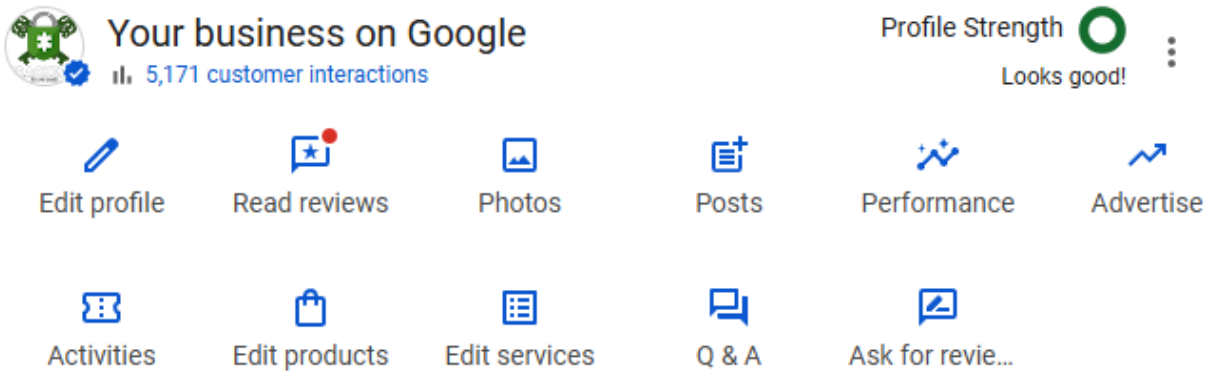
Google Business Profile Audit Template.



Edit Profile Section

About Tab

Business name:

Google Business Profile Link (Google Maps): Insert Link

Business category: Primary (Make Sure this is accurate for your business):

Additional Categories (Up to 10):

Description Up to 750 Charaters:

Opening Date:

Contact Tab

Phone Number:
Chat (If applicable)

Website:
Social Profiles:
Hours:
Special Hours

Location Tab

Business Location (Address):

Service Area (If applicable:
Business Hours:
Special Business Hours (Holidays, Extended Hours):

More Tab

From the Business – Affinity Groups (Veteran Owned, Woman Owned, Disabled-owned etc.)

Accessibility:
Children: (Good for kids, family discount etc)
Highlights: (Active Military Discount)

Offerings:
Parking:
Payments Accepted (List all that you accept):

Activities Section:

Lis your escape room experiences and prices.

List your Team Building Activities

List Any other activities such as parties, and group activities

Services Section:

Create Services offered for each of your Categories. Populate them with price and key word rich descriptions (up to 300 charactrs)

Photos Section:

How many photos and videos do you have on your profile and what is the most recent date?

Reviews Section:

List how many reviews you have and your average rating. Also list the date of the latest review.

Paste your last 10 reviews here. Include owner responses.

Google Business Posts:

List your last 5 Google Business posts. Include screen caps of actual post. Include the actual text and Call to Action Button.
=====DELETE BELOW CONTENT BEFORE UPLOADING YOUR AUDIT TO AI PLATFORM=====

AI Audit Prompt:
I'm an [Business Type] owner, and I've gathered all the current information from my Google Business Profile. Please perform a comprehensive audit of my profile based on this data. Evaluate all aspects, including business name, categories, description, NAP consistency, reviews, photos, posts, services, and any other relevant elements. I have uploaded a copy of all relevant data extracted from my Google Business Profile.

Your analysis should include:

- How the profile can be improved to boost local SEO performance, considering optimal results for Search Generated Exprience.
- Whether it currently complies with Google's Guidelines.
- I will provide a link to the profile and supporting details. [Google Business Profile Link]
- Specific, actionable recommendations for each area of improvement. Remember, I'm an escape room owner looking to get ahead of the curve!"

Link to Google Business Profile Mastery in the Age of AI PowerPoint:
https://bit.ly/4rb9JEi

Google Business Post Prompt:
Example AI Prompt for Creating a Google Post

“Write a skimmable Google Business Profile post for [Business Name]. Use natural customer language, highlight that the shop is offering [insert offer] mention that customers love [insert positive customer comment] Keep the tone friendly and short. Finish with a clear call to action”

Example:“Write a skimmable Google Business Profile post for Viva Gelato. Use natural customer language, highlight that the shop is offering 20% off any purchase, and mention that customers love the creamy texture and fresh ingredients. Keep the tone friendly and short, include today’s featured flavors if relevant, and finish with a clear call to action to visit the shop at 2038 Piney Green Road in Jacksonville, NC.”