

FULL AUDIT SAMPLE

Local visibility audit and action plan

Cedar Vale Plumbing | Fictional service-area business | Illustrative snapshot: October 1, 2026

This sample shows how a detailed audit turns a quick profile check into a practical plan. The example business has a strong customer rating, but limited visibility for several services and avoidable friction between its profile, listings and website.

4.9 / 184

Rating and reviews

Fictional Google profile rating and total review count

5.4%

Top 3 visibility

16 of 294 keyword-location observations

75.2%

Found in top 20

221 of the same 294 observations

What should happen first

- 1. Fix the contact path.** Three of eight sampled listings use an old phone number. The profile booking link also lands on the home page rather than a clear request form. These are customer-experience problems worth fixing before expanding promotion.
- 2. Clarify the services customers can book.** Emergency plumbing and water heater repair have no dedicated landing pages in the sample. Both have zero top 3 observations on their grids. Better pages address a real information gap; a ranking improvement remains uncertain.
- 3. Build a steady profile routine.** Six of 12 sampled reviews have no reply, only four of 12 listed services have descriptions, and two of 24 photos were added in the last 90 days. Give these recurring tasks an owner and a review cadence.

Inside this report

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All business details, comparisons, measurements and grids are invented for demonstration. They are not client results, live Google measurements, a Google-issued score or a prediction of future performance.

PRIORITIES

Six findings with a next action

Priority reflects the likely customer impact and the ability to fix the issue, not a claimed ranking weight.

Order and priority	Illustrative evidence	Recommended action and completion check
1 High Contact accuracy	3 of 8 listing records use an old phone; profile booking link reaches a generic page.	Owner confirms the main line. Correct the source records and link to the request form. Complete when call and form tests reach the right team.
2 High Service clarity	Emergency plumbing and water heater repair have no dedicated pages; both show 0 of 49 top 3 observations.	Confirm actual coverage and hours. Create useful service pages and link from the profile where supported. Complete when both pages are live, accurate and navigable.
3 High Review response	6 of the latest 12 sampled reviews are unanswered. Median response time among the 6 replies is 7 days.	Clear the backlog and assign a daily check. Use a 2-business-day response goal as an operating standard, not a Google requirement.
4 Medium Profile detail	4 of 12 listed services have descriptions; the latest post is 63 days old.	Add accurate descriptions and a practical update calendar. Confirm all 12 service entries with the owner; publish only useful, current information.
5 Medium Website usability	Example mobile lab score 62/100; main-content load metric 4.6 seconds; 3 of 18 pages lack internal links.	Optimize the large hero image, review script loading and add useful internal links. Repeat the same tests and record what changed.
6 Medium Measurement	No separated profile-traffic campaign tag or recorded form-completion baseline.	Tag profile links and test the analytics events. Complete when a test visit and successful submission are recorded without double-counting.

Scope matters. The business owner approves facts and access. Profile management can be handled through Otto; website development, content expansion, listing cleanup and advertising should be discussed and scoped separately.

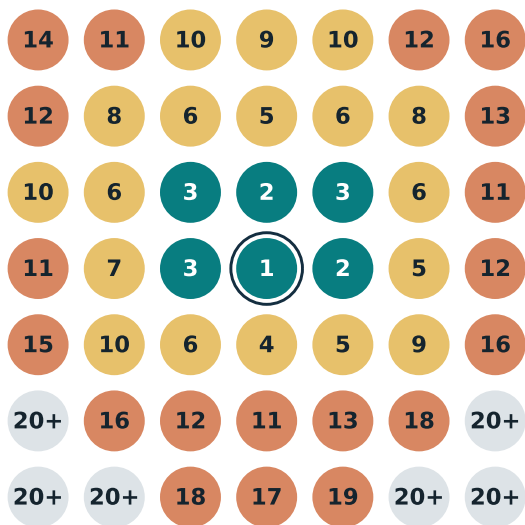
LOCAL VISIBILITY

Where the sample business appears

Two fictional 7 by 7 grids. Each point represents a different searcher location; the outlined center represents the business reference point.

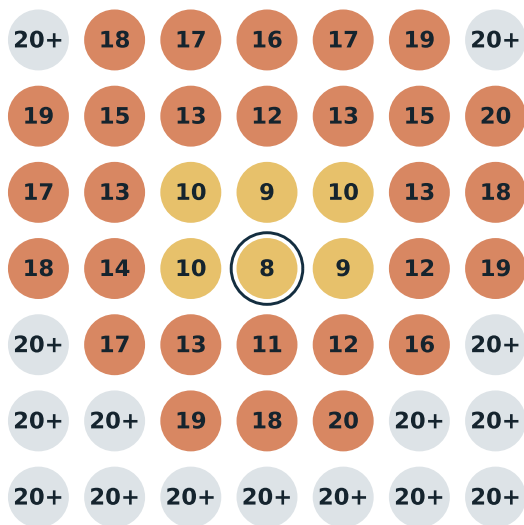
The core term performs best near the center. Emergency plumbing is found at many locations but never reaches the top 3. Investigate that service-specific gap alongside proximity and competitor strength.

plumber Cedar Vale



43 / 49 found | 6 / 49 top 3

emergency plumber Cedar Vale



34 / 49 found | 0 / 49 top 3

● Ranks 1-3 ● Ranks 4-10 ● Ranks 11-20 ● Outside top 20

All six keywords by grid ring

Location group	Observations	Average rank*	Top 3
Center	6	4.8	3 / 6
Inner ring	48	7.2	13 / 48
Middle ring	96	12.5	0 / 96
Outer ring	144	17.2	0 / 144

*Average rank counts each outside-top-20 result as 21. The 1-mile grid spacing spans 6 miles north-south and east-west; corner points are about 4.2 miles from the center. Rings are square bands, not exact distance radii. North is up. No real map coordinates were used.

KEYWORD EVIDENCE

Which searches deserve attention

Same six keywords, same 49 locations per keyword and same illustrative date. The combined denominator is 294 observations.

Keyword	Found	Top 3	Top 3 share	Avg rank*
plumber Cedar Vale	43/49	6	12.2%	11.0
plumber near me	43/49	3	6.1%	11.8
emergency plumber Cedar Vale	34/49	0	0.0%	16.6
drain cleaning Cedar Vale	43/49	7	14.3%	10.1
water heater repair Cedar Vale	40/49	0	0.0%	13.6
sewer repair Cedar Vale	18/49	0	0.0%	19.4

*Average across all 49 points; outside the top 20 is assigned 21. Top 3 share is a visibility diagnostic, not the percentage of customers or searches won. The 16 top 3 results are concentrated in core plumbing and drain cleaning.

Illustrative demand and paid click context

Invented monthly volume and cost per click (CPC) illustrate demand and service fit in the fictional market. A real audit must state the data source, location, language and date.

Search theme	Monthly volume	CPC	Volume x CPC
plumber Cedar Vale	320	\$12.00	\$3,840
plumber near me	1,800	\$14.00	\$25,200
emergency plumber Cedar Vale	170	\$22.00	\$3,740
drain cleaning Cedar Vale	140	\$16.00	\$2,240
water heater repair Cedar Vale	90	\$18.00	\$1,620
sewer repair Cedar Vale	40	\$28.00	\$1,120

Recommended focus. Start with the missing emergency and water heater pages; continue improving drain cleaning. Confirm service fit and business capacity before prioritizing demand.

Volume x CPC is only a comparison index. It is not revenue, achievable traffic, avoided ad spend or an advertising budget. Search volume estimates can be unavailable or overlap across similar terms; do not sum these rows into a market size.

COMPETITION AND TRUST

Strong ratings need useful context

All comparison businesses below are fictional labels. Their metrics are independently invented, not anonymized records of real competitors.

Business	Rating / reviews	Top 3 observations	Share of 294
Cedar Vale Plumbing	4.9 / 184	16	5.4%
Comparison A	4.8 / 620	116	39.5%
Comparison B	4.7 / 410	84	28.6%
Comparison C	4.9 / 295	63	21.4%

Comparison A has about 3.4 times the review count of the sample business. That gap is worth understanding, but review count alone does not explain its rankings. Categories, service relevance, location and other signals also differ. Multiple businesses can hold top 3 positions at one point; these shares do not sum to 100%.

Review and media evidence

50%

Sampled reply rate

6 replies among the latest 12 reviews

7 days

Median reply time

Calculated only from the 6 answered reviews

2 / 24

Recent photos

Photos added within the last 90 days

Recommended operating routine

Assign a person to review new feedback each business day. Respond calmly and specifically without repeating private job details. Handle a complaint through an appropriate private channel rather than arguing in public.

Invite genuine feedback from customers consistently, without incentives, selective positive-review requests or instructions about what words to include. Measure whether the process runs reliably; do not impose a positive-review quota. [2]

Refresh the profile with real, approved team, vehicle and completed-work photos. Remove identifying customer information from images and obtain needed consent. Use freshness to help customers understand the business, not as a promise of higher rankings.

Google identifies relevance, distance and prominence as local ranking considerations. No single review, photo or posting target guarantees placement. [1]

PROFILE IMPROVEMENTS

A profile should answer the next question

Illustrative profile evidence with concrete fixes. Owner confirmation is required before changing business facts.

Field	Sample finding	Recommended fix
Name	Display name adds "Best Emergency Plumber" to Cedar Vale Plumbing.	Use the name represented in the real business branding; do not add unsupported promotional wording. [3]
Category	Plumber is primary; an unrelated heating category is also present.	Confirm the actual business activity. Keep only categories that accurately represent it. [3]
Services	Only 4 of 12 listed services have descriptions.	Write distinct, useful descriptions for all 12 approved services. Avoid stuffing the same city and keyword into every entry.
Hours	Profile says Monday-Saturday 8 am-6 pm; one listing says 24 hours.	Owner confirms staffed and service hours. Correct the mismatch and keep holiday hours current.
Booking link	The action leads to the home page.	Use the direct request page where supported; verify the form works on mobile and states when a customer can expect a response.
Posts and photos	Latest post is 63 days old; 2 of 24 photos are recent.	Create a manageable calendar for useful updates and approved real photos. Check links and dates before posting.

Example service description

Before

Best plumbing services. Call for all your plumbing needs.

After

Drain cleaning for kitchen, bathroom and main-line blockages in the Cedar Vale service area. Our team confirms the symptoms, explains the available service and provides an estimate before approved work begins. Call during business hours to check availability.

This wording is illustrative. Use it only if the actual service, estimate process and availability are true. Do not claim 24-hour service, licenses, guarantees or response times that the business cannot substantiate.

WEBSITE AND CONVERSION

Make the next step easier

A complete audit checks the profile destination as well as the profile. These are fictional website test findings, not results from a live site.

Evidence	Why it matters	Example recommended change
62 / 100 mobile lab performance 4.6-second main-content load metric	A visitor may wait before the main page content is usable. A lab score can vary by device and run.	Resize and compress the hero image, check resource priority and defer unnecessary scripts. Re-test the same page and conditions.
3 of 18 content pages have no internal links from the crawl	Useful pages may be hard for people and crawlers to discover. This does not by itself prove they are unindexed.	Add relevant navigation or service-page links. Check crawlability, sitemap inclusion and index status separately.
Emergency and water heater pages are missing	The site does not explain these services or connect the search to the right next step.	Create useful service pages with scope, real coverage, hours, FAQs and a clear contact route.
Two business markup blocks disagree on the phone	Machine-readable information conflicts with visible contact details.	Use one consistent business entity and validate the markup against the visible page. Rich results are not guaranteed. [4]
Contact form completion is not measured separately	A click cannot establish that someone submitted a usable request.	Track a successful submission, test the event and distinguish form completions from button clicks.

Example page brief

Emergency plumbing in Cedar Vale

Explain which urgent plumbing problems the team handles, the actual response area and staffed hours, how availability is confirmed, and what happens after a customer calls. Put the phone and request option near the opening content. Include a short FAQ based on genuine customer questions.

Approval and scope. The business owner verifies every service claim. Website work and new pages should be separately discussed and scoped with PLS. Changes should be backed up, tested on mobile and checked after release.

LISTINGS AND CONSISTENCY

One business record across the web

Fictional record audit: eight sampled listings, three old-phone records and two incorrect-hours records. A listing can have more than one issue.

Sample source of truth

Cedar Vale Plumbing | (202) 555-0148 | cedarvaleplumbing.example
Service area: fictional Cedar Vale market | Monday-Saturday, 8 am-6 pm
Service-area business without a walk-in customer location; no public street address is used in this sample.

Sample record	Phone	Hours	Action
Google Business Profile	Correct	Correct	Keep accurate; fix the booking destination.
Bing Maps	Old	Correct	Owner or authorized manager requests a correction.
Apple Maps	Correct	Correct	Confirm service area and contact route.
Directory A	Old	Correct	Correct the record and record the submission date.
Directory B	Old	Incorrect	Correct phone and hours; watch for a copied upstream record.
Trade directory	Correct	Correct	Retain current details.
Chamber directory	Correct	Correct	Retain current details.
Social business page	Correct	Incorrect	Replace the unsupported 24-hour wording.

Fix the source and verify the result

Start with records that can send a customer to the wrong number or set the wrong availability expectation. Keep a correction log with the source, evidence, owner, submission date and verified live result. A submitted edit is not the same as an accepted change.

If multiple listings copy the same feed, correct that upstream record first. Do not create duplicate profiles simply to cover a neighborhood, and do not publish a private address for a service-area business. Confirm each platform's current requirements. [3]

The phone uses a reserved fictional example range. The .example domain is non-operational. Neither is a real business contact destination. Accurate information helps customers; this report does not assign a ranking lift to citation cleanup.

AI ANSWER VISIBILITY

AI answer visibility snapshot

Five invented prompt outcomes demonstrate the method. No AI platform was queried for this sample, and no actual recommendation is represented here.

Illustrative customer question	Named in sample	Evidence to check in a real audit
Which plumbers serve Cedar Vale?	Yes	Whether the answer correctly states the service area and cites a current business page.
Who can help with a plumbing emergency in Cedar Vale?	No	Whether emergency coverage, staffed hours and contact steps are explicit and accurate.
Who repairs water heaters in Cedar Vale?	No	Whether a service page explains the actual repair service and links to the business record.
Which plumber is available on Saturday in Cedar Vale?	Yes	Whether current Saturday hours agree across the website and listings.
Who handles sewer repairs in Cedar Vale?	No	Whether the business offers this work, explains its scope and has corroborating information.

2 / 5

Illustrative mentions

An example recording pattern, not an AI ranking

0 / 3

Service-specific mentions

Emergency, water heater and sewer repair prompts

What to record and what to change

For a real test, record the product and model if shown, date, exact prompt, location context, signed-in state, answer and cited sources. Repeat a fixed prompt set and record variation. A single answer is too unstable to treat as a ranking or a reliable market-share estimate.

Improve missing or contradictory facts where customers can verify them: service pages, hours, contact details and reputable business records. Helpful, crawlable text and accurate structured data are sensible foundations; neither citations nor mentions can be promised.

Google states that its AI search features do not require a special AI text file or special structured data. An llms.txt file is therefore not a core corrective action in this sample. Other AI products may use different systems. [5]

IMPLEMENTATION

A practical first 30 days

Suggested sequence for a real engagement, subject to access, owner approvals and agreed scope. These are work milestones, not predicted ranking gains.

Timing	Owner and work	Completion evidence
Days 1-3	Business owner + profile manager Confirm name, phone, service area, hours and services. Capture the baseline before edits.	Approved source-of-truth record; saved settings and baseline; access and scope confirmed.
Days 4-7	Profile manager + office team Correct the booking path, review categories and service entries, address review backlog.	Call and form tests pass; all approved profile fields checked; six unanswered sample reviews resolved where appropriate.
Week 2	Web specialist + owner Fix image loading and internal links; publish approved service content within agreed scope.	Before-and-after tests under matching conditions; accurate pages linked from relevant navigation; markup validated.
Week 3	Listing specialist + office team Correct phone and hours records; build a sustainable review and photo routine.	Correction log shows submissions and accepted live changes separately; named owner for recurring checks.
Week 4	PLS + business owner Repeat the same grids and prompt set. Review measured customer actions and set the next priorities.	Like-for-like comparison, unresolved issues, completed work and next actions documented. No performance claim without evidence.

Measure work and outcomes separately

Work completed	Visibility	Customer actions
Accurate details Service descriptions Replies and real photos Accepted listing edits	Top 3 share by keyword Found-in-top-20 share Same locations and radius Repeat AI snapshots	Profile calls and website clicks Successful form submissions Qualified inquiries Booked work if reliably tracked

Keep a change log and compare equal reporting windows. Calls, clicks, forms and bookings can overlap and should not be added into one lead total. Without reliable attribution, do not claim that profile work caused a change in revenue.

GRID APPENDIX

Additional keyword evidence

Four supporting fictional grids complete the six-keyword baseline. The core and emergency grids are on page 3. Same location layout, date and legend throughout.

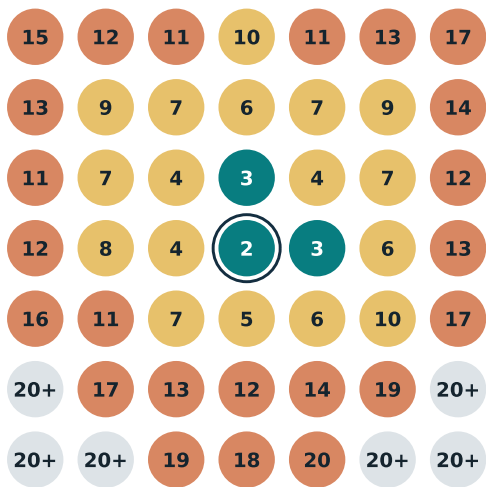
Ranks 1-3

Ranks 4-10

Ranks 11-20

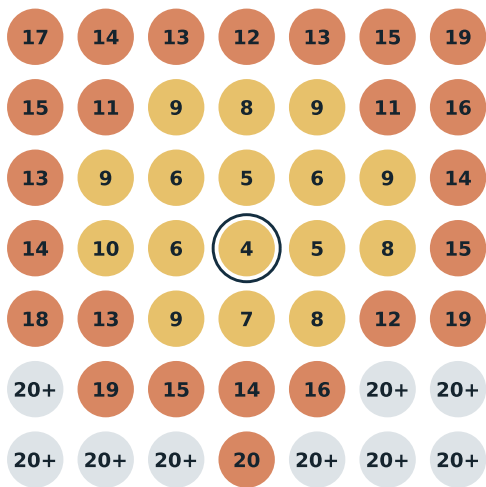
Outside top 20

plumber near me



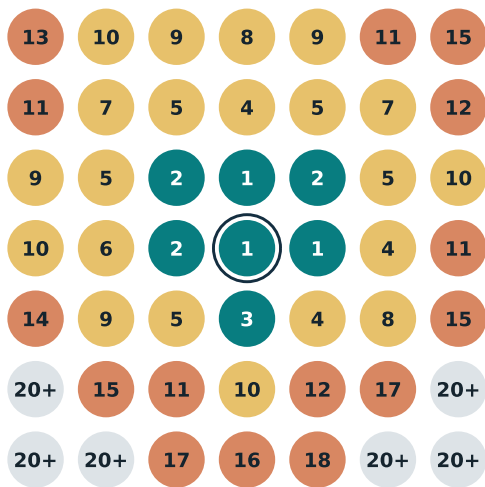
Found 43/49 | Top 3 3/49 | Avg 11.8

water heater repair Cedar Vale



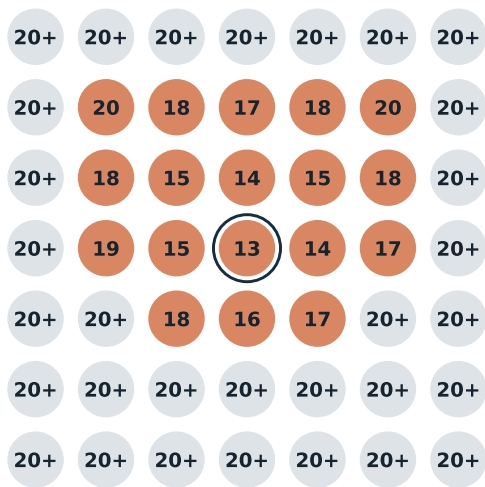
Found 40/49 | Top 3 0/49 | Avg 13.6

drain cleaning Cedar Vale



Found 43/49 | Top 3 7/49 | Avg 10.1

sewer repair Cedar Vale



Found 18/49 | Top 3 0/49 | Avg 19.4

The center outline is a location reference, not a storefront claim. Gray 20+ cells mean outside the first 20 positions. Exact synthetic values are shown so the scorecard can be recalculated.

METHODS AND NEXT STEP

From a sample to your own plan

Prepared by Promised Land Solutions | Sample edition | October 1, 2026

How the sample was calculated

Six grids x 49 locations = 294 equally weighted observations. Found share = $221 / 294 = 75.2\%$. Top 3 share = $16 / 294 = 5.4\%$. Average rank across the entire sample = 13.8 with outside-top-20 results assigned 21. Values are rounded only for display. A 20+ result is a reporting cutoff, not a measured rank of 21.

Review response coverage uses a 12-review sample; reply time uses only the six answered reviews. The directory check samples eight records. AI visibility uses five fictional prompt outcomes. These datasets answer different questions and are not combined into an overall optimization score.

What a real audit must establish

A real engagement needs a verified business profile, approved service facts, a consistent keyword/location baseline, current competitor evidence and appropriate website or analytics access. Public-only findings can miss manager-only settings. Pending scans, missing access, unavailable data and unverified claims should remain explicitly unresolved.

This sample does not estimate revenue, forecast leads or promise a ranking position. Performance depends on many factors outside a profile manager's control. Posting activity, profile completeness, grid visibility and business outcomes should be reported separately.

Start with your Google Business Profile

- 1. Run a LightAudit.** Get the initial view of your profile.
- 2. Discuss the detailed audit.** Review evidence, priorities and an action plan for your business.
- 3. Keep the profile maintained.** Otto provides ongoing profile maintenance, posting and management at \$500 per month. Discuss any additional services with PLS.

Start your LightAudit | promisedlandsolutions.net

Guidance behind the recommendations

- [1] [Google local ranking guidance](#)
- [2] [Google Maps review and contribution policy](#)
- [3] [Guidelines for representing a business on Google](#)
- [4] [Google LocalBusiness structured data documentation](#)
- [5] [Google AI features and website guidance](#)

Guidance checked October 1, 2026. Links are reference material, not endorsements. Use current guidance and live evidence for your own business audit.