



Google Business Profile Audit

A comprehensive assessment to boost your local visibility and drive more customers to your business through Google

Because visibility equals revenue.

Delivered by

Katina Ndlovu Agency



katinandlovuagency.com

Google Business Profile Audit

A quick guide to diagnosing and improving your Google visibility

Because visibility equals revenue.

Business name:

Audit date:

Auditor name:



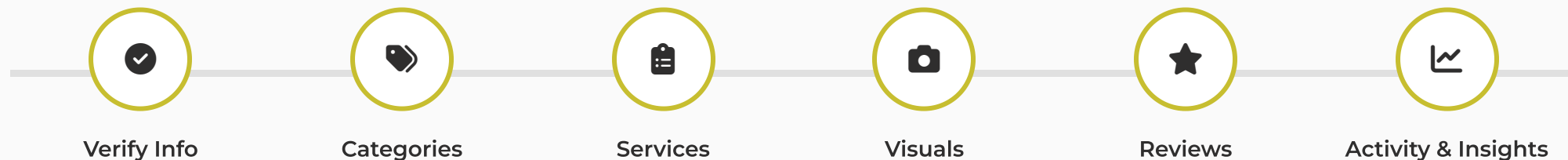
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Quick Overview & How To Use This Guide

Why optimizing your Google Business Profile matters: It drives **awareness, credibility, and revenue**. A complete and accurate profile significantly improves your visibility to potential customers exactly when they're looking for your services.

Our quick audit takes only **15–30 minutes** to complete and gives you actionable insights you can implement immediately.

Follow this checklist for best results:



Pro Tip:

For best results, complete each section in order. By the end, you'll have a clear picture of what's working and what needs improvement in your Google presence.

1. Business Information Accuracy

Goal: Check whether your core business data is correct and consistent everywhere. This foundation ensures customers can find you and builds trust with Google's algorithm.

☐	Business Name	
☐	Address / Service Area	
☐	Phone Number	
☐	Website URL	
☐	Business Hours	
☐	Primary Category	
☐	Business Attributes	

✓ Consistency Tip:

All information must match **exactly** across your website, social media pages, and online directories. Even minor inconsistencies can hurt your local search ranking and confuse potential customers.

2. Categories and Keywords

Goal: Ensure Google understands what you do and can match your business to relevant searches.

Primary Category:

Secondary Categories:

Main Keywords Customers
Search For:

Recommended Fixes:



"Your category should match your strongest offer, not just what you think sounds right."

3. Services & Products

Goal: **Showcase your offerings clearly** with keyword-rich descriptions that help both Google and customers understand exactly what you provide.

Optimization Checklist

- ☐ Services are listed clearly with descriptive names
- ☐ Product names include relevant keywords
- ☐ Prices or call-to-actions are clearly added
- ☐ Service descriptions under 250 characters
- ☐ Booking or contact link included where possible

Best Practice Example

Optimized Service Listing

Professional Website SEO Audit

Comprehensive technical SEO evaluation with keyword analysis, competitor research, and actionable recommendations to improve rankings.

From R1,250

[Book Consultation](#)

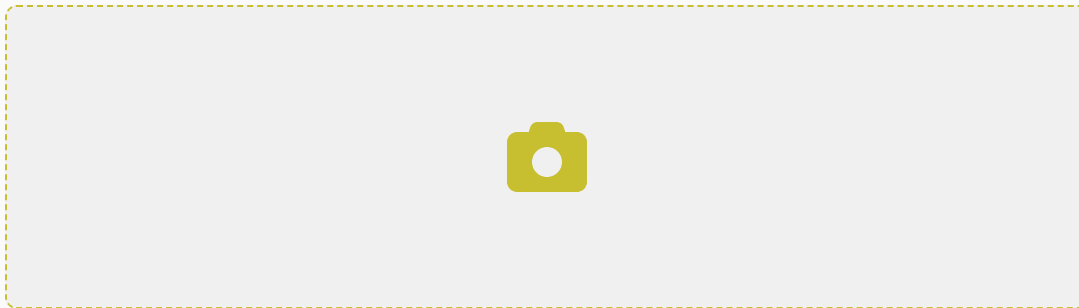
- ✓ Notice how the service name includes keywords, the description is concise yet informative, and there's both pricing and a clear call-to-action.

4. Visual Branding

Goal: **Create a strong visual presence** that accurately represents your brand and services. Visual content significantly improves engagement and customer trust.

VS

Current Visuals



- ☐ What do you currently have uploaded?
- ☐ Are they high quality and on-brand?
- ☐ When were they last updated?

Needs Update

- ☐ Profile photo & logo added
- ☐ Cover photo matches brand
- ☐ At least 5 customer-focused photos
- ☐ Team/interior/service area photos
- ☐ Updated quarterly

💡 Did You Know?

Google Business Profiles with photos get **35% more clicks** and **42% more direction requests** than profiles with no photos. Visual content is one of the easiest ways to stand out from competitors.

5. Reviews & Reputation

Goal: Build trust with potential customers and improve your search ranking through a strong review profile.

Review Management Checklist:

- ☐ At least 10 customer reviews
- ☐ Reply to every review (positive and negative)
- ☐ Use keywords naturally in responses
- ☐ Review request system in place
- ☐ Respond to reviews within 48 hours

Average Rating:

Action Items:

Pro Tip:

A steady stream of authentic reviews signals trust to both Google and potential customers. Reviews that mention specific services or benefits can boost your ranking for those keywords. Create a simple follow-up system that makes it easy for happy clients to leave reviews.

6. Posting & Insights

Regular posting and monitoring of insights help you understand what's working and what needs attention. Track these metrics to measure your Google visibility effectiveness.

Posting Activity Checklist

- ☐ Last Post Date: ____/____/____
- ☐ Post Frequency:
 - ☐ Weekly ☐ Monthly ☐ None
- ☐ Use of Offers or Updates in Posts
- ☐ Posts Include Calls-to-Action
- ☐ Photos Updated in Last 90 Days

Best Practice

Post at least once per week with seasonal offers, business updates, or tips related to your industry. Use photos in every post and always include a clear call-to-action.

Insights Data Tracking

Profile Views (30 days): _____

Direction Requests: _____

Phone Calls: _____

Website Clicks: _____

Photo Views: _____

30-Day Improvement Notes

Record new metrics after implementing audit recommendations:

Date: ____/____/____

Key improvements: _____

Summary Scorecard

Audit Section	Score (1-5)
1. Business Information	PoorExcellent
2. Categories & Keywords	
3. Services & Products	
4. Visual Branding	
5. Reviews & Reputation	
6. Posting & Insights	



Recommendations & Next Steps

Add your key recommendations here...

- ☐ Complete missing info
- ☐ Add visuals
- ☐ Respond to reviews
- ☐ Start monthly optimization

Next Steps & Action Plan

Priority Actions

-  Fix business information inconsistencies Urgent
-  Update primary category & add missing keywords Important
-  Add professional photos with your team Important
-  Create review request system for clients Standard

Implementation Timeline

- Week 1**
- Fix all information & update business categories
Responsible: Business Owner
- Week 2**
- Schedule professional photoshoot for new images
Responsible: Marketing Team
- Week 3-4**
- Implement review request workflow & respond to all existing reviews
Responsible: Customer Service
- Monthly**
- Schedule posts & track metrics improvement
Responsible: Social Media Manager

Follow-Up Checklists

Information & Categories

- ☐ Verify NAP consistency across platforms
- ☐ Update business hours & special times
- ☐ Add all relevant attributes

Content & Visuals

- ☐ Upload professional logo & cover image
- ☐ Create first 4 weekly posts
- ☐ Add service descriptions with keywords

Customer Engagement

- ☐ Set up automatic review requests
- ☐ Create templates for review responses
- ☐ Schedule monthly profile optimization

Ready to Take Action?

Let's Optimize Your Google Business Profile

Need help implementing your audit insights?

R750

One-Time Optimization

Complete profile setup and optimization based on audit findings with a one-time investment.

R500/m

Monthly Plan

Ongoing optimization with regular posts, review management, and monthly reporting.

Book Setup

Explore More Guides



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Let's turn visibility into revenue!