

SEO Opportunity Report

YakkaDesk · yakkadesk.co.nz

Prepared by YakkaDesk · real Google search data, New Zealand

14 June 2026

YakkaDesk has a tight, well-positioned site for NZ professional service businesses, with clear pricing, a guarantee page and three recent blog posts laying the foundation. The gap is that none of the researched search phrases are covered by existing pages, including the cluster around local SEO which is exactly the work their homepage promises.

Where you show up today

We searched Google for the terms your customers use and looked for your site in the results.

Search term	Your position	Map listings	Who holds page 1
blog writing service auckland	Not in the top 10	—	adhesion.co.nz, webrevolution.co.nz, airtasker.com
blog writing service gisborne	Not in the top 10	—	adhesion.co.nz, firstchapter.co.nz, spreadtheword.nz
blog writing service new zealand	Not in the top 10	—	adhesion.co.nz, spreadtheword.nz, contentlab.co.nz
blog writing service	Not in the top 10	—	verblio.com, masterjackmarketing.co.nz, adhesion.co.nz
surferseo	Not in the top 10	—	surferseo.com, linkedin.com, nz.trustpilot.com
whatis copywriting	Not in the top 10	—	reddit.com, awai.com, youtube.com
content and marketing	Not in the top 10	—	contentmarketinginstitute.com, oracle.com, salesforce.com
content mar	Not in the top 10	—	contentmarketinginstitute.com, salesforce.com, marketing.org.nz
content mkt	Not in the top 10	—	contentmarketinginstitute.com, marketing.org.nz, academy.hubspot.com
local search engine optimization	Not in the top 10	—	en.wikipedia.org, ahrefs.com, thewebguys.co.nz

Checked on Google from Auckland, New Zealand, June 2026, organic results below the map listings, not logged in. Map listings only reach searchers within a few kilometres; the organic results reach everyone else.

How we built this

8 pages crawled on your site	3 blog posts reviewed	38 keywords checked against NZ search data	22 keywords cross-referenced against your pages
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What we noticed

- The blog has only three posts, all from June 2026, so cadence is brand new and topical authority has not been built yet.
- Existing posts cover meta-questions (publishing frequency, why competitors outrank you, getting found on Google) but none target a specific local SEO search phrase head-on.
- The homepage description names 'local SEO' explicitly, yet there is no landing page or article ranking for any local SEO variant.
- Pricing, methodology, examples and guarantee pages are all in place, so once a post earns clicks the conversion path is ready.
- Page-one results for 'blog writing service' variants in NZ are held by [adhesion.co.nz](#), [spreadtheword.nz](#) and [contentlab.co.nz](#), confirming the competitive set is small and beatable with consistent publishing.
- Blog post titles read in plain English, which matches the rest of the site and gives a consistent voice to build on.

Your voice

The writing is direct, plain and confident, with short sentences and concrete promises ('three a week, every week, hands-off'). It avoids jargon and marketing puff, leaning on specificity (NZ\$ pricing, named verticals like physios and recruiters) and quiet authority rather than hype. The tone reads like a tradesperson explaining their work, which fits the YakkaDesk name and the buyer. The article at the end of this report was written to sit naturally alongside your existing copy.

Your top 5 keyword gaps at a glance

Why these keywords. Their own description leads with 'blog writing service, SEO content, content marketing, local SEO', and the homepage frames the outcome as 'when someone in your area searches for what you do, they find you'. The selection grows their core local-search work for NZ service businesses, which is what their pricing tiers, methodology page and existing blog posts all keep returning to. If we have read the priority wrong, reply and we will re-run the research around the service you most want to grow.

#	Keyword	Searches / mo	Competition	Advertisers pay	Your coverage
1	local seo	140	LOW	≈NZ\$8 to NZ\$24 / click	none
2	localised seo	140	LOW	≈NZ\$8 to NZ\$24 / click	none
3	local search engine optimization	140	LOW	≈NZ\$8 to NZ\$24 / click	none

4	strategic content	70	LOW	≈NZ\$2 to NZ\$39 / click	none
5	seo and copywriting	90	LOW	—	none

Advertisers pay is the approximate per-click price businesses pay Google for this search. It is what each visitor would cost you in ads — and what ranking for it earns you for free.

The opportunities in detail

OPPORTUNITY 1

local seo

SEARCHES / MONTH	COMPETITION	ADVERTISERS PAY	YOUR COVERAGE
140	LOW	≈NZ\$8 to NZ\$24 / click	None

WHY IT WINS. This is the highest-intent phrase a NZ service business owner types when they realise they are losing local search work, and it sits directly under YakkaDesk's own homepage promise of being found by people searching in their area.

THE ARTICLE WE'D WRITE. Working title: 'Local SEO for NZ service businesses: a plain-English guide to showing up in your suburb'. Walks through Google Business Profile, location pages, reviews and locally relevant content, with examples drawn from physios, trades and dentists.

HONEST CAVEAT. Ranking for 'local seo' nationally takes sustained publishing over months. The first wins will likely come from long-tail variants ('local seo for [vertical]', '[town] local seo') before the head term moves.

OPPORTUNITY 2

localised seo

SEARCHES / MONTH	COMPETITION	ADVERTISERS PAY	YOUR COVERAGE
140	LOW	≈NZ\$8 to NZ\$24 / click	None

WHY IT WINS. Same intent as 'local seo' with a clearly NZ/UK English spelling, which means a single well-built page can naturally serve both queries and signal the site is written for a NZ audience.

THE ARTICLE WE'D WRITE. Fold this into the local SEO pillar piece as a section titled 'Localised SEO: getting found in the towns you actually serve', with worked examples for multi-suburb service areas.

HONEST CAVEAT. Spelling-variant traffic is genuinely small, so this works as a supporting term inside the local SEO article rather than as its own page.

OPPORTUNITY 3

local search engine optimization

SEARCHES / MONTH	COMPETITION	ADVERTISERS PAY	YOUR COVERAGE
140	LOW	≈NZ\$8 to NZ\$24 / click	None

WHY IT WINS. The fully spelled-out form attracts searchers who are earlier in their learning curve and ready to read a longer explainer, which suits the YakkaDesk teaching voice already on the Writing section.

THE ARTICLE WE'D WRITE. Cover the full phrase in the same pillar piece intro and H1 subhead, so the page legitimately serves the shorthand, the spelled-out form and the NZ spelling without keyword stuffing.

HONEST CAVEAT. Page-one slots are held by Wikipedia and Ahrefs, so the realistic prize here is the NZ-qualified long tail, not the global head term.

OPPORTUNITY 4

strategic content

SEARCHES / MONTH	COMPETITION	ADVERTISERS PAY	YOUR COVERAGE
70	LOW	≈NZ\$2 to NZ\$39 / click	None

WHY IT WINS. Owners searching this phrase are evaluating whether to invest in content at all, which is the exact decision YakkaDesk's pricing and methodology pages are built to answer, so the article doubles as top-of-funnel and a sales asset.

THE ARTICLE WE'D WRITE. Working title: 'Strategic content for service businesses: what to write, how often, and how to know it is working'. Ties the methodology page's research-and-measure approach to a buyer's mental model.

HONEST CAVEAT. This phrase converts more slowly than local SEO because the searcher is still deciding whether content is worth it, not who to hire. Treat it as a brand and authority play, not a quick lead source.

OPPORTUNITY 5

seo and copywriting

SEARCHES / MONTH	COMPETITION	ADVERTISERS PAY	YOUR COVERAGE
90	LOW	—	None

WHY IT WINS. It matches how non-marketers describe the YakkaDesk offer in their own words, and the search is from buyers comparing the two disciplines, exactly the buyer YakkaDesk wants to educate before quoting.

THE ARTICLE WE'D WRITE. Working title: 'SEO and copywriting: how they work together for NZ service businesses'. Explains why search-optimised writing is one job, not two line items, and what good looks like in practice.

HONEST CAVEAT. Page-one competition includes large global resources. The realistic win is ranking for the NZ-qualified variant and using the page as a conversion piece for visitors who arrive via other terms.

Local SEO for NZ Small Businesses: A Practical Guide

If you run a small business in New Zealand and most of your customers come from within a 20-minute drive, local SEO is the single highest-leverage marketing channel you have. It is not glamorous, it does not require a big budget, and it rewards the kind of slow, steady housekeeping that most owners never get around to.

This guide walks through what local SEO actually means for an NZ small business, what to fix in what order, and how to tell whether any of it is working.

What local SEO actually is

Local SEO is the work of making sure your business shows up when someone nearby searches for what you offer. Three things tend to happen on that results page:

1. A map appears at the top with three businesses pinned on it (the "local pack").
2. Below the map, normal blue-link results show up, often dominated by directories like Yellow, Localist, NoCowboys, Finda, or industry-specific sites.
3. To the right of the page (on desktop), a panel might appear with your business name, hours, phone, and reviews.

All three are influenced by different things. The map pack is driven mostly by your Google Business Profile. The blue links are driven by your website. The side panel is your Business Profile again, surfaced differently.

Most NZ small business owners think of "SEO" as one thing. It is not. The work splits cleanly into "make Google understand you exist and where you are" and "make your website worth ranking." Both matter. They do not require the same effort.

Sort your Google Business Profile first

If you do nothing else this month, fix your Google Business Profile. It is free, it directly controls whether you appear in the map pack, and most NZ small businesses have one that is half-finished.

A complete profile has:

- The exact legal trading name. No keyword stuffing. "Smith Plumbing" not "Smith Plumbing | Auckland's Best Plumber | 24/7."
- A real physical address if you serve customers at your location, or a defined service area if you go to them. Pick one. Not both.
- Phone number that matches the one on your website, on Facebook, and on every directory you appear on.
- Hours, including public holiday hours. Update them. Anzac Day, Waitangi Day, the in-between-Christmas-and-New-Year period.
- A primary category that reflects what you actually do most. Not what you want to do most.
- 8 to 12 photos. Real ones. Inside the workshop, the team, finished work, the van, the storefront. Stock images get ignored by both Google and customers.

Verify the profile if you have not already. Google will usually send a postcard to your address with a code, or verify by video call. Do not skip this. An unverified profile barely ranks.

The single biggest mistake we see is businesses with two or three duplicate profiles created accidentally over the years. Search for your business name on Google Maps. If you find duplicates, claim them and request a merge or removal through the Business Profile help page.

Make your NAP consistent across NZ directories

NAP stands for Name, Address, Phone. Google cross-checks how your business is listed across the web. If your phone number on Yellow is from 2019 and your address on Localist still has your old shopfront, Google treats every listing with slightly less confidence.

For NZ small businesses, the directories that genuinely matter are:

- **Yellow.co.nz** (still surprisingly visible in searches)
- **NoCowboys** (huge for trades and services)
- **Localist** (broad coverage, often ranks)
- **Finda** (older but still indexed)
- **Neighbourly** (community-driven, useful for local awareness)
- Your industry body, if you have one (Master Plumbers, REINZ, NZIA, NZVA, etc.)
- Your regional Chamber of Commerce

Pick a canonical version of your details, write it down, and update every listing to match it exactly. "Street" vs "St", "Auckland 1010" vs "Auckland", "+64 9..." vs "(09)..." sounds like trivia, but the consistency is what builds trust signals.

This is a single weekend's work for most businesses. The return is months of improved rankings.

Build pages that match the way people search

The map pack is one half of local SEO. The other half is the organic blue links, and that is decided by your website.

The thing most NZ small business websites get wrong: one homepage that lists every service and every suburb, and nothing else. That kind of site has nothing specific for Google to rank.

What works better is a small set of pages, each focused on one job:

- One page per core service ("Hot water cylinder replacement", "Roof leak repairs", "Buyer's agent services")
- One page per major suburb or town you genuinely serve, if you operate across a region
- A blog or insights section for the questions customers actually ask

If you are a plumber in Christchurch, "Burst pipe repairs in Christchurch" is a real page. It has the service, the location, your phone number, what you charge for a callout, what to expect, and how fast you can get there. It is not 3,000 words. It is 400 to 600 words of useful, specific information.

The same logic applies to a Wellington property manager, a Tauranga physio, a Dunedin landscaper. One page per thing you actually do, in the actual place you do it. No fluff.

Reviews are local SEO

Google uses review count, review recency, and review content as ranking signals for the map pack. They also influence whether anyone clicks once you do appear.

A few principles that hold up:

- Ask every happy customer for a review. Not weeks later. The day the job finished.
- Give them the direct link. Your Google Business Profile has a "share review form" option that generates a short URL. Put it in your invoice email signature.
- Reply to every review, good and bad, within a week. Short, polite, specific.
- Never offer discounts or free work in exchange for reviews. Google will detect the pattern and suppress the profile.

A trades business with 40 genuine reviews averaging 4.7 stars will outrank a competitor with 8 reviews almost every time, even if the competitor's website is better.

What to track, and what to ignore

Local SEO is slow. Most changes take 4 to 12 weeks to show up in rankings. You need a way to know whether the work is paying off without checking obsessively.

Two free tools are enough:

- **Google Business Profile Insights** (built into your profile) shows how many people found you on Search vs Maps, what they did (call, direction request, website visit), and which search terms they used.
- **Google Search Console** shows which queries your website ranks for, your average position, and your click-through rate.

What to actually look at, monthly:

- Are calls and direction requests from your Business Profile trending up?
- Is your website appearing for queries that include a suburb or town name?
- Are new reviews coming in at a steady rate?

What to ignore:

- Daily ranking checkers. Position bounces around for reasons unrelated to your work.
- Domain Authority scores from third-party tools. Google does not use them.
- Vanity metrics like "impressions" without looking at clicks or calls.

A realistic 90-day plan

If you are starting from scratch, here is a sequence that has worked across a lot of NZ small businesses:

Weeks 1 to 2. Fix the Google Business Profile. Add photos, services, hours. Verify if needed. Hunt down and merge duplicates.

Weeks 3 to 4. Audit and fix the top six directories. Pick a canonical NAP and update everything to match.

Weeks 5 to 8. Build or rewrite one service page per core offering on your website. Plain English, specific to NZ, with prices in NZD including GST where you are comfortable publishing them.

Weeks 9 to 12. Start asking customers for reviews systematically. Reply to every one. Publish one blog post answering a question you get asked weekly.

By week 12 you will start to see movement in the map pack and in Search Console. Not always dramatic, but real.

When to spend money

You do not need to pay anyone to do most of this. Local SEO rewards owners who care about the details more than agencies that batch-process listings.

Where money is genuinely worth spending:

- A clean, fast website if yours is over five years old and built on a platform you cannot edit
- Professional photography for your Business Profile and website
- A blog writing service if you cannot maintain cadence yourself, since stale websites quietly lose ground over time

Where it is rarely worth spending:

- Paid directory submissions to dozens of sites you have never heard of
- "Local SEO packages" that promise first-page rankings in 30 days
- Anyone who guarantees a specific keyword position

The businesses that win locally over a five-year horizon are the ones that keep their Business Profile current, their reviews flowing, and their website honest about who they are and where they work. None of that is mysterious. It just takes someone to do it.

What this report deliberately leaves out. This report deliberately excludes regulated-service keywords and head terms like 'blog writing service' where the search results are dominated by long-established NZ competitors. Those are worth revisiting once the local SEO pillar has earned its first months of impressions. We only listed opportunities where the search volume, the competition level, and your existing coverage all point the same way.

How every article is built

The article above is not a one-off. Every article we deliver is built the same way:

- **Written in your voice** — the tone described earlier in this report, not generic agency copy.
- **Built on researched keywords** with real NZ search volume behind them, never guesswork.
- **Engineered for search:** a title and description written for the search results page, headings that mirror the questions people actually ask, and the keyword placed where Google expects to find it.
- **Internal links** that channel readers to your booking and service pages.
- **New Zealand English**, local pricing context, and your service area throughout.
- **Ready to publish** — paste it into your site as delivered, no editing required.

Done every week, this is what moves a site from page three to page one: Google sees a business that answers its customers' questions, and keeps answering them.

What this is worth

The keywords above add up to **580 searches a month**. Ranking well for them puts your site in front of roughly **87 visits a month** — a conservative 15% of that volume. At the per-click prices in the table, that is traffic you would otherwise be paying Google for. One new client from those visits typically covers the service for a year.

What happens next

This report, the research behind it, and the finished article at the end are exactly the work we deliver every week. The plan is simple:

- **3 articles every week** (12 a month), each one targeting a researched gap like the five above, written in your voice, ready to publish.
- **NZ\$199/month**. No contract, no lock-in, cancel any time. The first month's articles alone cover more gaps than this report lists.
- **Nothing to set up**. Reply to the email this report arrived with and the first article lands this week.