

Free Local GBP Audit Checklist

GBP Kit · 1-page lead magnet · pairs with <https://gbpkit.pages.dev/>

Print it, duplicate it in Notion, or keep it next to the free **Category Gap Checker**. No ranking promises. No API keys. You do the clicks in Google Business Profile.

Business: _____ · **City:** _____ · **Date:** _____

0) Open the free tool (2 min)

- ☐ Open <https://gbpkit.pages.dev/> (or `/category-gap/``)
 - ☐ Paste your primary + secondary categories
 - ☐ Add up to 5 competitors (categories + optional review counts)
 - ☐ Save / copy the **missing categories** list for section 1
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1) Categories (10–15 min)

- ☐ Primary category matches what customers actually hire you for
- ☐ Every secondary is something you **truly** offer (cut wishful ones)
- ☐ Missing categories from the Gap Checker reviewed → Must-add / Test / Ignore
- ☐ For each Must-add: proof exists on site, menu, or photos (or schedule proof this week)
- ☐ No stuffed / duplicate near-identical categories

Primary today: _____

Top 3 Must-add secondaries: _____ · _____ · _____

2) Reviews (10–20 min)

- ☐ Count reviews + glance at average rating (write both): _____ / _____
- ☐ All unanswered **1–2★** queued (reply same day / next business day when possible)
- ☐ **3★** recovery replies planned where useful
- ☐ Recent detailed **4–5★** thanked (one personal detail each)
- ☐ Note top 3 praise themes: _____
- ☐ Note top 3 friction themes: _____

- ☐ No fake reviews, no “5★ for a discount,” no review gating
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3) Google Posts (5–10 min)

- ☐ At least **1 post in the last 7 days** (ideal cadence: 2/week)
- ☐ Last post had a real photo or simple honest graphic
- ☐ Offer text matches a **live** offer (or remove the offer line)
- ☐ CTA uses Call / Message / Book on the profile — not a link farm

Next 2 post ideas: _____ · _____

4) Photos (5 min)

- ☐ Cover + logo still correct
 - ☐ ≥1 fresh photo this month (exterior, team, service, product, or interior)
 - ☐ Remove blurry / wrong-season / closed-location shots
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5) Q&A + messaging (5 min)

- ☐ Public questions answered
 - ☐ 1 useful Q&A seeded from real customer questions (honest answer)
 - ☐ Message / chat responses aren’t sitting unread (if enabled)
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6) NAP glance (5 min)

- ☐ **N**ame consistent on GBP vs website vs door
 - ☐ **A**ddress / service area correct
 - ☐ **P**hone rings to the right place; **hours** match reality
 - ☐ Website link works on mobile
-

Score yourself (honest)

AreaHealthy? (Y/N) Categories Reviews / replies Posts Photos Q&A NAP

3 fixes this week:

1. _____
 2. _____
 3. _____
-

Want the full prompt system?

When you're ready for copy-paste prompts (category audit, review teardown, 12 reply templates, 8-week post calendar, weekly ops checklist):

Local GBP Prompt Pack — \$49

Gumroad slug: ``local-gbp-prompt-pack``

(URL live after publish — until then, this checklist + gbpkit.pages.dev are free.)

Fillable tokens in the paid pack: ``{BUSINESS}`` · ``{CITY}`` · ``{PRIMARY_CATEGORY}`` · ``{SERVICE}``

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GBP Kit · Free audit checklist v1 · No Map Pack / earnings guarantees · Anonymous brand