Google Business Profile Audit + Fix Plan

SAMPLE REPORT: Harbour Lane Plumbing is a FICTIONAL business invented for this example. Not a real customer.

Prepared for: Harbour Lane Plumbing · **Order:** SAMPLE-AUDIT · **Date:** 2026-10-12 (UTC)

Independent service, not affiliated with, endorsed by or sponsored by Google. Nobody can guarantee rankings, Map Pack placement, calls, reinstatement or verification; Google alone decides. This report was prepared with software assistance from your order form, the public information listed in it, and Google's published help pages, and it was checked against a quality checklist before sending. You make every change yourself; we never need your password, codes or account access.

Summary

- Your main problem (your words): *People see our profile but hardly anyone calls*. Closest match in this report: **Few calls or customers from the profile**.
- We checked 17 items on your public profile on 2026-10-12 (fictional) and found 11 gaps to fix.
- Start with the 'Quick wins' list below: each takes under 30 minutes.

What you told us

- **Business name:** Harbour Lane Plumbing
- **Profile link:** https://maps.app.goo.gl/EXAMPLE-FICTIONAL
- **City country:** Bristol, United Kingdom
- **Main problem:** People see our profile but hardly anyone calls

Source: your answers at checkout. We have not changed them.

Public profile observations

Seen on your public Google profile on 2026-10-12 (fictional) (what any customer can see; fields only visible in your dashboard are not included).

Item	What we saw	Status
Primary category	Plumber	OK
Secondary categories	none	Gap
Address or service area	street address shown; customers do not visit	Gap
Hours	missing holiday hours	Gap
Phone	present	OK

Website link	present	OK
Description	missing	Gap
Services	incomplete: 2 listed	Gap
Products	ok: none listed (plumber sells no products)	OK
Attributes	missing	Gap
Booking or chat buttons	none	Gap
Cover photo and logo	gap: logo present, no cover photo	Gap
Photos	few: 3 photos, no work photos	Gap
Reviews	18 reviews, 4.4 average	OK
Review replies	unanswered: 7 of last 10	Gap
Latest post	none	Gap
Duplicate profiles	none found	OK

Business name check

Harbour Lane Plumbing: no keyword, location or promotional-word pattern found by our check. Make sure it matches your signage and website exactly. [Guidelines for representing your business on Google]

Your main problem: what to do

Few calls or customers from the profile

1. Check the phone number on the profile rings a line answered during your opening hours; a wrong or unanswered number loses the call outright.
2. Make sure opening hours, including holiday hours, are filled in and correct, so customers know when to call.
3. Add a website or booking link that goes to a page about the service people searched for, not just your home page.
4. Ask recent real customers for reviews and reply to every review; Google's help page lists reviews and replies among the things that improve how prominent your business is.
5. Add real photos of your work, premises and team.

Sources: [Tips to improve your local ranking on Google] [Edit your Business Profile] [Manage customer reviews]

Priority fix plan

Quick wins (under 30 minutes each)

1. Show the address only if customers visit you; otherwise set a service area. (seen: street address shown; customers do not visit)
2. Fill in regular and holiday hours. (seen: missing holiday hours)
3. Write a plain description (up to 750 characters, no links or offers). (seen: missing)
4. Tick every attribute that is true (for example accessibility, payment options). (seen: missing)
5. Add a booking link or turn on messaging if you can answer promptly. (seen: none)
6. Upload a logo and a cover photo that shows your real business. (seen: gap: logo present, no cover photo)

This week

1. Add or remove secondary categories so each matches a real service. (seen: none)
2. List your real services. (seen: incomplete: 2 listed)
3. Add real photos: exterior, interior or work, team. (seen: few: 3 photos, no work photos)
4. Reply to unanswered reviews. (seen: unanswered: 7 of last 10)

This month

1. Post an update with a photo (an offer, a recent job, news). (seen: none)

All edits: Google Business Profile → Edit profile. [Edit your Business Profile]

Review reply templates

Edit each one so it mentions something real from the review. Google lets you reply to reviews from your profile. [Manage customer reviews]

1. Positive: Thank you for taking the time to review Harbour Lane Plumbing. We're glad the job went well, and we're here if you need us again.
2. Mixed: Thanks for the honest feedback. We're sorry part of your experience fell short; we've shared it with the team. If you'd like to talk it through, please contact us directly.
3. Negative: We're sorry to read this. We take it seriously and would like to put it right. Please contact us directly with your details so we can look into it.

Never offer anything in return for a review, and don't ask only happy customers; Google's policy forbids both. [Prohibited & restricted content (Maps user-generated content policy)]

Post ideas

Google Business Profile posts can show updates, offers and events. Three ideas you can post this month:

1. A recent job in Bristol: one real photo, what the customer needed, what you did (no customer names without permission).
2. Your most-asked question, answered in two or three sentences.
3. Your hours for the next holiday, or a change in what you offer.

[Edit your Business Profile]

Assumptions and limits

- Facts about your business come only from your order form, the public profile observations dated above. We did not log in to your account.
- Google's rules change; links below go to the current official pages.

Official sources

- Guidelines for representing your business on Google (Google Business Profile Help)
- Edit your Business Profile (Google Business Profile Help)
- Manage your business category (Google Business Profile Help)
- Manage customer reviews (Google Business Profile Help)
- Tips to improve your local ranking on Google (Google Business Profile Help)