GOOGLE BUSINESS PROFILE AUDIT SHEET

T	ASK	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?				

	Q&A:		
	Users ask questions you must monitor and respond to, as they appear		
	prominently on your listing.		
	Number of questions asked?		
	Number of questions answered?		
4	Images:		
ii	A cover photo plus three to five of your 25+ photos that Google		
	deems most relevant.		
	Last image upload		
	Videos:		
	Must be filmed on-location. Use to showcase the theme or		
	experience offered at this location.		
5			
	Number of reviews		
	Review rating		
	Reviews responded to		
	Date of last review		
6	From the Business:		
	Detailed local description of up to 750 characters used to highlight		
	features that cannot be included in other fields.		
7	Google Posts:		
	Each post has its own URL, a character limit of 1500, and the ability to		
	showcase one.		
	1. No posts		
	2. Outdated posts (date of most recent outdated post)		
	3. Fully Optimised Posts (number over a 3-month period)		

	Date	Rank
LOCAL FALCON RANK		
200:1217120011121111		
REPORTS - SUMMARY		

Date	Rank

Date	Rank

Date	Rank	