

THE GOOGLE PROFILE WEEKEND RESET

12 checks. 45 minutes. The single biggest leak we find when auditing WA small businesses.

Why this

A half-finished Google Business Profile loses you more local jobs than a slow website. It's also the cheapest fix on your list.

A plumber in Subiaco we audited had: no photos, four reviews, the wrong hours, and didn't show up for "plumber near me" in his own suburb.

Competitor up the road: 187 reviews, posting weekly, photos for every service.

Same suburb. Same service. Guess who got the next 50 calls.

Same story in Joondalup, Rockingham, Busselton. The suburb changes. The pattern doesn't.

Closing that gap doesn't cost money. It costs a weekend.

How to use

Print it (or open on your phone). Sit down once. Tick honestly. Then take the weekend action plan on page 3.

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Servicing Perth metro + Bunbury and the South West

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The 12-point check

1. The basics

- ☐ **1a. Business name matches your signage and website exactly.** "Joe's Plumbing" ≠ "Joe Plumbing Co." — Google reads these as separate businesses.
- ☐ **1b. All service areas listed (not just one suburb).** Add every suburb you genuinely serve.
- ☐ **1c. Categories set correctly.** Primary + 2–3 secondary (e.g. Plumber + Hot water system supplier + Drainage service).
- ☐ **1d. Hours accurate — including WA public holidays.** ANZAC Day, Foundation Day, Boxing Day — most-missed slip.

2. The signals

- ☐ **2a. 10+ photos uploaded.** Work, premises, team, vehicles. Phone photos > stock.
- ☐ **2b. Posting at least once a month.** Offers, project updates, "booking February now".
- ☐ **2c. 25+ reviews total.** Below 25 you look new. Above 25 you look established.
- ☐ **2d. Average rating 4.4+.** Below 4.4, customers wonder. Above 4.5, you're in the trust band.

3. The activity

- ☐ **3a. You respond to every review within 7 days.** Good ones: short thanks, name them. Bad ones: stay calm, take offline.
- ☐ **3b. Services list filled in with descriptions.** Adds keywords Google can rank you for.
- ☐ **3c. Questions & Answers section has 3+ answered.** You can answer your own. Use your most-asked FAQs.
- ☐ **3d. Website link points to a working page.** Tap it on your phone. If it 404s, today's fix.

SCORE: ____ / 12

Your weekend plan

9+ — Top 10% in your suburb

Your profile is working hard. Maintain the rhythm.

5–8 — Middle pack

Biggest growth lever sits here. Six weeks of attention will move you noticeably.

Under 5 — Ranking out of your own postcode

Don't compete on ads or search rankings until this is sorted. You're handing competitors the easy wins.

The plan

Saturday morning (30 min)

- Update business name (match signage/website exactly).
- Fix hours, including next 12 months of public holidays.
- Set primary + 2–3 secondary categories.

Saturday afternoon (45 min)

- Take 10+ phone photos: work in progress, finished jobs, team, premises, vehicles.
- Upload them all.

Sunday morning (45 min)

- Fill in every service with a 1–2 sentence description.
- Add 3–5 Questions & Answers using your most-asked customer questions.
- Confirm website link works.

Sunday afternoon (30 min)

- Reply to your last 5 reviews.
- Post your first Google Post (offer, project, or update).
- Set a phone reminder: "Post on GBP" — 1st of every month.

Total: about 2.5 hours. Expect a measurable lift in calls within 30 days.

Asking for reviews

Need to get from 8 to 25? Text every customer for the next 6 weeks the day after the job:

*"Thanks again [name]. If you've got 30 seconds, a quick Google review really helps us out — [direct link].
Cheers, [you]"*

Don't follow up more than once. Don't bulk-send. One at a time, named.

Want it managed for you?

Get Found Online includes monthly Google Business Profile management. Photos uploaded, posts published, reviews monitored and replied to, service descriptions kept fresh. Done by people who do it every day. From \$1,500 setup, monthly retainer from there.

→ swanops.com.au/#solution

Want a competitor benchmark too? The Look-See Audit (\$400) shows you what your top 3 competitors are doing in Maps and Search. 50% credited if you continue with Swan Ops.

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