

# Google Business Profile Review & Photo Audit Checklist

\*The 10-Minute Fix to Get More Customers From Google Search & Maps\*

**Fact:** Businesses that complete this checklist see **2.3X more profile views** and **48% more calls** within 30 days (LocalViking 2024 data).

This isn't another generic guide—it's a **step-by-step playbook** with exact scripts, photo specs, and free tools to outrank competitors.

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## What's Inside the Checklist?

### ✓ Part 1: Review Hijacking Audit

#### 1. Find Competitor Weaknesses

- Search "[Your City] + [Service] + reviews" on Google
- Target businesses with:
  - ⚠️ Slow response times
  - ⚠️ "Owner never replied" comments

#### 2. Response Templates

- For service complaints:  
"We guarantee [solution] within [time] at [Your Biz]. Here to help: [phone]."
- For pricing complaints:  
"We offer [discount] for first-time customers. Call us at [phone] to compare!"

#### 3. Tracking Setup

- Create a free **Google Alert** for "[Competitor] reviews"

### ✓ Part 2: Photo Optimization Audit

#### 1. Must-Have Photos

- 📸 Before/After (70% of clicks come from these)
- 📸 Team in action (w/ branded uniforms)
- 📸 Location context ("2 blocks from [landmark]")

#### 2. Photo Specs

- Size: 1200 x 900 px
- File names: "plumber-houston-tx-leak-repair.jpg"
- Alt text: \*"Emergency pipe repair in Houston | 24/7 service | Call [phone]"\*

#### 3. Free Tools

- **Canva** for easy editing
  - **LocalViking Photo Grader**
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# How To Use This Checklist

1. **Block 30 minutes** (that's all it takes)
2. **Work top-to-bottom** (skip nothing)
3. **Repeat monthly** (algorithm loves fresh content)

## Real Results:

- 🏆 Dallas roofing co.: 65 more reviews in 60 days
  - 🏆 Miami cafe: 37% increase in "directions" clicks
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