



Google Business Profile Audit — Pricing & Deliverables

<https://jeffreysmithmarketing.com/gbp-audit/>

Pricing: \$97 One-Time

Deliverables:

1. Full Google Business Profile Audit

- Primary category analysis and correction recommendations
- Secondary category evaluation and expansion opportunities
- Google Maps keyword research (search behavior-based)
- Service section audit (missing services, structure gaps)
- Business description review with rewrite recommendations
- Attributes and profile field optimization review
- On-profile SEO tuning analysis
- Photo and media structure recommendations
- Profile completeness and structural health audit

2. Google Maps Ranking & Visibility Audit

- Current Google Maps ranking analysis
- Keyword visibility breakdown (what you rank for vs. don't)
- Geographic ranking distribution (service area coverage)
- Competitor comparison and positioning analysis
- Proximity limitations impacting rankings

- Map Pack performance indicators and gaps
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3. Optimization Action Checklist

- Prioritized list of required fixes (critical issues)
 - Recommended improvements (high-impact optimizations)
 - Enhancement opportunities (additional gains)
 - Optional optimizations (secondary improvements)
 - Structured implementation roadmap for execution
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4. Professional Audit Report (PDF Deliverable)

- ~25-page structured audit report
 - Full GBP profile findings
 - Google Maps visibility data
 - Keyword insights and targeting gaps
 - Structural weaknesses identified
 - Competitor observations
 - Prioritized action steps
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5. Strategic Summary & Clarity Layer

- Clear explanation of what's holding your profile back
 - Identification of misalignment with search intent
 - Breakdown of what is working vs. underperforming
 - Defined next steps before any optimization or SEO investment
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6. Bonus Deliverables

- GBP Optimization Roadmap PDF (7-phase system)

- Optional live Zoom walkthrough of audit (on request)
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7. Delivery & Fulfillment

- Turnaround time: up to 4 days
- No account access required (audit is externally performed)
- Delivered via email as a complete report + resources