57 Clicks
DIGITAL MARKETING AGENCY

PREPARED FOR



LOCAL SEARCH AUDIT · NOVEMBER 2026

PERSONAL MINI STORAGE

A 4.8–4.9★ reputation across 20 locations.
Google isn't showing it to the people ready to rent.

2 *of 810*
sampled Maps grid points in the top 3 around two of your best facilities

9,610
Est. monthly US searches, 10 Orlando and Kissimmee storage keywords

~9,800
Google reviews, 4.8–4.9★, across 20 locations + DeLand

Prepared by 57 Clicks Marketing Agency · Orlando, FL · Data collected November 12, 2026

02 THE SHORT VERSION

YOUR BEST ASSET IS WORKING AT A FRACTION OF ITS POWER

2 / 810

VERY LOW VISIBILITY ON THE MAP

Across 10 ranking grids (2 facilities × 5 rental searches), your listing reached Google's top 3 at only 2 of 810 points.

8 vs 1

LOWER-RATED COMPETITORS WIN

In Kissimmee, a 4.3★ facility with 49 reviews reaches the top 3 at 8 grid points for "storage units"; your 4.9★, 696-review location at 1.

9,610/mo

DEMAND GOING ELSEWHERE

Estimated monthly US searches for 10 commercial keywords naming Orlando or Kissimmee. Advertisers pay $6–$9 per click.

62%

GROWTH DEPENDS ON YOUR NAME

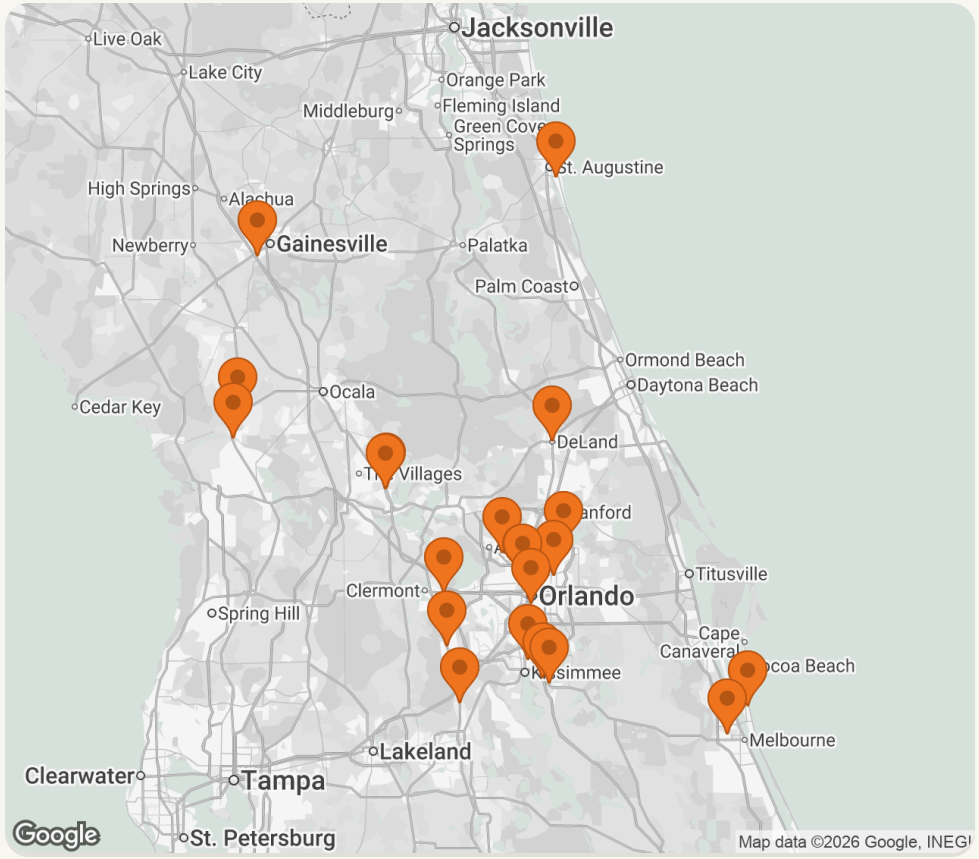
62% of your estimated organic traffic comes from searches for your brand names.

THE GOOD NEWS None of this comes from a weak business: your locations hold 4.8–4.9★ with 9,786 reviews. The opportunity is in how Google reads and connects your profiles and website, work that can be done location by location.

Sources: Whitespark Local Ranking Grids (Nov 12, 2026) · Semrush (Nov 2026) · Google Business Profiles

03 YOUR FOOTPRINT

20 LOCATIONS + NEW DELAND, ACROSS CENTRAL & NORTH FLORIDA



Personal Mini Storage	· Clermont	1,454 reviews
Personal Mini Storage	· St Cloud	1,064 reviews
Personal Mini Storage	· Davenport	1,061 reviews
Personal Mini Storage	· Kissimmee	696 reviews
Personal Mini Storage	· Clermont	686 reviews
Personal Mini Storage	· Orlando	597 reviews
Personal Mini Storage	· Kissimmee	566 reviews
Personal Mini Storage	· Gainesville	538 reviews
Personal Mini Storage	· Dunnellon	491 reviews
Personal Mini Storage	· Apopka	486 reviews
Personal Mini Storage	· Satellite Beach	475 reviews
Anastasia Storage Center	· St. Augustine	417 reviews
Michigan Mini Storage	· Orlando	352 reviews
Personal Mini Storage	· Dunnellon	224 reviews
Personal Mini Storage	· Fruitland Park	175 reviews
Town Storage	· Winter Springs	171 reviews
Personal Mini Storage	· Fruitland Park	154 reviews
Ample Storage Center	· West Melbourne	113 reviews
Fairview Mini Storage	· Orlando	37 reviews
Forsyth Storage	· Winter Park	27 reviews
Personal Mini Storage	· DeLand (new)	2 reviews

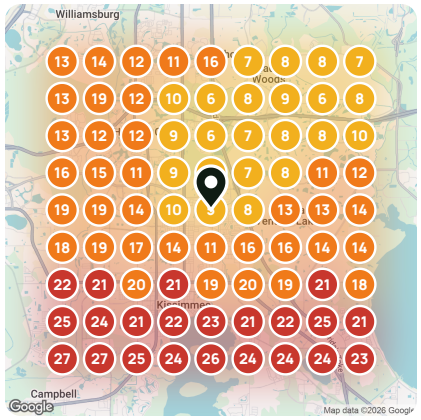
SEARCH YOUR CITY PLUS "STORAGE UNITS": THE LEADING COMPETITOR TAKES THE TOP 3, YOU DON'T

KISSIMMEE · "STORAGE UNITS KISSIMMEE"

YOU

Personal Mini Storage

2852 Michigan Ave · 4.9★ · 696 reviews



0/81 top 3 · 23 top 10 · avg 15.2

LEADER

Your Storage Units Kissimmee

2965 N Orange Blossom Trl · 4.9★ · 798 reviews



68/81 top 3 · 81 top 10 · avg 2.1

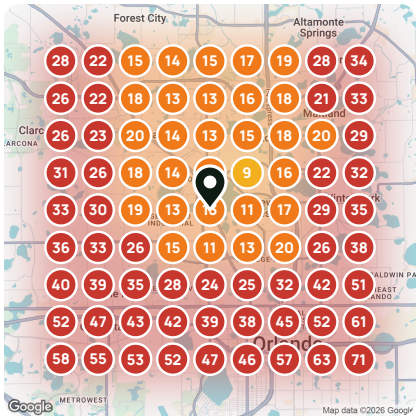
AT THE GRID POINT CLOSEST TO YOUR FACILITY **#5** you **#1** Your Storage Units Kissimmee, 0.7 mi away

ORLANDO · "STORAGE UNITS ORLANDO"

YOU

Personal Mini Storage

4252 N Orange Blossom Trl · 4.9★ · 597 reviews

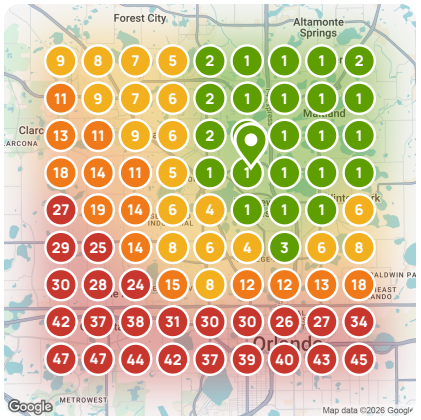


0/81 top 3 · 1 top 10 · avg 29.4

LEADER

Extra Space Storage

1001 Lee Rd · 4.9★ · 1,046 reviews



24/81 top 3 · 43 top 10 · avg 14.7

AT THE GRID POINT CLOSEST TO YOUR FACILITY **#13** you **#4** Extra Space Storage, 1.6 mi away

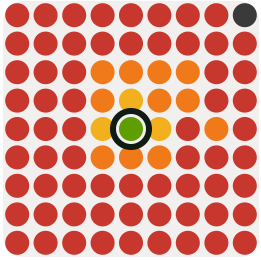
Top 3 (Map pack) · 4–10 · 11–20 · 21+ · Not found · You · Leader

Each dot is a real Google Maps search from that spot: 9×9 grid, 1 mile apart, centered on your facility. Pins: your facility (dark) and the leader (green). Each pair comes from the same scan on November 12, 2026; "leader" is the competitor with the most top-3 points in that grid. Green is what winning looks like.

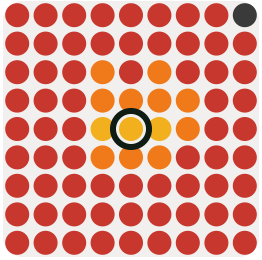
05 PAIN #1 · GOOGLE MAPS

EVERY RENTAL SEARCH TELLS THE SAME STORY

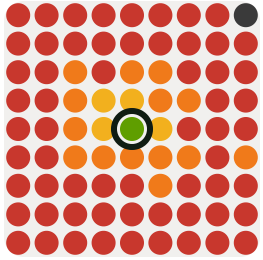
KISSIMMEE



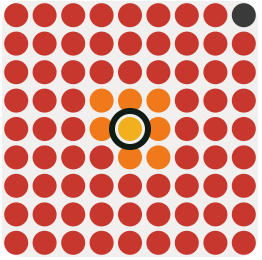
"storage units"
1/81 top 3 · avg 33.7



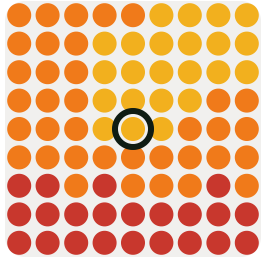
"self storage"
0/81 top 3 · avg 33.3



"storage near me"
1/81 top 3 · avg 29.4

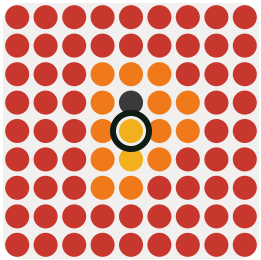


"climate controlled storage"
0/81 top 3 · avg 37.6

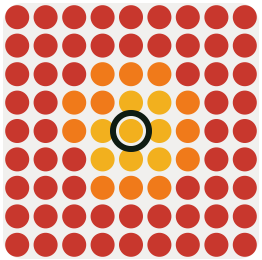


"storage units kissimmee"
0/81 top 3 · avg 15.2

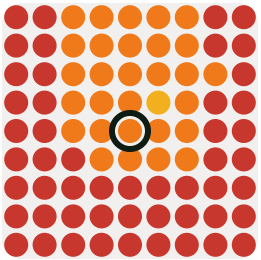
ORLANDO



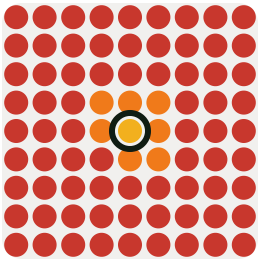
"storage units"
0/81 top 3 · avg 44.4



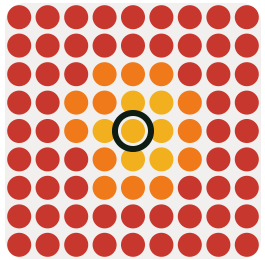
"self storage"
0/81 top 3 · avg 36.2



"storage units orlando"
0/81 top 3 · avg 29.4



"climate controlled storage units"
0/81 top 3 · avg 47.1



"cheap storage units"
0/81 top 3 · avg 32.2

Top 3 (Map pack) · 4–10 · 11–20 · 21+ · Not found · Your facility

WHAT IT MEANS 2 of 810 grid points in the top 3, and visibility between 1% and 7% for every search. People looking to rent storage near these two facilities rarely see Personal Mini Storage, even a mile away.

Source: Whitespark Local Ranking Grids, 10 scans on November 12, 2026 (5 commercial searches per facility)

SOME RIVALS WITH FAR FEWER REVIEWS HOLD THE MAP

KISSIMMEE · "STORAGE UNITS"

BUSINESS	RATING	REVIEWS	TOP-3 POINTS / 81
Extra Space Storage	4.9★	780	20
Extra Space Storage	4.9★	1,084	15
Extra Space Storage	4.6★	225	12
Public Storage	4.9★	1,235	11
Kissimmee Self Storage	4.3★	49	8
Personal Mini Storage (you)	**4.9★**	**696**	**1**

ORLANDO · "STORAGE UNITS"

BUSINESS	RATING	REVIEWS	TOP-3 POINTS / 81
Extra Space Storage	4.9★	1,046	13
Extra Space Storage	4.8★	772	11
CubeSmart Self Storage	4.8★	397	11
Public Storage	4.7★	526	10
CubeSmart Self Storage	4.7★	427	10
Personal Mini Storage (you)	**4.9★**	**597**	**0**

STRONG REVIEWS, LOW VISIBILITY Kissimmee Self Storage, with 49 reviews and a 4.3★ rating, shows in the top 3 at 8 points; your facility, with 696 reviews and 4.9★, at 1. In Orlando, national REITs hold the map. Google weighs relevance, distance and prominence; we see room in categories, services, content, local relevance and links, to be validated location by location.

Source: Whitespark grid competitor data for the same scans, November 12, 2026 · Ratings and review counts as shown on Google that day

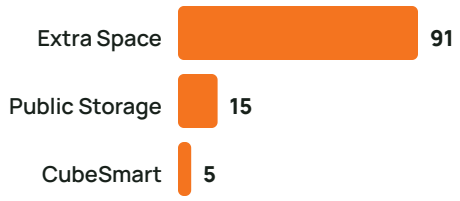
07 PAIN #2 · COMPETITORS IN GOOGLE SEARCH

THE NATIONAL CHAINS OWN THE SEARCHES YOU ARE MISSING

111 storage searches in your markets where you are not in the top 100

20,300 searches a month

WHO RANKS #1 ON THEM



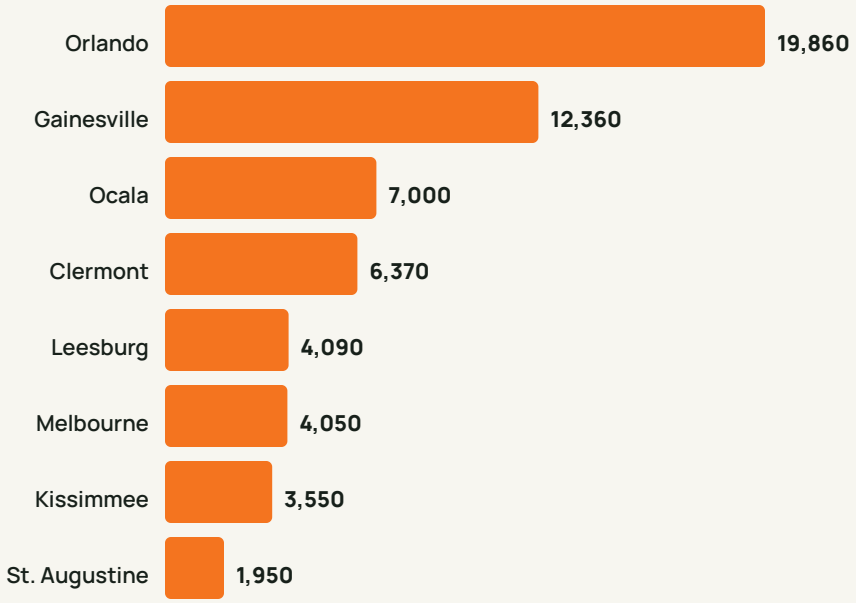
BIGGEST SEARCHES YOU ARE MISSING

orlando florida storage	1,900/mo · Extra Space #1
storage units melbourne fl	1,600/mo · Extra Space #1
storage units ocala fl	1,300/mo · Extra Space #1
storage melbourne fl	1,000/mo · Extra Space #1
storage ocala fl	880/mo · Extra Space #1
car storage orlando	720/mo · Extra Space #1
orlando self storage	720/mo · Public Storage #2

WHAT IT MEANS These searches name your markets, and Extra Space holds #1 on 91 of them. The gap is in pages, profiles and local relevance, and it can be closed location by location.

Source: Semrush Keyword Gap, US database, November 15, 2026 · competitor brand searches excluded

59,230 STORAGE SEARCHES A MONTH IN YOUR MARKETS, WITHOUT YOUR NAME



59,230

monthly searches · 8 markets · searches without your brand

$6–$9

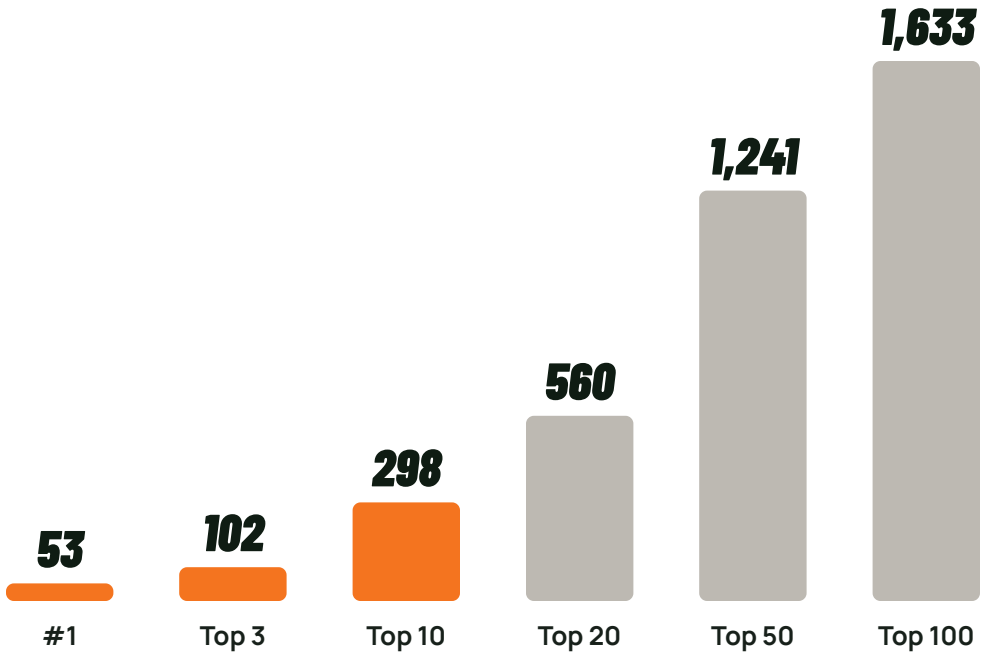
what advertisers pay Google per click for these searches

These searches carry commercial intent: people comparing or ready to rent. Advertisers pay $6–$9 a click to reach them.

Markets with a location or next to one. Semrush estimates; we confirm with your Search Console.

Source: Semrush Keyword Overview, US database, November 2026 (monthly search volume and cost per click)

1,789 KEYWORDS RANK, BUT VERY FEW WHERE IT COUNTS



Cumulative: each bar includes the ones to its left. Another **156** keywords appear only in a Local pack, image, AI Overview or other SERP feature.

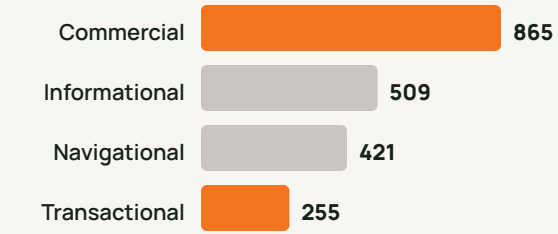
298

keywords on page 1 (top 10)
out of 1,789 ranking

1,335

on pages 2–10, below the first page

KEYWORDS BY SEARCH INTENT



A keyword can carry more than one intent.

75% OF YOUR BUYING KEYWORDS SIT PAST PAGE 1

1,039 non-branded keywords with commercial or transactional intent, people comparing or ready to rent



54

IN THE TOP 3

Only 5% of buying searches put you in the top 3.

775

PAGE 2 OR WORSE

Buying searches where you rank below the first page.

122

THE CLOSEST WINS

Positions 4–10: the closest to the top 3, and the first we'd push.

Source: Semrush Organic Research, US, November 11, 2026 · excludes searches for your brand names

YOUR HIGHEST-VALUE SEARCHES: WINS IN CLERMONT, GAPS IN ORLANDO

KEYWORD	SEARCHES / MO	COST PER CLICK	YOUR POSITION	EST. VISITS / MO
storage units orlando	2,900	$7.50	20	4
storage units gainesville fl	2,900	$7.40	Image	37
storage units clermont fl	1,900	$7.89	1	250
storage space gainesville fl	1,900	$7.40	42	0
orlando storage facility	1,600	$7.97	29	1
gainesville self storage units	1,600	$7.40	12	6
storage units gainesville	1,600	$5.84	12	6
storage units kissimmee	1,000	$8.29	10	9
mini storage st augustine	880	$8.30	6	26
storage facilities kissimmee	1,000	$7.09	3	44
storage units in orlando fl	880	$7.97	Sitelinks	16
storage facilities st augustine	880	$7.52	10	4
gainesville mini storage	880	$7.40	1	72

#20

"storage units orlando": 2,900 searches a month, $7.50 a click, about 4 visits for you

#84

"climate controlled storage orlando": 880 searches a month

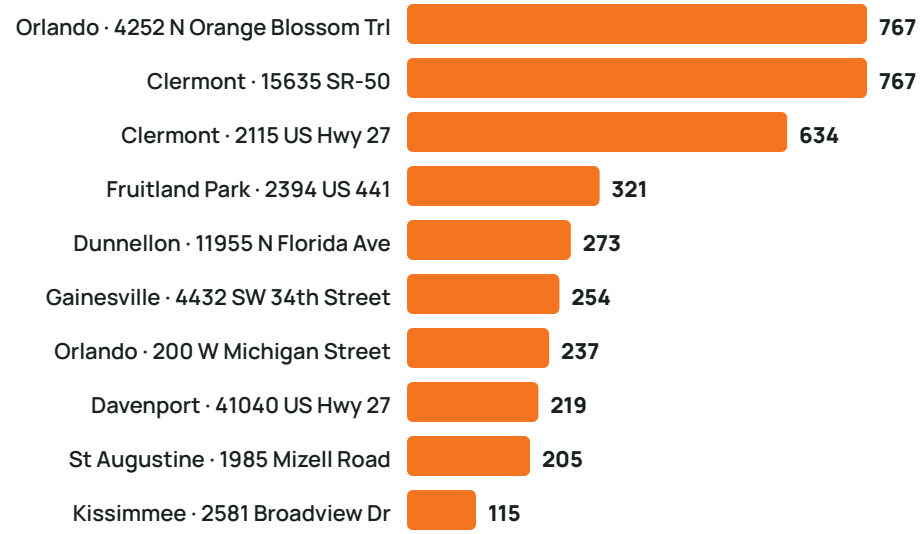
Opportunity index: estimated US search volume × cost per click, not revenue. Where you're #1, like "storage units clermont fl", it's your top non-branded keyword for visits. Orlando, Kissimmee and Gainesville have searches of similar or higher volume.

Top 3 · 4–10 · 11+ · Image / feature only

Source: Semrush Organic Research, US, November 11, 2026 · commercial & transactional, non-branded, local searches; best position per keyword

TWO CLERMONT PAGES AND ONE ORLANDO PAGE DO MOST OF THE WORK

TOP PAGES BY ESTIMATED ORGANIC VISITS / MONTH



62%

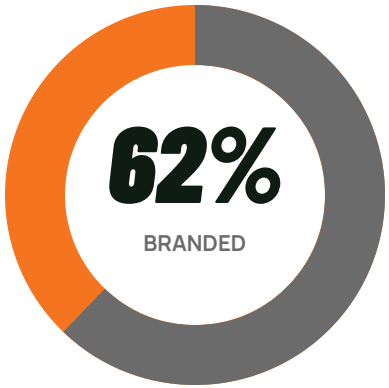
of estimated organic visits come from searches for your brand names (3,026 of 4,874)

TOP NON-BRANDED KEYWORDS BRINGING VISITS

storage units clermont fl	#1 · ~250 visits
gainesville mini storage	#1 · ~72 visits
storage clermont fl	#1 · ~63 visits
mini storage clermont	Local pack · ~52 visits
storage facilities kissimmee	#3 · ~44 visits
clermont storage	#1 · ~42 visits
clermont storage unit	#1 · ~42 visits
mini storage gainesville fl	Local pack · ~42 visits

Source: Semrush Organic Research, US, November 11, 2026 (estimated monthly visits)

MOST OF YOUR SEARCH TRAFFIC COMES FROM YOUR OWN NAME



BRANDED TRAFFIC

Most estimated organic visits come from searches for your own name. Non-branded discovery, where new renters come from, is the smaller share.

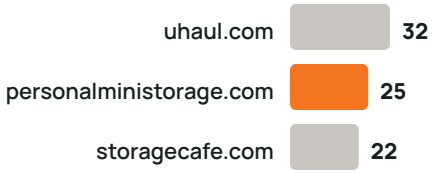
5.5K est. organic visits / month

–32% vs. Nov 2025, after the sale of 30 locations

0 paid search keywords

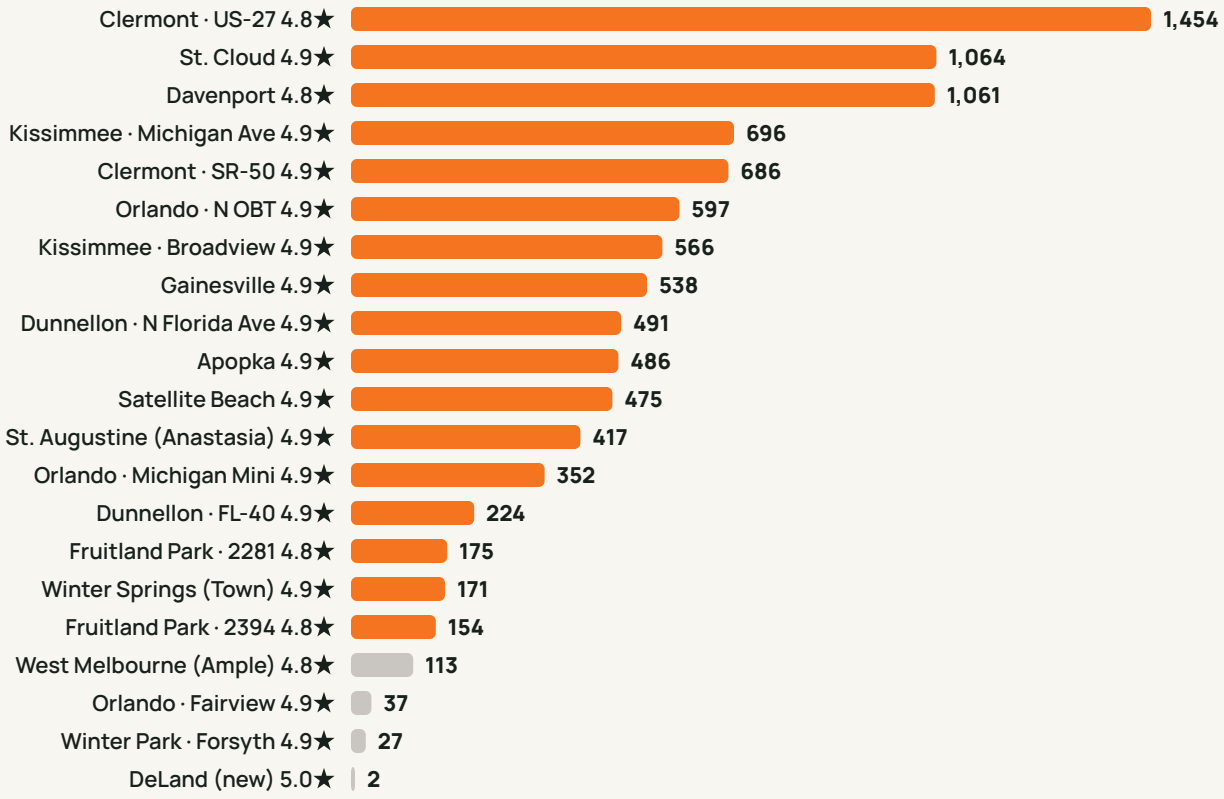
Estimated organic visits fell from 8,106 a month (Nov 2025) to 5,541 (Oct 2026). Semrush shows no paid search activity.

WHO AI ASSISTANTS CITE FOR STORAGE



When people ask ChatGPT, Gemini or Google's AI about storage, third-party sites are cited about as often as your own.

~9,800 GOOGLE REVIEWS: THE FOUNDATION TO BUILD ON



21

Google Business Profiles

4.8–4.9★

average rating, almost every location

This level of customer proof across 20 locations is your strongest asset, and the foundation every visibility improvement builds on.

Grey bars: locations with under 120 reviews (Fairview, Forsyth, DeLand, Ample) need their own plan.

Source: Google Business Profiles via Google Places, November 12, 2026 · ratings and review counts as shown on Google

SOLID FOUNDATIONS, WITH GAPS THAT HOLD EVERY LOCATION BACK

WHAT'S WORKING

- ✓ Unique page for each facility (no duplicate content)
- ✓ ~1,200–1,500 words per location page
- ✓ Self-storage, review and FAQ structured data
- ✓ Every image has alt text
- ✓ Passes Core Web Vitals for real mobile users

67 non-blog pages reviewed, as Google receives them.

WHAT WE FOUND

HIGH	A "Test and Training Site" page is indexable and in the sitemap, under an Orlando location URL
HIGH	DeLand (newest location) has no page; its URL only shows "Redirecting…"
HIGH	Fairview and Forsyth pages target "warehouse & office space", not storage units in their city
MEDIUM	Inconsistent page titles (e.g., "Personal Storage Mini" in Gainesville; St. Augustine without "storage units")
MEDIUM	City pages are thin hubs (Titusville 510 words; Winter Park 629)
MEDIUM	Some Google profiles reach the site through 2–3 redirects instead of the location page
LOW	Several redirects run in JavaScript instead of permanent (301) server redirects
LOW	Lab mobile performance score 41/100 (real-user data passes)

Source: 57 Clicks crawl of personalministorage.com (67 pages), November 12, 2026 · Google PageSpeed Insights (Chrome UX Report)

PROFILE GAPS THAT KEEP THE MAP FROM TRUSTING EACH LOCATION

DELAND

New location: 2 reviews and no website linked on its Google profile.

TITUSVILLE

A city page exists, but we couldn't find a matching Google profile.

FAIRVIEW · FORSYTH

Your two least-reviewed locations (37 and 27) are also the ones with the weakest pages.

MANAGEMENT OFFICE

The "Personal Mini Storage Management Company" profile shows 3.7★ (14 reviews), visible to owners evaluating you.

BRAND NAMES

Seven brands across locations (Michigan Mini, Fairview, Forsyth, Town Storage, Ample, Anastasia…) split signals.

PROFILE LINKS

Several profiles link to the city page or an old domain instead of the exact location page.

WHY IT MATTERS Google Maps ranks each location on its own profile, matched to its own page. When a profile is thin, links to the wrong page or competes with a sister brand, every review you've earned counts for less.

TURN YOUR REPUTATION INTO RENTERS, LOCATION BY LOCATION

FIRST 30 DAYS

1 FIX WHAT'S LEAKING

- Remove the test page from Google
- Give DeLand a page and a complete profile
- Point every profile to its exact location page
- Fix titles for Fairview, Forsyth, Gainesville and St. Augustine
- Baseline grids for priority locations

DAYS 30-90

2 A WEBSITE BUILT FOR LOCAL SEARCH

- New website with a premium page for every facility
- Live availability, online reservations and move-ins kept fully connected
- Real city hubs and high-intent service pages (climate-controlled, vehicle, business storage)
- Every current URL mapped and redirected to protect existing traffic

ONGOING

3 WIN THE MAP, ONE MARKET AT A TIME

- Profile program for all 20 locations and DeLand: categories, services, photos, weekly posts
- Every review answered within 12 hours
- Monthly grids, starting with Orlando, Kissimmee and Apopka
- Local authority and content per market

HOW WE'LL MEASURE IT Top-3 Map points per location vs. this November baseline · non-branded clicks to location pages · online reservations and move-ins · calls and direction requests from each profile.

18 NEXT STEP

LET'S WALK THROUGH IT TOGETHER

On our call we'll go through these findings, answer your questions, and agree on which markets and locations to prioritize first.

HOW WE BUILT THIS AUDIT

- 10 Whitespark ranking grids · 810 Google Maps searches · Kissimmee & Orlando · Nov 12, 2026
- 21 Google Business Profiles reviewed (20 locations + new DeLand) through Google Places
- Semrush: organic traffic, keywords, search demand and AI visibility (estimates)
- Full crawl of 67 website pages + Google PageSpeed Insights

57 Clicks DIGITAL MARKETING AGENCY

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