BUILT DIFFERENT

25-Point Google Business Profile Audit

The checklist we use to audit a local business's Google Business Profile from public data in 20–30 minutes, plus a finished sample report you can show clients under your own brand.

- 25 checks in 7 groups, with a 0–1–2 score
- Why each failing point matters to the business, in plain words
- The map-position line that does most of the selling
- A stop rule that keeps you honest
- A complete 5-page sample audit (white-label)

Public data only, no access needed. Nobody can promise Google rankings, and this checklist doesn't.

How to run it

Open the business on Google Maps on desktop and phone. Score each point: **0** missing · **1** present but incomplete or outdated · **2** fine. Max 50 → report score = total ÷ 50 × 100.

Write why it matters, not just the gap. "No Sunday hours" doesn't move anyone. "On Sundays Google shows 'hours unknown', so people searching then call someone else" does.

A. Foundation

	Check	How	What a 0 means	Score
1	Claimed and verified	Is "Own this business?" shown?	Anyone can suggest edits; the profile is unguarded	0 · 1 · 2
2	Real name, no keyword stuffing	Name = website / signage	Risk of suspension	0 · 1 · 2
3	Correct primary category	Compare with the top 3 in the map pack	Shows up for the wrong searches	0 · 1 · 2
4	Secondary categories (up to 9)	Count them	Searches it never appears in	0 · 1 · 2
5	Exact address + pin, or service area	Check the pin in Street View	Customers end up in the wrong place	0 · 1 · 2
6	Phone matches website and directories	Website, Yelp, BBB	Calls that go nowhere	0 · 1 · 2

B. Links and actions

7	Website link	No website → present it as an opportunity, not a reproach	0 · 1 · 2
8	Action button (book / quote / message)	People have to hunt for how to contact them; many won't	0 · 1 · 2
9	Service area set (businesses that travel)	Without it they don't show in nearby towns	0 · 1 · 2

C. Hours

10	Complete hours, all 7 days	"Hours unknown" pushes them down and people call elsewhere	0 · 1 · 2
11	Holiday hours	Unconfirmed → Google shows "hours might differ"	0 · 1 · 2

D. Content

12	Description (750 characters)	Under 300 characters = 1. Empty = 0	0 · 1 · 2
13	Services with prices or ranges	Less to match "[service] [city]" searches	0 · 1 · 2
14	Attributes (payments, accessibility, online estimates…)	Google uses them as search filters	0 · 1 · 2
15	Linked website page matches the profile	Same name, address or area, phone and services; mixed signals make customers hesitate	0 · 1 · 2
16	Products / price list where relevant	Big visual space on mobile; empty looks less serious	0 · 1 · 2
17	Contact options work and get answered	A contact option nobody answers is worse than none	0 · 1 · 2

E. Visuals

18	Logo + cover photo set manually	Otherwise Google picks one, often not the best	0 · 1 · 2
19	At least 10 photos (exterior, team, trucks, work, results)	Under 5 photos can look abandoned	0 · 1 · 2
20	Latest photo under 90 days old	An old photo says "maybe closed"	0 · 1 · 2

F. Reviews

21	Review count vs. top 3 competitors	Note their numbers: this is the slide that sells	0 · 1 · 2
22	Review response rate	Under 30% = 0	0 · 1 · 2
23	Negative reviews without a reply	An unanswered 1-star is often what a new customer reads last	0 · 1 · 2

G. Activity and consistency

24	Posts in the last 30 days	Zero = passive profile; this is where a monthly plan fits	0 · 1 · 2
25	Name, address, phone consistent on 5+ places	Website, Yelp, BBB, Apple Maps, Bing Places, Facebook	0 · 1 · 2

Bonus line (not scored): search "[service] [city]" and note the position. "For 'water heater repair Boise' the profile appears in position 14; results higher in the list are seen first."

Stop rule: above 80/100, tell the client honestly the profile is in good shape and audit something else. That honesty is what makes the next audit credible.

White-label rules: the report carries only your agency's name and logo · public data only, no access requested · never promise rankings.

Your Agency October 2, 2026

Google Business Profile Audit

Sample Plumbing Co. · Boise, ID · Plumber

Prepared by: **Your Agency** Contact: **hello@youragency.com · (555) 000-0000**

We reviewed the public Google Maps listing for Sample Plumbing Co. against 25 criteria that shape how a business shows up and converts in local search. This audit uses only public information and did not change anything on the profile. Recommendations should be confirmed by the agency and the business owner before any change; nothing here guarantees rankings, calls, leads or Google approval.

64/100

Good base, clear gaps

The top 3 plumbers in the same search average about 2,700 reviews. This profile has 69.

Where you stand against local competitors

Business	Reviews	Rating	Photos	Last activity
Sample Plumbing Co. (you)	69	4.8	not counted	Post this week
Competitor A	1,937	4.8	—	—
Competitor B	5,649	4.8	—	—
Competitor C	571	4.9	—	—

Public Google Maps data collected on October 2, 2026. It can change over time.

Map position. For the search "*plumber Boise ID*" from Boise (city-wide search), the profile appears in position **10**. Results higher in the list are seen first, so every gap closed helps the profile compete for attention.

The 3 biggest opportunities

1. Review volume far behind the top 3

Why it matters. With 69 reviews against 571 to 5,649 for the businesses ranked above, the profile sits in position 10 for 'plumber Boise ID'. Review counts appear next to every business in the map results, so the gap is visible to each searcher.

Fix. Set up a simple review request after every completed job (text + email template and a QR card for technicians), and reply to every new review. About 60 minutes.

2. No booking button on the listing

Why it matters. The website already offers online booking, and the competitors above show a 'Book online' button directly in the map results. This listing does not, so mobile searchers who want to book have to leave Google and look for it.

Fix. Add the existing online booking link as the appointment / booking URL on the profile. About 10 minutes.

3. No business description and a near-empty services list

Why it matters. The listing shows no description and only 'Repair services', while the website lists 12 services (water heater repair, sewer line replacement, trenchless repair, backflow testing, repiping and more). Searches for those specific jobs have less to match on this profile.

Fix. Write a 750-character description and add all 12 services with short descriptions. About 45 minutes.

What is already working

The profile is active: a new post was published within the last day, and the owner replies to reviews. Accessibility, payment and service attributes are filled in, the 4.8 rating is strong, and the phone number and address match the website.

Full 25-point check

Score: **0** = missing · **1** = incomplete or outdated · **2** = fine

#	Criterion	Score	Finding
FOUNDATION			
1	Profile claimed and verified	2	Claimed. Owner posts and replies to reviews.
2	Real business name, no keyword stuffing	2	Real business name, no extra keywords.
3	Correct primary category	2	Primary category: Plumber.
4	Secondary categories used (up to 9)	1	Only 'Plumber' is visible publicly. Secondary categories should be confirmed in the dashboard (e.g. water heater, drainage, septic/sewer).
5	Exact address and correct map pin (or service area for SABs)	2	Storefront address shown and pin in place; matches the website.
6	Phone number matches website and directories	2	(208) number on the listing matches the website.
LINKS AND ACTIONS			
7	Website link	2	Website linked.
8	Action button (book / quote / message)	0	No booking button on the listing, although the website offers online booking.
9	Service area configured	1	Service area not shown on the listing; the website lists 8 Boise neighborhoods.
HOURS			
10	Complete hours, all 7 days	2	Open 24 hours, all 7 days.
11	Holiday hours set	1	Holiday hours cannot be confirmed from the public view.
CONTENT			
12	Business description (750 characters available)	0	No business description visible on the listing.
13	Services listed, with prices or ranges	1	Listing shows only 'Repair services'; the website lists 12 services.

14	Attributes set (payments, accessibility, online estimates)	2	Accessibility, online estimates, on-site services, payments and parking attributes set.
15	Linked website page matches the profile	1	Name, address and phone match the website, but the website lists 12 services the profile doesn't show.
16	Products / price list where relevant	0	No products or price list shown.
17	Contact options work and get answered	1	Phone and website work from the listing; no booking link (point 8).
VISUALS			
18	Logo and cover photo set	1	Not verified from public view.
19	At least 10 relevant photos	1	Owner photos present; total count not verified.
20	Recent photos (last 90 days)	1	Not verified from public view.
REVIEWS			
21	Review volume vs. top 3 competitors	0	69 reviews vs. 571 to 5,649 for the top 3.
22	Review response rate	2	Recent reviews sampled all have owner replies.
23	Negative reviews without a reply	2	No unanswered negative reviews in the sample checked.
ACTIVITY AND CONSISTENCY			
24	Posts in the last 30 days	2	Post published within the last day.
25	Name, address, phone consistent across directories	1	Matches the website. Yelp, BBB, Apple Maps and Bing not yet checked.

Recommended next steps

- Fix all issues above directly on the profile
- Rewrite the business description and build a complete services list for real local searches
- Answer the questions customers already ask by phone in the description, services and posts
- Publish 8 Google posts and follow a 30-day posting calendar
- Set up review request and review reply templates, including for negative reviews
- Ongoing: regular posts and replies to every review so the profile stays active

Ready to move forward? Contact **Your Agency** at hello@youragency.com · (555) 000-0000.

Your Agency · hello@youragency.com · (555) 000-0000
Audit based on information publicly available on Google Maps on October 2, 2026. No access to the profile was needed and nothing was changed. Results in Google search depend on many factors and are not guaranteed.