

Report period: [REDACTED]

N [REDACTED]

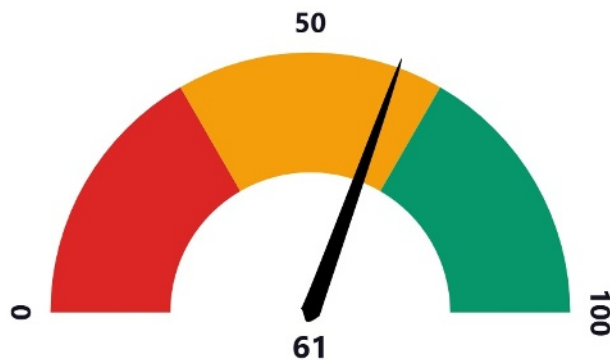
### About This Report

**AI Market Monitor** analyses patterns across thousands of digital signals to assess how often customers encounter your business compared with competitors. These signals include factors such as search visibility, website activity, online reviews, advertising presence and social engagement. This report gives you a clear overview of your market position.

### Your Market Position At A Glance

The **AI Market Monitor** uses AI to combine insights from thousands of different data sources to give you a comprehensive overview of your competitive position.

### ★ Your Broad Category Score



### Overall Visibility Score

How often customers encounter your business across key online platforms.

You're credible and visible – now it's about increasing your reach so more customers discover you, not just the ones already looking.

### What's Driving Your Score

- **Events & PR Mentions** – Your presence in events and PR is excellent, contributing fully to your score and enhancing visibility.
- **Posting Frequency** – You post more consistently than most, which helps keep your audience engaged and informed.
- **Website Activity** – Your website attracts a high level of traffic, indicating strong brand recognition and interest.

## Where You Can Improve Most

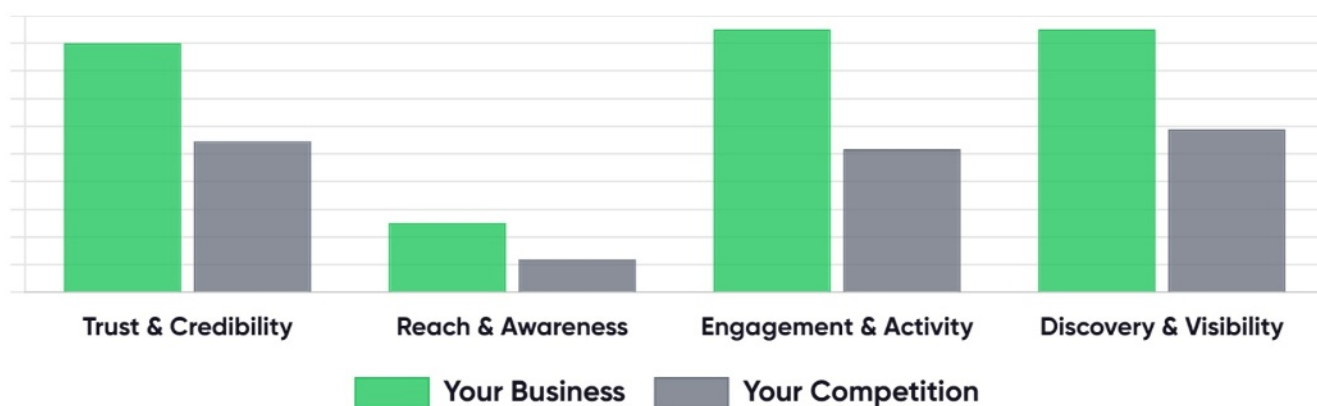
- **Advertising Activity** – Your advertising presence appears lower than typical for your category, which may limit how often customers encounter your brand.
- **Search Rankings Visibility** – Improving your search rankings can help capture more organic traffic and increase brand visibility.
- **Social Followers & Growth** – Increasing your follower count can enhance your brand's online presence and perceived size.



## You vs. Competitors at a Glance

See how [REDACTED] compares within Electricians And Electrical Supplies category group.

- **Note:** To produce statistically accurate and meaningful results, businesses have been grouped into the broad business categories most closely aligned with their core business focus. For instance, dog groomers are grouped within Pets, Pet Care and Pet Supplies, while landscapers fall under Gardening and Garden Centres.



## Where You Show Strength

- **Trust & Credibility** – Your strong trust signals, including reviews, set you apart from competitors and build customer confidence.
- **Reach & Awareness** – Your reach and awareness are higher than competitors, ensuring your brand is seen by more potential customers.
- **Engagement & Activity** – Your engagement levels are significantly higher than competitors, keeping your brand top of mind.
- **Discovery & Visibility** – Your visibility in search and discovery is stronger than competitors, helping attract more organic interest.



## Executive Summary



### Brand Awareness Signals Detected

Your strong traffic and content visibility show [REDACTED] is being remembered.

Your website traffic is in the top 5% while your Google ranking is mid-range, indicating that people are searching [REDACTED] and visiting directly. This pattern reflects strong brand recognition and recall. Consistent advertising helps brands stay top of mind before the moment of need. Simply put: you're not just being seen – you're becoming top of mind.



### Mid-Range Google Ranking

Your site ranks in the mid-range for key searches – a solid foundation to build upon.

Your mid-range ranking shows that while there's room for growth, your brand is already being remembered by many. As more customers search directly by name, rankings will naturally improve. **Next move:** strengthen your search presence to capture the demand you're generating.



### Competitor Google Ads

You're in the top 20% for Google ads activity – a strong commitment to visibility.

Your investment in Google ads places you among the top 20% in your category, ensuring your brand remains visible. This level of presence supports the recognition you're building. Keep your presence consistent to reinforce brand memory.



### Top 5% Website Traffic

Your site is among the top 5% busiest – a testament to your brand's strong presence.

This elite level of traffic indicates that [REDACTED] is top of mind for many customers. Your strategy is clearly working, as people are actively seeking you out. Protect it: maintain your visibility and continue reinforcing your brand cues.



## Top 5% Content Visibility

You're in the top 5% for content views – a sign of strong social reach.

Your content is being encountered often and by many, keeping [REDACTED] top of mind. This strong reach ensures familiarity and recognition. Protect it: keep your content consistent and distinctive to continue building recognition.



## Top 5% Social Engagement

You're in the top 5% for engagement rate – a testament to your audience connection.

Your elite engagement rate shows that your audience is actively interacting with [REDACTED]. This connection keeps your brand top of mind between purchase moments. Protect it: maintain your content's quality and consistency.



## Top 5% Online Reviews

You're in the top 5% for reviews – a powerful trust signal.

With more reviews than 95% of your peers, [REDACTED] is clearly trusted and valued by customers. This high volume of positive feedback strengthens your brand's credibility. Protect it: continue encouraging authentic reviews to maintain and grow this trust.



## Business Performance Insights



## Online Reviews

### Online Reviews Snapshot

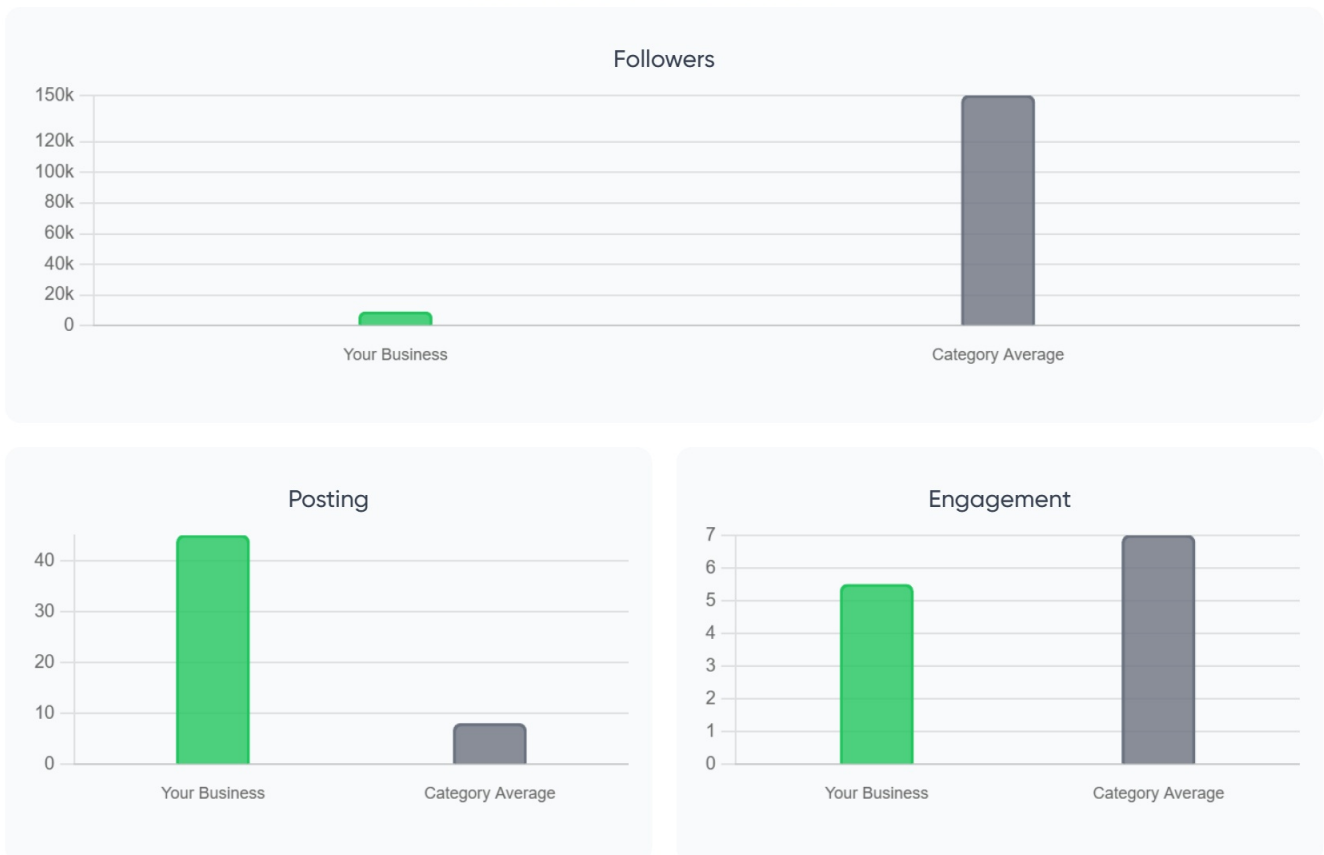


Your online reviews are strong, with a 4.3-star average and 405 reviews, surpassing the category average of 4.0 stars and 83 reviews.



## Social Media

### Social Media Performance Overview



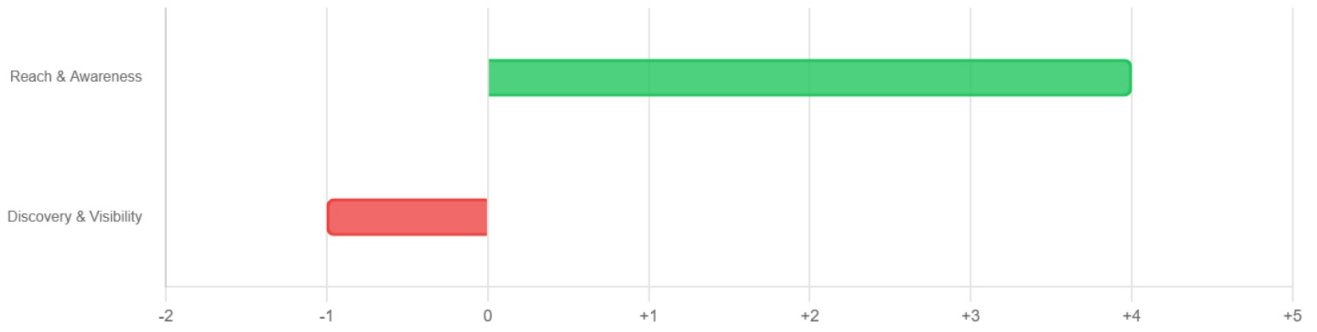
Your social media engagement is slightly below the industry benchmark, but your posting frequency is significantly higher.



## Movement Score

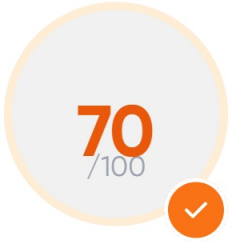
+3

### Score Breakdown





## Your Communication Score



### Communication Score

A measure of how effectively your brand speaks to its audience across all digital touchpoints.

MAIN STRENGTH

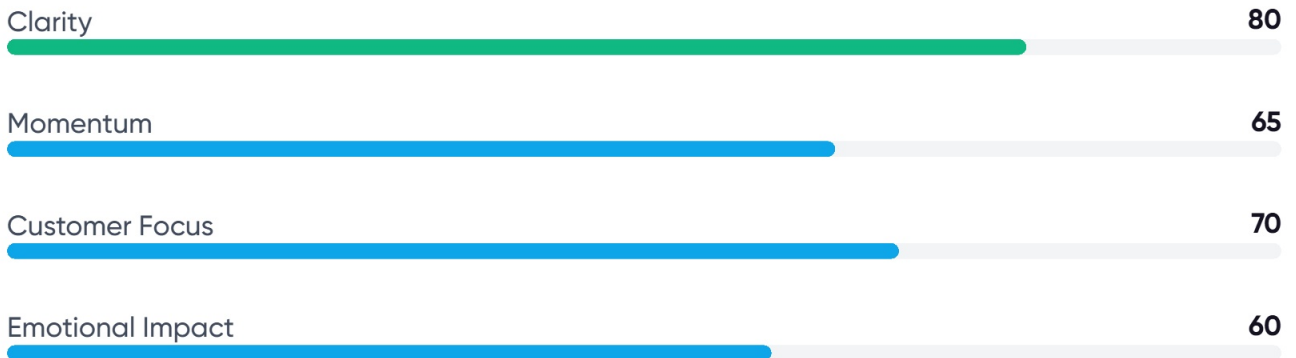
**Solid**

DECISION SPEED

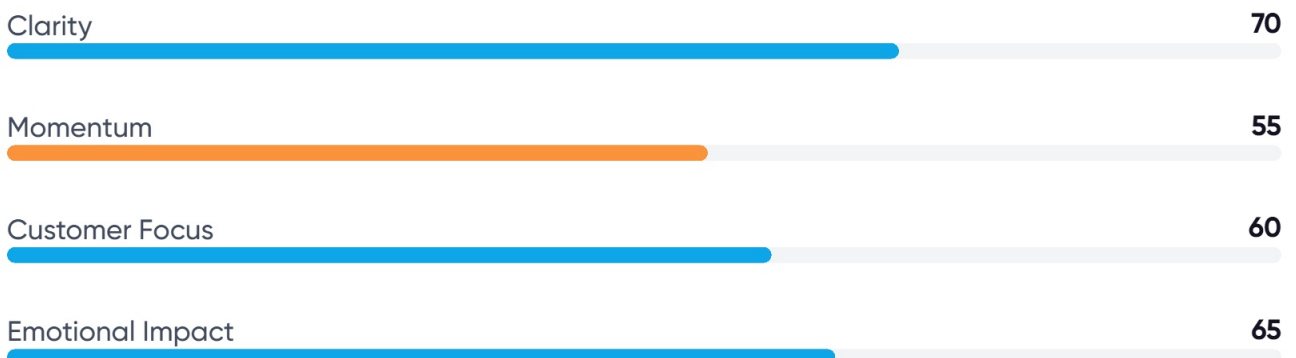
**Moderate**



### Website

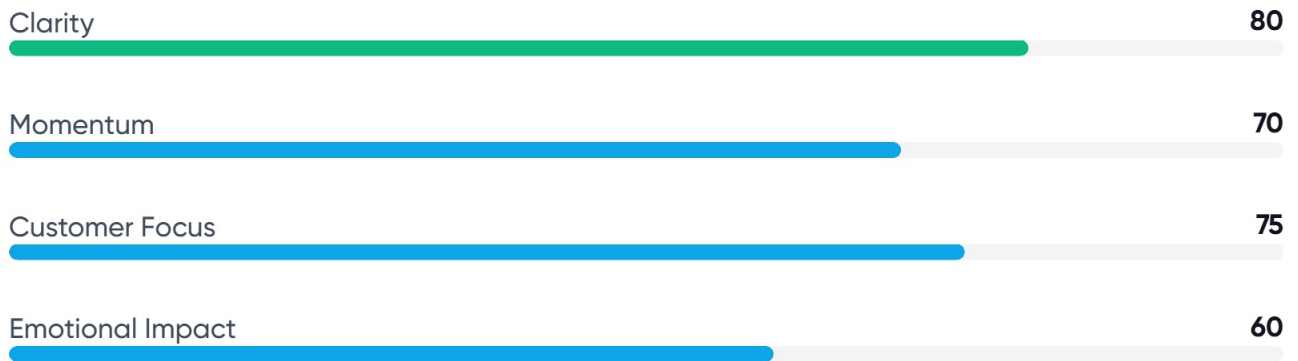


### Social Media





## Advertising



## Strong Signals

- Website headline "Simplify your electrical projects" immediately communicates a customer benefit and reduces cognitive load.
- Social posts consistently use benefit-focused language like "Save more, stress less" and "cut down on electricity bills," which speaks directly to customer needs.
- Ads highlight free shipping and convenience ("FREE shipping on orders over R1000" and "SHOP ONLINE for your convenience"), which lowers friction and encourages action.



## Friction Points



Website's "Our online store does not represent our full range of products yet" may confuse customers and reduce confidence in browsing online.



Social event posts (e.g., Birthday Bashes) focus on celebration details but lack a clear tie to the brand's core value or product benefit.



Social posts use multiple emojis and hashtags that dilute clarity and may distract from the core message or call to action.



## Fast Wins ?

Quick improvements you can make today

### REPLACE

"Our online store does not represent our full range of products yet" with "Can't find what you need online? Contact your nearest branch for our full range."

### FLIP

event posts to highlight customer benefit: instead of just inviting to a birthday bash, say "Join us for specials and savings at our Birthday Bash—exclusive deals await!"

### SHORTEN

social copy by trimming excess emojis and hashtags: e.g., "Save more, stress less! Cut your electricity bills with the MajorTech Geezer Timer. #SaveMoney"



## Advanced Recommendations

Deeper improvements to strengthen your communication

1 The homepage headline “Simplify your electrical projects” is strong, but the subtext about delivery and categories could be more customer-centric. Emphasize outcomes: explain how fast delivery and wide selection help customers finish projects faster. For example: “Get your lighting, security, or solar supplies delivered in 3–5 days so you can finish your project without delays.”

2 The note “Our online store does not represent our full range of products yet” undermines trust. Reframe it to reassure and guide: “Looking for something not listed? Contact your nearest branch for expert help and full inventory access.” This shifts focus from limitation to service.

3 On social, the Birthday Bash posts are fun but don’t tie back to product value. Add a line that connects the event to customer benefit: “Celebrate with us and enjoy exclusive in-store specials on lighting and electrical gear.” Example: “Join our Birthday Bash and score exclusive lighting deals while you enjoy popcorn and specials!”

4 Social posts often use many hashtags, which can dilute discoverability. Prioritize 2–3 highly relevant tags per post. For example, for the Geezer Timer post: use “#SaveMoney #GeezerTimer” and drop less relevant ones like “# [REDACTED].” This keeps the message focused and improves reach.

5 In ads, the messaging is clear but could be more urgent. Add a time-sensitive hook: “March specials end soon—upgrade your lighting today and get free shipping over R1000.” This adds momentum and encourages immediate action.

6 Across channels, humanize the brand by weaving in staff or community stories. For example, mention “Our knowledgeable team at Red Hill is ready to help you find the right solution” to build emotional connection and trust.



## The Verdict ?

Your communication helps customers understand that [REDACTED] simplifies projects and offers convenience, but clarifying online inventory limitations and tightening social messaging would sharpen results.

*"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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