

GOOGLE BUSINESS PROFILE AUDIT SHEET

TASK		You	Competitor 1	Competitor 2	Competitor 3
1	Name: Real-world business name (write the exact name as shown on the GBP listing)				
	Is the business name verified?				
	Is the business name consistent with the website?				
	Does it contain spam e.g. additional keywords (name of town, services, etc)				
	URLs: Are your clickable links linked to the correct page? e.g. Website: Your local landing page for the store, office or service area.				
	Appointment, Menu, Reservation or Order Ahead (availability based on category)				
	Category: One primary				
	Up to 9 additional				
2	Short description and attributes Let customers know if you offer delivery, curb side pickup, etc. Include all relevant attributes including accessibility, amenities, payments, highlights, and planning – how many are available to you depends on your business category.				
	Address: Physical Street address or service area				
	Hours: Regular hours of operation or Special Hours to overwrite primary hours on holidays, etc.				
	Phone: The best number for customers to reach your location.				
3	Products / Services: This is the perfect opportunity to showcase all of your products & services and any speciality ones. How many Products / Services does this profile display?				

