

LOCAL VISIBILITY · SAMPLE REPORT

Google Business Profile Audit

A worked example of the audit Trelsol runs for UK small businesses
— showing exactly the kind of gaps we find and fix on a real listing.

ILLUSTRATIVE SAMPLE — FICTIONAL BUSINESS, NOT A REAL CLIENT

About this sample

Why we built it this way

To show prospective clients real audit quality without naming and publicly critiquing an actual business on our own marketing site, this report audits a **fictional** Google Business Profile — "Oxford Flow Plumbing & Heating." Every gap flagged below (thin description, single photo, unanswered reviews, missing categories) is a pattern we regularly see on real UK trades and services listings — this sample simply combines several of them into one illustrative profile. A real client audit follows the exact same rubric against their actual, live listing.

The profile audited

Snapshot as it currently stands

Oxford Flow Plumbing & Heating (sample / fictional)

★★★★☆ 4.2 (89 reviews)

1 photo on profile (a single van image)

Category: Plumber (only one category set)

Hours: Open 24 hours

Description: Not set — offerings list only shows "Repair services"

Address: Service-area business, no defined service-area radius on file

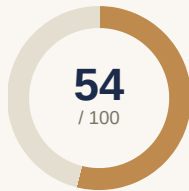
Website / booking link: Website listed; no "Book online" button

Most recent review: 5 months ago

Owner responses: 0 of last 10 reviews answered, including a 2-star complaint

Overall score

Weighted across six ranking & conversion factors



Below the standard needed to compete for "near me" searches. The profile is claimed and has genuine, long-running review history — a real foundation to build on — but thin content, an unanswered review record, and a single category are quietly costing it clicks and calls to better-optimised competitors nearby.

Factor	Score	Why
NAP & core info	7/10	Name, phone and hours are consistent; no defined service-area radius and no secondary categories.
Photos	1.5/10	Just one image on the whole profile vs. 15–40+ on top-ranking local competitors.
Review volume & rating	7.5/10	89 reviews at 4.2★ is a solid base — the weakest links are recency and response, scored separately below.
Review response rate	0/10	No owner replies found on recent reviews, including an unresolved 2-star complaint — a visible, avoidable trust gap.
Business description & attributes	1/10	No description written; only one generic offering listed; no payment, accessibility or service attributes set.
Engagement features	2/10	No booking link, no recent Posts/updates, no Q&A activity seeded — the profile is static.

What a real audit adds

For an actual client we go further: NAP consistency checked against their website and directory listings, competitor benchmarking against the top 3 local ranking profiles, and a call recording / missed-enquiry check where relevant. This sample keeps to what's visible on any public Google Business Profile.

Key findings

Ranked by impact on local search visibility & conversion

HIGH IMPACT

Zero review responses, including an unresolved complaint

A 2-star review describing a missed appointment and an unexplained charge sits unanswered. Prospective customers read the 1–3 most recent reviews before calling — an unanswered complaint reads as "nobody's listening," regardless of the other 88 positive reviews.

HIGH IMPACT

Only one photo on the entire profile

Profiles with 20+ recent photos consistently out-rank thinner ones in the local pack and get materially higher click-through from map results — photos are one of the few ranking signals a business fully controls.

MEDIUM IMPACT

No business description and a single, generic offering

The "About" section is Google's space to state specialisms, service area and what makes the business different. Left blank, Google has less text to match against long-tail searches like "emergency boiler repair Oxford."

MEDIUM IMPACT

Single category selected ("Plumber")

Nearby top-ranking competitors carry 2–4 categories (e.g. Plumber, Heating contractor, Boiler repair service). Extra relevant categories widen the set of searches the profile can surface for, at no cost.

LOWER IMPACT

No booking link or recent Posts

Competitors offering an in-profile "Book online" button capture enquiries outside business hours; Posts (offers, recent jobs) are a free, easy way to signal an active business to both Google and browsing customers.

Prioritised recommendations

What we'd action first, and why

- 1 Reply to every open review, starting with the 2-star complaint** — 30 MIN · DO THIS WEEK
A short, calm, specific reply (acknowledge, explain briefly, invite an offline follow-up) does more for trust than the negative review itself does damage — and sets a standing habit for every review going forward.
- 2 Upload 15–20 real job photos** — 1–2 HRS · DO THIS WEEK
Before/after shots, the van, the team at work. No professional shoot needed — phone photos from recent jobs are enough to start closing the gap with competitors.
- 3 Write a 700-character business description + add 2–3 extra categories** — 30 MIN · DO THIS WEEK
Cover specialisms, service area, and what makes the business different (call-out speed, guarantees, accreditations). Add "Heating contractor" / "Boiler repair service" as secondary categories.
- 4 Set a defined service-area radius and confirm every attribute** — 20 MIN · THIS MONTH
Payment methods, appointment-only vs. walk-in, accessibility — small, one-off settings that Google surfaces as filters to searchers.
- 5 Post a monthly update and add a booking link** — ONGOING, ~15 MIN/MONTH
A recent completed job, a seasonal reminder (e.g. "boiler service before winter"), or an offer — enough to keep the profile visibly active. A booking link (or a simple enquiry form) captures leads outside calling hours.

Want this for your own listing?

Trelsol runs this same audit — free — against your actual, live Google Business Profile, with a prioritised action list like the one above. Book a free 30-minute AI Readiness Call at trelsol.co.uk.

[Book a Free AI Readiness Call →](#)