

Maple Local

Local presence ops · maplelocal.com

MAPS AUDIT REPORT

Prepared for: Example HVAC LLC

City: Anytown, USA · SAMPLE

Date: September 2026

Audit summary

Clear opportunities on the public Google listing and nearby directories. Hours, phone consistency, and review replies matter most for callers this week. No vanity score. Just what to fix first.

Fix-first list below · no vanity score · soft next steps only if you want them

Key issues found

These are the main factors confusing callers on Maps. EXAMPLE · ANONYMIZED.

ISSUE	WHAT WE SAW	PRIORITY
Hours conflict	Google says close 3pm; door sign and website say 6pm. Callers arrive or dial when you look closed.	FIX FIRST
Stale phone on a directory	One secondary listing still shows an old number while Google is current. Taps go nowhere.	FIX FIRST
Reviews not answered	Low-star reviews unanswered for 11+ days. Trust slips while the crew is on jobs.	FIX FIRST
Thin listing details	Secondary categories and photo variety could be stronger for service search.	FIX LATER
Name / address / phone drift	Small inconsistencies across several directories (suite formatting, phone punctuation).	FIX LATER

Fix order

Fix first

- Align Google hours with the door sign and website (one truth).
- Update or suppress the directory still showing the old phone.
- Reply to unanswered low-star reviews in your voice (short, calm, specific).

Fix later

- Add secondary categories that match what you actually sell.
- Refresh photos (crew, trucks, completed jobs, real, not stock).
- Normalize NAP spelling across the top directories.

Leave alone (for now)

- Primary Google Business Profile name looks consistent with the shop brand.
- No obvious duplicate GBP that needs a merge fight this week.

Review posture (notes only)

Honest notes. We do not sell fake review volume.

- Recent 1★ mentions “listing says open but nobody picked up.” Likely tied to hours / phone drift above.
- Older 5★ reviews are strong; a few replies would show you are listening.

Want this for your shop?

One-time Maps audit · written fix order · no sales call. Soft next steps only if you want them.

maplelocal.com/maps-audit · Audit \$147 · Audit + walkthrough \$197