SEO4 / NEW ZEALAND

Christchurch

Small Business Search Playbook

A practical guide to local visibility, useful enquiries and buying SEO

Research, provider comparisons and working templates

NOVEMBER 2026



Conceptual location illustration generated for SEO4.

seo4.co.nz

START HERE

Three buying decisions shape the page

The customer’s next action should determine the information you publish.

An urgent visit

A customer needs a problem handled. They check coverage, genuine availability and first-visit terms. A direct call route matters.

A planned project

A customer compares scope, materials and site conditions. They need enough detail to request a meaningful quote.

A booked appointment

A customer checks the service, price, place and available time. A clear booking route can reduce unnecessary back-and-forth.

These are editorial scenarios drawn from local service research. They are not measured shares of the Christchurch market.

Christchurch and the surrounding catchment

Describe the work your team can realistically serve.

City coverage

A Sydenham workshop and a mobile team serving Halswell can have different customer routes. Put workshop access and booking details on the relevant page; explain the mobile team’s actual coverage.

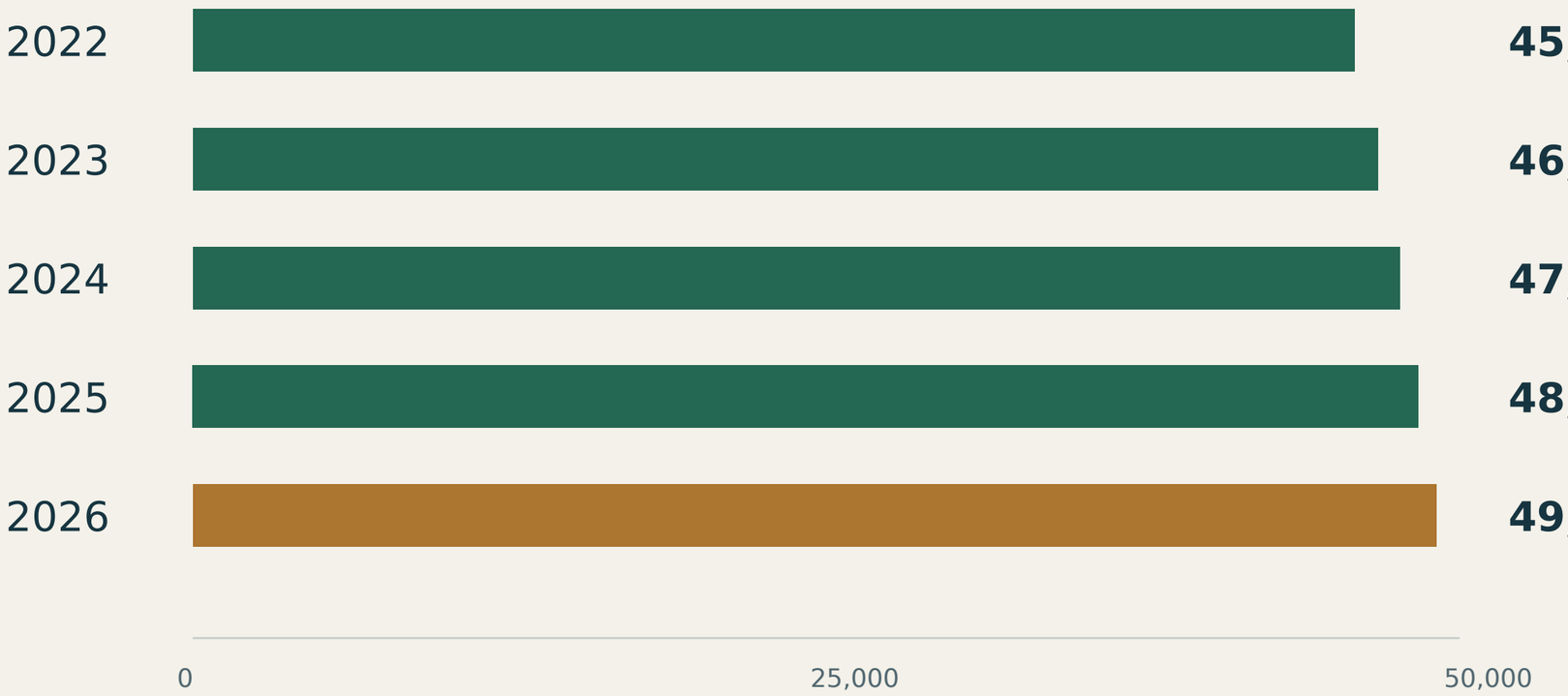
Wider Canterbury

Rolleston and Lincoln are in Selwyn; Rangiora and Kaiapoi are in Waimakariri. A Christchurch business may serve them, but travel, scheduling or delivery conditions should be explicit. City statistics do not describe all of Canterbury.

Choose coverage from operating reality and suitable work, then examine demand. A long list of places is not a service plan.

49,074 business locations in February 2026

Christchurch City. Counts cover economically significant businesses of all sizes.



+705 locations
2025 to 2026

About 1.5%
705 ÷ 48,369

239,800
paid employees
February 2026

Operating locations, not unique firms or SMEs. Employees exclude working proprietors. 2026 business figures are provisional.

Urgent work needs clear first-visit terms

Make the decision possible before the customer calls.

What the page should explain

Which faults the team handles; coverage; how availability is confirmed; the call-out fee; included labour time; GST; after-hours terms. Different first-visit durations make prices difficult to compare.

What to collect

Ask for the area, a short fault description, urgency and a reply number. Route urgent requests to a monitored channel. Do not advertise an emergency response the team cannot reliably provide.

The linked study is local market research, not a client success story. Confirm live rates before using them in a customer quote.

A project quote needs a common scope

Dimensions alone are not enough to compare a building project.

SCOPE ITEM	WHY IT MATTERS
Area and materials	State the dimensions and specification; names alone may hide different grades.
Site and structure	Record height, access, foundations and any demolition or disposal.
Included work	Clarify rails, stairs, finishes and responsibilities for approvals.
Price terms	State GST, exclusions, assumptions, validity and how variations are approved.

Ask customers for measurements and useful photographs. A guide price still needs the assumptions that produced it.

A booking page can answer the small questions

Put the practical facts beside the action.

Before the booking

State the service type, price conditions, location and booking method. Explain what to bring, where to arrive and what happens if extra work is identified. Use the correct information for each branch.

After the booking

Show what has actually been confirmed. A request awaiting a reply is different from an appointment. Give a contact route for changes and an achievable expectation for the response.

The same approach can help a clinic, salon or class provider. Adapt the fields and instructions to the service.

A profile that matches the real business

A workshop and a service-area business may need different profile settings.

CHECK	WHAT TO VERIFY	WHY THE OWNER SHOULD CARE
Identity	Real trading name and a relevant category	Customers should recognise the same business on the site and profile.
Location	Customer-facing premises or eligible service-area setup	Do not invent an address or imply a branch that does not exist.
Availability	Normal hours, special hours and a working contact route	A correct listing can still lose an enquiry if nobody can respond.
Service facts	Services, website destination and useful original photographs	Send a person to a page that answers the question they asked.

Owner action: nominate one person to keep changes in hours, services and contact details consistent.

Google: business representation Google: local ranking

Give each team a clear enquiry route

Structure the site around the work and the people receiving it.

For a small operator

Begin with a core service page, realistic coverage and a contact route you monitor. Add job evidence and answers to the questions that regularly interrupt quoting.

For several teams

Separate services, branch details and routes where the operation genuinely differs. Send the enquiry to the right team with the useful details attached. Create area pages only when there is distinct information to publish.

A request sent to the wrong inbox can lose value even when the page ranks well. Test the whole hand-off with the staff who receive it.

Proof that helps someone choose

Publish the conditions

A before-and-after image becomes more useful with the original task, agreed scope and relevant constraints. Obtain permission, protect private information and distinguish your own work from research about other businesses.

Ask for honest feedback

Use a consistent request process and avoid incentives. Respond to practical concerns. Feed recurring questions back into the website so the next customer has a clearer starting point.

Useful job record: service / area / scope / condition affecting price / permitted photos / customer question / publication permission.

Google: review guidance

Fix the route to an enquiry

Check the page and the customer action before chasing a score.

Findable and readable

Confirm the intended page returns successfully, can be indexed and is linked from relevant pages. Keep essential service facts in readable text. Check forms, phone links and confirmation messages on an actual phone.

Fast and stable

Use appropriately sized images, reserve their space and avoid unnecessary scripts. Google’s good-experience thresholds are LCP ≤2.5 s, INP ≤200 ms and CLS ≤0.1, assessed at the 75th percentile. These are reference thresholds, not measurements of SEO4.

Keep field data and laboratory diagnostics separate. A test screenshot alone does not establish a business result.

Google: SEO Starter Guide Google: Core Web Vitals

AI search: evidence people can check

Build on useful content and technical access.

Publish the missing detail

Explain the service, scope, exclusions and what changes the price. Add original job evidence with permission. Keep business information consistent, and make the important facts available as text.

Measure with care

Record the date, wording and context of any observed AI appearance. Review the reports available in the actual account and referral data where available. An appearance, a visit and a sale are separate observations.

Google says llms.txt does not affect Search rankings. No appearance in an AI answer is guaranteed.

Five Christchurch offers to compare carefully

Selected public pages revisited 15 November 2026. Provider claims are not audited results.

PROVIDER	OBSERVED OFFER	QUESTION FOR THE QUOTE
SEOExpert	Local 149 / month; states no GST added	Which implementation tasks are included?
EightySix Digital	Focused local plan from 600 + GST / month	What is delivered at the starting fee?
Expert SEO	Technical, local and AI search; guarantee promoted	Which baseline, terms and metrics apply?
Alexanders	Service tiers include differing profile work	Which tier includes the tasks you need?
Meta Digital	Audit and ongoing work shaped by the website	Who implements changes, and how is that priced?

NZD prices. SEOExpert and Expert SEO are distinct brands. This is a sample of offers, not a ranking of quality.

Give the monthly budget a job

Use an explicit brief to compare an hourly arrangement with a fixed package.

NZ$528

22 hours × NZ$24

SEO4’s published minimum.
Scope and GST treatment are confirmed in writing. Larger development projects are quoted separately.

A sample brief

Review a profile, improve two service pages and test the enquiry route. Ask which tasks fit the budget and what must wait.

Compare the complete commitment

Check GST, required extras, implementation, account access and exit terms.

The sample brief is a comparison tool, not a promise that every site’s work fits a fixed number of hours.

A break-even worksheet

Illustrative assumptions. Use your own contribution and conversion rate.

NZ$528
Monthly spend

NZ$180
Contribution per extra job

3 jobs
Rounded up

528 ÷ 180 = 2.93 → 3 jobs. At a 30% qualified-enquiry-to-sale rate, plan for 10 qualified enquiries. Round the whole-job target first, then round the enquiry target up.

YOUR INPUT	WRITE YOUR VALUE	CALCULATION
Monthly cost / job contribution	NZ$ _____ / NZ$ _____	Jobs = round up(cost ÷ contribution)
Qualified enquiry-to-sale rate	_____ %	Enquiries = round up(jobs ÷ rate)

Contribution means revenue less variable costs. Keep GST treatment consistent. Timing and accumulated spending are excluded.

The first 90 days

Proposed sequence within agreed scope; no ranking or sales deadline.

01–30 / Baseline

Agree services and coverage. Test contact routes and measurement. Identify obstacles, choose priorities and record the starting point.

31–60 / Improve

Improve priority service pages, profile details and job evidence. For multiple teams, test whether enquiries reach the correct person with enough information.

61–90 / Review

Review search observations and qualified enquiries. Identify recurring questions, check outcomes with the owner and choose the next changes.

Access, approvals, business information and the amount of work agreed affect delivery. Record dependencies in the plan.

A report the owner can use

Use a small number of measures with agreed definitions.

MEASURE	RECORD	DECISION IT SUPPORTS
Work delivered	Named pages, profile changes and technical fixes	Check implementation and unfinished dependencies.
Search visibility	Relevant queries, pages and dates	See what the audience is finding; allow for small samples.
Qualified enquiries	Requested service, area and fit	Identify valuable work and unsuitable traffic.
Confirmed jobs	Outcome from business records	Assess commercial value without treating clicks as sales.

Example decision: many project enquiries lack measurements. Improve the request form before paying to attract more of them.

Bring one written brief to every provider

A consistent brief makes quotes easier to compare.

Describe the work

Priority service: _____

Real coverage: _____

Work we decline: _____

A good enquiry includes: _____

Set the commercial terms

Monthly budget and GST: _____

Who implements: _____

Accounts we retain: _____

Review date and exit terms: _____

Include whether the business serves Christchurch City only or also particular parts of Selwyn and Waimakariri.

Sources and definitions

Links are clickable. Sources checked or retained as stated in the document.

Facet Economics / Christchurch City

Stats NZ business demography as presented in the regional profile; 2022–2026 series and employee definitions.

Stats NZ / February 2026 release

Business demography framework; provisional status of the latest business figures.

Google / Business Profile and local ranking

Profile setup, reviews and performance sources appear on the relevant pages.

Google / Search fundamentals and AI guide

Technical and AI guidance reviewed on 15 November 2026.

SEO4 / local research examples

Electrician, deck-building and WoF research links on pages 5–7. Used as editorial examples, not client results.

YOUR NEXT STEP

Decide what a worthwhile enquiry looks like

Tell Roman what you sell, where you can deliver it and the work you want more of.

Start with a short message

Send your website and one practical problem. The initial check uses public information; deeper diagnosis may require access later. SEO4 does not claim an office in this city.

Direct contact

Roman Kostohryz
seo4conz@gmail.com

Pricing and contact →
NZ$528 / month · 22 agreed hours
Scope and GST confirmed in writing.

Provider links are on page 13. No account-level results or localised rankings were measured. Cover is a generated location illustration.