

GMB Audit & Recommendation Automation

Streamlining Local Business Optimization with n8n Workflow

September 2025

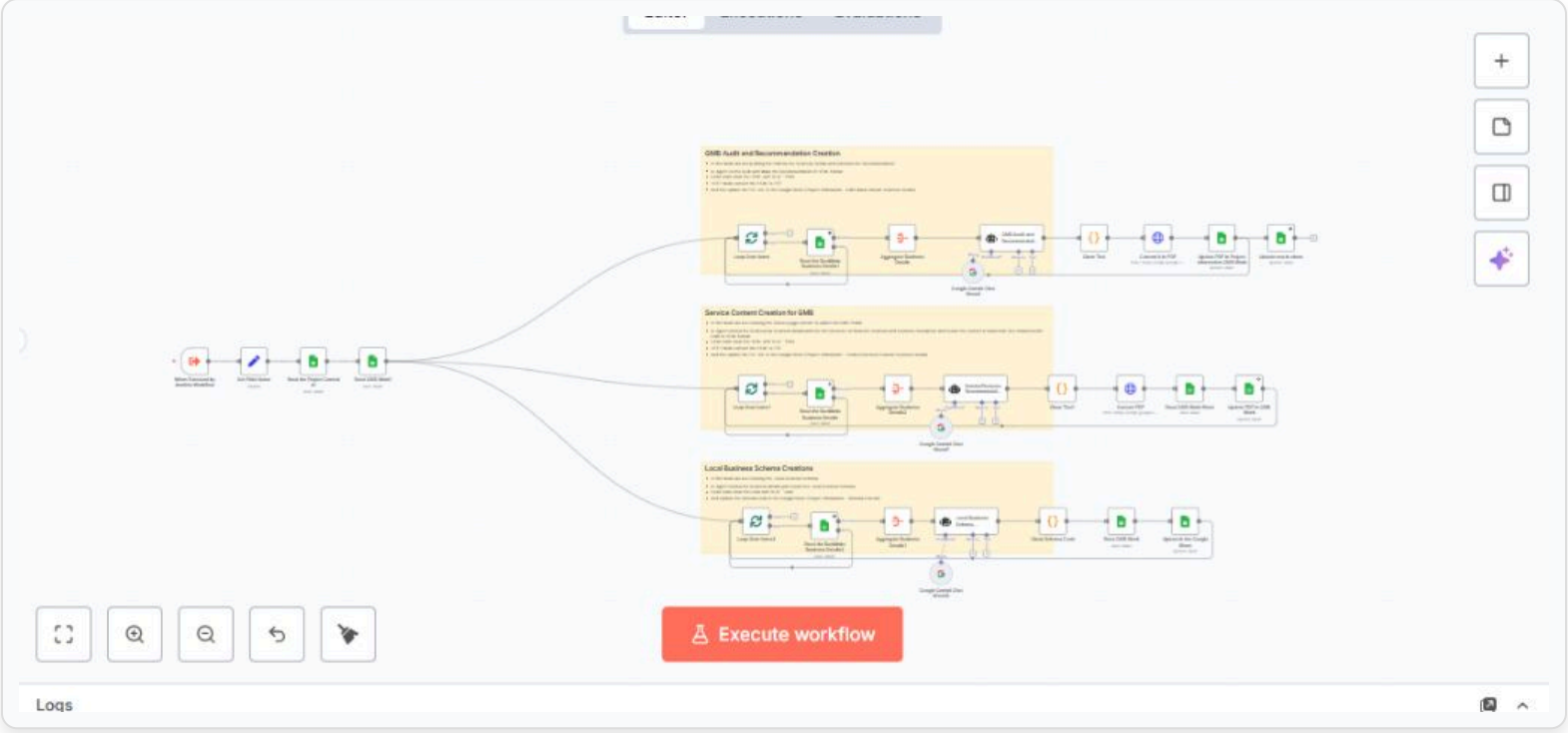
Problem Statement

- Inconsistent GMB Profiles:** Businesses struggle with incomplete or outdated Google My Business listings
- Time-Intensive Audits:** Manual audits of GMB profiles are time-consuming and prone to human error
- Missing Service Details:** Businesses fail to properly showcase their services/products within GMB
- Schema Implementation:** Local businesses lack proper structured data for enhanced search visibility
- Scalability Issues:** Agencies managing multiple clients face challenges maintaining consistent quality

Market Challenge:

According to search engine research, over 70% of local businesses have incomplete or suboptimal GMB profiles, negatively impacting their local search visibility and customer acquisition.

n8n Workflow Architecture



GMB Audit & Recommendation

Analyzes business profiles and generates comprehensive audit reports with actionable recommendations

Service Content Creation

Automatically generates optimized service descriptions for GMB product/service sections

Schema Generation

Creates structured LocalBusiness schema markup to enhance search visibility

Solution Architecture

- Data Ingestion**
Pulls business data from Google Sheets with filters based on Client ID
- AI Processing**
Uses Google Gemini AI to analyze business data and generate recommendations
- Content Generation**
Creates GMB audits, service content, and schema markup automatically
- PDF Generation**
Converts HTML reports to client-ready PDFs via Google Apps Script
- Workflow Updates**
Updates Google Sheets with report URLs and schema markup

Business Impact

85%

Reduction in audit time

100%

Consistency in deliverables

3X

More detailed recommendations

24hr

Turnaround time (vs 7 days)

Sample Output:

- Comprehensive GMB audit reports in client-ready PDF format
- Optimized service descriptions for GMB product/service sections
- Implementation-ready LocalBusiness schema markup
- All outputs automatically stored in client-specific Google Drive folders