

Google Business Profile (GBP) Audit Report for "SepeTree"

No.	Subject	Details	Note
1	Duplicate Google Business Profile Check	I have checked If there are any duplicate listings or not. And no duplication is found which is great.	
2	Actions taken against your GBP	Checked your GBP but nothing was found against your GBP.	
3	Citation	You have a total of 25 citations (as per BrightLocal). Among them, 12 are totally fine and the other 13 has some NAP issues. These need to be fixed. Also, you should add more citations.	
4	Business Phone Number	You have only one Phone number which is good but if you have a secondary number, you should add this to your GBP. And if you use any number for "call tracking" then make that number "Primary".	
5	Primary Category	Your primary category is perfect.	
6	Secodary Category	You have 3 secondary categories. Remember, you can add up to 9 secondary categories to your GBP. The more categories you use, the better.	Secondary Categories will help you get more organic traffic when someone searches using keywords which are less relevant to your primary category and more relevant to any of the secondary categories.
7	Review	<p>Your reviews are great. You should reply to all the reviews & if possible then try to put some of your keywords in them.</p> <p>Google loves it when user puts keywords in the reviews. And also you should look for more reviews & make it easier for the user to leave reviews.</p>	Pro Tip: Optimizing your reviews in a proper way might help you greatly to rank higher on Organic Search. Having some keyword research and using them in the customer review or review reply is a great way to improve your ranking. Remember, this is a continuous process. So, you might do it for now but forget it in the future. To get this thing done for a long period of time, I can help you thoroughly. Just let me know.
8	Business Hours	<p>Your business hours look good. You can specify your "Holiday Opening Hours" If you have any changes in business hours during holidays. Also, you can see there are two more options to add like "more hours" & "Special Hours". So, try to list more hours specified your products/services.</p> <p>If possible then Add the Business Hours to your website also. It is recommended.</p>	
9	Business Attributes	No additional attributes are added.	Most of the Industry Genius believe that adding LGBTQ+ as an attribute to your GBP create a god impression to Google. So, you might consider to add it in your GBP.
10	Question & Answers	You didn't add any FAQ. FAQ is very convenient for your customers. Adding some relevant FAQ is highly recommended.	

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11	Google Posts	You haven't posted anything in your GBP for a while. There are three kinds of posts (Update, Offer, Event) you can share on your GBP. It's recommended to publish 1 post per week at least.	
12	Chat Button	There is a chat button in your GBP. You can turn it on so that customers can text you directly through the Google Maps.	
13	Website	Please check the Drive Files.	
	Google Drive Link	https://drive.google.com/drive/folders/14Wf2kxZu1JBa6G7ZfEsjtin6unYhFSr8?usp=sharing	In the Drive, you will find 3 different PDFs. One is your Full Citation Report, One is your Full Website Audit Report and the other one is a GIFT from Me. I made some Keyword Research for you and tried to find out your position on Google Maps with different keywords. I think this will help you a lot.