



— THE PRACTICAL SERIES · DISTRIBUTION & MULTI-DEPOT

The multi-depot *playbook.*

Capturing regional value at scale — a methodology for industrial, electrical and construction distributors to dominate local search, synchronise event capture, and route every lead to the right branch manager.

WRITTEN FOR

Founders, regional managers and owners of *multi-depot* distribution networks.

READING TIME

About *24 minutes*, cover to cover — with marginalia.

PUBLISHED

London & Bristol, *May 2026.*

I. CONTENTS

Inside this *playbook.*

—	The fragmented digital footprint	03
	Why ten physical depots show up as one diluted brand to a local buyer.	
<hr/>		
i.	Restructuring the website for multi-depot dominance	04
	Subfolders, not subdomains — and a unique page for every branch.	
<hr/>		
ii.	Anatomy of a high-converting depot page	05
	Six on-page elements that turn a stub into a local resource.	
<hr/>		
iii.	Google Business Profile & Map Pack domination	07
	The most valuable piece of digital real estate for a regional distributor.	
<hr/>		
iv.	The multi-depot local SEO audit	08
	Five operational categories — and the regional market share formula.	
<hr/>		
v.	The trade-show-to-CRM lead capture loop	09
	From paper business cards to instant postcode-based routing.	
<hr/>		
vi.	Automated localised follow-up	10
	Two depot-manager templates wired into the CRM workflow.	
<hr/>		
vii.	Implementation checklist	11
	Eight tests for the Monday after you read this.	

A working document for founders, regional managers and depot owners. Read it with a pen in hand — the marginalia is the point.

— THE FRAGMENTED DIGITAL FOOTPRINT

i.

Ten depots. *One diluted brand.*

For industrial, electrical and construction distributors operating multiple regional depots, market share is won or lost at the local level. The referrals that built the business are retiring; national giants are squeezing margin from the top; and when a commercial buyer searches for a regional partner “near me”, your branch rarely shows up at all.

LOCAL SEARCH · BRANCH PIPELINE · EVENT CAPTURE

APPROX. 4 MIN

I. RESTRUCTURING THE WEBSITE

One “Locations” page is *the problem*, not the answer.

A single “Locations” page that lists all addresses is the most common error in multi-depot distribution — and the one that *silently kills regional ranking*.

Search engines fail to associate your brand with local intent in each territory. Your depots compete with each other, your domain authority is diluted across thin city stubs, and commercial buyers searching “near me” are routed to a national competitor with better-optimised signals.

Subfolders — not subdomains, not microsites

To capture high-intent localised queries, build a dedicated, deeply optimised landing page for every physical branch — under a single subfolder directory. Subfolder architecture pools all regional SEO authority back into the parent domain, creating a compounding feedback loop that lifts visibility across the entire network.

Correct ✓ `ninestones.co.uk/locations/nottingham`
Wrong ✗ `nottingham.ninestones.co.uk` (subdomain)
Wrong ✗ `ninestones-nottingham.co.uk` (microsite)

The rule is simple: every depot URL flows back to the same domain, so every backlink, every review, every local citation strengthens the whole network — not just one branch.

IN SHORT

Search engines do not know your depots exist.

One generic Locations page tells Google nothing about Bristol, Poole or Nottingham as commercial trading territories. Each branch needs its own URL, its own copy, its own map.

Done right, the network compounds. Done wrong, your depots cannibalise each other.

BY THE DATA

46%

of all Google searches now contain local intent. For a regional distributor, that is the entire commercial pipeline.

II. THE LOCAL LANDING PAGE

Six things every depot page *must publish.*

Each branch page must function as an independent, high-value local resource — not a boilerplate template with a swapped city name. Commercial buyers, and the algorithms that route them, can tell the difference.

i. Rock-solid, consistent NAP.

Exact physical address and local telephone number, displayed prominently at the top of the page — matching the Google Business Profile listing character for character.

ii. A genuinely local narrative.

Two hundred words written by the depot manager. Mention local landmarks, transport routes and the industrial parks the delivery fleet services. Avoid copy-pasted city-swaps.

iii. Local stock and capabilities.

State the inventory ranges, specialised trade counters, tool hire facilities and calibration services available at *this* depot — not the network as a whole.

iv. An interactive local map.

An embedded Google Map pointing to the depot coordinates, so commercial buyers can calculate driving or delivery times in one click without leaving the page.

v. Authentic local imagery.

HD photos of the actual storefront, trade counter, delivery fleet and depot team. Stock photography signals absence — real photos humanise the business and build trust with regional contractors.

vi. Depot-specific reviews.

Testimonials and Google reviews from accounts serviced by *that* specific branch. Network-wide reviews are noise; branch-level reviews are signal — both to the buyer and the algorithm.

“

Google rewrites the search results *based on where the buyer is standing*. Your branches do not compete with each other — they compete with the nearest national giant, one postcode at a time.

On the Map Pack

PAGE 06 · AN ASIDE

III. MAP PACK DOMINATION

Five moves *per branch.*

The Google Map Pack is the single most valuable piece of digital real estate for a regional distributor. Because results are rewritten by physical proximity, every depot must be optimised to rank independently — as if it were a standalone business.

i. Claim and verify separate profiles.

Every depot gets its own verified Google Business Profile. Do not group branches under a single corporate listing — you forfeit local ranking the moment you do.

ii. Strict NAP standardisation.

The algorithm treats minor character discrepancies — “St.” on the site, “Street” on the GBP — as a signal of illegitimacy. Standardise every detail across every directory.

iii. Optimise categories, precisely.

Select the most accurate primary category (“Electrical Distributor”) and support it with five to ten specific secondary categories (“Wholesaler”, “Lighting Supplier”, and similar).

iv. Generate local reviews actively.

Train trade counter staff to request reviews from collection customers via a depot-specific QR code. Managers respond to all local feedback within 24 hours — ranking factor and trust signal in one move.

v. Reference local entities in page copy.

Mention industrial estates, arterial roads and neighbouring towns by name. It helps search engines understand the exact radius of the depot’s service area — and ranks you for queries you didn’t target.

IV. THE MULTI-DEPOT AUDIT

Five categories. *One scorecard.*

A structured operational audit eliminates keyword cannibalisation across territories and identifies which branches are underperforming relative to local opportunity.

CATEGORY	OPERATIONAL ACTION	PITFALL TO AVOID	IMPACT
Site architecture	Group all branch pages under a centralised /locations/ subfolder.	Separate domains or subdomains that split authority.	<i>High</i>
Boilerplate content	Write unique copy per location — routes, bios, services.	Copy-pasted text with swapped city names.	<i>Critical</i>
NAP synchronisation	Audit all online citations quarterly using BrightLocal or SEMrush.	Minor spelling errors, outdated phone numbers.	<i>High</i>
Schema integration	Embed LocalBusiness JSON-LD with geo-coordinates.	Standard templates without machine-readable data.	<i>High</i>
Performance tracking	Filter GA4 by location subfolders; track map-pack click-to-call.	Reporting on overall traffic, not by depot origin.	<i>Medium</i>

REGIONAL MARKET SHARE

Model the depot's share against the addressable procurement spend inside its local driving radius — then prioritise underperforming branches.

$$MS_{\text{regional}} = \frac{R_{\text{depot}}}{M_{\text{target}}} \times 100$$

V TRADE SHOW TO CRM

Stop renting scanners. *Build a factory.*

Many B2B distributors invest thousands of pounds in exhibitions and depot open days, yet suffer *massive pipeline leakage* in the days that follow.

The standard approach — paper business cards or rented generic scanners — means weeks of delay before contacts hit a CRM. Warm leads go cold; responsive competitors snap up the regional buyers. The fix is a systemised digital loop that routes every lead to the right depot in real time.

i. On-stand capture
MOBILE APP · OCR · BADGE SCAN

ii. CRM routing
POSTCODE RULE · AUTO-ASSIGN DEPOT MANAGER

iii. Speed-to-lead
24-48HR SLA · LOCALISED NURTURE SEQUENCE

The four-step workflow

- + Deploy a unified mobile lead-capture tool with OCR and direct badge scanning.
- + Configure CRM routing rules by prospect postcode to auto-assign the regional depot manager.
- + Hold sales teams to an SLA: contact “A-leads” within 24-48 hours of the event closing.
- + Trigger a branch-specific email sequence the moment a badge is scanned — not the Monday after.

THE LEAK

Two weeks to upload. One week to assign. Lead is gone.

The standard event workflow loses most warm leads in the first fortnight — not because they were unqualified, but because nobody contacted them in time.

SPEED-TO-LEAD

24-48 hrs

Maximum acceptable gap between event close and first call to a high-intent “A-lead”. Past that window, contact rates fall off a cliff.

THE RULE

Route by postcode — always to the nearest depot. Geography is the qualification.

VI. TWO DEPOT-MANAGER TEMPLATES

Sent by the manager. *Not the brand.*

Two pre-configured templates wired into the CRM workflow. Both must read as though hand-crafted by the local depot manager — references to the event, the city, the specific pain point. Branded mass sends will not earn a reply.

TEMPLATE 01 · WITHIN 2 HOURS

Immediate post-event follow-up.

Trigger: badge scanned at the stand. **From:** depot manager, by name.

Subject: *Following up from [Event] / Your local trade counter in [City]*

Hi [First Name], it was great speaking at our booth at [Event] earlier today. I run the [City] depot and trade counter on [Street].

From our chat I understand the team is facing [pain point]. We solve exactly that for regional contractors with a £[X] localised stock buffer of [Core Product] for rapid dispatch.

I've attached the regional capability sheet. What days work best for a brief ten-minute call?

TEMPLATE 02 · DAY THREE

Depot invitation & stock showcase.

Trigger: opened Template 01, did not book. **From:** depot manager.

Subject: *Local stock solutions for your [City] projects*

Hi [First Name], quick update following [Event]. The [City] trade counter has just taken a major delivery of [Product Line] — full stock available for collection or same-day site delivery.

Accounts in [City] choose us for guaranteed same-day delivery within [N] miles, dedicated account pricing, and 24/7 portal access to local stock.

If you have a live RFQ, reply with the spec and the local team will return a competitive quote within four hours.

The follow-up that wins is the one that sounds local. Brand-voice broadcasts do not.

VII. IMPLEMENTATION CHECKLIST

Eight tests for the *Monday* after you read this.

Eight diagnostic checks — no contract, no new spend — to test whether your multi-depot operation is fit to scale regional pipeline through the next three years.

<input type="checkbox"/>	Website URL audit.	30 MIN
	Confirm every depot lives under <code>/locations/city</code> — not a subdomain, not a separate microsite.	
<input type="checkbox"/>	Eliminate boilerplate copy.	A WEEK
	Rewrite each branch page with 100% unique narrative, real team photos and embedded local maps. No swapped city names.	
<input type="checkbox"/>	GBP registry clean-up.	60 MIN PER DEPOT
	Verify a separate Google Business Profile for every branch. Standardise the NAP format character-for-character against the website.	
<input type="checkbox"/>	Citations audit.	A SPRINT
	Run BrightLocal or SEMrush across all online directories. Eliminate spelling errors, duplicate listings and outdated phone numbers.	
<input type="checkbox"/>	Structured data deployment.	A SPRINT
	Integrate <code>LocalBusiness</code> JSON-LD on every depot page — geo-coordinates, opening hours, the lot.	
<input type="checkbox"/>	Exhibition app set-up.	BEFORE THE NEXT SHOW
	Stop renting event scanners. Adopt a dedicated mobile lead-capture tool that pushes contacts to your CRM in real time.	
<input type="checkbox"/>	CRM routing configuration.	A MONTH
	Build backend workflows that auto-assign event leads to the correct regional depot manager by postcode — within minutes, not days.	
<input type="checkbox"/>	Cornerstone support alignment.	30 MIN
	Brief a specialised team on the localised pages, the HubSpot plumbing and the nurture sequences — then hold them to outcomes.	

A depot-by-depot audit. *No pitch deck.*

Thirty minutes with a senior partner. We will walk your locations, your GBPs and your CRM, and tell you honestly where the leaks are — and whether we are the right people to help close them.

BOOK A CALL

ninstones.co.uk/book



OR EMAIL

hello@ninstones.co.uk



FIND US

London · Bristol



Colophon

SET IN FRAUNCES & HANKEN GROTESK.
WRITTEN, DESIGNED AND PUBLISHED BY NINE STONES.
© COPY HOUSE CONSULTING LIMITED, 2026.