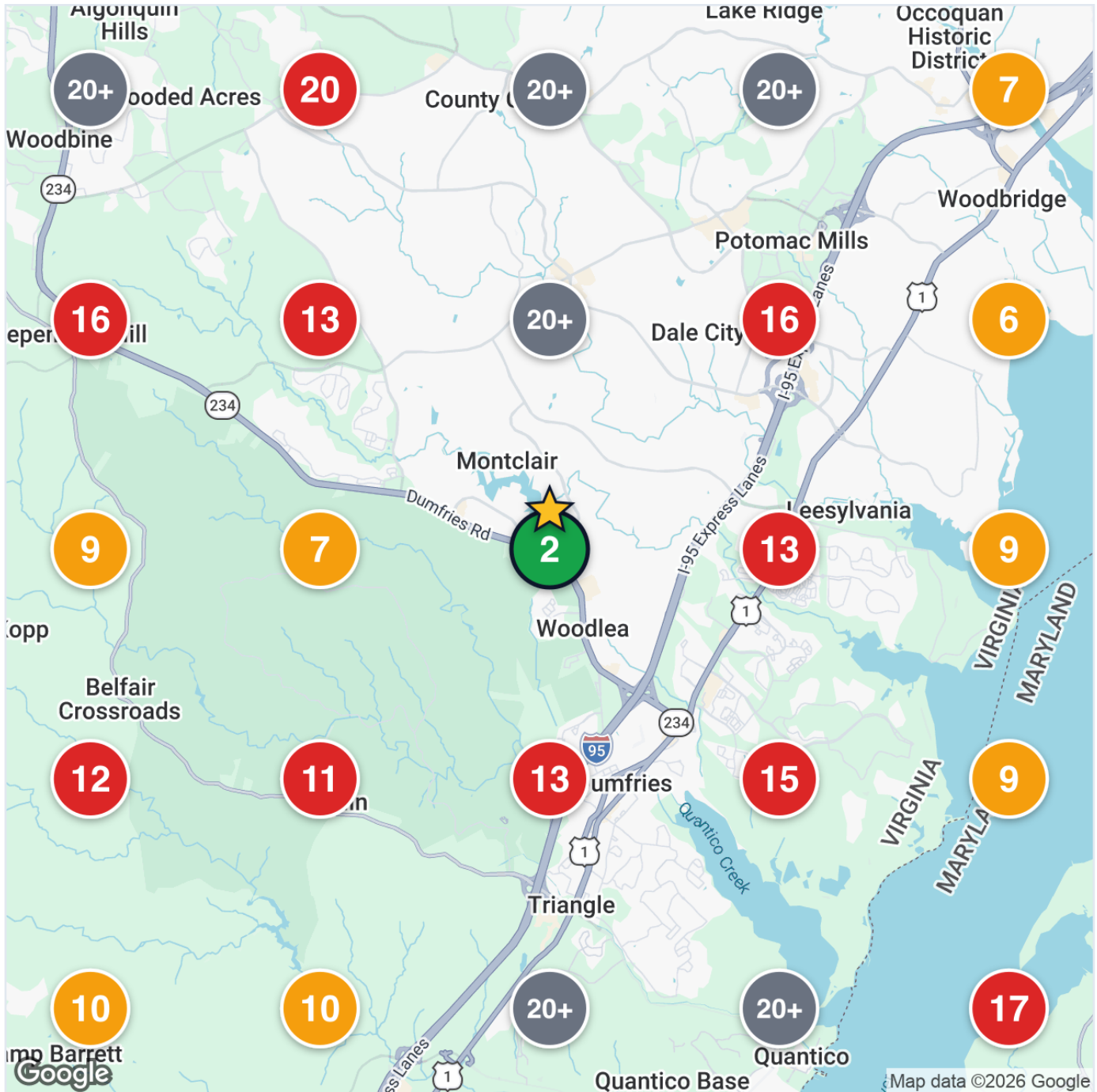


Conservative Cutts Barber Shop

16188 Country Club Dr, Dumfries, VA, 22025-1633

● 1-3 ● 4-10 ● 11-20 ● 20+ ★ Your business

"barber shop" · 5x5 grid · 5 mi radius · Scanned March 8, 2026



11.8

AVG RANK

▲ 1.7

74%

VISIBILITY

▲ 6.0%

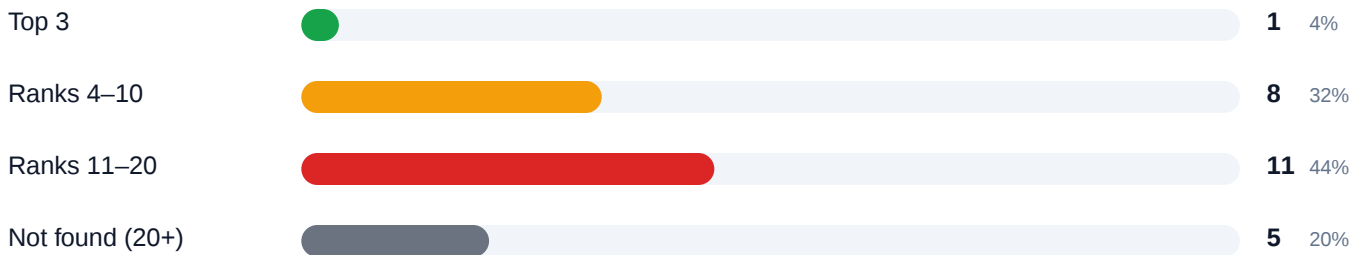
1 of 25

TOP-3 POINTS

▲ Improved

VS PREVIOUS SCAN

Rank Distribution



Top Competitors in This Grid

COMPETITOR	APPEARANCES	AVG RANK
1 Brothers Barbershop	22 of 25	1.5
2 Potomac Mills BarberShop	17 of 25	3.2
3 Fresh Unisex Barbershop and Salon	13 of 25	3.0
4 Heads Up Barber & Beauty	8 of 25	3.1
5 Quantico Center Barber	8 of 25	3.6
6 The Barber Shop & Co.	8 of 25	3.6

Where You Win / Where You Lose

STRONGEST AREA

Southwest of your location

Avg rank 10.8 across 4 scan points.

Best result: #2 — customers searching there see you near the top.

WEAKEST AREA

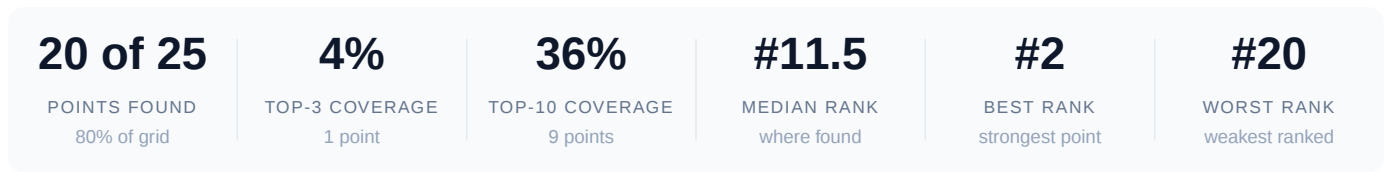
Northwest of your location

Avg rank 17.8 · 2 of 4 points not in the top 20.

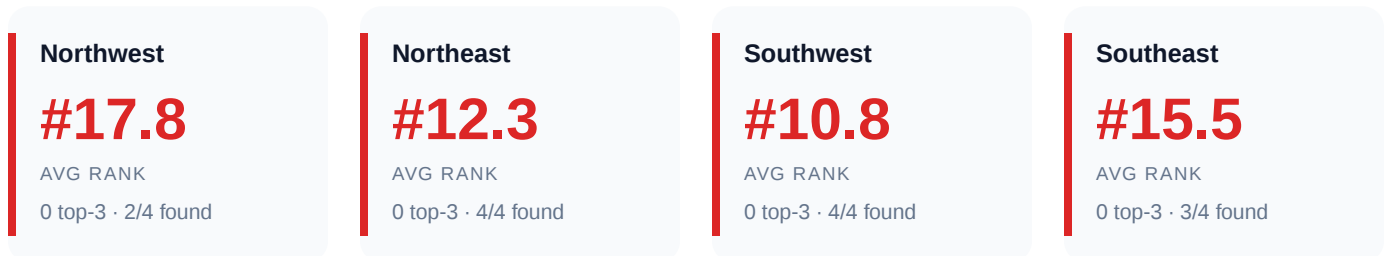
Searchers here rarely see your listing — this is the biggest opportunity for gains.

Methodology: a 5×5 grid of 25 points spanning a 5-mile radius was scanned on Google Maps for "barber shop". Each badge shows the position of Conservative Cutts Barber Shop in local results at that exact location.

Coverage & Visibility



Performance by Direction



Share of Local Voice

21% of tracked local search visibility for this keyword belongs to you.



Recommended Next Steps

- 1 Win back the northwest of your service area**
 2 of 4 search points there don't rank Conservative Cutts Barber Shop in the top 20. Publish a location-specific page or Google post naming that area, and build citations and reviews that mention those neighborhoods.
- 2 Push more of the map into the top 3**
 You reach the top 3 at 4% of the grid. Proximity and prominence drive the Map Pack — keep your primary category, hours, and photos current, and earn a steady flow of reviews that mention “barber shop”.
- 3 Close the gap with Brothers Barbershop**
 Brothers Barbershop shows up at 22 of 25 points (avg #1.5) vs. your 20. Match their coverage by widening your service-area radius and adding service-specific content for the terms customers search nearby.
- 4 Recover the “not found” points**
 5 of 25 points don't rank Conservative Cutts Barber Shop in the top 20 at all. These are the fastest wins — a completed, actively-managed profile with fresh posts and photos usually starts surfacing within a few weeks.