

Google listing report **SAMPLE REPORT**

Sample Plumbing Co.

100 Main Street, Anytown, USA · (555) 010-0100

33 / 100

Lots of easy wins

12 simple checks, nearly all of which anyone can see on Google Maps. The table below shows how every point was counted.

What's working

- Customers like the work: 4.6 stars from 38 reviews, 31 of them five-star.
- People already find you: #3 on the map for "drain cleaning Anytown" and #5 for "plumber Anytown".
- Hours, address and phone number are on the listing.

What's holding the listing back

- The listing hasn't been claimed, so nobody from the business can update it or reply to reviews.
- No photos, no description and no website link. The three plumbers above you show photos and a website.
- None of the 38 reviews has a reply, and the newest review is about 7 months old.

How the score is worked out

Check	What we found	Points
Listing claimed by the owner Claimed = 10. Shows a 'Claim this business' link = 0.	No - Google shows a "Claim this business" link	0 / 10
Number of reviews vs. top 3 nearby 15 x (your reviews / average of the top 3 competitors), capped at 15.	38 reviews vs. an average of 47 for the top 3 (64, 47, 29)	12 / 15
Star rating 4.7+ = 5, 4.5-4.6 = 4, 4.0-4.4 = 3, 3.5-3.9 = 2, lower = 1.	4.6 stars	4 / 5
How recent the newest review is Within 1 month = 10, 3 months = 7, 12 months = 4, older = 0.	About 7 months ago	4 / 10
Owner replies to reviews 15 x (share of reviews checked that have an owner reply).	0 of 38 - an unclaimed listing can't post owner replies	0 / 15
Photos from the business None = 0, 1-9 = 4, 10+ = 7, plus 3 if one was added in the last 6 months.	None from the business	0 / 10
Business description Written description present = 5.	None	0 / 5
Opening hours Hours listed = 5.	Listed	5 / 5
Business categories Right main category = 3; extra categories cover the main services = 2.	Main category: Plumber	3 / 5
Website link Working website (or other page) linked = 5.	None (Google shows "Add website")	0 / 5
Posts / updates A post or update in the last 90 days = 5.	None	0 / 5
Shows up for the obvious search Top 3 on the map = 10, 4-10 = 5, not in the first 10 = 0.	#5 on the map for "plumber Anytown"	5 / 10
Total		33 / 100

Q&A: Google has been retiring the old Questions & Answers section on listings, so it isn't scored. Its newer "Ask" feature in Maps answers people's questions from the details on the listing and from reviews, which is one more reason the basics matter.

You and the top 3 for "plumber Anytown"

Business	Map rank	Stars	Reviews	Newest review	Owner replies	Photos	Website	Hours	Recent post
Sample Plumbing Co. (you)	#5	4.6	38	About 7 months ago	0 of 38	None	No	Yes	No
Example Plumbing & Heating	#1	4.7	64	2 weeks ago	5 of 5	35	Yes	Yes	Last month
Demo Drain Service	#2	4.5	47	1 month ago	3 of 5	18	Yes	Yes	None shown
Placeholder Pipe Pros	#3	4.3	29	3 weeks ago	4 of 5	12	Yes	Yes	2 months ago

SAMPLE ONLY: every business name and number in this report is made up to show what the free report looks like. "Top 3" = the three highest-placed other plumbers for that search.

Other searches we tried: "drain cleaning Anytown" #3; "water heater repair Anytown" #8

The biggest fixes, in plain language

- 1 Claim and verify the listing**
Free: the owner signs in, requests the listing and completes Google's verification. Until then nothing can be changed and reviews can't be answered.
- 2 Reply to every review**
A short thank-you to happy customers and a calm, polite reply to the few unhappy ones. Readers mostly want to see that someone answers.
- 3 Add 10 or more real photos**
The truck, the team, finished jobs. Right now there are none; the plumbers above you show 12 to 35.
- 4 Fill in the basics**
A short description of your services, a website or Facebook link, and extra categories such as "Drain cleaning service" if they fit.
- 5 Ask every customer for a review**
After each job, send every customer the same short note with your review link. No picking only the happy ones and no rewards; Google allows neither.

If you'd like help with this

We'd handle all of it for you:

- Setup: get the listing claimed and filled in (hours, photos, description, categories, website link) and reply to your existing reviews.
- A simple way to ask every new customer for a review (the same message to everyone, no rewards).
- Every month: reply to every new review, keep the listing current, and send you a short before/after report.

\$297/month

No contract. Cancel anytime. You keep everything we set up.

What we can promise is the work above. Where you rank on Google is up to Google, and whether customers leave a review is up to them.

Where these facts come from

- This is a sample. The business, its competitors and every number are invented to show the format of the free report.
- In a real report, details come from the public Google Maps listing as seen without signing in, on the date shown. Map positions vary with where and when someone searches.