

**AUTHORITY LOCAL**

Empowering Local Businesses with Actionable Insights

# Google Business Profile Optimization Report

## Local Authority Demo Business

123 Main St, Anytown, USA

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## Overview

### Category Scores

Keyword Optimization: 72/100



Review Response: 65/100



Posting Frequency: 60/100



Citation Coverage: 78/100



Local Rankings: 85/100



### Insight

Your review response rate is 65%. Respond to negative reviews within 24 hours to improve customer satisfaction.

### Key Recommendations

- Respond to negative reviews within 24 hours
- Add keywords to your business description
- Post updates at least twice per week

# Competitor Analysis

## Performance Gaps

Metric	Your Value	Competitor Avg	Gap	Priority
Rating	4.3	4.5	-0.2	Medium
Review Count	85	103	-18	Medium
Response Rate (%)	70	75	-5	Medium
Photo Count	23	39	-16	Medium
Post Count	14	22	-8	Medium

## Top Competitors

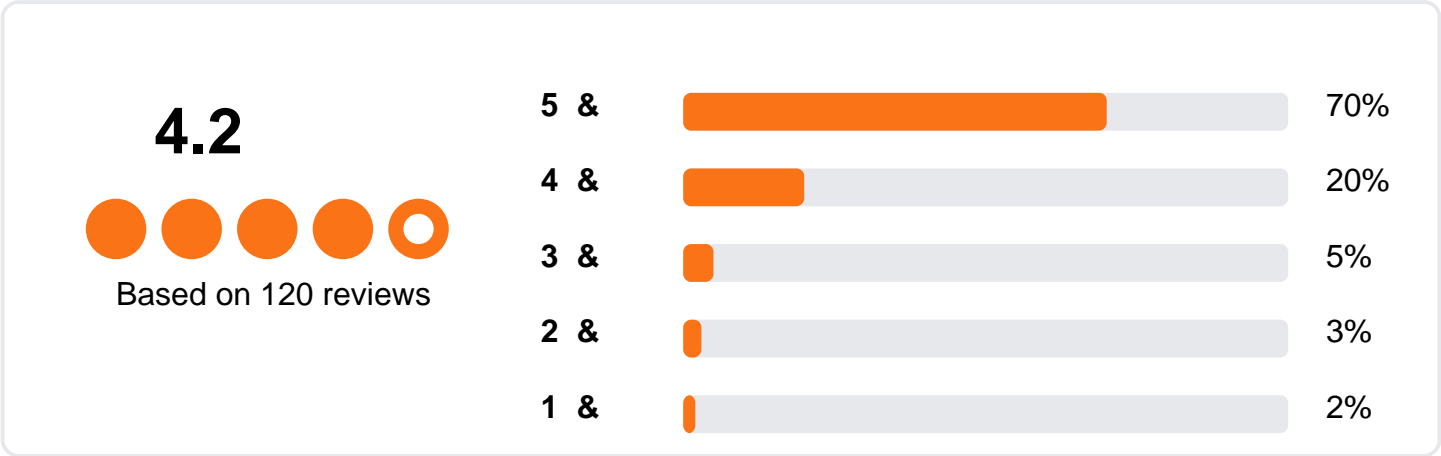
Business Name	Rating	Reviews	Photos	Posts
Power Fitness Club	4.5	0	0	0
City Gym Seattle	4.3	0	0	0
Downtown Health Club	4.1	0	0	0

## Insight

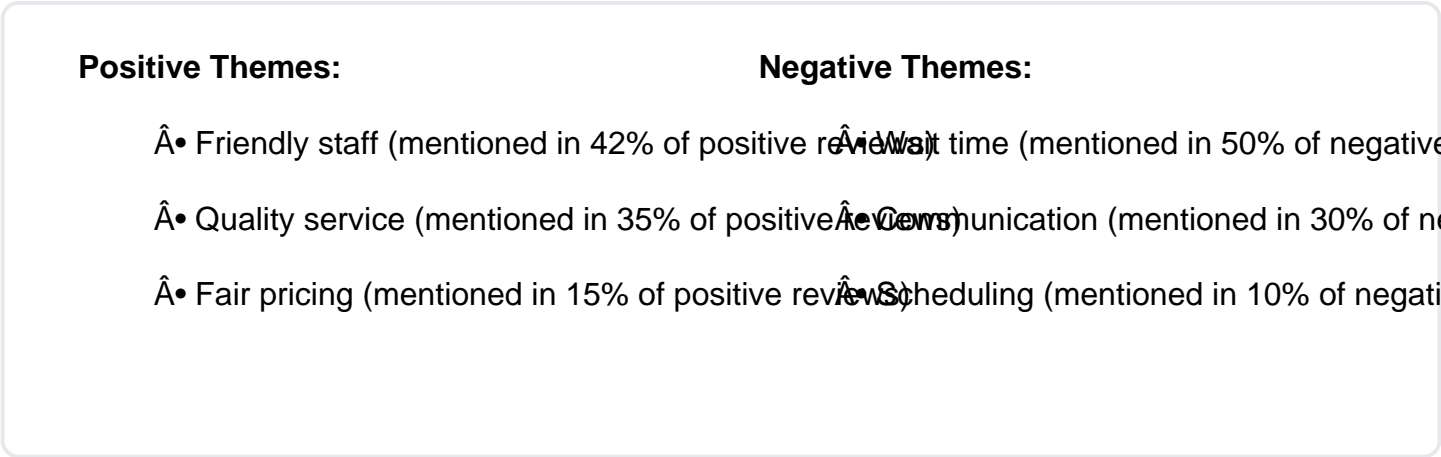
Your business has 10 fewer photos than competitors on average. Adding more high-quality images can improve user engagement and visibility.

Reviews Analysis

Review Summary

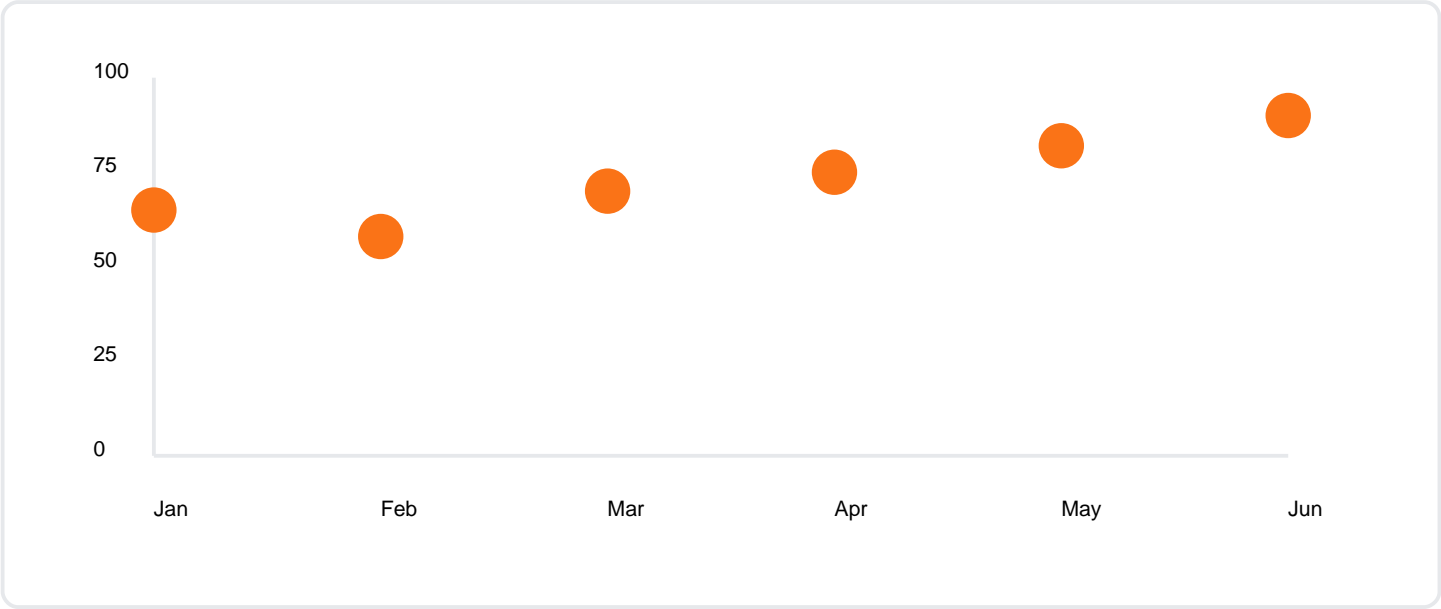


Sentiment Analysis



Performance Metrics

Monthly Performance Trend



Performance Breakdown

Metric	Current	Previous	Change
Views	1,250	1,050	+19%
Searches	850	780	+9%
Clicks	320	290	+10%
Calls	85	75	+13%

Direction Requests	120	100	+20%
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## Action Plan

1. Respond to all negative reviews within 24 hours to improve your review response score.
2. Add at least 10 new high-quality photos with proper geo-tagging to close the gap with competitors.
3. Update your business description to include primary keywords like "emergency plumbing repair".
4. Schedule posts for Monday at 7:00 AM to increase visibility based on audience engagement patterns.
5. Complete citations on the top 5 directories identified in the Citation Opportunities section.
6. Update your Q&A section with the 3 most commonly asked customer questions.
7. Add missing service area information to improve local relevance.
8. Test different call-to-action buttons to determine which drives the most engagement.
9. Implement a review request system to increase your overall review count consistently.