Saltbush
GARDEN & FEED

EXAMPLE REPORT

Business Opportunity Report

Where Saltbush Garden & Feed can win more profitable orders across Port Ardin and the Ardin Coast, and what to do first.

This is an example. Saltbush Garden & Feed, Kestrel Bay, Port Ardin, the Ardin Coast, every rival, review and figure about them are made up to show what a Business Opportunity Report contains.

Prepared for Saltbush Garden & Feed (fictional) · saltbushgarden.example

Prepared by LDH Insights · Example edition

LDH Insights

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What's in this report

Example report. The business, its town, rivals, reviews and every figure about them are fictional. The structure, labels and kinds of evidence are exactly what you receive in your own report.

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How to read the labels

Fact checked in a named, dated source Interpretation our reading of the facts Hypothesis worth testing, not proven Not verified we could not confirm it

We have not seen your sales, costs or margins, so no profit forecast is given anywhere. Please read the important information on the final page.

THE SHORT VERSION

A well-liked coastal garden store that Port Ardin buyers can't easily find, price or trust with live plants, just as a PawPantry opens in Gull Point.

Saltbush has 4.4 stars from 412 Google reviews, and it wins where people already know it: Google shows it in the map results for "landscape supplies kestrel bay", and ChatGPT names it first for a garden centre near Kestrel Bay. But in five of six searches a Port Ardin buyer would make, it did not appear in Google's map results. Its website gives no bulk delivery prices, two of its pages give different free-delivery rules, and complaints about dying seedlings include its newest review. Fix the buying friction first, then win the Port Ardin searches and hold the pet customers a new chain store will chase.

1 of 6
local buyer searches from Port Ardin that showed Saltbush in Google's map results

290 vs 1,640
search terms where Saltbush, and where Ardin Landscape Yard, rank in Google's top 10

+38%
Google interest in "raised garden bed" over the last 12 months, compared with four years ago

Priority	First step	Confidence
1. Make delivery clear Fix	Put bulk delivery prices and one free-delivery rule on one page, and make every page and your Google listing match it	High
2. Fix how seedlings and plants are kept Fix and defend	Start a daily watering and stock check, mark down tired plants, and check your replies on the three plant reviews	High
3. Win the Port Ardin landscape and mulch searches Local visibility	Review your Google profile categories, delivery area and products, then add a delivered-price page with a calculator	Medium
4. Hold your pet customers as PawPantry opens in Gull Point Defend	Count missed calls for a week, and promote the self-serve dog wash and Rewards pet specials where locals search	Medium
5. Test a veggie patch starter kit Small test	A six-week bundle test with a stop rule	Medium-low

IF YOU DO ONE THING THIS MONTH

Publish your bulk delivery prices and one free-delivery rule on a single page, and make your Rewards page, delivery page and Google listing say exactly the same thing.

Set aside for now: a firewood push, ponds and water features, matching PawPantry's prices, and posting more on Facebook as it is. The reasons are in appendix A.

THE BUSINESS

How Saltbush makes money

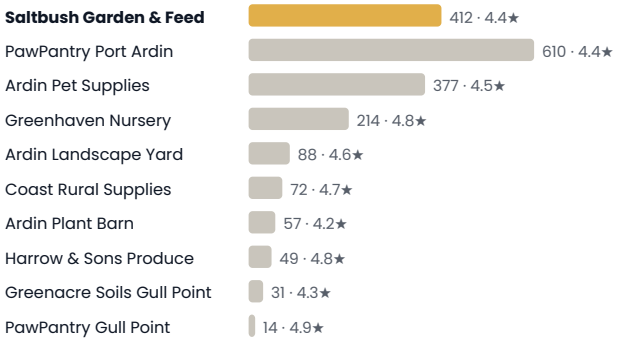
Fact Trading since 2011 and family-owned. The About page describes "the garden shed for the whole coast" (About page).

Fact Five arenas on the website: garden centre and nursery (plants, seedlings, potting mix), bulk landscape (soil, mulch, pebbles, sand), feed (poultry and stock feed, hay), pet (dog, cat, poultry and small animals), and firewood and gas.

Fact How people buy: the store is open 7 days; online orders can be collected the same day; bulk landscape is delivered 6 days a week for 1 m³ or more to 32 named suburbs; trade accounts; a free Saltbush Rewards membership.

Interpretation Revenue is probably led by the garden centre (the most-mentioned topic in reviews) and bulk landscape (the highest tickets, $48 to $230 per m³ before delivery), with feed and pet a steady weekly base. This is a reading, not a measurement.

Google rating and review count



All counts from Google, collected the same day. Gold is Saltbush.

Rivals by arena

Arena	Rival	What they have that you could match or beat
Landscape	Ardin Landscape Yard, Port Ardin (4.6★, 88)	In Google's map results for 3 of our 6 searches; top-10 rankings for 1,640 terms, including "garden soil" (#2) and "landscape supplies near me" (#1)
Landscape	Greenacre Soils, Gull Point (4.3★, 31) and Port Ardin (4.7★, 9)	Prices per m³ shown on each product page (for example garden mix $88.00)
Landscape	Coast Mulch Co, Port Ardin (4.1★, 26)	An online calculator; a review mentions ordering "at 10 at night"
Pet	PawPantry Port Ardin (4.4★, 610), PawPantry Gull Point (4.9★, 14), Ardin Pet Supplies (4.5★, 377)	Chain prices and ads: "Free delivery over $39 or collect in an hour"; PawPantry Port Ardin replied to 21 of its 25 newest reviews
Nursery	Greenhaven Nursery (4.8★, 214), Ardin Plant Barn (4.2★, 57)	Specialists that hold the map results for "nursery port ardin"
Feed	Coast Rural Supplies (4.7★, 72); Harrow & Sons Produce (4.8★, 49)	Map results for "stock feed port ardin"; a 2025 review says a customer drove there for bulk hay instead

PRIORITY 1 · FIX

1 Make delivery clear

Evidence: high · Effort: low · Confidence: high

What we found

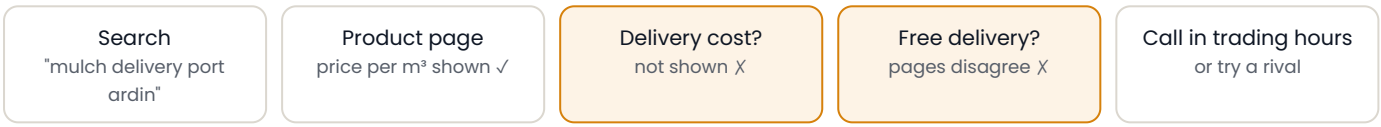
Fact The Saltbush Rewards page offers free delivery on online orders over $150, "excluding bulk products and items over 20 kg".

Fact The delivery page says Rewards members get free delivery on eligible orders of $150 or more, and that Ardin Coast orders "have no weight limit". For an Ardin Coast order over 20 kg, the two pages disagree.

Fact The bulk delivery page promises delivery 6 days a week for 1 m³ or more to 32 suburbs, but shows no bulk delivery price. Firewood has a minimum $90 delivery fee per order.

Fact Your Google listing's description still says free delivery on orders over $120 for "most items".

Fact Rivals make the delivered price easier: Greenacre Soils shows prices per m³ on each product, and a review of Coast Mulch Co mentions using its online calculator late at night to order.



A buyer's path, drawn as an illustration (conceptual).

Why it matters financially

Interpretation Bulk landscape is your highest-ticket line. A buyer who can't see the delivered price after hours can price a rival that shows it in a minute.

Hypothesis Some bulk enquiries are lost after hours. Your web analytics (checkout starts against completed bulk orders) and a phone tally would show how many.

What to do next

- Write one delivery page: bulk delivery price by area (or "from $X"), firewood fees, parcel rates and one free-delivery rule
- Make the Rewards page and delivery page say exactly the same thing
- Update the Google listing's description (it says $120)
- Link every bulk product to the delivery page
- Add a simple m³ calculator (length × width × depth)

How to measure it

- All three pages and Google say the same rule (check after 7 days)
- Bulk online orders per month against last year (your data)
- "How much is delivery?" calls, tallied by staff for 4 weeks

PRIORITY 2 · FIX AND DEFEND

2 Fix how seedlings and plants are kept

Evidence: high · Effort: low to medium · Confidence: high

What we found

Fact Three written Google reviews in the last six months describe dying or neglected plants: 1★ ("most of the tomato punnets were dead within days"), 2★ (seedlings "dried out and root-bound"), and a 3★ (wilted plants left on the trolleys). The newest of your 200 latest reviews is one of them.

Fact You reply to reviews: 64 of your 200 newest reviews have an owner reply, including two of these three.

Fact ChatGPT recommended Saltbush first for "a garden centre near Kestrel Bay", listing seedlings, potting mix and fruit trees.

Fact Plants are a big search category in your state: "vegetable seedlings" about 3,600 searches a month and "garden centre near me" 9,900 (state estimates). Google interest in "vegetable seedlings" is flat (+3% in 12 months, +6% against four years ago).

Fact Specialists hold Google's map results for "nursery port ardin": Greenhaven Nursery, Ardin Plant Barn and a hardware chain's garden centre.

Why it matters financially

Interpretation The plant benches are the first thing people walk past, so tired stock costs trust beyond plant buyers, and AI assistants are now sending garden shoppers your way.

Hypothesis Your potting mix, fertiliser and tool sales depend on plant buyers coming back. Sales by category would show how much is at stake.

What to do next

- Start a daily watering and stock check, with a simple log
- Move tired plants to a marked-down trolley straight away
- Give a short care tag with every seedling sale
- Reply to the unanswered plant review, and update the others with what has changed
- Test a simple 14-day plant guarantee

How to measure it

- No plant complaints in new reviews for 90 days
- Check log completed every day
- Plants written off per week (your log)
- **Stop rule:** if write-offs haven't fallen within 6 weeks, review ordering sizes and supplier

3 Win the Port Ardin landscape and mulch searches

Local visibility · Evidence: medium · Effort: medium · Confidence: medium

Fact In 6 searches from Port Ardin, Saltbush appeared in Google's map results once: #2 for "landscape supplies kestrel bay". It was absent for "landscape supplies port ardin", "mulch delivery port ardin", "stock feed port ardin", "nursery port ardin" and "pet shop gull point". Ardin Landscape Yard appeared in three.

Fact State demand: "garden soil" 1,500 a month (2,700 in Sep and Oct), "pebbles" 1,300, "landscape supplies" 880, "garden mulch" 820 (1,100 in Sep, Oct and Jan). Google interest in "mulch" is up 19% in 12 months and 27% against four years ago.

Why it matters

Interpretation You deliver to 32 suburbs but are mostly found around Kestrel Bay. Hypothesis Map results in Port Ardin would bring delivery enquiries; your Google profile's call and direction counts would show it.

What to do next

- Check your Google profile's main and extra categories, delivery area, and products with prices
- Build a "soil, mulch and pebbles delivered to Port Ardin and the Ardin Coast" page with prices and the calculator
- Post on Google weekly from August to January

How to measure it

- Map results on the same 6 searches each month (target 3 of 6 within six months)
- Profile calls, directions and website clicks
- Bulk delivery orders (your data)

4 Hold your pet customers as PawPantry opens in Gull Point

Defend · Evidence: medium · Effort: medium · Confidence: medium

Fact Google shows PawPantry Gull Point (4.9★, 14 reviews) for "pet shop gull point". Not verified Its opening date; so few reviews suggests it is new. Searches for "pet shop gull point" rose from 10–20 a month to 40–70 over the last eight months (small state estimates).

Fact Your 2025 reviews averaged 4.05★, with six 1–2★ reviews mostly about service and waiting. This year is recovering at 4.27★, but a March review says the phone "just rings out". Staff, helpfulness or friendliness come up in 58 of 129 written reviews.

Why it matters

Interpretation Pet food is the weekly purchase that brings people past the garden benches. Hypothesis Pet-food buyers from Gull Point and the north of the coast may drift; Rewards history by postcode would show it.

What to do next

- Count missed calls for a week, then answer or promise a call-back
- Promote the self-serve dog wash and Rewards pet specials on Google and the homepage
- Lead with advice: "ask our pet team"

How to measure it

- Active Rewards pet-food buyers each month
- Missed-call rate
- Service complaints in reviews (target none per quarter)

5 Test a veggie patch starter kit

Small test · Evidence: medium-low · Effort: low · Confidence: medium-low

Fact Google interest in "raised garden bed" is up 12% in 12 months and 38% against four years ago; about 2,400 searches a month in your state. Your homepage already features seedlings and potting mix.

Hypothesis A starter kit (raised bed, soil mix, six seedlings, fertiliser, care card) brings new regulars who keep buying seedlings and soil. **Stop rule:** fewer than 10 kits in 6 weeks, stop.

YOUR 30-DAY PLAN

Your 30-day plan

When	Do this	From	Done when
Week 1 · Fix	Write one delivery page: bulk delivery prices by area, firewood fees, parcel rates and one free-delivery rule	Priority 1	Page live
Week 1 · Fix	Make the Rewards page, delivery page and Google listing say the same rule	Priority 1	All three match
Week 1 · Fix	Start the daily watering and stock check; mark down tired plants; add a care tag to seedling sales	Priority 2	Log filled 7 days running
Week 1 · Fix	Reply to the unanswered plant review and update the other two with what has changed	Priority 2	Replies updated
Week 2 · Check	Send us monthly sales, margins by category, and the share of online orders by local postcode	Method (J)	Figures shared
Week 2 · Check	Review your Google profile: categories, services, delivery area, products	Priority 3	Profile updated
Week 2 · Check	Count missed calls for one week	Priority 4	Count recorded
Week 2 · Check	Do a like-for-like delivered price check against Greenacre Soils and Ardin Landscape Yard on three bulk products	Appendix I	Prices and delivery recorded
Week 3 · Build	Build the soil, mulch and pebbles delivery page with the calculator; first Google post	Priority 3, F	Page live, post published
Week 3 · Build	Promote the dog wash and Rewards pet specials on Google and the homepage	Priority 4	Visible in both places
Week 3 · Build	Answer the top customer questions as page headings, and say clearly which feed lines you stock	Appendix H, I	Five questions answered on site
Week 4 · Test	Launch the veggie patch starter kit as a 6-week test	Priority 5, G	Kit on sale; stop rule set
Week 4 · Measure	Two short videos: "how we look after our seedlings" and "how much soil do I need?"	Appendix G	Both posted
Week 4 · Measure	Re-check the six searches for map results	Priority 3, E	Results recorded
Ongoing	Monthly: watch PawPantry Gull Point's review count. Quarterly: repeat the growth test and map checks	Appendix I, D	Quarterly note kept
Ongoing	Every August to January: weekly garden and landscape posts ahead of the spring and January peaks	Appendix F	Posted weekly in season

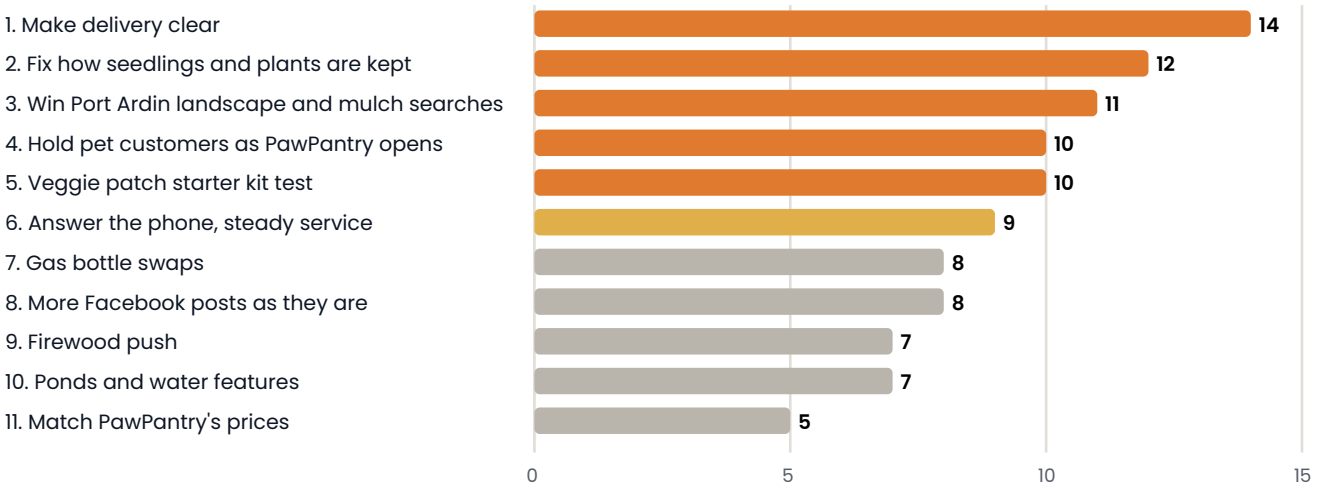
THEN

With your own sales and margins in hand, re-score the ideas in appendix A.

A SCORED RANKING

Every idea, scored one way

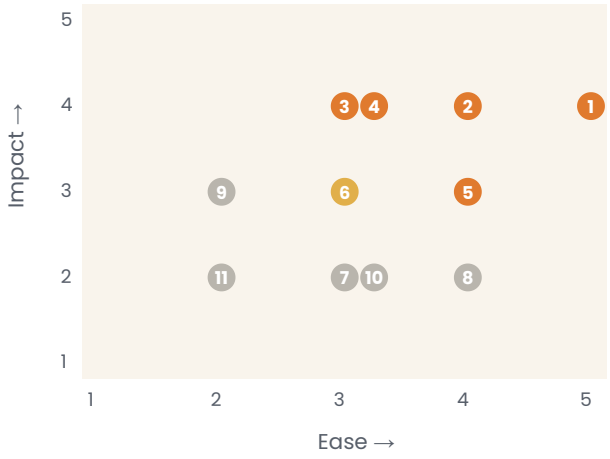
Each idea scored 1 to 5 on profit impact, evidence and ease (5 = cheapest and quickest). Orange = top five; gold = 9 or more; grey = the rest.



#	Idea	Kind	Impact	Evidence	Ease	Total	Confidence	Reason
1	**Make delivery clear**	Fix	4	5	5	**14**	High	Conflicting pages found; quick to fix
2	**Fix how seedlings and plants are kept**	Fix	4	4	4	**12**	High	Three complaints in six months, including the newest review
3	**Win Port Ardin landscape and mulch searches**	Visibility	4	4	3	**11**	Medium	Absent from 5 of 6 map results; demand measured
4	**Hold pet customers as PawPantry opens**	Defend	4	3	3	**10**	Medium	New store seen; impact on you not yet measurable
5	**Veggie patch starter kit test**	New	3	3	4	**10**	Medium-low	Sustained growth; kit demand unproven
6	**Answer the phone, steady service**	Fix	3	3	3	**9**	Medium	Folded into priority 4
7	**Gas bottle swaps**	Extend	2	3	3	**8**	Low	Traffic driver, no room to stand out
8	**More Facebook posts as they are**	Visibility	2	2	4	**8**	Low	Low engagement; attention isn't demand
9	**Firewood push**	Extend	3	2	2	**7**	Low	Seasonal and heavy to deliver
10	**Ponds and water features**	Extend	2	2	3	**7**	Low	Small and declining
11	**Match PawPantry's prices**	Defend	2	1	2	**5**	Low	No margin data

Impact against ease

What we set aside, and why



- **Firewood push.** Steady demand, but very seasonal and heavy to deliver, and the minimum delivery fee already puts small orders off. Revisit after priority 1.
- **Ponds and water features.** In range but small (about 320 searches a month in your state), and interest is 11% below four years ago.
- **Matching PawPantry's prices.** A national chain can run 20% off; without your margins a price fight is a risk, not a plan.
- **More Facebook posts as they are.** 2,140 followers; the latest 12 posts drew 0 to 11 reactions. Opening hours and sale notices don't travel. Make the two videos in the plan instead.
- **Gas bottle swaps.** A useful traffic driver already, but a commodity price with no room to stand out.

B ECONOMY AND SPENDING

The economy around you

In a real report these tiles carry the latest national figures, each with its source and release date. The figures below are illustrative.

4.85%
Cash rate target after the latest 0.25-point rise (central bank decision)

4.3%
Annual consumer price inflation (national statistics release)

+0.6%
Household spending, latest month, seasonally adjusted (national statistics release)

78.2
Consumer sentiment index, a four-year low (monthly sentiment survey)

$21b+
Yearly household spending on pets (industry survey)

+4%
Pre-Christmas retail forecast (industry body; *secondary*)

Interpretation Rates are rising and confidence is low, while spending still edges up. Households tend to delay big garden projects but keep buying pet food, feed and small garden lines. That makes clear delivered prices (priority 1) and the regular pet customer (priority 4) more important, and it makes the half cubic metre options you already sell a useful message.

One glance by arena

Arena	Biggest demand you already serve (state, per month)	Growth signal	Candidate to test
Garden centre	"garden centre near me" 9,900; "vegetable seedlings" 3,600	Raised garden bed +38% on 4 years ago	Veggie patch starter kit
Landscape	"garden soil" 1,500; "pebbles" 1,300	Mulch +27% on 4 years ago	Delivered-price page with calculator
Pet	"pet shop near me" 10,800; "dog food" 5,900	Dog food +22% in 12 months	Promote the dog wash ("dog wash" 1,600)
Feed	"chicken feed" 2,200; "hay bales" 880	Chicken feed +31% on 4 years ago	Say clearly which feed lines you stock
Firewood and gas	"firewood" 6,600; "gas bottle refill" 2,400	Firewood -6% on 4 years ago	Set aside (see A)

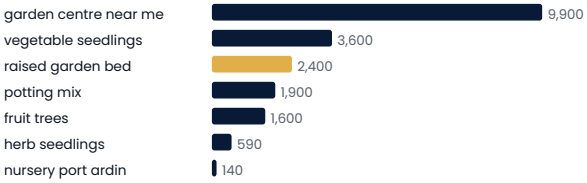
Search figures are Google search-demand estimates for the business's state (rounded), not for one town. Economic figures are national.

C DEMAND BY CATEGORY

What people in your state search for

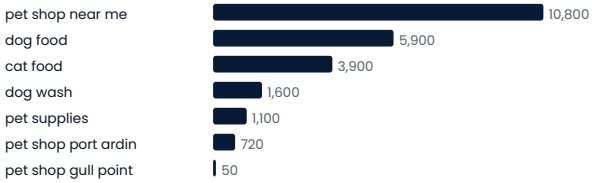
In your range (seen on your site) · Maybe in range · Not visible · Average monthly Google searches, state, last 12 months

Garden centre and nursery



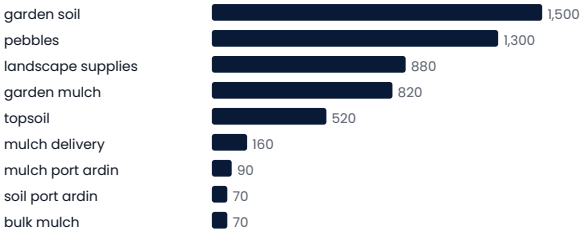
Whitespace to test: a veggie patch starter kit. **Notes:** "vegetable seedlings" nearly doubles in September and October (6,600).

Pet



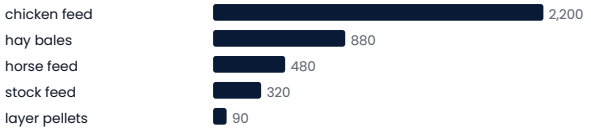
Whitespace to test: dog wash promotion. **Notes:** "dog food" spiked once in winter, treated as a one-off.

Landscape



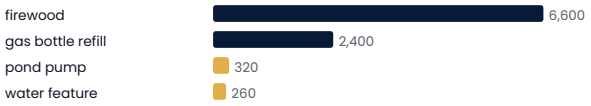
Whitespace to test: local delivered-price pages ("mulch port ardin" 90, "soil port ardin" 70). **Notes:** "garden soil" peaks in Sep and Oct (2,700).

Feed



Notes: "hay bales" rises through spring.

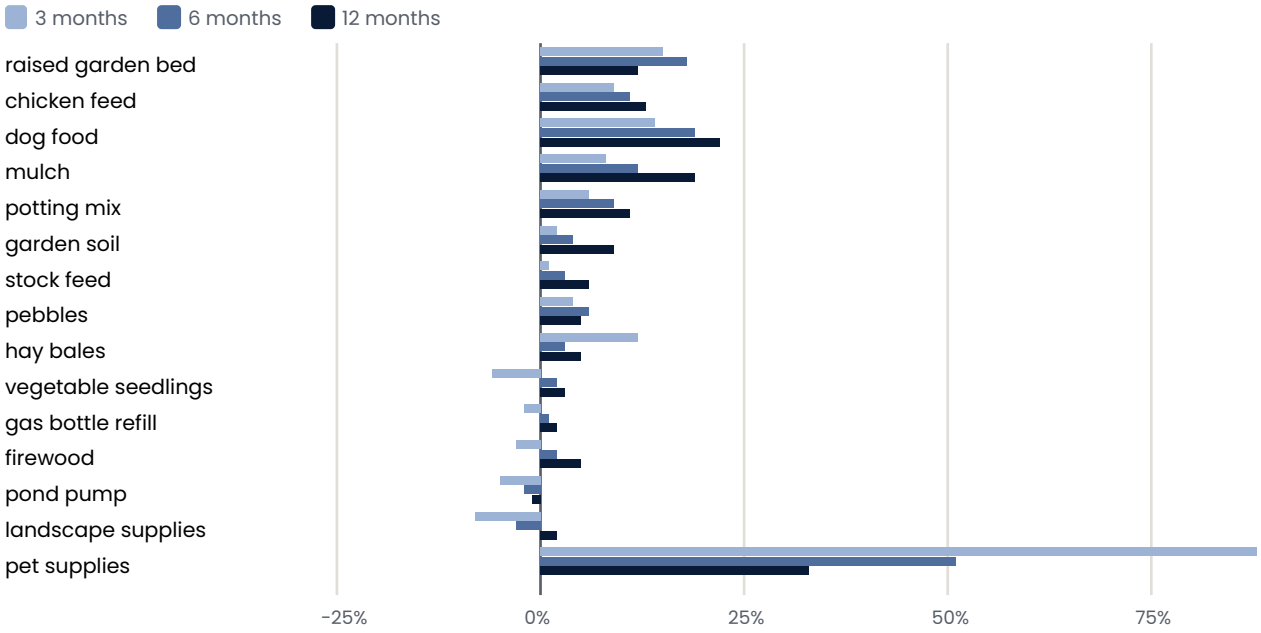
Other lines



D GROWTH TEST

Which categories are growing

Change in average Google interest, latest 3, 6 and 12 months against the same weeks a year earlier (national, weekly data).



Search	3 months	6 months	12 months	vs 4 years ago	Verdict
raised garden bed	+15%	+18%	+12%	+38%	Sustained growth
chicken feed	+9%	+11%	+13%	+31%	Sustained growth
dog food	+14%	+19%	+22%	+28%	Sustained growth
mulch	+8%	+12%	+19%	+27%	Sustained growth
potting mix	+6%	+9%	+11%	+21%	Sustained growth
garden soil	+2%	+4%	+9%	+14%	Growing but slowing
stock feed	+1%	+3%	+6%	+12%	Slow growth
pebbles	+4%	+6%	+5%	+11%	Slow growth
hay bales	+12%	+3%	+5%	+8%	Flat to growing, low level
vegetable seedlings	-6%	+2%	+3%	+6%	Flat, very seasonal
gas bottle refill	-2%	+1%	+2%	-3%	Flat
firewood	-3%	+2%	+5%	-6%	Flat, very seasonal
pond pump	-5%	-2%	-1%	-11%	Flat, below four years ago
landscape supplies	-8%	-3%	+2%	-15%	Flat, below four years ago
pet supplies	+88%	+51%	+33%	-17%	Recent jump from a low base; check it holds

Limits. Google Trends shows relative interest, not search volumes. Terms were pulled in groups of five, so index levels compare only within a group; the percentages compare each term with itself. Like weeks are compared, so the Christmas peak doesn't distort results.

E INTENT CHECK

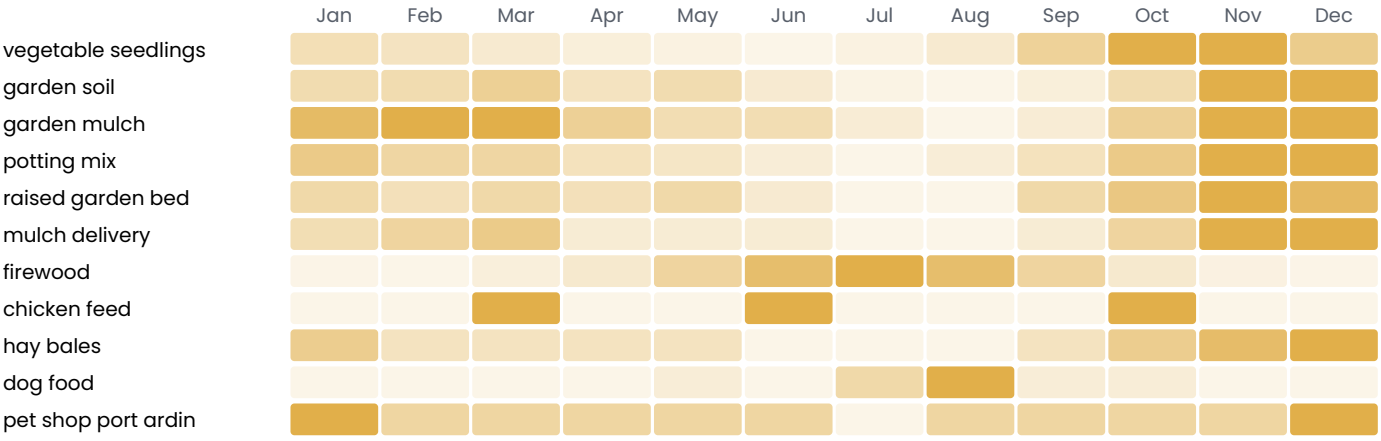
What a local searcher sees

Search (from Port Ardin)	Mostly	Who holds the results	Can you win?
landscape supplies port ardin	Buying	Map: Ardin Landscape Yard, Greenacre Soils, Coast Mulch Co. Organic: directories and landscapers	Yes, through the map results; you deliver there
landscape supplies kestrel bay	Buying	Map: Ardin Landscape Yard, **Saltbush**, Greenacre Soils Gull Point	Already winning; defend
mulch delivery port ardin	Buying	Map: Coast Mulch Co, Ardin Landscape Yard, Greenacre Soils. Questions about price per m³ and pet-safe mulch	Yes, with prices and a calculator
stock feed port ardin	Buying	Map: Coast Rural Supplies, Harrow & Sons Produce, PawPantry Port Ardin	Possible; further out
nursery port ardin	Buying	Specialists: Greenhaven Nursery, Ardin Plant Barn, a hardware chain's garden centre	Hard; defend the coast
pet shop gull point	Going to one store	PawPantry Gull Point's Google panel; the rest is unrelated	Contest with your profile and reviews

Our reading of one results page per search on the research date. Rankings move daily.

F SEASONAL CALENDAR

Your busy months



Monthly state search estimates over the last 12 months, shown January to December. Darker gold means busier for that search. One year of data can mislead.

- **Spring is the garden and landscape peak.** Seedlings, garden soil, mulch and potting mix peak in September and October, so have the delivery page and calculator live by August.
- **January is a second peak** for mulch and watering. Post from mid-December.
- **Firewood runs April to July** and feed is steady all year, so the starter kit test (priority 5) fits spring best.

Trading dates, next 12 months: Christmas and Boxing Day · New Year · Australia Day · Easter long weekend · Anzac Day · King's Birthday · school holidays · the Kestrel Bay Show in October (fictional). **Not verified** Next year's school term dates; check before planning.

G SOCIAL ATTENTION

What gets watched

In a real report these are the most-watched YouTube videos and TikTok hashtags for your lines, with real titles, channels and view counts. The examples below are illustrative. Views and plays measure attention, not demand.

Growing vegetables from seedlings

TikTok #vegetablegarden · top 10 posts: median ~410k plays

Plant seedlings like this for a bigger harvest
Example channel A · 612,000 views · 9:40
Planting depth and spacing

Why your seedlings die after planting
Example channel B · 288,000 views · 12:05
Mistakes to avoid

Spring veggie patch on a budget
Example channel C · 154,000 views · 14:22
Cost-of-living angle

What to plant in spring, month by month
Example channel D · 97,000 views · 8:15
Local seasonal calendar

Raised garden beds

TikTok #raisedbeds · top 10 posts: median ~520k plays

How to fill a raised bed cheaply
Example channel E · 745,000 views · 11:30
Soil volumes and layers

Raised bed build in one afternoon
Example channel F · 318,000 views · 16:02
Step by step

How much soil do I need?
Example channel G · 126,000 views · 4:48
Answers the calculator question

Five raised bed mistakes
Example channel H · 88,000 views · 10:10
Mistakes list

Mulch

TikTok #mulching · top 10 posts: median ~240k plays

You're mulching wrong: five errors
Example channel I · 151,000 views · 15:55
Mistakes to avoid

How to mulch a garden bed
Example channel J · 109,000 views · 3:20
A retailer's simple how-to

Which mulch keeps the most water in?
Example channel K · 52,000 views · 6:40
A side-by-side test

Mulch calculator explained
Example channel L · 41,000 views · 4:05
Answers 'how much do I need'

What they share

Beginner checklists ("what you need before…"), money-saving angles ("grow your own to save on vegetables"), calculators ("how much soil do I need"), and mistakes to avoid.

Content ideas for you

- "How we look after our seedlings" (supports priority 2)
- "Your first veggie patch: everything in one trip" (priority 5)
- "How much soil do I need? Use our calculator" (priorities 1 and 3)

Facebook note. The page has 2,140 followers; the latest 12 posts drew 0 to 11 reactions and were mostly opening hours and sale notices. That is weak evidence, so we draw no conclusion beyond "announcements don't travel".

Rivals and customer questions

What we could and couldn't check

Rival	Checked	Not verified (self-check)
Ardin Landscape Yard	Google rating and count; map results; search rankings	Prices and ads (check the Meta Ad Library)
Greenacre Soils	Rating and count; prices per m³ shown in search results	Delivery charges; ads
Coast Mulch Co	Rating and count; online calculator (from a review)	Prices; ads
PawPantry (Port Ardin, Gull Point)	Ratings and counts; active Facebook and Instagram ads; Port Ardin's 25 newest reviews and replies	Gull Point opening date
Greenhaven Nursery; Coast Rural Supplies	Ratings, counts and map results	Range, prices and delivery

Questions customers ask, in their words

Soil, mulch and delivery

- How much does 1 cubic metre of garden soil cost?
- How much soil do I need for a raised bed?
- What is the best mulch for vegetable gardens?
- Which mulch is safe for dogs?
- Do you deliver to my suburb, and how much is it?

Store, plants and feed

- Are your seedlings healthy, and what if they die? (reviews)
- Do you still stock bulk hay and horse feed? (reviews)
- Why does the phone ring out? (review)
- Is free delivery for Rewards members available on heavy orders? (your two pages differ)

From Google's "People also ask" boxes, YouTube searches, and your own reviews. Use them as page headings and short video titles.

Price check

Limited Nearest matches only: three bulk products with similar names, compared per m³ before delivery. The products may differ in specification, and delivery charges could not be compared because yours are not published. We give no price gap.

Product	Saltbush (your site)	Greenacre Soils (product pages, as shown in search results)
Sandy loam, per m³	$66.50	$70.00
Garden mix, per m³	$82.00	$88.00
Black mulch / "jet black mulch", per m³	$94.00	$86.00

Greenacre's prices were not re-checked on its own pages. Ardin Landscape Yard's prices were not visible. Recommended: a like-for-like delivered comparison (Week 2 of the plan).

Risk watch

Risk	Evidence	What to watch	Action
New chain store nearby	PawPantry Gull Point shows 14 Google reviews; "pet shop gull point" searches up over eight months	Its review count; your pet-food buyers	Priority 4
Cautious spending	Rates rising; sentiment at a four-year low	Big landscape orders	Show delivered prices and the smaller ½ m³ option
Delivery cost pressure	Firewood minimum $90 delivery fee	Firewood enquiries against orders	Show fees up front (priority 1)
Live plant reputation	Three plant complaints in six months, including your newest review	Reviews monthly	Priority 2
Feed customers drifting	A 2025 review mentions driving to a rival for bulk hay	Feed enquiries	Say clearly on site and Google which feed lines you stock
Search visibility	Top-10 rankings for 290 terms against Ardin Landscape Yard's 1,640	Monthly map checks	Priority 3

What we did

Example report. In a real report this page lists every page we read, every search we ran and every source, with dates. For this fictional business it describes the method only.

- Read the website: home, about, contact, bulk delivery, Rewards, trade accounts, delivery, refund, terms and cart pages, plus the public product listings with prices.
- Read the 200 newest Google reviews, and 25 of the newest reviews for the nearest chain rival.
- Ran six Google searches as a buyer in the nearest city would, and recorded the map results, rankings and questions.
- Pulled Google search-demand estimates for about 40 terms in the business's state with 12 months of history, five years of Google Trends for 15 terms, and a sample of the search terms the site and its main rival rank for.
- Checked YouTube, top TikTok hashtag posts, the business's social profile, active Facebook and Instagram ads, and ChatGPT's answer to a local buying question.
- Read the latest central bank, national statistics and consumer sentiment releases.

Limits

- The checkout walk stops at the cart; delivery charges are only shown at checkout with an address.
- Search figures are rounded estimates for the state, not one town. Rankings and map results change daily.
- Your sales, margins, web analytics and call records are not available to us unless you share them, so no forecast is given. Each would sharpen the scores in appendix A.

Sources (in a real report)

- Your website, by page and date
- Google Maps reviews and ratings for you and the rivals named, by date
- Google search results from the nearest city; licensed search-demand data for your state; Google Trends
- Central bank, national statistics and consumer sentiment releases, with links and release dates
- Rival product pages, the Meta Ad Library, YouTube and TikTok public pages, and ChatGPT's answer, by date

LDH Insights

IMPORTANT INFORMATION

Important information

This is an example report about a fictional business. Saltbush Garden & Feed, Kestrel Bay, Port Ardin, Gull Point, the Ardin Coast, PawPantry and every other business, review, quote and figure about them are made up. Any resemblance to a real business is coincidental. National economic figures are shown for illustration.

A real report is based on public information and on search, social-media and economic data as at the research dates shown. We use the best evidence available to us and label each finding as fact, interpretation, hypothesis or not verified.

Search figures are estimates, and online data changes, often daily. We do not see your sales, costs or customer data unless you share them, so nothing in a report is a forecast and no outcome is guaranteed. Scores and rankings are our professional judgement.

This is general business guidance, not financial, legal or tax advice. Please check key figures against your own records before acting on them.