SYNTHETIC SAMPLE REPORT

GBP Scorecard

Acme Plumbing (synthetic) · Example County, CA · October 26, 2026

68 / 100

C — AVERAGE

A credible profile with a strong local reputation and a usable call path, but it gives a ready customer too few ways to act and no observable after-hours or attribution path.

SCORE BREAKDOWN

Identity & Accuracy	13.0 / 15	Relevance & Services	14.0 / 18
Conversion & Action	15.0 / 22	Reputation & Trust	12.0 / 20
Content & Freshness	6.0 / 10	Handoff & Continuity	8.0 / 10
Measurement	2.0 / 5		

Google Business Profile Scorecard — Acme Plumbing (synthetic)

> **Synthetic example — not a real business.**

https://acme-plumbing.example/ · Plumbing · Example County, CA · **October 26, 2026**

68 / 100 — C (Average)

A credible profile with a strong local reputation and a usable call path, but it gives a ready customer too few ways to act and no observable after-hours or attribution path.

Executive summary

- Acme Plumbing has the foundations: a coherent identity, a usable phone path, a correct service-area configuration, and a 4.6 rating across 38 reviews.
- The biggest observable conversion gap is the absence of a booking action, followed by an unexplained after-hours experience.
- Public data cannot show whether calls are answered or how quickly, so speed-to-lead is an owner-data question, not a score penalty.
- The highest-leverage fixes are small: one booking action, one after-hours line, consistent review replies, and one source parameter.

The three biggest revenue leaks

1. No direct booking action on the profile

Stage: Act **Check:** GBP-CON-03

What is happening: No appointment action is visible. The website has a contact form, not a scheduler.

Evidence: The public profile exposes phone and website actions only.

Why it matters: A ready customer must leave Google, find a form, and wait instead of booking.

Fix: Add one branded, working booking action, or state that booking is by phone.

Confidence: VERIFIED

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2. After-hours demand has no observable next step

Stage: Act **Check:** GBP-CON-08

What is happening: Hours end at 19:00 with no after-hours policy. The site says to call but does not say who answers.

Evidence: No after-hours message or urgent path is visible on the profile or destination.

Why it matters: An 8pm emergency cannot tell whether calling reaches anyone.

Fix: State the after-hours policy and connect it to one usable path.

Confidence: STRONG SIGNAL

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3. Speed-to-lead for profile-origin inquiries is unknown

Stage: Response **Owner data:** OD-SPEED-TO-LEAD · **Not scored**

What is happening: Public data shows the action, not what happened after the customer called or clicked.

Evidence: Call answer rate, response time, and booking conversion are not public.

Why it matters: A booked job depends on a human response, not only a profile action.

Fix: Measure median response time for profile-origin leads.

Confidence: OWNER DATA REQUIRED

Profile Findings

ID	Stage	Score	Confidence	What was observed	Fix
GBP-ID-01	Identify	2/2	VERIFIED	Places API: businessStatus=OPERATIONAL; displayName=Acme Plumbing matches the destination title.	—
GBP-ID-02	Identify	2/2	VERIFIED	Places API primaryType=plumber; destination H1 names plumbing repair and drain service. The category is specific and accurate.	—
GBP-ID-03	Identify	1/2	STRONG SIGNAL	Places API types include plumber, drainage service, and water heater repair. Drainage is supported by the site; water-heater evidence is thin, so the set is not fully supported.	Remove unsupported categories and keep only services with real delivery evidence.
GBP-ID-04	Identify	2/2	VERIFIED	Places API nationalPhoneNumber and destination tel: action both show (555) 010-0200.	—

ID	Stage	Score	Confidence	What was observed	Fix
GBP-ID-05	Identify	2/2	VERIFIED	Places API websiteUri points to https://acme-plumbing.example/, the synthetic owned domain used throughout this fixture.	—
GBP-ID-06	Understand	2/2	VERIFIED	Public profile and configuration: service-area business, no storefront address, Example County service area. The hidden address is correct, not a defect.	—
GBP-ID-07	Understand	1/1	VERIFIED	Places API regularOpeningHours: Mon-Sat 07:00-19:00. The destination publishes the same window.	—
GBP-ID-08	Understand	1/1	STRONG SIGNAL	Profile description names repairs, drain cleaning, and Example County, but does not state a customer outcome or differentiator.	—
GBP-ID-09	Understand	0/1	VERIFIED	No practical attributes are visible beyond the category labels.	Add verified emergency and service-area attributes.
GBP-SVC-01	Understand	3/4	STRONG SIGNAL	Leak detection and repiping are on the website but absent from the profile.	Complete the major service list.
GBP-SVC-02	Understand	2/3	STRONG SIGNAL	The profile lists repair work but does not distinguish the highest-value repipe and water-heater jobs. Commercial priority is unclear.	Put the highest-value services first and make them easy to recognize.
GBP-SVC-03	Understand	3/3	VERIFIED	Profile description states emergency plumbing service and the preferred call action is present. Urgent work is represented.	—
GBP-SVC-04	Understand	2/3	STRONG SIGNAL	Service descriptions repeat category labels; they do not explain the customer problem or the work included.	Write one clear sentence per major service: problem, work, outcome.
GBP-SVC-05	Understand	2/2	VERIFIED	Services are grouped as drain cleaning and water heaters. The grouping is scannable, though leak detection is absent.	—
GBP-SVC-06	Understand	1/2	VERIFIED	Profile and destination service lists differ on leak detection	Align the profile and website

ID	Stage	Score	Confidence	What was observed	Fix
				and repiping.	service list.
GBP-SVC-07	Understand	1/1	STRONG SIGNAL	No category-specific attribute explains emergency availability, financing, or service-area constraints.	—
GBP-CON-01	Act	4/4	VERIFIED	Places API phone present and the destination uses a tel: link for the same synthetic number.	—
GBP-CON-02	Act	2/2	VERIFIED	Website action is labeled with the business name and points to the synthetic owned domain.	—
GBP-CON-03	Act	0/3	VERIFIED	No booking action is present; the destination contact form is not a scheduler.	Add one direct booking action with a branded destination.
GBP-CON-04	Act	N/A	NOT APPLICABLE	N/A: condition not enabled: messaging_expected	—
GBP-CON-05	Act	N/A	NOT APPLICABLE	N/A: condition not enabled: physical_storefront	—
GBP-CON-06	Act	1/2	STRONG SIGNAL	The destination is usable at mobile width, but its contact form sits below a large stock hero image. One extra scroll adds friction, not a dead end.	Make the first destination a mobile-usable page owned by the business.
GBP-CON-07	Act	2/2	VERIFIED	Emergency service is named and the primary phone action is usable, so an urgent path exists.	—
GBP-CON-08	Act	0/2	STRONG SIGNAL	Hours end at 19:00 with no after-hours explanation or path.	State the after-hours policy and connect it to one action.
GBP-CON-09	Act	2/2	STRONG SIGNAL	Call is the clearest action; website and estimate request are secondary. The profile does not label a booking path.	—
GBP-CON-10	Act	1/1	VERIFIED	Phone and website actions point to the same synthetic business. No conflicting booking or messaging destination is present.	—
GBP-TRU-01	Trust	3/3	VERIFIED	Places API rating 4.6 across 38 reviews. This is above the synthetic local baseline for the example.	—
GBP-TRU-02	Trust	3/3	VERIFIED	38 reviews is a plausible base for a service business of this synthetic age and category.	—

ID	Stage	Score	Confidence	What was observed	Fix
GBP-TRU-03	Trust	3/4	VERIFIED	The public review sample has no review newer than 2026-07-18. At the 2026-10-27 audit date, recent proof is weak.	Make review requests part of every completed job.
GBP-TRU-04	Trust	1/3	VERIFIED	Review timestamps cluster in 2025 and early 2026, then stop. The sample does not show a steady recent cadence.	Use a repeatable post-job request instead of sporadic campaigns.
GBP-TRU-05	Trust	1/3	VERIFIED	One 2-star review in January 2026 cites a missed arrival window; the rest of the sample is positive. This is a small but relevant recent negative.	Read recent negatives, fix the recurring cause, and respond publicly where appropriate.
GBP-TRU-06	Trust	0/2	VERIFIED	No owner responses are visible despite 38 reviews.	Respond to every review.
GBP-TRU-07	Trust	0/1	VERIFIED	No recent relevant owner response is visible.	Write specific replies, starting with the recent negative.
GBP-TRU-08	Trust	1/1	STRONG SIGNAL	Two sampled reviews name drain cleaning and water-heater work. Service-specific proof exists but is not repeated across the sample.	—
GBP-CNT-01	Trust	2/2	VERIFIED	Places API reports profile and cover media. A logo and cover image are present.	—
GBP-CNT-02	Trust	1/2	STRONG SIGNAL	Two of six sampled images are stock graphics. The set is mixed rather than clearly business-specific.	Replace stock imagery with real, permissioned job and team photos.
GBP-CNT-03	Trust	1/3	STRONG SIGNAL	One job photo and one team photo are present; service variety is thin relative to the claimed services.	Add captioned photos for each major service, including before/after where appropriate.
GBP-CNT-04	Trust	0/1	VERIFIED	Only one recent media item is visible.	Add a small number of recent job photos.
GBP-CNT-05	Trust	1/1	VERIFIED	Two images carry business attribution; the remaining images are user-contributed or unattributed.	—

ID	Stage	Score	Confidence	What was observed	Fix
GBP-CNT-06	Trust	N/A	NOT APPLICABLE	N/A: condition not enabled: content_posts_expected	—
GBP-HND-01	Handoff	2/2	VERIFIED	Destination fetch resolves over HTTPS with a valid certificate and no unrelated redirect.	—
GBP-HND-02	Handoff	2/2	STRONG SIGNAL	Destination title and logo match Acme Plumbing, but the footer uses a shortened brand name.	—
GBP-HND-03	Handoff	1/2	VERIFIED	Phone and hours match; the destination adds leak detection not present on the profile. One material service inconsistency.	Update the destination and profile from one source of truth.
GBP-HND-04	Handoff	N/A	NOT APPLICABLE	N/A: not observable: booking_present	—
GBP-HND-05	Handoff	1/1	STRONG SIGNAL	The destination has a contact form and phone link, but the first mobile viewport has no visible next action.	—
GBP-HND-06	Handoff	0/1	STRONG SIGNAL	The handoff preserves no observable source context.	Preserve one source parameter through the handoff.
GBP-MSR-01	Measure	0/2	VERIFIED	The website action has no source parameter.	Add one stable source parameter.
GBP-MSR-02	Measure	N/A	NOT APPLICABLE	N/A: not observable: booking_resolves	—
GBP-MSR-03	Measure	1/1	VERIFIED	Destination uses a stable root URL with no redirect chain that would strip query context.	—

Category breakdown

Category	Earned	Applicable	Weight	Normalized
A. Identity & Accuracy	13	15	15	13.00
B. Relevance & Service Coverage	14	18	18	14.00
C. Conversion & Actionability	12	18	22	14.67
D. Reputation & Trust	12	20	20	12.00
E. Content & Freshness	5	9	10	5.56
F. Handoff & Journey Continuity	6	8	10	7.50

Category	Earned	Applicable	Weight	Normalized
G. Measurement & Attribution	1	3	5	1.67
Total	**68.4**	**100**	**100**	**68.40**

No hard cap is active.

Customer Journey

Stage	Status	What was observed
Identify	Scored	The business, phone, website, and service-area model are coherent.
Understand	Scored	Plumbing and drain work are clear; one major service and important attributes are missing.
Trust	Scored	A strong rating and recent-enough reviews are weakened by no visible owner responses.
Act	Scored	Call works; booking is absent; after-hours friction is the main act-stage gap.
Handoff	Scored	The website resolves over HTTPS and matches the business; mobile first action and source context are weak.
Response	Owner data required	Call answer rate and speed-to-lead are not observable from public data.
Book	Owner data required	Booking conversion cannot be measured from the public profile.
Customer	Owner data required	Profile-origin revenue and close rate require authorized CRM data.
Review	Owner data required	The public result is visible; the request process is not.
Measure	Scored	No source parameter distinguishes profile traffic; the destination URL is stable.

What is already working

- The primary phone is present, usable, and consistent between the profile and the destination.
- The profile resolves over HTTPS and lands on the correct business website.
- The rating is strong at 4.6 across 38 reviews, with service-specific proof in the review sample.
- The service-area configuration is appropriate for a plumbing business without a storefront.

Top fixes

#	Fix	Checks	Points	Effort
1	Add one direct booking action with a branded, working destination	GBP-CON-03	+3	M
2	Publish the after-hours policy and connect it to one action	GBP-CON-08	+2	S
3	Respond to every review, starting with the recent negative	GBP-TRU-06, GBP-TRU-07	+3	S
4	Add a consistent source parameter to the profile website action	GBP-MSR-01	+2	S
5	Complete the profile service list and align it with the website	GBP-SVC-01, GBP-SVC-06	+2	M

The booking action and after-hours line remove the two clearest dead ends in the ready-to-act path. Review replies and source attribution make the existing demand visible. None of these fixes requires a new website.

Revenue Opportunities to Investigate

OWNER DATA REQUIRED — not scored.

Call answer rate (response) — The profile can produce a call, but only the phone system can show whether it was answered. - How many profile-origin calls were answered, missed, or abandoned? - What is the median ring time and voicemail rate during business hours?

Speed-to-lead (Response) — The profile can produce a call or click; only the phone and CRM systems can show how fast a human responds. - What is the median time from a profile-origin call or form to first human contact? - Does the answer or callback process change after 7pm?

Booking conversion (Book) — A booking action would create a path; it would not prove that ready customers complete it. - What share of profile-origin booking attempts become scheduled jobs? - Where do customers abandon the current contact form?

Review request operations (review) — Public reviews show the result, not whether the request process is consistent or selective. - Is every completed job asked for a review through the same process? - Who owns follow-up, and how are negative experiences handled before a request?

Profile-origin revenue (Customer) — Only authorized CRM and financial data can connect profile activity to booked revenue. - Which closed jobs originated from the profile? - What is the average job value and close rate for profile-origin leads?

Opportunity Flags (not scored)

- **Online estimate requests** (`online_estimates`) — The profile expects a ready customer but offers only a generic website contact form; a scoped estimate path could fit larger jobs.

  Not scored. An optional RAD service is never the reason a business loses points.

- **Review request automation** (`review_automation`) — Reviews are recent enough to trust but owner responses are absent and review velocity is uneven.

  Not scored. An optional RAD service is never the reason a business loses points.

- **Profile-origin attribution** (`advanced_attribution`) — No observable source parameter distinguishes profile traffic from other channels.

  Not scored. An optional RAD service is never the reason a business loses points.

- **Missed-call recovery** (`missed_call_recovery`) — Call is the primary action; owner data is needed to know whether calls are missed.

  Not scored. An optional RAD service is never the reason a business loses points.

- **Emergency routing** (`emergency_routing`) — Emergency plumbing is advertised but after-hours coverage is not explained.

  Not scored. An optional RAD service is never the reason a business loses points.

Limitations

- Public mode cannot observe call answer rate, speed-to-lead, booking conversion, close rate, or revenue.
- The Places API does not expose the complete services list, all attributes, owner responses, posts, or every action type. Those were reviewed from the synthetic public-profile fixture.
- Service-area boundaries are not fully exposed by the public Places API.
- Only a small public review sample was available; theme and recency analysis is illustrative, not a census.
- Connected performance diagnostics are not part of the public score.

Method and provenance

Source	Type	Field completeness	Collected
places	places_api	82%	2026-10-26T10:01:00Z
destination	destination_http	76%	2026-10-26T10:04:00Z
public_profile	public_profile	68%	2026-10-26T10:06:00Z
reviews	review_sample	64%	2026-10-26T10:07:00Z

Source	Type	Field completeness	Collected
media	media_sample	55%	2026-10-26T10:08:00Z

Audit mode: public · **Rubric:** v1.0.0 · **Collector:** v1.0.0 · **Scorer:** v1.0.0

Public Mode observes only public data. It does not post, reply, book, call, text, submit a form, or change a profile. Owner-data questions are reported separately and never reduce the public score.

Synthetic example for documentation. Not a real business. Prepared with GBP Scorecard v1. · Rubric v1.0.0 · Collector v1.0.0 · Scorer v1.0.0 · Run 2026-10-26T1000-acme