MAPREADY PRO

GOOGLE BUSINESS PROFILE AUDIT

Profile health report

Example Local Services Co. (fictional business)

Business type	Area	Checked on	Prepared by
Local service business	**Example City, USA**	**November 17, 2026**	**Yasin**

OK · Looks good	Check · Worth a look	Fix · Needs fixing
3 of 12	**4** of 12	**5** of 12

Profile readiness — 3 of 12 checks OK

Top 3 priorities

PRIORITY 1

Hours and holiday hours

Set the real hours and add holiday hours before Thanksgiving.

PRIORITY 2

Services list

List each real service separately, in the words customers use when they search.

PRIORITY 3

Business description

Rewrite it: who you are, what you do, the area you serve and how long you've been in business. No links or offers.

Priority fix list

#	Item	Status	What to do
1	**Hours and holiday hours**	Fix	Set the real hours and add holiday hours before Thanksgiving.
2	**Services list**	Fix	List each real service separately, in the words customers use when they search.
3	**Business description**	Fix	Rewrite it: who you are, what you do, the area you serve and how long you've been in business. No links or offers.
4	**Primary category**	Check	Choose the category that best describes the main service, as specifically as possible.
5	**Additional categories**	Fix	Add only categories that match services the business really offers.
6	**Website link and name/address/phone match**	Check	Use the same business name in the website footer and the profile.
7	**Photos**	Check	Add a cover photo and recent real photos (work, team, location). Avoid stock photos.
8	**Reviews and owner replies**	Fix	Reply to recent reviews, starting with the negative ones. A short, calm and specific reply is enough. Ask real customers for reviews after each job (never offer anything in return).
9	**Posts / updates**	Check	Post 2-4 times a month, e.g. seasonal tips, new services or recent work.

All 12 checks

1 Business name — OK

WHAT I FOUND

The profile name matches the name on the website and storefront sign.

WHY IT MATTERS

Google requires the name to match the real-world business name. Extra keywords can lead to suspension.

Screenshot: profile header with business name

2 Primary category — Check

WHAT I FOUND

Primary category is "Contractor", but most of the business comes from one specific service.

WHY IT MATTERS

The primary category is one of the main signals Google uses to match a profile to searches for that service.

WHAT TO DO

- Choose the category that best describes the main service, as specifically as possible.

Your decision. This field can affect verification. I recommend the change; you decide and make it.

Screenshot: category line under the business name

3 Additional categories — Fix

WHAT I FOUND

No additional categories are listed, but the website offers two other real services.

WHY IT MATTERS

Additional categories describe other real services the business offers.

WHAT TO DO

- Add only categories that match services the business really offers.

Screenshot: category section

4 Address / service area — OK

WHAT I FOUND

Address and service area match how customers are actually served.

WHY IT MATTERS

Businesses that don't serve customers at their address should hide it and set a service area.

Screenshot: service area on the map

5 Hours and holiday hours — Fix

WHAT I FOUND

Profile says "Open 24 hours", but the website says Mon-Sat 7 AM-7 PM. No holiday hours are set for Thanksgiving or Christmas.

WHY IT MATTERS

Wrong hours lead to missed or angry calls, and customers often mention them in reviews.

WHAT TO DO

- Set the real hours and add holiday hours before Thanksgiving.

Screenshot: hours panel vs website footer

6 Phone number — OK

WHAT I FOUND

The phone number matches the website and connects to a local number.

WHY IT MATTERS

Consistent phone numbers help customers and Google trust the listing.

Screenshot: phone number on profile and website

7 Website link and name/address/phone match — Check

WHAT I FOUND

The website link goes to the home page. The footer uses "Example Local Services LLC" while the profile uses "Example Local Services Co.".

WHY IT MATTERS

Matching details across the profile and website reduce confusion.

WHAT TO DO

- Use the same business name in the website footer and the profile.

Screenshot: website footer

8 Services list — Fix

WHAT I FOUND

Only 2 vague services are listed: "Service" and "Repair".

WHY IT MATTERS

A specific services list tells customers exactly what you do and can help match more specific searches.

WHAT TO DO

- List each real service separately, in the words customers use when they search.

Screenshot: services tab

9 Business description — Fix

WHAT I FOUND

The description is one line and includes a link and a discount ("20% off this month").

WHY IT MATTERS

Google's guidelines don't allow links, prices or promotions in the description.

WHAT TO DO

- Rewrite it: who you are, what you do, the area you serve and how long you've been in business. No links or offers.

Screenshot: From the business section

10 Photos — Check

WHAT I FOUND

There's a logo and 4 photos. The newest owner photo is about 2 years old. No photos of recent jobs or the team.

WHY IT MATTERS

Recent, real photos show customers the business is active and trustworthy.

WHAT TO DO

- Add a cover photo and recent real photos (work, team, location). Avoid stock photos.

Screenshot: photo gallery

11 Reviews and owner replies — Fix

WHAT I FOUND

38 reviews, 4.6 average. The owner replied to 3 of the last 20 reviews, and to none of the negative ones.

WHY IT MATTERS

Future customers read owner replies, especially replies to complaints.

WHAT TO DO

- Reply to recent reviews, starting with the negative ones. A short, calm and specific reply is enough. Ask real customers for reviews after each job (never offer anything in return).

Screenshot: reviews list

12 Posts / updates — Check

WHAT I FOUND

The last post is 8 months old.

WHY IT MATTERS

Regular posts keep the profile looking active and give customers seasonal tips.

WHAT TO DO

- Post 2-4 times a month, e.g. seasonal tips, new services or recent work.

Screenshot: updates section

What happens next

1. Start with the Top 3 priorities. They have the biggest effect for customers.
2. Fields marked “Your decision” are yours to change, because they can trigger re-verification.
3. Want me to apply the fixes? Add me as a Manager. You stay the owner, and no password is needed.

No rankings, calls or review removals are promised. Google decides rankings based on relevance, distance and prominence. All recommendations follow Google's guidelines for representing your business (support.google.com/business/answer/3038177).