Mother's Day themes with a benefit-forward twist and explicit action. Example ad line: 'Shop Mother's Day specials—save on heaters and lighting while supplies last. Send us a WhatsApp for fast pricing and delivery: 'Send WhatsApp message!'

Hashtag and discoverability optimization: Standardize relevant, high-intent hashtags and include them consistently across posts to improve discovery. Example: 'MayDeals # [REDACTED] KZN #HomePowerUp #ShopOnline'—test variations to identify highest engagement.

Community engagement strategy: Actively invite interaction in posts (questions, polls, and replies to comments) to raise trust and perceived authority. Example prompt: 'What's the one electrical upgrade you'd make this year to improve safety at home? Tell us below, and we'll share practical tips.'



THE VERDICT

Your communication helps customers connect with a warm, community-focused local electrician and timely promotions, but simplifying navigation and sharpening the value proposition would sharpen results. Friction exists where the website copy lacks a clear customer-focused promise, while social content shows strong emotional potential but needs a more consistent brand voice and greater engagement. Implement 3–4 website copy improvements to articulate a crisp, benefit-first promise, then align social voice and CTAs to drive faster action and stronger community interaction.

"People don't truly read anymore – they scan. Your message needs to land instantly, emotionally, and effortlessly to win their attention."



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