

47-CHECKPOINT AUDIT * GBP 2026

GBP 2026 Audit Checklist

Run this monthly. Median completion across 60 client GBP profiles in our sample: 31/47. Profiles scoring 40+ saw 23% higher 3-pack appearance rate at 90 days vs sub-30 baseline.

Identity (1-8)

1. Business name exactly matches signage and registered name (no keyword stuffing).
2. Primary category is the most specific applicable category, not a parent category.
3. Up to 9 secondary categories filled - every applicable one chosen.
4. Address matches website + citations + utility bill verbatim (incl unit numbers).
5. Service area covers the realistic delivery radius - not aspirational.
6. Phone is a real local number reachable during stated hours.
7. Website URL is the canonical version (https + www, or apex - match site canonical).
8. Short name claimed (the @yourbusiness handle).

Description + attributes (9-16)

9. 750-char description uses your differentiator + service list + service area.
10. Description avoids 'best / top / leading' superlatives (Google flags these).
11. All applicable attributes ticked (women-owned, wheelchair accessible, accepts crypto, etc).
12. From-the-business Q+A - at least 5 owner-asked + owner-answered questions.
13. Highlights / Plus codes set if applicable.
14. Year-established field populated.
15. Service menu populated with at least 8 items + descriptions + prices where allowed.
16. Product catalogue populated for retail (? 12 items with photos).

Photos + media (17-24)

17. Cover photo is high-res (? 1080px wide) and represents the business.
18. Logo uploaded at recommended size.
19. Interior photos: ? 5, geo-tagged where possible.
20. Exterior photos: ? 5, ideally at different times of day.
21. Team photos: ? 3 with names listed in caption.
22. Product / service action shots: ? 10.
23. 360 deg interior photo or virtual tour added.
24. Video uploads: ? 1 per quarter (15-30 sec).

Reviews + Q&A (25-32)

25. Last 90 days inflow ? 4 reviews (industry baseline).
26. Owner reply rate ? 95% within 7 days.
27. Replies are personalised, not template (Google penalises detected templates).
28. Star average ? 4.4. (Below = audit content of negative reviews for actionables.)
29. Recent reviews mention specific service / staff names (not just 'great place').
30. Q+A section has ? 8 owner-answered questions (proactive).
31. Negative reviews escalated, fixed, follow-up requested in reply.

32. Review-request system is operational (post-service SMS/email with direct link).

Posts + signals (33-40)

- 33. Last 30 days ? 1 transactional post (offer, event, product launch).
- 34. Posts use UTM-tagged links to track GBP-driven traffic in GA4.
- 35. Posts include a clear CTA (Book / Call / Learn More).
- 36. Holiday / special hours updated in advance for next 90 days.
- 37. Booking link wired up (if applicable to category).
- 38. Messaging enabled and response time < 1 hour during business hours.
- 39. Insights report exported monthly and reviewed (Search vs Maps vs Direct).
- 40. Geo-grid tracking active (Local Falcon / GeoRanker - at least one tool).

AI Overview LOCAL readiness (41-47)

- 41. Business name + city + service combination matches the queries you want to win.
- 42. Q+A questions phrased as natural-language queries readers actually ask.
- 43. Reviews are dense with named-entity content (street name, neighbourhood, named services).
- 44. Website's Local Business schema matches GBP exactly (address + hours + phone).
- 45. sameAs links on website point at GBP, Justdial, Yelp, industry-specific directories.
- 46. Brand mentions on independent sites (news, blogs, citations) ? 5 distinct domains.
- 47. Geo-grid radius coverage tracked monthly - target +10% YoY expansion.