SEO4 / NEW ZEALAND

Tauranga

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

Five decisions before buying SEO

Define the job you want the website to do.

DECISION	A USEFUL ANSWER
1 / Service	Name the work you want more of and the work you cannot take.
2 / Territory	Use the real catchment, including travel and delivery constraints.
3 / Evidence	Identify the prices, examples and qualifications a buyer can check.
4 / Budget	Compare full costs and implementation responsibilities.
5 / Measurement	Agree what counts as a qualified enquiry and a confirmed job.

The city and the market you can serve

Dated city measures do not describe demand for a specific service.

20,364

Business locations / February 2025

161,000

Residents / 30 June 2025

Read the definitions

A business can operate several locations. The count spans business sizes; it is not the number of unique companies or SMEs. These two figures use different reference dates.

Define the commercial area

Mount Maunganui and Pāpāmoa are within Tauranga City. Wider Western Bay towns need their own travel or delivery conditions. Include an area only when the work can be served.

Figures retained from the stage-1 Stats NZ city-summary snapshot. They are not presented as 2026 totals.

Four businesses, four useful enquiries

Illustrative scenarios, not search-volume measurements.

BUSINESS	BUYER NEED	ENQUIRY DETAILS
Mobile trade	Problem, coverage and call-out terms	Fault, address or area, urgency and a reply route.
Shop or salon	Availability, price and a visit	Specific service or item, preferred time and contact.
Professional service	Expertise and consultation process	Suitable case, requested help and next step.
B2B supplier	Specification and delivery capability	Quantity, requirements, destination and timescale.

Maps, organic pages and paid search

Choose the route that fits the customer and the business.

Maps

Accurate profile details help a nearby customer evaluate the business. Keep the service, availability and contact route consistent with the website.

Organic pages

A service page can explain scope and evidence in more depth. Link it from relevant parts of the site and make the next action obvious.

Paid search

Treat advertising as a separate budget and test. Check margins, capacity and the landing page before increasing spend. Compare qualified enquiries, not clicks alone.

This is a planning model. It does not establish a ranking, click share or return for any channel.

A profile that matches the real business

Review the setup against the business that actually operates.

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.

A service page worth sending a customer to

A practical page outline for one real service.

SECTION	WHAT TO INCLUDE
Service and fit	What the team does; who it suits; important exclusions.
Territory and availability	Where the work is accepted and how scheduling is confirmed.
Price context	Published prices where possible; otherwise the variables behind a quote.
Evidence	Original job photographs, scope and permission to publish.
Next action	Useful fields, clear confirmation and an achievable response expectation.

Earn a reason for every area page

A place name alone does not make a page useful.

A useful local distinction

A separate branch, a team with its own schedule, local completed work or materially different delivery conditions may justify a page. Explain what changes for the customer.

A weak reason

Copying the same page and substituting Tauranga, Mount Maunganui or Pāpāmoa adds little help. Start with clear services and coverage. Build further pages when the business has specific evidence and a real reason.

Owner action: write the difference in one sentence. If the difference is only the town name, reconsider the page.

Use evidence your team already produces

A completed job

Record the task, scope, site conditions, result and permitted photographs. Remove private customer details. Explain what a future buyer can learn; avoid unsupported claims about outcomes.

A customer response

Invite honest reviews without incentives. Respond to practical questions and concerns. Repeated confusion about price, travel or timing is useful evidence for improving the service page.

Research is not a client case study. Publish client results only when the baseline, period, metric and permission are clear.

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.

Published prices: compare the inclusions

Selected pages, November 2026. Monthly NZD amounts; different scopes.

PROVIDER	PUBLISHED PRICE / GST	IMPORTANT CONDITION
Found	285 / 499 / 999; GST not specified on checked page	Website and marketing bundles; clarify the SEO work.
SEOExpert	149 / 299 / 599; states no GST added	Named monthly tasks; distinguish this brand from Expert SEO.
EightySix Digital	From 600; Full from 750; plus GST	Extra hours advertised at 150; confirm final scope.
Bay Web Co	650 / 950 / 1,450; plus GST	Hosting & Care required from 49 + GST.
Banter	From 750; GST not specified on checked page	Ask for the fixed proposal after the initial assessment.

Five of ten providers displayed numerical prices on the selected pages. These are offers, not quotes obtained for one identical brief.

Quote-led offers: questions that matter

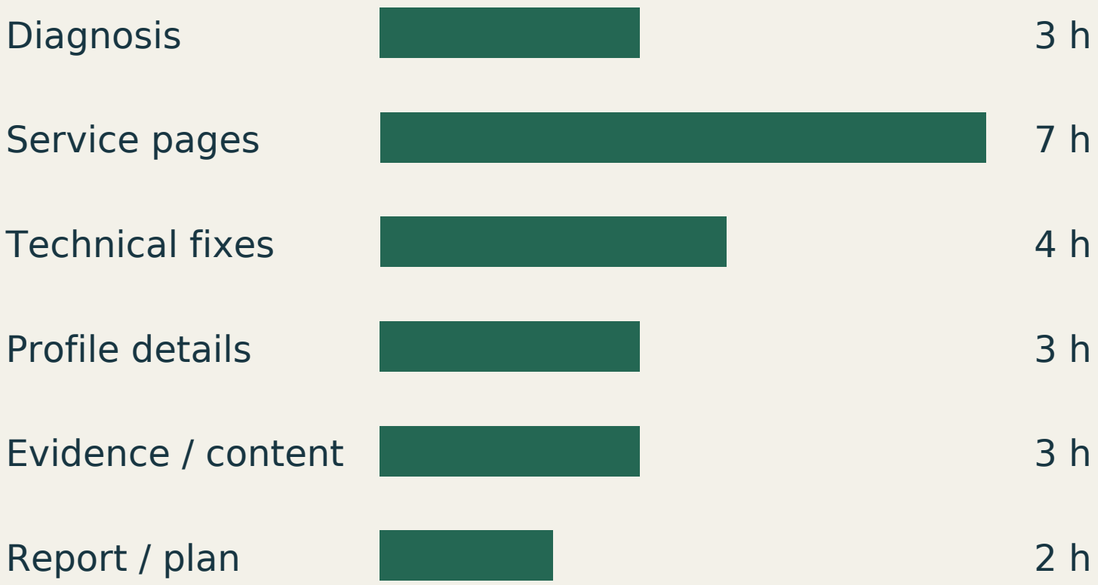
No numerical fee found on the selected pages; not a whole-site claim.

PROVIDER	PUBLIC OFFER EMPHASIS	ASK IN THE PROPOSAL
Kia Ora Digital	SEO, AI search and linked case studies	What is the small-business scope and total cost?
JustSEO	First-page/refund guarantee marketing	Which terms, baseline and queries govern the guarantee?
Duoplus	SEO process and a call to discuss the work	Who implements the recommendations, and when?
Ripple Effect	SEO service and quote enquiry	What work and reporting are included each month?
Digital Pie	SEO and related digital services	What is included, and what is priced separately?

Descriptions concern public offers. We did not independently test agency outcomes or rank the providers by quality.

A budget with the work attached

SEO4: 22 hours at NZ$24 = NZ$528 per month.



Example allocation

The actual mix is agreed for the business. Larger builds are scoped separately. Confirm GST treatment in writing.

Watch required extras

Bay Web Co’s entry components total 650 + 49 = NZ$699 before GST. Check required extras in every proposal.

Bars use a common zero baseline: length represents hours. The allocation totals 22 and is illustrative.

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 selected service pages and suitable profile details. Add original evidence and test the request route. Shift hours when a more useful priority emerges.

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.

If sales data is unavailable, say so. Do not manufacture revenue attribution from search clicks.

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: _____

Useful question: which changes would you make first, and what evidence would show they were completed?

Sources and definitions

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

Stats NZ / Tauranga City summary

Dated 2025 figures retained from the first research stage; do not mix with a revised series.

Google / local ranking and business profiles

Use together with Google’s representation rules linked on page 6.

Google / SEO fundamentals and spam policies

Technical access and useful content; area-page risks are linked on page 8.

Google / AI search guidance

Current guidance reviewed on 15 November 2026. No AI appearance is promised.

Provider sources

Direct provider links appear on pages 12–14. Purposeful sample; no account-level performance audit.

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.

Independent editorial recommendations; conditional examples; no search-volume or ranking measurements. Cover is a generated location illustration.