

PREPARED BY NORTHLINE LOCAL

Google Business Profile Audit

Harbor Dental Studio (sample)

2148 N Damen Ave, Chicago, IL 60647
Dentist - (312) 555-0187 - harbordental.example

PUBLIC SIGNAL SCORE

69
out of 100

D Needs work

PROFILE READINESS

77/100

Underlying profile score before the key-word cap.

CENTER PROBE

#4

"dentist near me" at the business coordinates.

TOP 3 COVERAGE

4/9

9 fixed Places relevance probes around the business.

Executive summary

For "dentist near me", the business is #4 at the business location and top 3 at 4 of 9 probe points. The clearest measured gap is: 46 fewer reviews than the local competitor median.

Moderate public-data confidence

Public GBP Audit v3.0 - limited signals excluded

Measured Signal Snapshot

UNKNOWN FIELDS ARE NOT SCORED

REVIEWS

46

Review volume is one of the clearest observable prominence signals.

RATING

4.4

Aim for a strong average while maintaining steady new reviews.

REVIEW SAMPLE

5 of 46

Common terms: friendly, professional, appointment. Descriptive only.

HOMEPAGE RELEVANCE

62/100

1 H1; schema not found.

PHOTOS

10+

Presence observed; capped sample is not scored.

CATEGORY

Dentist

Public primary place type; chosen secondary categories require owner access.

First principle

Fix measured relevance and prominence gaps before cosmetic profile polish. Visibility stays below green unless the business is #1 at every measured probe point; this does not imply any edit can guarantee that outcome.

Top Fixes

4 PRIORITIZED

- 1

Compare the measured review, category, and website gaps against Lakefront Dental Group (sample), which ranks ahead at 4 of 9 probes, then re-run the same coordinates

KEYWORD VISIBILITY - HIGH IMPACT - MEDIUM EFFORT

Evidence: Center position #4; top 3 at 4 of 9 fixed Places relevance probes.

Target: Improve the measured gaps, then re-run the same 9 points; use a dedicated geo-grid before claiming market-wide movement.
- 2

Build toward the local median of 92 reviews with a compliant post-service request process

REVIEWS - HIGH IMPACT - LOW EFFORT

Evidence: 46 reviews at 4.4 stars versus a local median of 92 reviews at 4.6 stars.

Target: Reach the local median of 92 reviews while protecting rating quality.
- 3

Focus on service quality to push your rating above 4.5 stars

REVIEWS - HIGH IMPACT - LOW EFFORT

Evidence: 46 reviews at 4.4 stars versus a local median of 92 reviews at 4.6 stars.

Target: Reach the local median of 92 reviews while protecting rating quality.
- 4

Add natural homepage copy that clearly covers: dentist near me

WEBSITE - HIGH IMPACT - LOW EFFORT

Evidence: Title found; 1 H1; 1/3 target-query terms found; LocalBusiness schema not found.

Target: Make the homepage indexable and explicitly relevant to the target service and primary market.

WEBSITE EVIDENCE

62/100

Title found; 1 H1; LocalBusiness schema not found.

REVIEW LANGUAGE SAMPLE

5 texts

Recurring terms: friendly (3), professional (2), appointment (2).

Interpretation rule

Recommendations above are tied to measured public gaps. Photo-library size, secondary categories, posts, services, Q&A, and reply coverage remain owner-only checks and are not presented as confirmed failures.

9-Point Visibility Probe

2 MI CARDINAL AND DIAGONAL OFFSET

PROBE POINT	POSITION	#1 RESULT AT THAT POINT
Business location	#4	Lakefront Dental Group (sample)
North	#2	South Loop Family Dental (sample)
Northeast	#3	Lakefront Dental Group (sample)
East	#3	Bridgeport Smiles (sample)
Southeast	#6	South Loop Family Dental (sample)
South	#8	Lakefront Dental Group (sample)
Southwest	#7	Bridgeport Smiles (sample)
West	20+	Parkside Dental Care (sample)
Northwest	#4	Lakefront Dental Group (sample)

LOCAL REVIEW MEDIAN

92

46 on this profile; 46 to close the median gap.

LOCAL RATING MEDIAN

4.6

4.4 on this profile; quality matters more than chasing a perfect 5.0.

COMMON PRIMARY TYPE

Dentist

Use as a relevance check, not an instruction to change categories without validating the main service.

How to use this map

Compare the same query, probe coordinates, and result depth after material updates. Movement at one point is not proof of market-wide improvement; distance and personalization still affect real Maps results.

Center-Point Result Set

5 COMPETITORS PLUS AUDITED BUSINESS

POS.	BUSINESS	PRIMARY TYPE	RATING	REVIEWS	FROM ORIGIN
1	Lakefront Dental Group (sample)	Dentist	4.8	210	1.8 mi
2	South Loop Family Dental (sample)	Dentist	4.7	138	2.4 mi
3	Bridgeport Smiles (sample)	Dentist	4.6	92	2.9 mi
4	Harbor Dental Studio (sample) (you)	Dentist	4.4	46	Origin
5	Parkside Dental Care (sample)	Dentist	4.5	61	3.2 mi
6	Bucktown Dental Arts (sample)	Cosmetic Dentist	4.4	52	1.4 mi

Businesses Winning More of the Grid

COUNT SHOWS PROBE POINTS AHEAD

4

Lakefront Dental Group (sample)

Ahead at 4/9 probes; #1 at 2; top 3 at 5. Observable center-set delta: +164 reviews; +0.4 rating; category matches.

3

South Loop Family Dental (sample)

Ahead at 3/9 probes; #1 at 2; top 3 at 4. Observable center-set delta: +92 reviews; +0.3 rating; category matches.

2

Bridgeport Smiles (sample)

Ahead at 2/9 probes; #1 at 1; top 3 at 3. Observable center-set delta: +46 reviews; +0.2 rating; category matches.

What the benchmark says

The clearest measured prominence gap is 46 reviews to the local median. Build reviews steadily and compliantly while protecting service quality.

Positions come from Google Places Text Search with relevance ranking and a location bias. They are directional diagnostics, not personalized Google Maps rankings.

Category Scores

GREEN ONLY MEANS NO MAJOR GAP IN THAT CATEGORY

Keyword Visibility

Outcome cap: 69 - Priority gap

50

SIGNALS CHECKED

Position Score 50 | Points Checked 9 | Points Found 8

MAIN GAPS

- Ranking #4 for the target keyword, outside the top 3

BEST FIXES

- Compare the measured review, category, and website gaps against Lakefront Dental Group (sample), which ranks ahead at 4 of 9 probes, then re-run the same coordinates

Profile Completeness

32% score weight - Strong

100

SIGNALS CHECKED

Basic Info 100 | Hours 100 | Categories 100

Review Prominence

42% score weight - Needs work

68

SIGNALS CHECKED

Volume 58 | Rating 80

MAIN GAPS

- 46 fewer reviews than the local competitor median

- Rating is 0.2 stars below the local competitor median

BEST FIXES

- Build toward the local median of 92 reviews with a compliant post-service request process

- Focus on service quality to push your rating above 4.5 stars

Website Relevance

26% score weight - Needs work

62

SIGNALS CHECKED

Technical 100 | Structure 100 | Keyword Relevance 22

MAIN GAPS

- Target-query terms are weak or missing on the homepage

BEST FIXES

- Add natural homepage copy that clearly covers: dentist near me

- Add valid LocalBusiness schema with matching business name, URL, phone, and address or service area

Photos and Media

Observed - not scored

N/S

Implementation Plan

RE-RUN THE SAME QUERY AFTER MATERIAL UPDATES

Days 1-30 - Correct

- Compare the measured review, category, and website gaps against Lakefront Dental Group (sample), which ranks ahead at 4 of 9 probes, then re-run the same coordinates
- Build toward the local median of 92 reviews with a compliant post-service request process
- Verify the public facts in this report inside Business Profile Manager before editing.

Days 31-60 - Build

- Focus on service quality to push your rating above 4.5 stars
- Add natural homepage copy that clearly covers: dentist near me
- Build reviews through a compliant post-service request process; never gate or incentivize reviews.

Days 61-90 - Validate

- Add valid LocalBusiness schema with matching business name, URL, phone, and address or service area
- Re-run the same 9-point query probe and compare like-for-like results.
- Use a dedicated geo-grid tracker before claiming service-area ranking gains.

What this audit does not claim

- Keyword positions are Google Places API relevance probes at nine fixed points, not personalized Maps results or a dedicated geo-grid rank tracker.
- Review text is a relevance-sorted sample of up to 5, so review recency and reply rate are not scored.
- Photo data is a sample of up to 10 references, so total library size, ownership, freshness, and photo types are not verified.
- Verification, owner description, chosen secondary categories, posts, services, products, Q&A, citations, backlinks, and profile performance require owner access or another provider.
- Distance remains searcher-specific and cannot be improved through profile edits.

Owner-only verification checklist

Confirm verification status, chosen secondary categories, owner description, services or products, posts, Q&A, full review reply history, and the complete photo library inside Business Profile Manager. These are not scored as failures without owner access.