

Smoke BIZ

Address on file • Phone on file • Place ID: ChIJsmoketest12345678901234

Profile: https://maps.google.com/?place_id=ChIJsmoketest12345678901234

61/100

Needs attention
Overall Health Score — weighted: NAP 30% • Reviews 20% • Completeness 25% • Rankings 25%
Subscores: NAP 85 • Reviews 5 unanswered • Completeness 76 • Rank avg

PILLAR	SCORE	DETAIL
NAP Consistency	85/100	1 issue(s)
Reviews	5 unanswered	33 total
Completeness	76/100	Hours • Category • Photos
Local Pack	#8, #14, #12	3 keyword(s) tracked

Prioritized Fix List

Do these in order — top items have the biggest impact on visibility & leads.

PRIORITY	ISSUE	ACTION
HIGH	5 unanswered review(s) >7 days Response rate affects ranking & trust	Reply to each within 24h — thank positive, address negative with next step.
MEDIUM	NAP mismatch: address Hurts NAP consistency & citations	Abbreviation mismatch — 'St' vs 'Street' — causes citation inconsistency — expected '123 Main St' but found '123 Main Street'
MEDIUM	Low ranking for 'teeth' — #14 Out of local pack = fewer calls	Add 'teeth' to description, posts & services; get 2 reviews mentioning it.
MEDIUM	Low ranking for 'emergency' — #12 Out of local pack = fewer calls	Add 'emergency' to description, posts & services; get 2 reviews mentioning it.
LOW	Business description (750 chars) — missing Profile completeness is a ranking factor	Write keyword-rich description
LOW	Just outside pack for 'dentist' — #8 Small push could enter top 3	Publish a GBP Post + photo targeting this keyword this week.

Local Pack Rankings

KEYWORD	POSITION	STATUS	TREND
dentist	#8	Out of pack	down
teeth	#14	Out of pack	stable
emergency	#12	Out of pack	stable

Profile Completeness Breakdown

CHECK	STATUS	SCORE
Business hours set	✓ OK	25/25
Primary category set	✓ OK	20

Attributes (wheelchair, etc.)	✓ OK	15
Business description (750 chars)	✗ Missing	0
Photos last 30 days: 2	✓ OK	16/25

Generated by **GBP Watchtower** — weekly automated audit • Monthly fix-it report • Instant alerts for urgent issues | Questions?
hello@gbpwatchtower.com | This is a simulated audit for demo/MVP — connect real GBP API when ready.

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