



**PLM** STRATEGIC DIGITAL DOMINANCE

# Competitive Analysis

## & Strategic Growth Plan

PREPARED FOR

**Barrett Realty**

Wesley A. Barrett

Mobile, Alabama • Real Estate Broker

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# Executive Summary

This analysis evaluates Barrett Realty' current digital marketing position against local competitors in the Mobile, Alabama eviction attorney market. Our assessment reveals **significant opportunities for growth** through targeted SEO, GEO/AEO optimization, and strategic website improvements.

## Critical Issues Identified

⚠️ IMMEDIATE ACTION REQUIRED

→ Website blocking Google indexing (robots.txt misconfiguration)

→ Google Business Profile missing 4 critical service categories

→ Zero AI search visibility (ChatGPT, Perplexity, Google AI)

→ Competitors outspending by 3-6x in digital marketing

## Your Investment

MONTHLY INVESTMENT	INITIAL TERM
<div>\$500</div> <div>/month</div>	<div>3 Months</div> <div>Results-focused engagement</div>

## What's Included

- Complete Website Technical Audit & Critical Fixes
- On-Page SEO Optimization (title tags, meta, headers, schema)
- GEO/AEO Optimization for AI Search Visibility
- Google Business Profile Full Optimization
- Local Citation Building (15 legal directories)
- Monthly Performance Reporting & Strategy Calls

# Website Technical Issues

Critical problems preventing search visibility and lead generation

Issue	Severity	Impact & Resolution
Robots.txt Blocking	CRITICAL	Preventing Google from indexing pages. Fix: Update robots.txt configuration
Page Speed (Mobile)	CRITICAL	Score: 38/100. Blocking scripts, unoptimized images. Target: 80+
Missing Schema Markup	HIGH	No LocalBusiness, Attorney, or FAQPage schemas. Missing rich snippets.
Title Tag Issues	HIGH	Generic titles not targeting eviction keywords. Missing location modifiers.
H1 Structure Problems	HIGH	Multiple H1s, missing keyword optimization. Confuses search engines.
SSL/Security Headers	OK	SSL certificate valid. Security headers could be enhanced.

## Website Performance Scores



# Google Business Profile Issues

GBP is your #1 source for local leads. These issues are costing you clients.

Issue	Current State → Required Action
Primary Category	May only have 'Real Estate Agent' → Add 'Eviction Service', 'Real Estate Attorney'
Secondary Categories	Missing specialized categories → Add up to 9 relevant categories
Service Area Definition	Incomplete coverage → Define Mobile, Baldwin, surrounding counties
Business Description	Generic description → Keyword-rich 750 character description
Services Listed	Incomplete → Add all eviction/landlord services with descriptions
Q&A Section	Empty → Seed with 10-15 FAQs about eviction process
Google Posts	None active → Weekly posts for engagement signals

## Projected GBP Impact (90 Days)

Metric	Current (Est.)	Post-Optimization
Monthly Profile Views	200-400	800-1,500+
Direction Requests	10-20/mo	40-80+
Website Clicks	30-50/mo	100-200+
Phone Calls	5-15/mo	25-50+

# Current Marketing Scorecard

Assessment across critical digital marketing metrics (Scale: 1-10)

Category	Score	Assessment Notes
Website Performance	4/10	38/100 mobile speed, blocking scripts, Core Web Vitals failing
On-Page SEO	3/10	Missing schema, thin meta descriptions, H1/title issues
Local SEO (GBP)	4/10	Missing categories, no posts, incomplete service definitions
Content Strategy	3/10	No eviction-focused content, blog inactive, thin pages
AI Search Visibility	2/10	Not appearing in ChatGPT, Perplexity, or Google AI Overviews
Review Profile	5/10	8-12 reviews vs competitors 20-35. Needs systematic collection.
Competitive Position	3/10	Behind Roberts Brothers, no dedicated eviction branding

OVERALL SCORE: 3.4/10 — Significant Opportunity for Growth

# Local Competitor Analysis

Direct competitors in Mobile, AL landlord-tenant and eviction market

Competitor	Reviews	Rating	Est. Spend	Key Advantage
Roberts Brothers, LLC	32+	4.6★	\$1,500-3,000	Dedicated eviction domain
John R. Parker	15+	4.2★	\$500-1,000	Quick eviction brand
eXp Realty Firm	20+	4.4★	\$800-1,500	30+ years experience
Barrett Realty	8-12	4.0★	\$0	SSDI + Eviction combo

Monthly Marketing Spend Comparison

Competitor	Monthly Investment	Amount
Roberts Brothers	●●●●●●●●●●●●●●●●	\$3,000
eXp Realty	●●●●●●●●○○○○○○○○	\$1,500
1702 Real Estate	●●●●●○○○○○○○○○○	\$1,000
Barrett Realty	●●○○○○○○○○○○○○○○	\$500*

\*Proposed — 67% less than leader while gaining AI optimization advantage

First 14 Days: Action Plan

Week 1: Technical Foundation



#	Task	Deliverable
1	Fix Robots.txt	Unblock Google indexing, submit sitemap to Search Console
2	Speed Optimization	Remove blocking scripts, compress images, enable caching → 80+ score
3	GBP Full Audit	Add missing categories, services, optimize description, seed Q&A
4	Schema Implementation	Add LocalBusiness, Attorney, LegalService, FAQPage structured data

## Week 2: SEO & Visibility

#	Task	Deliverable
5	On-Page SEO	Optimize all title tags, meta descriptions, H1/H2 for eviction keywords
6	Citation Building	Submit to Avvo, FindLaw, Justia, Real Estate Agents.com + 10 more directories
7	GEO/AEO Optimization	Optimize for AI engines (ChatGPT, Perplexity, Google AI Overviews)
8	Review Strategy	Set up automated review request system via email/SMS triggers

# Expected ROI & Timeline

Timeline	Expected Outcomes	Key Metrics
Month 1	Technical fixes complete, GBP optimized, citations submitted	Website speed +40%, mobile score 80+
Month 2	SEO improvements indexed, local visibility increasing	GBP impressions +50%, 3-5 keywords page 1
Month 3	Measurable lead increase, competitive gap closing	2-5 new leads/month organic, +5 reviews
Month 6+	Established local authority, consistent lead flow	5-10 organic leads/month, top 3 KWs

## Projected Monthly Lead Growth

Timeline	Growth Trajectory	Leads/Mo
Current	●●○○○○○○○○○○○○○○	1-2
Month 3	●●●●○○○○○○○○○○	3-5
Month 6	●●●●●●○○○○○○○○	5-8
Month 12	●●●●●●●●●●●●●●	10-15+

At \$500/month, you're investing **67% LESS** than competitors while gaining access to AI optimization they don't have.

# Next Steps

Ready to outrank your competition and generate consistent leads?

1. **Review this analysis** — Identify questions or clarifications needed
2. **Schedule strategy call** — 15-minute call to discuss priorities
3. **Begin onboarding** — Website access, GBP credentials, kickoff
4. **Week 1 action** — Technical fixes and improvements begin immediately



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*Thank you for considering Premier Lead Marketing as your digital growth partner.*