

— FREE GUIDE FOR JERSEY BUSINESSES

Getting found on Google without a shopfront

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SEARCH & VISIBILITY

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By Josh, Jersey Web · Updated 30 September 2026 · Read it online: jerseyweb.je/guides/get-found-on-google-without-a-shopfront-jersey/

Search advice for local businesses nearly always starts with "claim your Google Business Profile and add your address". That is sound if you have a shop on King Street. It is far less useful if you are a plumber working out of a van, a consultant at a kitchen table, or a therapist renting a room two days a week.

This is a genuinely harder position to rank from, and it is worth being honest about why before getting to what works.

Why it is harder: the map pack problem

For most local searches, Google shows a map with three businesses above the ordinary blue links. That block takes a large share of the clicks. Getting into it depends heavily on a verified **address** and on proximity to wherever the searcher happens to be standing.

If you have no business premises you have two honest options: register a service-area business, which hides your address and lists the areas you cover, or stay out of the map pack. What you must not do is invent an address, use a mailbox as a shopfront, or borrow someone else's. Google does check, and a suspended listing is far worse than never having had one.

Service-area businesses: the honest route in

Google supports businesses that travel to customers rather than the other way round. You register your real address, hide it from public view, and list the parishes or areas you serve instead. Trades, mobile services, cleaners, gardeners and similar businesses all qualify.

It is not a loophole: it is the category Google built for exactly this situation, and it is the single most valuable thing an address-less Jersey business can set up.

Where you can win instead: the ordinary results

Beneath the map sit the normal organic results, and they do not care whether you have premises. They care whether your page answers the search better than the alternatives. This is where a business with no shopfront competes on equal terms, and where most of your effort should go.

- ✓ **One page per service, not one page for everything.** A page about emergency plumbing can rank for emergency plumbing. A page listing eleven services ranks for none of them properly.

- ✓ **Write the words customers actually type.** "Blocked drain St Helier", not "comprehensive drainage solutions".
- ✓ **Answer the questions that come before the booking.** What it costs, how quickly you can come out, whether you cover their parish. Those pages catch people earlier than a services page does.
- ✓ **Show the work.** Photographs of real jobs in real Jersey properties, with a line about what the problem was. Nobody else has those.
- ✓ **Collect reviews anyway.** Reviews feed the map pack, show on your Business Profile, and persuade people wherever they appear.

Parish pages: useful, and usually done badly

The tempting move is to spin up twelve pages (one per parish), each a copy of the last with the place name swapped. It rarely works. Google has seen that pattern for fifteen years, and thin, duplicated location pages tend to sink.

A parish page earns its place when there is something real on it: jobs you have actually done in St Brelade, a photograph from that street, a note about the sort of properties there and what that means for your work. Three genuine parish pages beat twelve hollow ones, every time.

The advantage you do have

Jersey is an island of about 104,500 people. A search term that would be hopeless in Manchester might see a hundred searches a month here, contested by a handful of businesses, several of whom have a website that has not been touched since 2019.

That cuts both ways (the traffic ceiling is low), but it means a genuinely useful page, kept current, can reach the top of the ordinary results on far less work than a mainland business would need. Consistency beats cleverness. So does simply still being there in eighteen months.

A realistic order of work

- ✓ Set up a service-area Business Profile with your real details and the parishes you cover.
- ✓ Make sure your name, phone number and email are identical everywhere they appear online.
- ✓ Write one solid page for each service you actually want more of.
- ✓ Add a page answering your two most-asked questions: usually cost and availability.
- ✓ Ask your last five happy customers for a review. Not all at once.
- ✓ Then leave it alone for three months. Search does not move faster than that.

What to measure

Ignore rank-checking tools that report a single position: real results vary by device and by where the searcher is standing. **Google Search Console** is free, and shows what your site genuinely did in real searches: which terms showed you, how often, and whether anyone clicked. It is the only

measurement worth basing decisions on. Our [local SEO guide](#) covers how to read it.

No shopfront, no problem

We build search-friendly sites for Jersey businesses that work from a van, a spare room or a rented chair, and we will tell you honestly what is winnable.

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